

The Parking Professional

THE INTERNATIONAL PARKING INSTITUTE

ADVANCING TRANSPORTATION AND MOBILITY

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SNAPPED!

Our 2017 photo contest shows the beauty, humor, and wonder found in parking.



2018 SOCIAL MEDIA TRENDS

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ASK THE EXPERTS

What's your top tip for using social media?



Melissa Maraj
Marketing & Communications Manager
Texas A&M Transportation Services

Use automation for consistency. A social media scheduler such as TweetDeck, Hootsuite, Buffer, or SocialFlow allows you to plan and organize most of your social media engagement ahead of time, allowing you to stay actively engaged with your community.



L. Dennis Burns, CAPP
Regional Vice President
Kimley-Horn

Integrating various social media sites into a parking planning study has become a standard practice in the past few years. Leveraging a parking study as a community educational opportunity provides the sponsoring agency with a good foundation for future stakeholder involvement.



Vanessa Solesbee, CAPP
President
The Solesbee Group

Have a documented social media strategy and don't feel like you have to have a presence on every hot, new social media site. Identify which outlets are most frequented by your current customers and desired audience. Then focus on developing regular, concise, and valuable content that will keep your followers engaged and informed about your organization's work.



Michelle Wendler, AIA
Principal
Watry Design, Inc.

Successfully engaging with an audience on social media requires producing consistent, relevant content, which is a challenge when everyone is busy and schedules change on the fly. A content management tool such as Hootsuite or Sprout Social makes it much easier to schedule social media posts in advance, helping you send content at just the right time no matter what gets in the way of your day.



Marlene Cramer, CAPP
Associate Director, Transportation and Parking Services
Cal Poly San Luis Obispo

Stay positive, communicate the same message often, don't avoid the hard questions, and be as honest and transparent as possible. Look for partner and allied groups that are also willing to spread your organization's message and new ways to deliver it.

HAVE A QUESTION? Send it to editor@parking.org and watch this space for answers from the experts.

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