2014 Rural Spring Conference
Connecticut Rural Transit Assistance Program

Social Media 101

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What is social media?

Types of social media

How transit operators use social media

The digital divide

Plan for success

Common concerns

Agenda

WHAT IS SOCIAL MEDIA?

How social media differs from traditional communications

3

Traditional media

- Agency generated
- Static
- One-way messages
- Agency voice
- Information

Social media

- User generated
- Interactive
- Two-way conversations
- Multiple voices
- Engagement

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TYPES OF SOCIAL MEDIA

Networking

- Facebook
- LinkedIn
- Google+
- GovLoop

Microblogging

- Twitter
- Tumblr
- Instagram

Media sharing

- YouTube
- Flickr
- Vimeo
- Scribd

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Blogging

- WordPress
- Blogger
- Posterous

Social Curation

- Pinterest
- Storify

Others

- Crowd-sourcing
- Geolocation
- Social buying

7

WHY USE SOCIAL MEDIA?

How transit operators use social media to inform, connect, and have fun

8

rabbittransit · 483 like this
August 9 at 4:48pm · 🌐

The 2nd 83N bus in Harrisburg @ 2nd and Vine St. is delayed due to mechanical issues. The 3rd 83N bus is in route to all stops and currently on time.

Like · Comment · Share

👍 Alicia M Barrett likes this.

Write a comment...

Mountain Line
@MountainLine

Follow

#ML06gold #ML07red Prospect closed for construction. Red & Gold turning around in Dairy Mart parking lot and traveling Willey to Lair.

↩ Reply   🔁 Retweet   ⭐ Favorite   ••• More

5:12 AM - 12 Aug 13

Provide service updates

Offer agency info

Charlevoix County Transit · 192 like this
August 1 at 8:23am near Boyne City, MI · 🌐

Who's ready for Polish Festival in Boyne Falls?? Don't want to deal with parking, but want to take the kiddos to the carnival during the day???? Call us at 582-6900! Remember - free service tonight to Oldies Night from 7pm-12am.

Like · Comment · Share

👍 7 people like this.

Write a comment...

Scott MacKenzie I'm in!
Like · Reply · 👍 1 · August 1 at 8:57am

Support local events

11

Toot your own horn

Talk with your riders

13

Connect with community

Kaltran - Kalispel Tribal Transit · 143 like this
September 18, 2012 at 5:30pm · 🌐

Do you enjoy KALTRAN? Is KALTRAN important to you? Please write us a letter of support for our next round of grant applications. Without grants KALTRAN couldn't operate! If you can write us a letter, please contact Julia Seyler at jseyler@kalispeltribe.com. Thanks!

Like · Comment · Share

5 people like this.

Write a comment...

Ask for support

15

Poll your passengers

Thank your workers

17

Recruit new ones

18

And have some fun

Facebook – Mountain Line (MT)
https://www.facebook.com/pages/Mountain-Line/171971302849360

