



# TRANSPORTATION

*“And when we spot an interesting transportation article, we’ll retweet that as well. We also tweet about major events and hearings on Capitol Hill and even Supreme Court cases that affect transportation regulation.”*

**BY SAMUEL NEGATU AND  
THOMAS LEHRICH**

Social media is an important tool to communicate with your stakeholders. The effective use of new media develops opportunities to reach people outside your realm. While sites like Facebook, YouTube, and Twitter have been household names over the past several years, the notion that the majority of users are under 25 is no longer true. By sharing your message through new media, traditional media can pick up your story. We have found that a little effort and planning can create a huge impact.

With this in mind, the Transportation Section started its own Twitter account. Twitter is an unusual platform in that it is measured by followers. Our goal is to extend and enhance the influence of transport and our section. As we continue to expand, we seek out local and national transportation reporters—hopefully increasing the likelihood that they will follow us.

We tweet about upcoming Transportation Section meetings. We retweet items from the U.S. Department of Transportation and its modes. And when we spot an interesting transportation article, we retweet that as well. We also tweet about major events and hearings on Capitol Hill and even Supreme Court cases that affect transportation regulation.

Social media’s power lies in reaching the known and unknown. But—more important—social media reaches influencers. Traditional influencers like the press, policy professionals, and policymakers, plus new influencers like state/issue bloggers, organizers, and e-newsletter editors. By expanding our outreach to other influencers, our section becomes more influential in shaping transport.

Follow us on Twitter at @FBA\_Trans and join the conversation today. Some of our most popular tweets follow. ☺

*Samuel Negatu is head tweeter for the Section. Originally from California, Negatu received his BA from the University of California—Santa Barbara and his J.D. from Washington University in St. Louis. He spent most of his law school summers working for the U.S. Department of Transportation. He is a congressional staffer at the U.S. House of Representatives. Copyright 2015 Samuel Negatu. All rights reserved. Thomas Lehigh is the chair of the Federal Bar Association’s Transportation and Transportation Security Law Section. He is the deputy inspector general and counsel for the Architect of the Capitol. Lehigh served for 10 years with the Department of Transportation as the chief counsel to the DOT Inspector General and held senior legal posts with the Transportation Security Administration and the Federal Maritime Commission.*

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ON TWITTER AT @FBA\_TRANS AND JOIN THE CONVERSATION TODAY!**



FBA Transportation @FBA\_Trans · Apr 7

**SAVE THE DATE:**  
FBA's Annual Transportation Security Law Forum  
"Responding to Ebola and Other Public Health Threats"  
May 14, 1-5pm, @TSA HQ



FBA Transportation @FBA\_Trans · Mar 10

**Save the Date!**

March 30 Brown Bag Lunch on Pipeline Transportation w/ presenters from @PHMSA\_DOT, @TSA & @FERC.



FBA Transportation @FBA\_Trans · Feb 25

After decades, La Guardia may allow long-haul flights to Los Angeles, San Francisco [on.wsj.com/1DUKkSY](http://on.wsj.com/1DUKkSY)



FBA Transportation @FBA\_Trans · Feb 15

RT @FAANews: DOT and FAA Propose New Rules for Small Unmanned Aircraft Systems [1.usa.gov/1DcTifx](http://1.usa.gov/1DcTifx)



FBA Transportation retweeted

T&I Committee @Transport · May 20

#OnThisDay in 1932, Amelia Earhart left Newfoundland to become 1st woman to fly solo across Atlantic Ocean #aviation



FBA Transportation retweeted

The FAA @FAANews · May 14

Here's a tip – don't spoil your trip. Don't fly your drone in DC. #NoDroneZone [1.usa.gov/1e1H3Zc](http://1.usa.gov/1e1H3Zc) #UAS #drones



FBA Transportation retweeted

NTSB @NTSB · May 13

NTSB confirms preliminary data shows #Amtrak train speed exceeded 100 mph prior to derailment. Further calibrations are being conducted.



FBA Transportation retweeted

The FRA @USDOTFRA · May 1

U.S. DoT and Transport Canada to Make Rail Car Safety Announcement - Tune in at 10:30 [bit.ly/1FCciVs](http://bit.ly/1FCciVs) @AAR\_FreightRail @CNN @WSJ



FBA Transportation retweeted

Anthony Foxx @SecretaryFoxx · Apr 17

W/today's steps, @USDOT @FEMA @EPA make transporting crude oil by #rail safer. [1.usa.gov/1cDwBX9](http://1.usa.gov/1cDwBX9)



FBA Transportation retweeted

flySFO @flySFO · Feb 4

Our new tower is coming along with the installation of LED lights!!! #SFO

