

SDDOT CONSTRUCTION MANUAL  
PROJECT MANAGEMENT SECTION  
**CHAPTER 13 – PUBLIC RELATIONS**

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## **PUBLIC MEETINGS**

Public meetings should be added to the public meetings calendar. When coordinating Public Meetings please refer to the "*Public Meeting Steps*" link located on the SDDOT Internet under Guidance Memorandums at <http://intapps.sd.gov/hm90Policy/memodefault.aspx>.

Notification should be given to the Public Information Officer of all public meetings/open houses set up by SDDOT and by consultants/contractors.

## **PRESS RELEASE GUIDELINES**

Press releases written by a public relations consultant shall conform to SDDOT standards for press releases and approved by the Area Office and Public Information Officer.

Press release templates can be found at [M:\DOT\Common\All DOT Shared Documents and Templates\Press\\_Release\\_Templates](M:\DOT\Common\All DOT Shared Documents and Templates\Press_Release_Templates).

## **WEBSITE**

Larger construction projects should have a webpage on the SDDOT site where timelines, ongoing work, and traffic control updates are posted.

Projects where a public relations consultant is hired will have a website linked to the SDDOT website.

## **SOCIAL MEDIA**

Twitter updates should be done on a regular basis from the Area Engineer on projects in their area. These will then be retweeted by the Region Engineer and Public Information Officer from the main SDDOT Twitter account.

Depending on the project, a Twitter account can be set up specific to that project by the consultant or the Area Office.

## **MISCELLANEOUS**

Newsletters on major projects where we have a webpage or a separate website should be used.

Possibly create email lists for certain projects where people can sign up for updates during the project.