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What we're up to on social media

What's working, what isn't, and how we tell our stories

Our channels and followers

- 684,000 total followers
- 35.53% 12-month rolling average growth



Eight channels (one main, seven regional)
451,000 followers ▪ Reaching people 120m times yearly



Eight channels (one main, seven regional)
87,000 followers



One main channel
49,000 followers



One main channel
51,000 followers



One main channel
27,000 followers

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Our teams

- Two groups publish updates on our social media
 - Channels and Standards
 - Traffic Operation Centres (both ATOC and WTOC)
- ATOC and WTOC look after any updates that have traffic management advice
- Channels and Standards does everything else (e.g. project updates, safety messaging, driver behaviour messaging)
- OnRamp has more detail

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Our strategy

- Our strategy is available on OnRamp
- Also recommend reading the C&E content strategy
- Our strategy describes the state of our channels last year, outlines where we want to get to over the next few years, and our principles for how we work



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What's working?

- We've settled on our tone
- We're not "keeping it short"—we're giving people lots of context
- We're publishing content that has a clear message and purpose
- We're telling great stories about the work we're doing
- We're showing people what we're delivering for them

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Waka Kotahi NZ Transport Agency Waikato BoP

March 10 at 1:05 PM

Our crews are making great progress on the slip on State Highway 25A in the Coromandel. The slip is now as long as a rugby field and goes about a kilometre downhill.

We're cutting tracks above the top of the slip to allow drilling rigs to get in. They'll gather soil samples which'll give us the information we need to decide how to restore the state highway.

We're currently looking at three options: Building a bridge to replace the lost section of road, building a road around the slip to bypass the lost section of road, or building a retaining wall and then rebuilding the road.

Sign up for updates via email: <https://nzta.govt.nz/sh25a-rebuild/>



461

165 comments 200 shares



Pedro Martins · 3rd

Associate Engineering Geologist at Beca

Awesome video, plain language and straight to the point! Great mahi Waka Kotahi NZ Transport Agency, Higgins and Beca! Zac Lyon

Liked by 6 | Reply

1w

- Our language is clear and concise with only one idea per sentence
- Each paragraph has one overarching idea
- Our tone is relaxed and conversational (no jargon)

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Waka Kotahi NZ Transport Agency

February 18 · 🌐

Yesterday there were multiple incidents of abuse towards roadworkers across regions impacted by Cyclone Gabrielle. This is unacceptable.

We're all in this together. The impacts we've seen from the past few weeks of weather are devastating and distressing—we have to look after each other.

Our crews are working in already incredibly challenging conditions to restore access for communities and to enable essential services and supplies to get through. The last thing we want is for them to have to fear for their safety.

Many of our people live in areas impacted by the storm, and they're getting on with the job even as their own families and friends are affected.

Respect our crews while they're doing this vital work. Follow all signage and follow the instructions you receive from traffic controllers. Only travel if you need to. Nonessential travel is hampering our work and is creating unnecessary traffic, slowing down progress.

Check road conditions on our website before setting off on essential travel: www.journeys.nzta.govt.nz. Our website is updated 24/7 with the latest information on state highway closures and disruptions.

👍👎👏 611

61 comments · 43 shares



Waka Kotahi NZ Transport Agency

December 23, 2022 · 🌐

You must keep left unless you're passing others.

If you're on a single-lane road, keep as far left of the centreline as you can. If you're on a multi-lane road, you must keep left unless you're passing others or you're about to turn right.

If you're approaching a passing lane and people behind you want to pass, keep left and let them pass. Don't speed up and prevent them from completing a safe pass.

Drive safely and to the conditions—stick to the speed limit, keep left, and let others pass you if you're travelling slowly.

- Our language is authoritative and always has conviction
- We don't say "please respect roadworkers" or "please keep left"—we simply say "respect our roadworkers" and "keep left"

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Waka Kotahi NZ Transport Agency

Published by Sprinklr · June 26 at 1:36 PM

Thank you.

Since the start of the year we haven't stopped responding to numerous weather events and the widespread damage they've caused to the state highways.

