

2014 Rural Spring Conference  
Connecticut Rural Transit Assistance Program

# Social Media 101

Susan Bregman  
OAK SQUARE **RESOURCES**, LLC



1

What is social media?  
Types of social media  
How transit operators use social media  
The digital divide  
Plan for success  
Common concerns

# Agenda

2



# 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



# **TYPES OF SOCIAL MEDIA**



## Networking

- Facebook
- LinkedIn
- Google+
- GovLoop



## Microblogging

- Twitter
- Tumblr
- Instagram



## Media sharing

- YouTube
- Flickr
- Vimeo
- Scribd



## Blogging

- WordPress
- Blogger
- Posterous



## Social Curation

- Pinterest
- Storify



## Others

- Crowd-sourcing
- Geolocation
- Social buying



# 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 · 🌐

Like

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

#MLo6gold #MLo7red 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

9



GO Transit · 425 like this

June 14 at 11:00am · 🌐

👍 Like

GO Transit and Oshkosh Public Library have again partnered to provide free rides to the Oshkosh Public Library for kids and young adults (grades K-12). The program started June 10 and runs through August 30, 2013. For a free ride to the library, just show the bus driver your library card. For a free ride home, you need to get a free ride ticket from the library. Just hand the driver this ticket. The ticket can also be used as an entry for prize drawings. Make sure you fill in the entry info on the ticket before handing it to the bus driver. Enjoy the rides to the library and good luck!

The link provides info on summer reading programs. Ride the Bus & Dig into Reading!

<http://www.oshkoshpubliclibrary.org/kidsandteens/kidsummerreading>  
[www.oshkoshpubliclibrary.org](http://www.oshkoshpubliclibrary.org)

# Offer agency info

10



**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



**OATS Transportation**  
@oatstransit

 Follow

OATS was recognized with an award given by the FTA for the highest % of ridership among rural MO #transit providers.

 Reply  Retweet  Favorite  More

8:52 AM - 9 Aug 13



**MTM** @MTMSocial  
@oatstransit Congratulations!  
Details

9 Aug

# Toot your own horn

12



**GO Transit** · 419 like this

April 17 at 2:06pm · 🌐



More rain & a cold breeze. Yuck.

[Like](#) · [Comment](#) · [Share](#)

3 people like this.

[Top Comments](#) ▾



Write a comment...



**GO Transit** Good to hear.

[Like](#) · [Reply](#) · 1 · April 17 at 3:47pm



**Jody Fredics** It was nice getting on the #5 route and not having to get out of the bus to get the #7! I was dry until my stop near work.

[Like](#) · [Reply](#) · April 17 at 2:23pm via mobile

# Talk with your riders

13

## Trolley Tour 1030am August 15, 2013

Updated about a week ago



Like · Comment · Share

Top Comments ▾



Write a comment...



**SOUTH METRO AREA REGIONAL TRANSIT** Lots of happy faces today on the Free Scenic Trolley Tour!

Like · Reply · August 15 at 2:17pm



**Donn Wright** Good job Deb!

Like · Reply · August 15 at 4:57pm via mobile

# Connect with community

14



**Kaltran - Kalispel Tribal Transit** · 143 like this

September 18, 2012 at 5:30pm · 🌐



👍 Like

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](mailto:jseyler@kalispeltribe.com). Thanks!

Like · Comment · Share

💬 3

👍 5 people like this.



Write a comment...



# Ask for support

15



**Whiteside County Public Transportation - WCPT** · 112 like

this

July 31 at 6:42am · 🌐



All of our drivers will now be wearing a WCPT T-shirt during their shift....let us know what you think. Do you like the new logo, do you find the slogan on the back catchy, or maybe there's a certain color that you like either way we'd love to hear!

Like · Comment · Share

👍 6 people like this.

Top Comments ▾



Write a comment...



**Whiteside County Public Transportation - WCPT** Thanks to everyone for you positive feedback!

Like · Reply · 🔄 1 · July 31 at 5:25pm via mobile



**Daehle Reitzel** Good idea

Like · Reply · 🔄 1 · July 31 at 5:02pm via mobile



**Marcelo Palmer** looks good

Like · Reply · July 31 at 3:11pm



**Polly J Ward** As long as they are wearing a shirt I'm happy...drive on!!!

Like · Reply · July 31 at 5:22pm via mobile

# Poll your passengers

16





**BPART**

@RideBPART

Follow

Happy International Driver Day!!! Thank you, BPART drivers for everything you do!!! You make our world go round!

