



## *News from the Ohio Turnpike*

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January 30, 2014 (For Immediate Release)  
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### ***Look for @OhioTurnpike on Twitter***

*Turnpike wants to expand following to maximize benefit to traveling customers*

**January 30, 2014 (Berea, OH)** – With the public’s desire to have important travel information and details provided more quickly, the Ohio Turnpike has increased its communications efforts and expanded its participation in various social media platforms. On January 17, the Ohio Turnpike joined Twitter to push out notifications to customers and interested parties.

Using Twitter, the Ohio Turnpike has the ability to relay critical information such as traffic alerts, construction information and accident updates, along with interesting and educational information to a mass audience of followers with just a few key strokes. While the Turnpike has acquired over 200 followers in the first two weeks, it hopes to gain an even greater audience over time.

“Obviously, this platform is only effective if you can build a large following,” explained Executive Director Rick Hodges. He added, “our primary goal is to use this as another resource to relay critically important information to as many people as possible, as quickly as possible.”

Following the review of the results from the Ohio Turnpike’s comprehensive Travel Survey, which was completed at the end of December 2013, it became evident that customers and travelers wanted even more information about the Turnpike available to them. As a result,

Turnpike staff made expanding the communications tools a priority. "Social media will only be expanding in the years to come, and it was important for us to get more involved in these mediums," Hodges stated. He added, "timely traffic information is critical to motorists, and these are the best tools we have available to inform and educate our customers."

Although joining Twitter is new to the Ohio Turnpike, it is not the first form of social media the agency is using to stay connected to customers. The Ohio Turnpike is also on Facebook, Flickr, and has several videos featured on their YouTube channel. Each of these social media outlets offers a unique benefit to reaching customers in a more direct and immediate way, and each avenue is used to compliment and attract people the Ohio Turnpike's website, where even more detailed information can always be obtained.

With Ohio's construction season on the horizon, the Ohio Turnpike encourages customers to follow us on Facebook and Twitter for useful information, and to check the Ohio Turnpike's website prior to traveling for timely updates on any issues affecting an otherwise smooth trip on the Ohio Turnpike.

**Twitter:**     [www.twitter.com/@ohioturnpike](http://www.twitter.com/@ohioturnpike)

**Facebook:**   [www.facebook.com/OhioTurnpikeCommission](http://www.facebook.com/OhioTurnpikeCommission)

**Flickr:**       [www.flickr.com/photos/ohioturnpike](http://www.flickr.com/photos/ohioturnpike)

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