That response wouldn't have been possible without our roadworkers and staff helping with the recovery efforts, along with the strong ongoing support of councils and our mana whenua partners, and the patience and understanding of the communities that were directly affected by the weather.

After this past weekend's weather, many areas are once again in clean-up mode. Once again roadworkers are doing everything they can to repair the roads.

Even if state highways are open, expect to see traffic management and our teams on a number of roads. Take care around roadworkers—they're out there working to repair damage and help keep you safe. Follow any instructions you get from them and any signage you see.

Even with all the progress made since January, there's still a long way to go to fully restore parts of the network and to build more resilience into our state highways. Our people are up for it. With your ongoing support we can build better and stronger connections between communities.



Cryssie Boyd
Your all darn amazing
Thank you ❤️

Love Reply Hide 1w

Dee Whitby
Really grateful. Thank you so much for all your effort and dedication.

Like Reply Hide 1w

Cath Baker
Huge thanks to all the crews involved in trying to get things going again. It's not easy

Love Reply Hide 1w

Julz Ward
Road workers rock and we appreciate them and all that they do...every single one of them!

Like Reply Hide Send message 5d

Simon Haynes-Jones
Great effort everyone thanks for keeping NZ moving!

Like Reply Hide Send message 5d

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Waka Kotahi NZ Transport Agency ✓

Published by Sprinklr · June 20 at 12:05 PM

Median barriers save lives—here's a great example of how they work.

We'd like to share a letter we received from James, a member of the public who wanted to share the story of his crash. Last year, while driving on one of the motorways in Christchurch at 100km/h, James travelled towards the centreline and struck the flexible median barrier.

The flexible median barrier did its job. It prevented James from crossing over the centreline, avoiding a head-on crash with people on the other side of the road. He was able to walk away from the crash, and the people driving on the opposite side of the road were able to continue travelling safely.

Each time you see a barrier that's been hit it's a reminder the barrier has actually done its job. Someone like James has avoided a head-on crash, and the serious outcomes of that crash.

Here's how James described the crash.

"Hitting the barrier at 100km/h was very different to what I perceived it would be like. The first thing I noticed was that the car did not bounce off the barrier. The car appeared to hug the wire cables and stabilise the movement of the car. The vertical posts broke into small pieces and quickly fell to the roadside.

"While being hugged by the wire rope barrier, this gave me enough time to take control of the event and attempt to direct the car to the side of the road once I had washed off enough speed to do so safely.

"There appeared to be little to no impact on my body when I collided with the barrier. Had the barrier not been present I would have been involved in a head-on collision with a line of cars heading towards the city.

"There is no doubt in my mind that the barrier saved me from injury that morning. Had the barrier not been in place, I, and several other people that morning would have experienced an event that would have changed their lives. I am thankful for the barriers that have been placed on the motorways and roads around New Zealand."



Karen Tilley
Ask yourself if you have ever crossed a centre line while driving? Do you know of anyone who has died or been seriously injured because of a head on crash? Reducing number of accidents needs a multi prong approach, education, social pressure regarding drink driving, median barriers and lower speed limits.
Like Reply 2w 4

Jamie Alexander
Try hitting it on a motorcycle
Like Reply 2w 16
Most Relevant is selected, so some replies may have been filtered out.
Waka Kotahi NZ Transport Agency - South Island
People who ride motorbikes run a high risk of being injured or killed in any type of crash because they're more vulnerable. All barriers reduce the greatest risk to motorcyclists, which is head-on crashes into oncoming traffic. ^Matthew
Like Reply 2w 20

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Waka Kotahi NZ Transport Agency ✓

Published by Sprinklr · May 5 ·

Some great news to share: State Highway 2 between Wairoa and Napier will reopen on Sunday 14 May, in just over a week's time. For safety reasons, initially the road will only be open from 7am to 6pm.

Roadworkers have been able to restore the road faster than anticipated—they've worked tirelessly to get the job done, and we've also been lucky to have had the weather on our side.

