

What we're up to on social media

Our strategy and how we tell our stories



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Why social media?

- The media landscape is changing rapidly
- We need channels we own, where we can share unfiltered messages
- It's free when we're publishing updates organically, and very inexpensive to advertise
- It helps us reach the important 18-24 and 25-34 demographics
- It's highly targeted

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Our channels and followers

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



Eight channels (one main, seven regional)
451,000 followers
People reached 120m times a year



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



One main channel
51,000 followers



One main channel
27,000 followers



One main channel
49,000 followers



One main channel
19,000 followers

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Our channels and followers

- Our strategy gives a snapshot of our channels at the time it was written (August 2022), outlines where we want to get to over the next few years, and our principles for how we work
- Both a one-page summary and the full document is available on OnRamp, along with our social media policy and our social media guidelines



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What's working?

- We've settled on our tone—like a trusted advisor
- We're telling great stories about the work we're doing, showing people what we're delivering for them
- Our content has a clear message and purpose
- We don't "keep it short"—we give people lots of context

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Great feedback



seamus boyer • 3rd+
Content and channels strategy
3h • Edited • 🌐

+ Follow ...

Who is crushing public sector social media right now?

For me there is one organisation that absolutely stands out.

[Waka Kotahi NZ Transport Agency](#) has been doing an incredible job since the cyclone of showing two things deliberately and consistently:

👉 Progress of the remedial work

👉 The people carrying it out

It's a simple strategy but highly effective, and if you scroll through their socials from the last few months you notice two really strong visual elements:

👉 An astonishing amount of earth being moved about

👉 A hell of a lot of hi-vis vests

It's almost like bright orange is their new brand colour 🧡🧡🧡

What came through in the output was a very clear strategy to be relentless in showing progress (daily images of the work - not just the milestones), backed up by a commitment to let their frontline teams be the face of that progress.

And the engagement has been immense.

Over the past month or so the team has started bringing back more BAU posts, and injecting just the right amount of humour as they transition out of purely recovery comms.

For me, it's been a masterclass 🙌🙌🙌

Just want to say that I reckon your social comms around the clean-up/repair have been bloody excellent. Clear, direct, and great use of maps and photos - awesome work team.

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State Highway 25A rebuild



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

- Our language is clear, concise, and authoritative where it needs to be
- Our tone is relaxed and conversational



Pedro Martins · 3rd+

1w

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](#)

Like · 6 | Reply

Spotlight on roadworkers



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.



Cath Baker

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

Love Reply Hide 1w



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



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



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

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Cyclone Gabrielle as a case study

- Unexpected events show the importance of having a strategy
- Minimising digital harm is especially relevant for roadworkers and our people
- While we always have to be agile, the fundamentals of our strategy always guide our work
- Learnings from the response will factor into our content moving forward

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Our content mix

- This provides a foundation for us, helping us make decisions around what we should publish week by week

Channel	Serious tone	Neutral tone	Fun tone
Facebook	10%	60%	30%
Twitter	15%	80%	5%
LinkedIn	5%	75%	10%
Instagram		50%	50%
TikTok		50%	50%

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Differences in tone

 **Waka Kotahi NZ Transport Agency** ✓
Published by Sprinklr · 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.

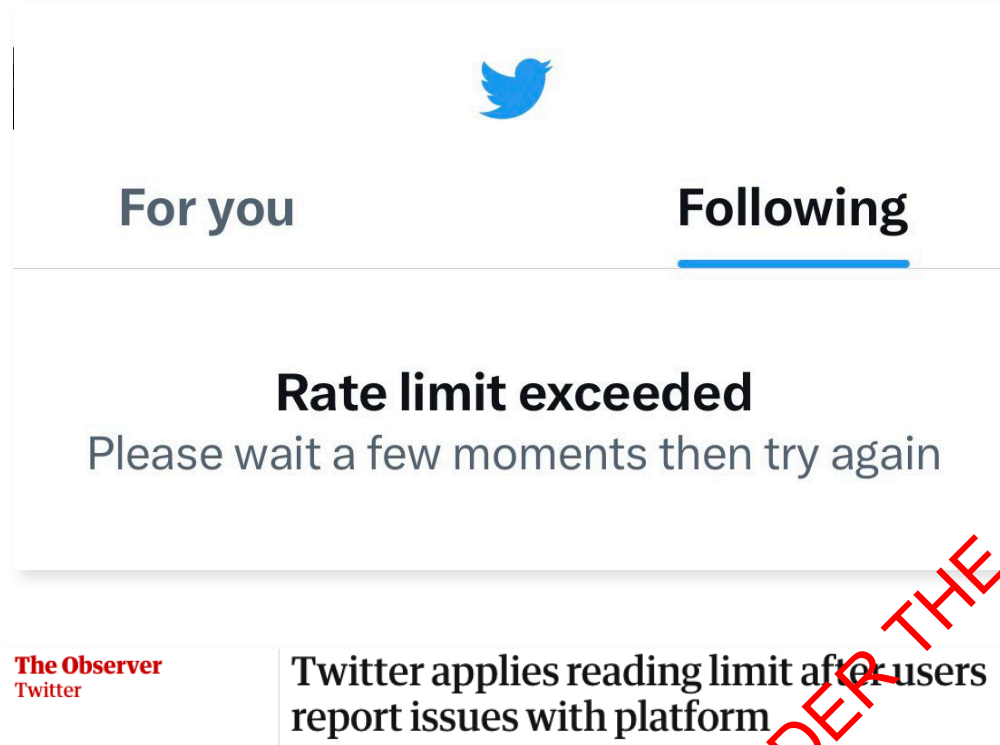


★ Driver of the week ★

Thanks to this king/queen for indicating for 3 secs before changing lanes

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What's the deal with Twitter?



- We're keeping a close eye on the ongoing changes to Twitter
- Twitter is an important channel for our travel information comms
- Competitors are emerging monthly but so far have been flash-in-the-pans, or aren't providing the same level of service

Meta takes aim at Twitter with the launch of rival app Threads

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