

The Faces and Voices of Our Social Media Sites

COMMITTEE REPORT



*Molly Weismantel, Lynn Hoganson, Jeff Markwardt, Tamar Fuhrer, Cunxiang (Nicole) Mi, and Blair Schlecter,
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To many it's nebulous. But to others, social media is an effective, cutting-edge tool to keep people informed while expanding an organization's reach. 2015 WTS-LA Communications Chair Jeff Markwardt (aviation business development manager with ICF International) and 2016 Communications Chair Liz Ramirez (director of community outreach at Curt Pringle & Associates) and their team have used social media to help inform and increase membership in ultimate service of WTS-LA's mission to advance women in transportation. "Social media sites offer a great forum to promote people and the chapter," says Markwardt, who engineered the chapter's robust social media presence, "and aligned with the WTS Los Angeles brand and mission, it's a fantastic way to engage with our board members and access leaders in the transportation industry."



"We don't want one person to be the face of any of our WTS-LA social media sites," notes Ramirez, pictured at left. "The goal is to get our members and board members actively posting. That's because when anyone posts, each post goes to the top of her/his feed and all of her/his contacts see it. It can help grow our site exponentially and expand our reach."

Our WTS-LA LinkedIn team includes attorney Blair Schlecter, architect Molly Weismantel of HDR, and senior civil engineer assistant Cunxiang (Nicole) Mi of the County of Los Angeles Department of Public Works.

Our WTS-LA Twitter team includes Metro transportation planning manager Tamar Fuhrer (our Twitter lead), Iteris assistant transportation planner Fred Chang (pictured below right), Seattle-based urban planner Robin Crawford, and talent acquisition manager Lynn Hoganson of Haley & Aldrich. Our WTS-LA Twitter team has especially made significant growth over the years. Twitter lead Fuhrer notes, "We have been averaging over 300 tweets per month, with over 3,200 followers. We routinely have followers including infrastructure journalists and transportation agency leaders interacting with our tweets



(retweeting, mentioning us, etc.). When I've spoken with others in our industry, they are amazed by how active our Twitter account is!"

Of course, WTS-LA's social media strategy doesn't begin and end with Twitter and LinkedIn. The WTS-LA Communications Committee is making forays into other social media including Instagram. For the moment, though, they remain focused solely on using whatever social media best serves the chapter and its ultimate goal. Social media may be nebulous to some, but the Communications Committee are clear about using it strategically for the greater good of the chapter.