

NMDOT Communication Department TIRS Presentation

September 11, 2020

Marisa Maez Communication Director



All Goals Set in 2019 were achieved

Highlights include:

- POCs under single leadership
- Hired three videographers and a graphic artist
- Built a strong social media presence
- Virtual meetings both internal and external
- Made videos primary messaging platform
- Contracted new construction application for drivers



Results

- Single leadership, creates consistency in statewide messaging and importance of purpose
- Communication department has grown into a production company
- Social media hits a much wider audience
 - Facebook engagement has grown over 2200%
 - Twitter has grown over 42%
 - Instagram just added
- OOMD pushed the internal virtual meetings to the forefront
 - We also started using virtual meetings for public use



Results

- Videos have allowed Secretary Sandoval to provide more personal internal communication and have supplemented external communication
- New construction application is another level of communication for drivers to gather real time information when entering a construction zone
- Finally, our efforts have become so strong, we are now utilized by multiple departments and the governor's office



NMMDOT