A Bailey bridge now spans Waikare Gorge where the permanent bridge has been washed away. While workers have been setting up the bridge, other teams have been working across other sites including Devil's Elbow. They've had to clear landslips, debris, and do a whole bunch of other work to make the road safe.

In total, there were 100 damaged sites across this stretch of SH2—roadworkers have worked as quickly as possible to restore the road, and they've done an incredible job.

If you'll be travelling along on this stretch of SH2, keep in mind the road will look different to how you're used to. It's still in a cyclone-impacted state, which means there'll traffic management in place for your safety while workers continue repairs.

A big thanks to communities in Hawke's Bay for their patience while our people have gotten the job done. We know how much reopening SH2 means—we're really glad to be able to open it earlier than expected.

The new Bailey bridge will be blessed by Ngāti Pāhauwera and Maungaharuru-Tāngitū Trust next Saturday, before the entire route reopens to the public on Sunday.



Susan Claire Burgess

Wow wow and wow! Well done Road crews! And ahead of schedule - double thanks!

Like Reply Hide 8w



Tania Hooper

Huge job, Thanks to all the crews working to get them reopened, great work 🙌❤️



Like Reply Hide 8w



Heni McGroder

Thank you for risking your own lives, to build back bridges n roads..my hero's each one of you 🙌❤️❤️❤️🙏🙌

Like Reply Hide 8w



Sherilyn Bury Vilela

Wow so many people will be so grateful for the reconnection and so many grateful for all the work that's gone into getting it done. Looks like it's been a hell of a job to reconstruct the land to support it. Thank you 🙌

Like Reply Hide 8w



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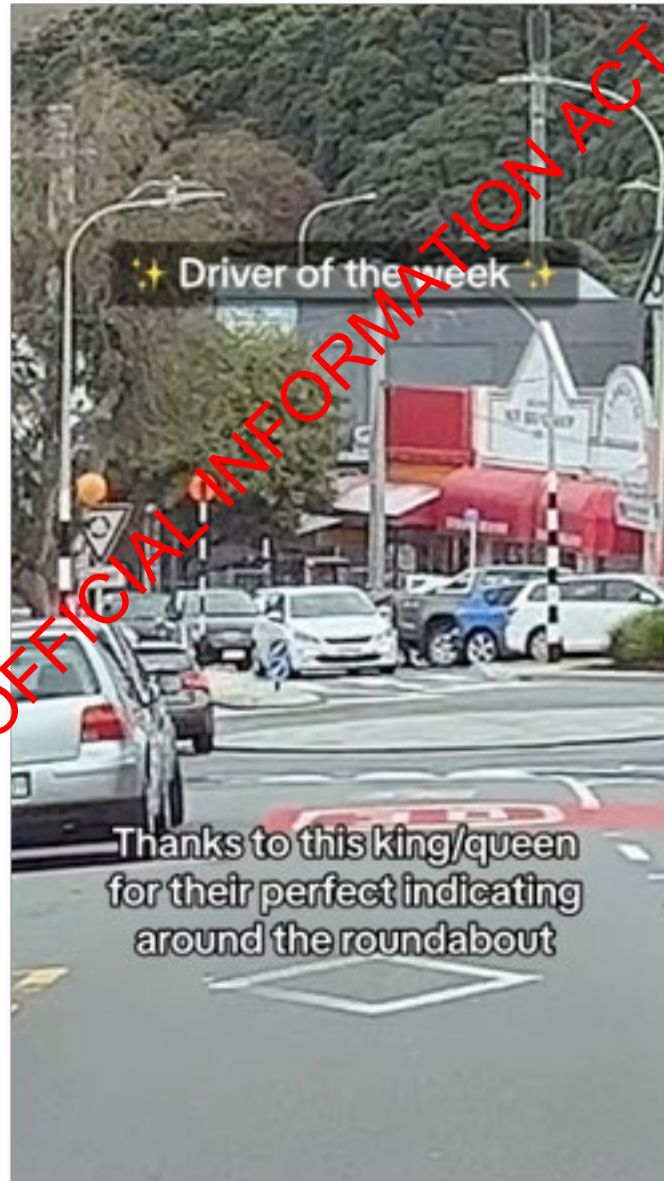


Waka Kotahi NZ Transport Agency

Published by Sprinklr · June 15 at 12:02 PM

Here's how to indicate when you're going around a roundabout—this person does it perfectly. If you're travelling more than halfway around a roundabout, you have to signal right as you're going around, and then signal left as you pass the exit before the one you're taking.