Reply Retweet Favorite More

6:01 AM - 18 Mar 13

# Thank your workers

17



 Follow

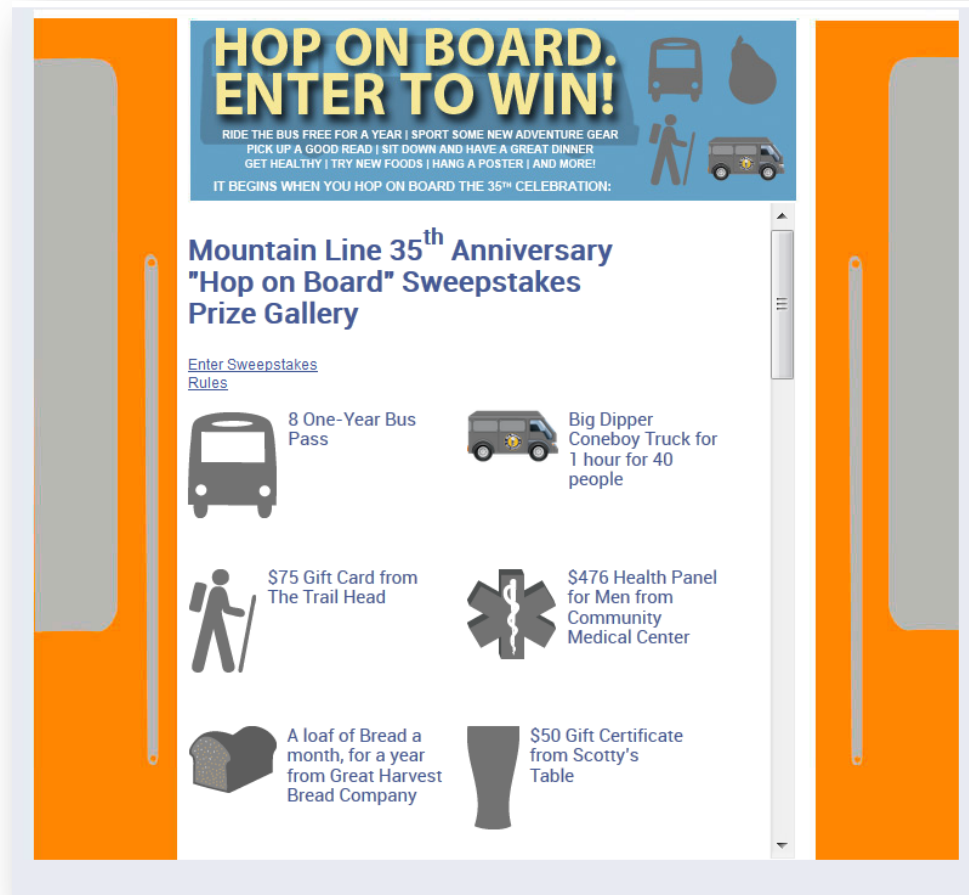
SWART hiring drivers in Uvalde. CDL  
Passenger endorsement, Bilingual, must  
pass Drug Test & Background check. Call  
Cindy at 830-278-4155.

 Reply  Retweet  Favorite  More

6:30 AM - 19 Jul 13

# Recruit new ones

18



# And have some fun

19

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](https://www.linkedin.com/company/vta?trk=company_name)

