

# ENGAGEMENT & TRAINING PERFORMANCE

UPDATED DECEMBER 2025

## 2025 SOCIAL MEDIA ENGAGEMENT HIGHLIGHTS



### WYDOT'S MAIN FACEBOOK PAGE

**18 million viewers**  
**76,000 followers**



**211,180 views**  
**6,928 subscribers**

### WYDOT'S YOUTUBE CHANNEL

Source: Public Affairs Office



### TREND TRACKER

*THE NUMBER OF FACEBOOK VIEWERS FOR WYDOT'S MAIN PAGE INCREASED FROM 2024 AS WELL AS THE NUMBER OF YOUTUBE SUBSCRIBERS. THE MOST VIEWED VIDEO WAS DRONE FOOTAGE WYDOT COLLECTED WITH HELP FROM SWEETWATER COUNTY FROM THE GREEN RIVER TUNNEL CRASH*



### TRAINING



### TRAINING GOALS

*EVALUATIONS FOR WYDOT UNIVERSITY CLASSES MET GOALS FOR OVERALL SATISFACTION, WITH WYDOT'S LEARNING PLANS, WY SUPERVISE AND WY LEAD, GREATLY EXCEEDING 20% LEARNING IMPROVEMENT GOALS*

Source: Training Services Program

### TRAINING PARTICIPATION & COURSE COMPLETION TRENDS