Facebook – Champaign-Urbana
https://www.facebook.com/CUMTD

Twitter – OATS Transportation
https://twitter.com/oatstransit

Twitter – Mountain Line (WV)
https://twitter.com/MountainLine

YouTube – Kansas City Metro
https://www.youtube.com/user/ridethemetro

YouTube – MATBUS
https://www.youtube.com/user/matbusfm

Blogs – The Buzzer Blog
http://buzzer.translink.ca/

Blogs – The Source
http://thesource.metro.net/

Flickr – MTA:
http://www.flickr.com/photos/mtaphotos/

Flickr – TriMet
http://www.flickr.com/photos/trimet

Instagram – LACMTA
http://instagram.com/metrolosangeles#

Pinterest – Capital Metro
http://www.pinterest.com/capitalmetro/

Google+ – Foothill Transit
https://plus.google.com/101045175752750595042/posts

LinkedIn – Santa Clara Valley Transportation Authority
https://www.linkedin.com/company/vta?trk=company_name
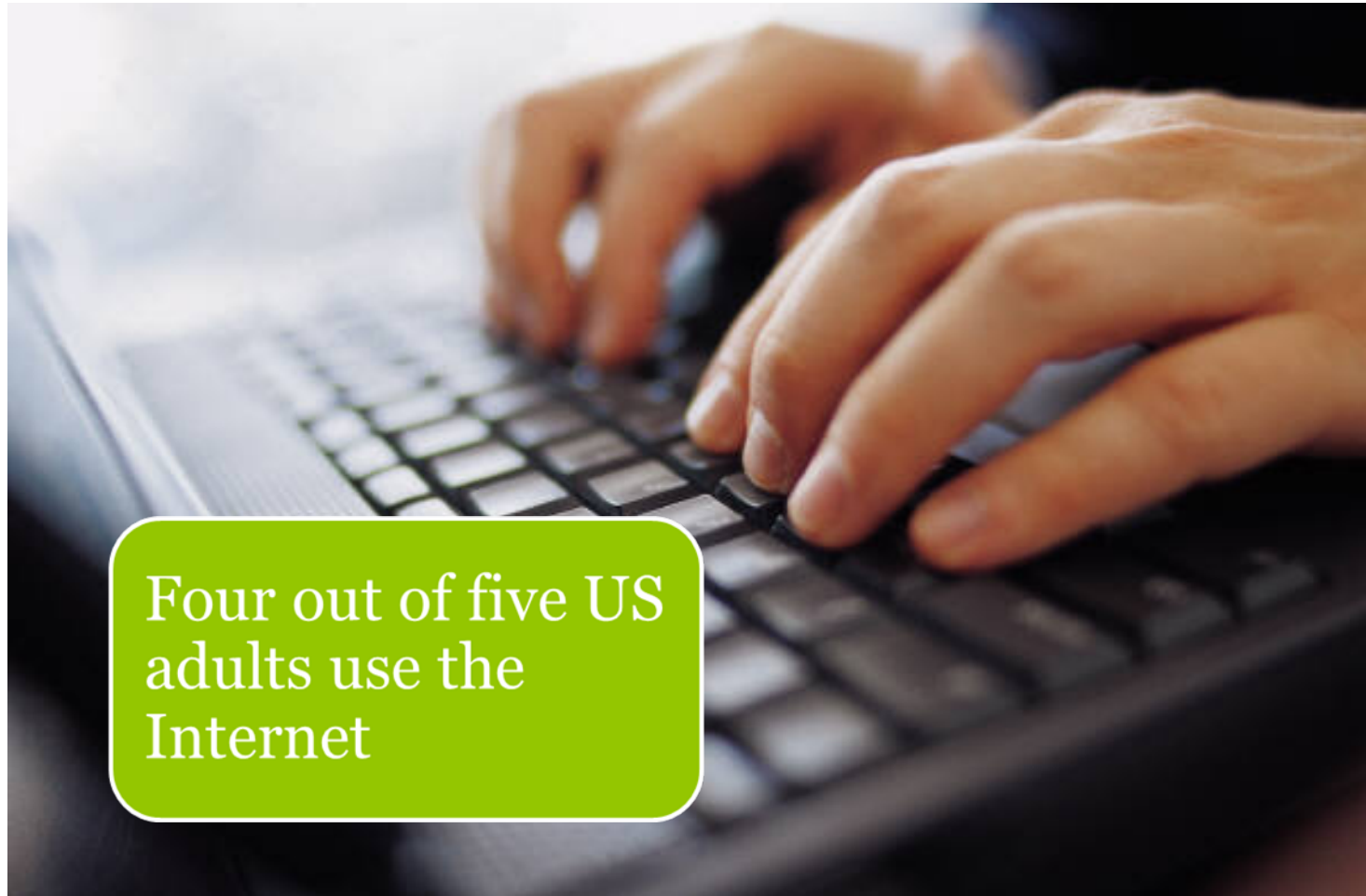
A few examples

THE DIGITAL DIVIDE

Who is using social media and who is left behind?

