

Work Zone Data Exchange Put Work Zones on the Map

Social Media Post Examples

Post Option 1: Grant Recipient Announcement

- **Facebook/LinkedIn:** <Organization name> is proud to be a leader in the future of work zone safety. We have been members of the Work Zone Data Working Group since <individual year> and are thrilled to see the Work Zone Data Exchange (WZDx) put into practice through the WZDx Demonstration Grants. Congrats to all the grant recipients; we look forward to watching your projects take shape over the next year.
ops.fhwa.dot.gov/wz/wzdx/demonstration_grants.htm <tag FB: @USDOT, LI: @US Department of Transportation>
- **Instagram:** For XX years, we have worked with @USDOT and other industry leaders to develop WZDx – the future of work zone safety through a standardized data feed. We are thrilled to see all the hard work put into practice through the Work Zone Data Exchange Demonstration Grants. Congrats to all the recipients; we can't wait to see your projects in action. #WorkZone #WZDx #transportationtech #PutWorkZonesOnTheMap
- **Twitter:** We have been working with the @USDOT on the development of the Work Zone Data Exchange specification for XX years. Congratulations to the grant recipients; we look forward to seeing you implement this critical step toward work zone safety.
ops.fhwa.dot.gov/wz/wzdx/demonstration_grants.htm

Image: New WZDx Logo



[Alt text: Work Zone Data Exchange (a.k.a. WZDx) logo]

Post Option 2: What is WZDx?

- **Facebook/LinkedIn:** We joined members of the <FB: @USDOT ; LinkedIn: @US Department of Transportation> and transportation leaders nationwide in the Work Zone Data Exchange (WZDx) X years ago to improve roadway safety nationwide. WZDx aims to get real-time data on work

zones into vehicles to help drivers – and eventually automated systems – navigate more safely. Learn more about WZDx at ops.fhwa.dot.gov/wz/wzdx/index.htm.

- **Instagram:** Smarter roads with shared, standardized data are the future of safe work zones. Luckily, we learned about the Work Zone Data Exchange (WZDx) and joined the conversation with @USDOT about how we can transform how navigation systems, drivers and eventually automated vehicles receive information about work zones in their path. #WorkZone #WZDx #transportationtech #PutWorkZonesOnTheMap
- **Twitter:** We're proud to be a part of the dedicated team working with @USDOT to create a national open data feed that will make work zones safer and pave the way for automated vehicles. Learn more about the Work Zone Data Exchange at ops.fhwa.dot.gov/wz/wzdx/index.htm

Image: "What is WZDx" Graphic



[Alt text: WZDx is used to aggregate work zone data, publish it through infrastructure owner/operators and deliver it to roadway users.]

Post Option 3: The Importance of WZDx

- **Facebook/LinkedIn:** It's no secret that data are changing the world, but how will it change our work zones? The Work Zone Data Exchange supports real-time work zone information that will keep navigation systems, drivers and eventually automated vehicles informed about work zones in their paths, saving the lives of roadway users and work zones workers alike. Learn more about this nationwide effort at ops.fhwa.dot.gov/wz/wzdx/index.htm. <tag FB: @USDOT, LinkedIn: @US Department of Transportation>
- **Instagram:** Data are changing the way we operate work zones across the country, saving lives through standardized, free information. We're proud to support the development of Work Zone

Data Exchange to make our roadways and work zones safer. #WorkZone #WZDx #transportationtech #PutWorkZonesOnTheMap @USDOT

- **Twitter:** The safety of future work zones lies in shared data. Learn more about the WZDx nationwide effort to create a standardized data feed and why we support this stride toward work zone safety at ops.fhwa.dot.gov/wz/wzdx/index.htm @USDOT

Image: “The Importance of WZDx” Graphic

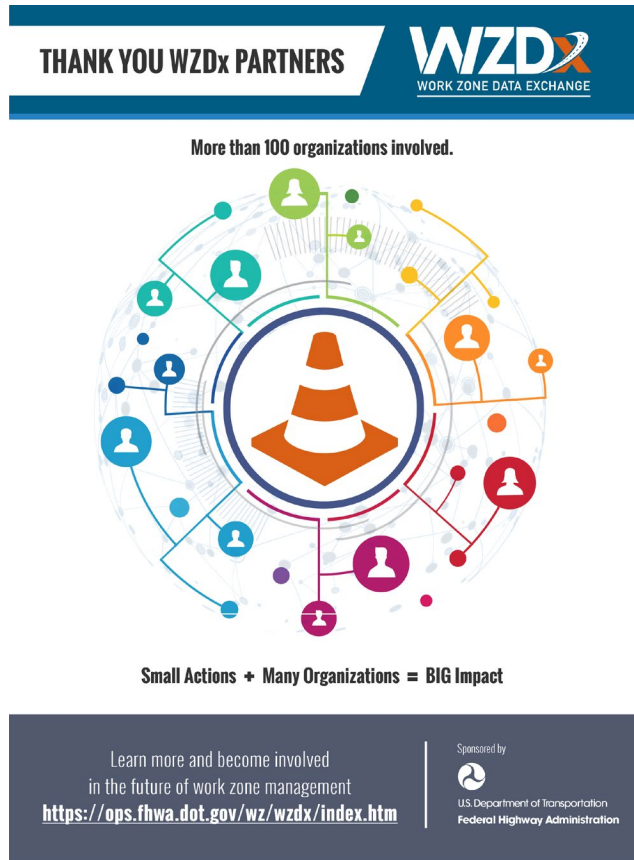


[Alt text: WZDx puts work zones on the map and into vehicles, saving lives.]

Post Option 4: Thank You, WZDx Partners

- **Facebook/LinkedIn:** Industry change stems from widespread industry involvement. We are proud to be one of the more than 100 organizations that have collaborated to develop the Work Zone Data Exchange – the future of work zone safety. Learn more at ops.fhwa.dot.gov/wz/wzdx/index.htm <tag FB: @USDOT, LinkedIn: @US Department of Transportation>
- **Instagram:** What is <Organization name> doing to help make our roads safer? We're helping create WZDx. #WorkZone #WZDx #technology #transportationtech #PutWorkZonesOnTheMap @USDOT
- **Twitter:** The small actions of many organizations are having a BIG impact on our industry and we're proud to be a part of it. Check out what we've been up to with Work Zone Data Exchange at ops.fhwa.dot.gov/wz/wzdx/index.htm @USDOT

Image: "Thank You, Partners" Graphic



[Alt text: Thank you, WZDx partners. The small actions of many organizations equal a big impact.]