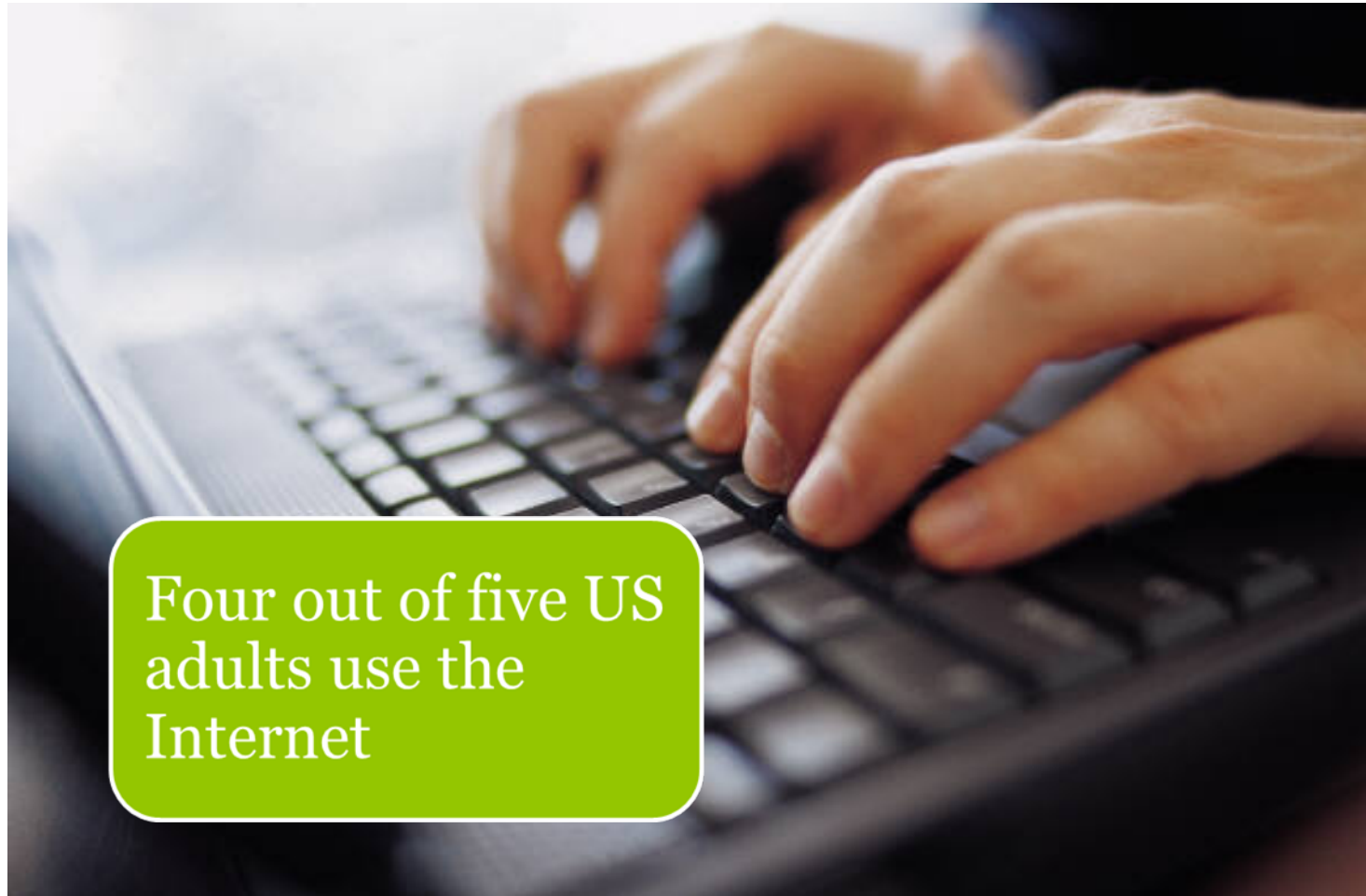
# A few examples



# THE DIGITAL DIVIDE

Who is using social media and who is left behind?

**21**



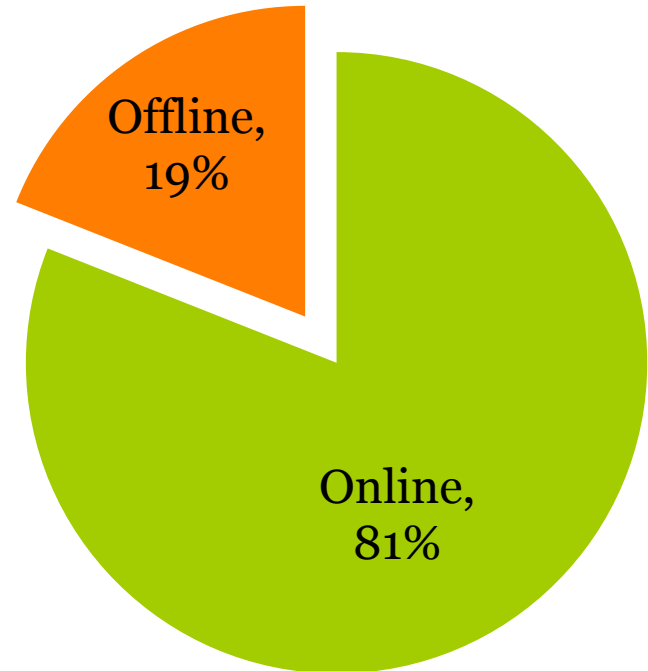
Four out of five US  
adults use the  
Internet