21

Four out of five US adults use the Internet

22

47% of seniors

33% of low-income households

49% of people with no high school diploma

46% of people with disabilities

Offline, 19%
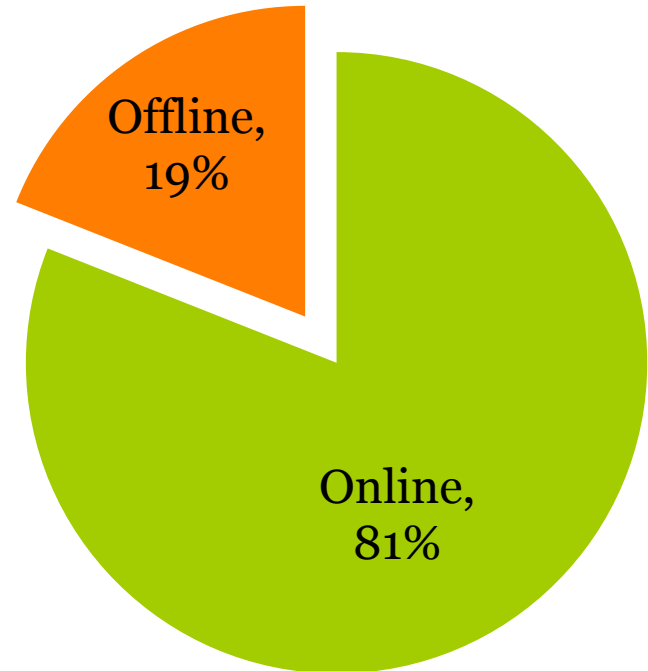
Online, 81%

