Using Twitter Chats to Mobilize Engagement
National Aging and Disability Transportation Center (NADTC)

A Technical Assistance Center of the Federal Transit Administration hosted by Easterseals and the National Association of Area Agencies on Aging (n4a) established in October 2015.

Offering resources, training and information & referral to:
• Older adults
• People with disabilities
• Caregivers
• Professionals serving older adults and people with disabilities
Engagement & Outreach

- Twitter Chats
  - Advocacy and Conversation
  - Awareness and Marketing
  - Growing Your Stakeholder Engagement
  - New Partners

- Tips, Tools & Your Experience
  - What’s Working Well in Your Communities
Twitter Chats

Credit: blog.sumall.com

www.nadtc.org
Twitter is an active part of our communication plan!

Tweeting since Dec. 2015 to:

• Announce events
• Engage with fellow organizations
• Raise awareness of who we are and what we do
• Share news, research, articles
National Aging and Disability Transportation Center (NADTC)

Where We Are Twitterwise...

- 254 followers
- 107 posts during April-June quarter
- 40% increase in followers over prior quarter
2016: Getting Started Chatting

- Easterseals Transportation Group Twitter Chats
  - Participated in March 16, 2016 Safe Routes Partnership’s first #MoveEquity Twitter Chat
  - Hosted June 29, 2016 travel training-focused #AllCanRide Twitter Chat
  - Co-hosted July 27, 2016 #MoveEquity Twitter Chat with Safe Routes Partnership, National Complete Streets Coalition, League of American Bicyclists
Getting Started

#MoveEquity Tweetchat
Wed, March 16
1 pm ET
Join w/ hashtag #MoveEquity
2016 Participation

- We crossed paths with organizations and resources not always on our radar! (e.g., Salud Today, 20-20-20 Movement, Streets Blog USA, FL Safe Mobility)
We Can Do This!

Hosting a June 29, 2016 travel training-focused #AllCanRide Twitter Chat

Partnered with Via Mobility Services (CO), CUTR at USF, Easterseals Chicago, Easterseals North Texas, Dallas Independent School District, and First Transit
# 2016 Participation and Hosting Results

<table>
<thead>
<tr>
<th>Month</th>
<th>Twitter Profile Visits</th>
<th>New Followers</th>
</tr>
</thead>
<tbody>
<tr>
<td>May 2016</td>
<td>141</td>
<td>--</td>
</tr>
<tr>
<td>June 2016 (6/29 host)</td>
<td>1,511</td>
<td>--</td>
</tr>
<tr>
<td>July 2016 (7/20 co-host)</td>
<td>411</td>
<td>21</td>
</tr>
<tr>
<td>August 2016</td>
<td>110</td>
<td>-4</td>
</tr>
<tr>
<td>September 2016</td>
<td>131</td>
<td>6</td>
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<tr>
<td>October 2016</td>
<td>159</td>
<td>10</td>
</tr>
</tbody>
</table>
Fast Forward: 2017 Twitter Chat

- NADTC (@NADTCMobility) hosted a #SafeWalking Twitter Chat on April 12, 2017
  - Hosted by NADTC only (this can limit reach)
  - Contacted national organizations to ask them to help advertise event (e.g., NADO, CTAA, AARP, Safe Routes Partnership)
  - Announced via News from NADTC e-news, Facebook, LinkedIn, postcard at ASA Annual Conference
  - Save the Date tweeted March 17
#SafeWalking Promotion

Save the Date Postcards and Welcome Message

April 12, 2017
2 p.m. Eastern/11 a.m. Pacific

NADTC #SafeWalking Twitter Chat

Use hashtag #SafeWalking to join the conversation about improving pedestrian safety for older adults & people with disabilities.

Follow NADTC on Twitter @NADTCmobility. Visit www.nadtc.org.
#SafeWalking 8 Questions

- **2:04 pm / Q1:** Why are #accessible walking options so important for #Seniors & #PeopleWithDisabilities? #SafeWalking
- **2:12 pm / Q2:** What are the top priority #policy or #design improvements that need to take place for safer walking in the U.S? #SafeWalking
- **2:18 pm / Q3:** What are low-cost #pedestrian improvements that can make a real difference to #Seniors & #PWD? Share a pic or design! #SafeWalking
- **2:28 pm / Q4:** What promising practices or #funding sources are available for #OlderAdult & #PWD walking programs/projects? #SafeWalking
#SafeWalking 8 Questions

- **2:37 pm / Q5:** What online or in-person tools/resources are available for #Seniors & #PWD to help them plan their #pedestrian travel? #SafeWalking
- **2:46 pm / Q6:** How can #OlderAdults get more involved in advocating for safer #walking or #cycling pathways? #SafeWalking
- **2:53 pm / Q7:** What are effective ways to reach #seniors, #PWD & their families to let them know about safe walking programs & resources? #SafeWalking
- **2:58 pm / Q8:** What are new methods/tools to raise #pedestrian safety awareness among the public, #drivers, media & local officials? #SafeWalking
#SafeWalking Chat Results

- 19 organizations tweeted
- 8 questions were posted in addition to welcomes and wrap-up comments
- 9 = highest number of likes for a tweet
- 5 = highest number of retweets

@nadc mobility Twitter Analytics (chat date 4/12)
March 2017: 5 new followers/421 profile visits
April 2017: 36 new followers/1,290 profile visits
June 2017: 9 new followers/495 profile visits
Likes: Resources, Pics & Hot Button Topics

Donna Smith
@Tranzitrtrainer

@NADTCmobility Establish effective snow removal policies to avoid situations like this #SafeWalking
2:35 PM - 12 Apr 2017

SafeRoutesNow
@SafeRoutesNow

A6. Conversations should include seniors and ppl with disabilities from the very beginning! #SafeWalking
2:49 PM - 12 Apr 2017

SafeRoutesNow
@SafeRoutesNow

A6. Our resource library is a great place to start for info, fact sheets on how to get involved.
saferoutespartnership.org/resources/publ… #SafeWalking
2:50 PM - 12 Apr 2017

20/20/20 Movement
@202020movement

A4) We find that seniors often do not like walking alone. Organize neighborhood walking groups along good routes in parks. #saferwalking
2:45 PM - 12 Apr 2017 · Kansas, USA
Retweets: Resources, Hot Topics & Infographics

Hot topics catch attention.
Twitter is ideal for sharing resources.
Twitter Chat Observations

Check questions for character limitations beforehand. Don’t forget your #Hashtag phrase in your character limit!

Have questions pre-loaded (e.g. Hootsuite, TweetDeck) or if loading manually, have them copy & paste ready.

Recruit a colleague(s) to observe, reply, retweet, link, like & follow. All hands on deck.

Adrenaline will fade by the 45 minute mark. Numbers drop off. Keep ‘em motivated!

With more participants you can likely get away with fewer questions!
Storify Archives (storify.com)

Browse past chats. Search by hashtag.
Benefits of Twitter Chats

Twitter Chats help you:

- Expand your knowledge base.
- Find new professional partners.
- Learn more about trending issues.
- Raise awareness about walking and walking resources.
What is Your Experience?

What Communication Tools Are Working Well to Mobilize the Public and Stakeholders?

- Social Media
- Audio
- Videos/TV
- Being Accessible
- Reaching Multiple Generations
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Twitter: @nadtcmobility
Join us on Facebook, LinkedIn and YouTube!