You always have to indicate left when you're exiting a roundabout—just like this example, or even if you're just going straight through. For safety, and to keep everyone moving efficiently, it's important to show others what your intentions are.



Waka Kotahi NZTA · Creator

They're flawless! If you're travelling more than halfway around a roundabout, signal right as you're going around...

6-15 Reply



97



Waka Kotahi NZTA · Creator

...then signal left as you pass the exit before the one you'll be taking. For safety and efficiency it's vital you show people when you're exiting!

6-15 Reply



68



cosues16

I love this account 🥰

2d ago Reply



1



Wario

I always signal 3 seconds before I lane change because of you

6-22 Reply



4



Tania Frazer · Follow

Love these videos



5

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What isn't working?

- In most cases, highly-produced video isn't working for us on Facebook
 - There are always exceptions, like where the video is very engaging (e.g. Merge of the Month) or where there's a high level of interest in a project
 - Aside from those exceptions, we need to promote videos (i.e. put ad money behind them, or "boost" them) to get a reasonable level of engagement
- In most cases, not giving people any context (i.e. "keeping it short")—unless it's done for effect
- Not focusing on what we're delivering to people (e.g. posts just about a sod turning or an opening that aren't focusing on the work happening)

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How we write for social

- We write like humans—like we're having a conversation with a neighbour
- We don't use jargon
- We acknowledge what's obvious, or what we all know
- We don't shy away from being the authority
- No telling—only showing

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Northern Pathway: Westhaven to Akoranga

Have your say – 30 March to 12 April

Waka Kotahi NZ Transport Agency want your feedback on several aspects of the dedicated walking and cycling link between central Auckland and the North Shore.

In response to Covid-19, it's no longer appropriate to have face-to-face events. Instead, we encourage you to go to the project webpage for more information, and to provide us with your feedback.

We are continuing to progress this project as infrastructure will play a critical role in the economic recovery of New Zealand.

Visit: www.nzta.govt.nz/Northern-Pathway to read more about the updated design and complete the online survey.



How we'd write this today

We want your feedback on Northern Pathway, the dedicated walking and cycling path between central Auckland and the North Shore.

Due to Covid-19 we can't have our usual in-person events. Instead, share your thoughts with us in a survey on our website: www.nzta.govt.nz/northern-pathway. The survey is open for three more weeks, until 12 April.

You'll find a proposed design and more information about the path on that page.

Infrastructure will play a major role in our economic recovery coming out of Covid-19. You can learn more about how we're working through Covid-19 at www.nzta.govt.nz/covid-19

- We don't use titles
- We don't talk about ourselves in the third person
- Explicitly name the project/programme if there is one
- Be clear—a “link” is part of a chain or is something you click on. This is either a path or a road
- Be clear about why things are happening (“In response to...”)
- We don't encourage or ask—we tell (“we encourage you...”)
- Words have meaning: “critical” firstly has a negative connotation, and we *all* often lazily use it as a substitute for “big” or “large” or “major” or “significant”—be clear
- “The economic recovery of New Zealand” is a tough read
- Why is the economic recovery happening?
- Why mention the economic recovery/Covid-19 if we don't give people more context?

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What we need

- Content! Photos and videos—even off a phone is fine—and great stories. Check with us—you never know what's interesting
- Let us know when something big is coming up—there's no such thing as too much notice
- Local stories—where appropriate, we want to be sharing the great things councils and communities are doing
- I need your dashcam footage
- Like our posts

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What you'll see from us soon

- Updated social media guidelines which describe how we do our work
- A style guide for social media
- A content calendar that'll be viewable by everyone
- Tell us what you'd like to see

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