Who's not online?

Internet adoption, 2000-2013

Internet use is growing

24

Dial-up ■ Broadband

Broadband versus
dial-up, 2003-2013
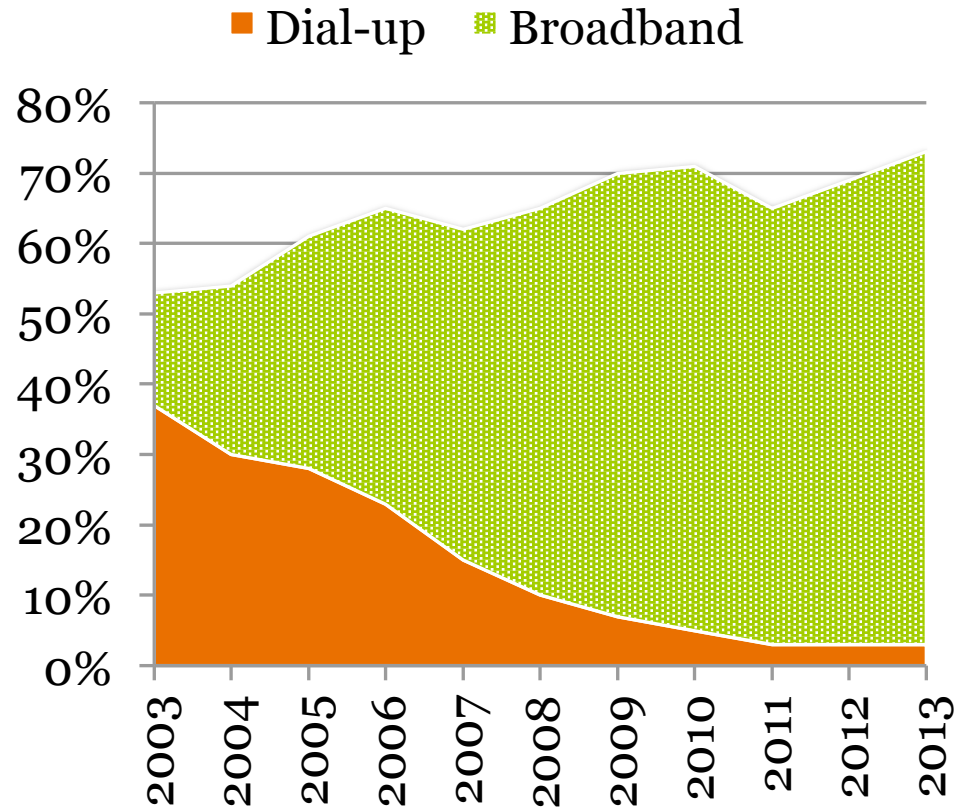
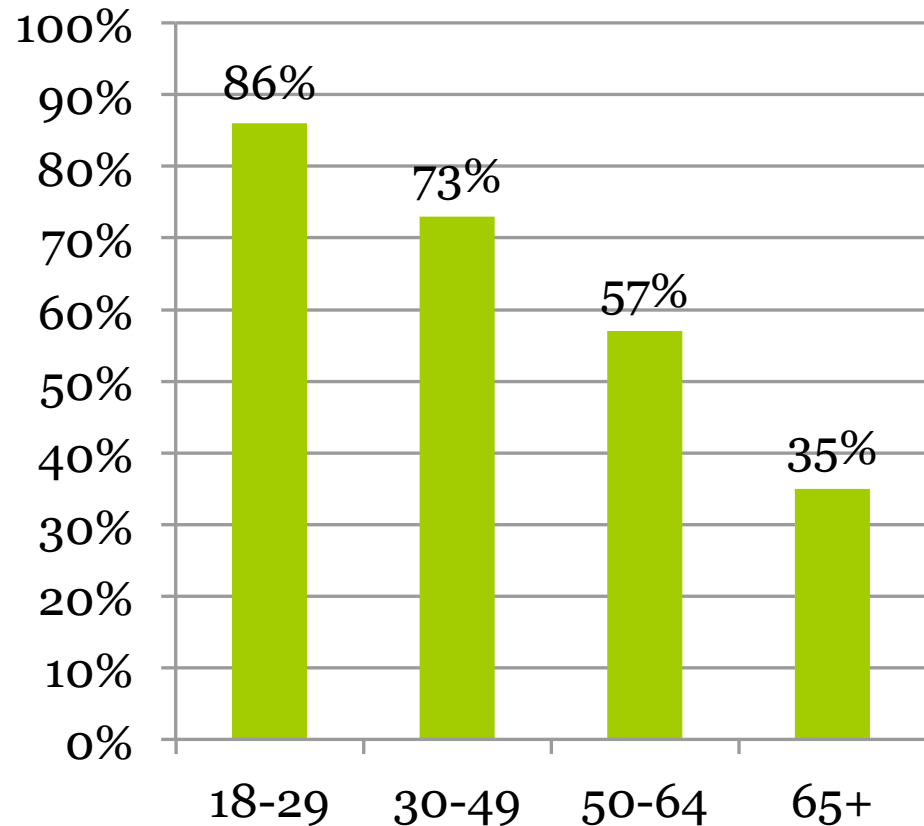# And so is broadband

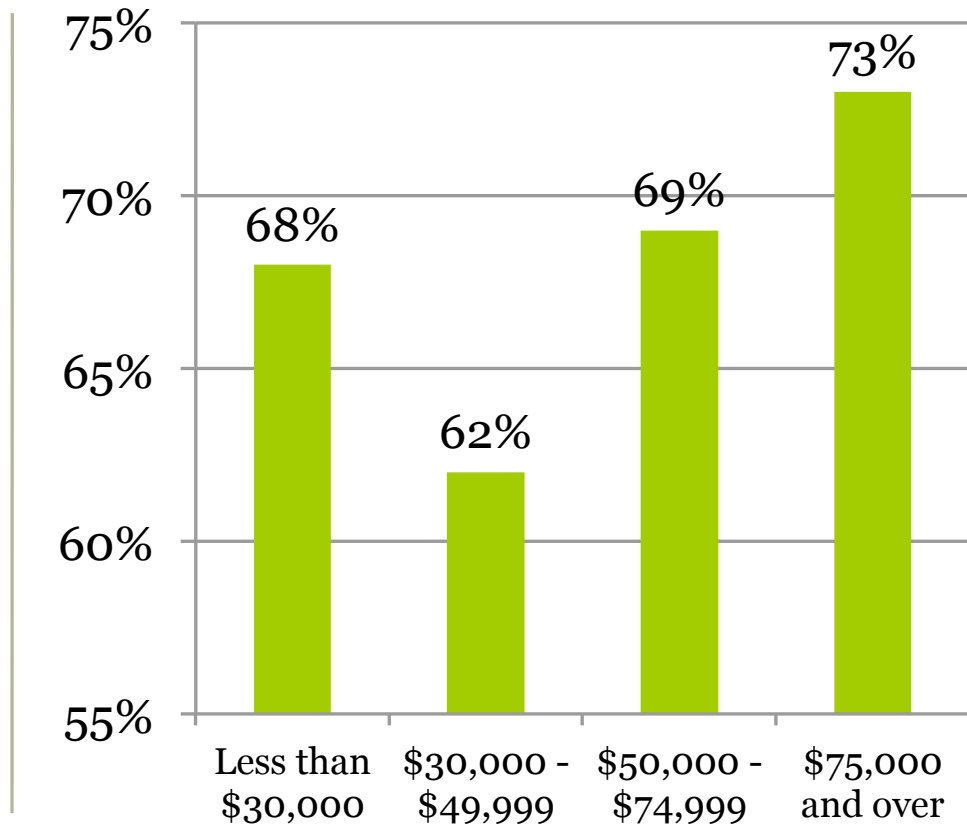Facebook users by age in 2012

Percentage of Internet users.

Who uses Facebook?

Facebook users by annual household income in 2012

Percentage of Internet users.

Who uses Facebook?

Facebook users by urban setting in 2012

Percentage of Internet users.
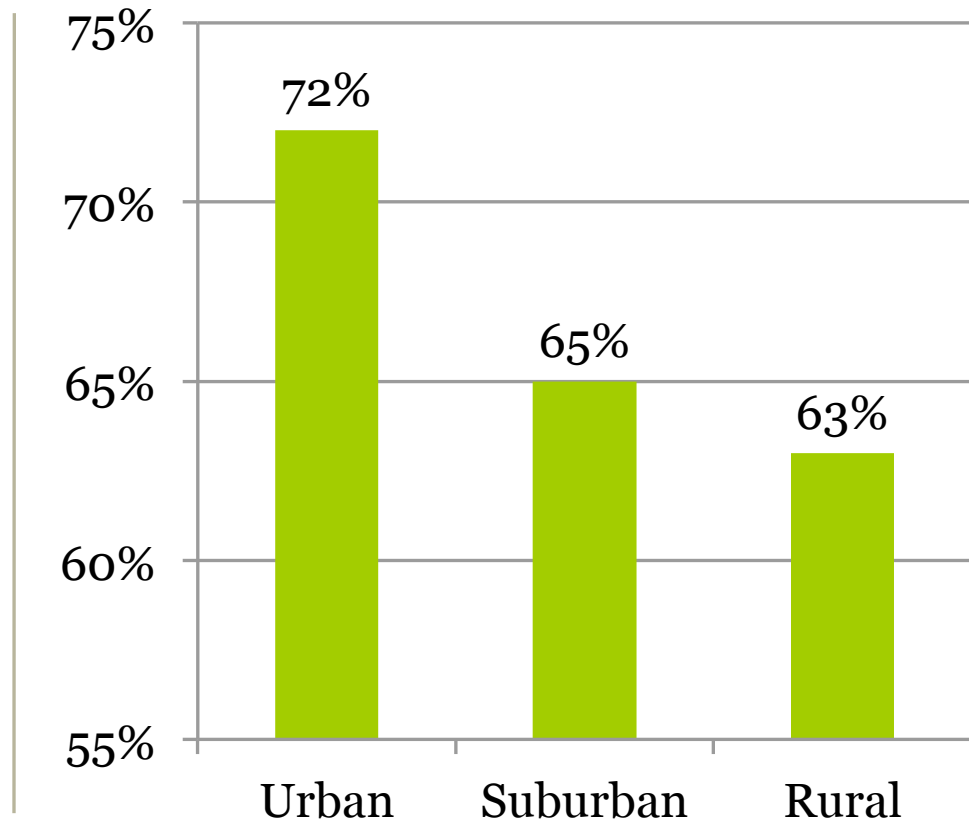
Who uses Facebook? 28

PLAN FOR SUCCESS

Getting started with social media

29

Set the stage with a policy

Use Twitter for short time-sensitive announcements

Use Facebook to post information and engage riders

Share photos of your system and local events on Flickr

Use a blog for longer posts with more background information

Pick your platform

1 April 2014

Find your voice

32

Develop engaging content

Help people find you

Measure your results

35

Reach
- Gauge size of community
- How many friends, fans, and followers

Engagement
- Track audience actions
- How many shares, retweets, comments, or downloads?

Voice
- Who's talking about you?
- Share of voice in industry or mentions by competitors

Sentiment
- Assess positive or negative mood of comments
- Data mining

Typical metrics

36

Free	$	$$
• Built-in analytics (e.g., Facebook Insights) • Google Analytics* • HootSuite* • Klout • HubSpot Marketing Grader • IceRocket • SocialMention • WooRank*	• Buzz Equity • Mention • Spredfast • Sprout Social • Trackur	• Cision PR Software • Lithium • MediaVantage • Meltwater • Salesforce Radian6 • Synthesio • Talkwalker • Vocus

* Free and paid levels

Measurement tools

COMMON CONCERNS

You won't.

It's appropriate to manage
illegal or offensive behavior, but…

Social media
is not for
control
freaks.

Thick-skinned agencies can use social media to learn about their
riders and their service.

And people are talking about you anyway. You might as well join
the conversation.

"We won't be able to control the conversation"

39

"We don't have the resources"

"What if something goes wrong?"

"Do we have to keep records?

"Our riders don't use social media"

43

- Pick your platforms
- Consider the organizational impacts
- Find the right voice
- Listen, listen, listen
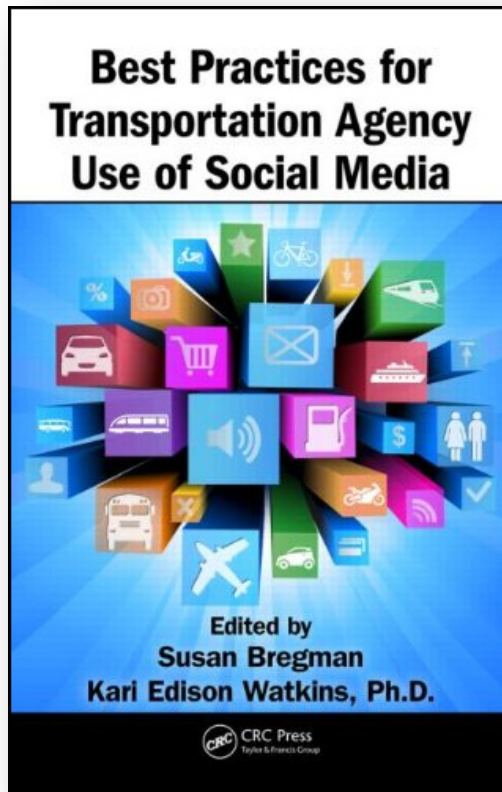- Have fun
- Just get started
- And keep moving

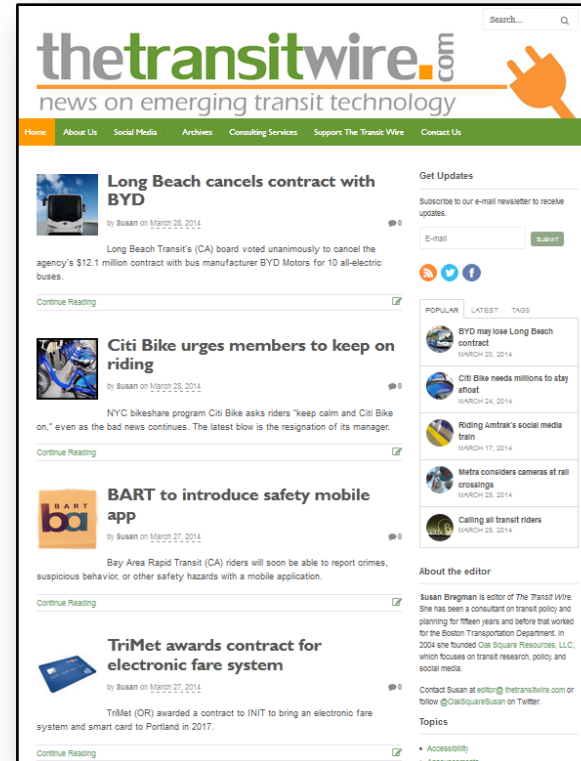# What advice did practitioners offer?

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ANY QUESTIONS?

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OAK SQUARE RESOURCES, LLCOAK SQUARE RESOURCES, LLC

1 April 20141 April 2014

More information about the book is [available here](#).

Read
www.thetransitwire.com

Want to read more?

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