47% of seniors

33% of low-income households

49% of people with no high school diploma

46% of people with disabilities



# Who's not online?

23

Internet adoption,  
2000-2013

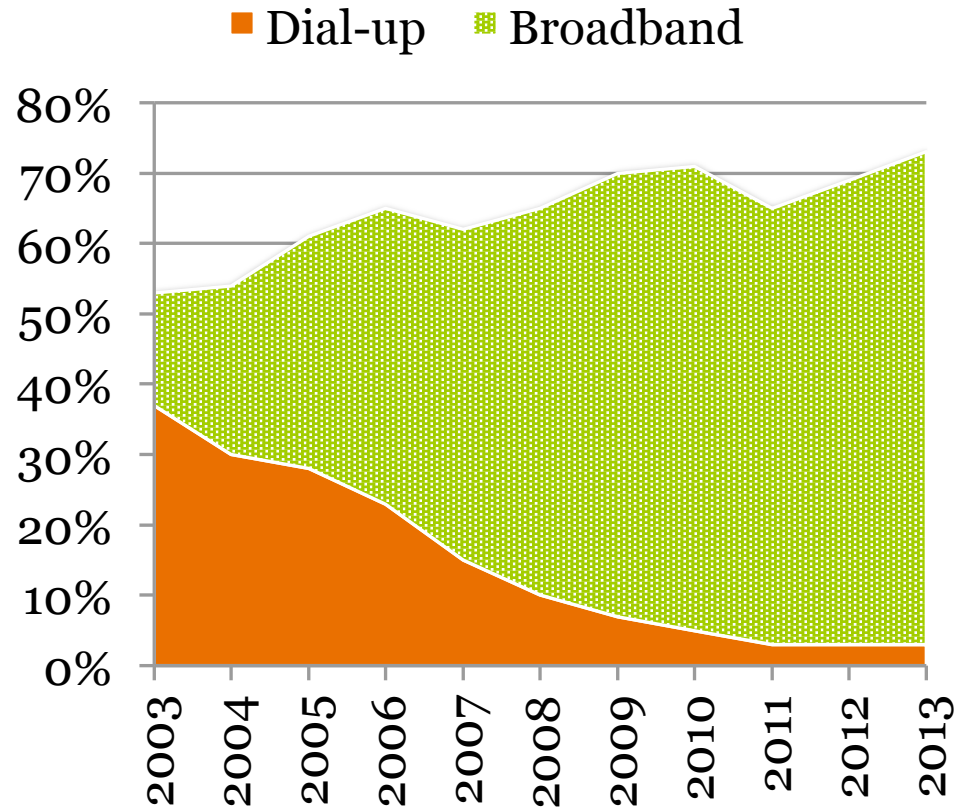


# Internet use is growing

24



Broadband versus  
dial-up, 2003-2013

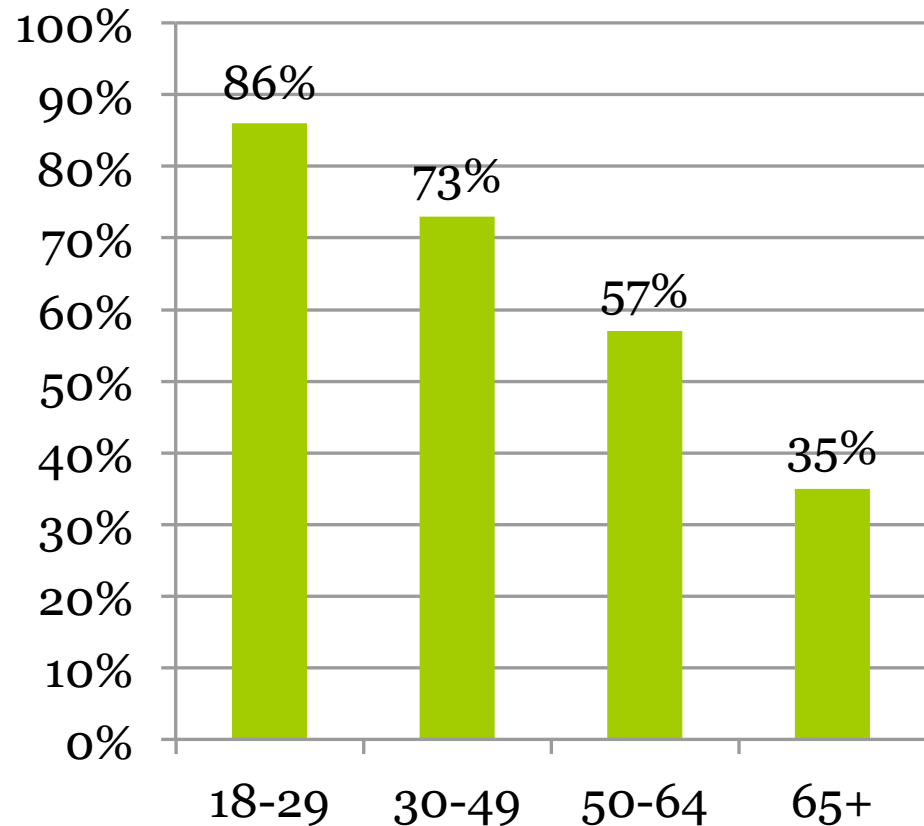


# And so is broadband

25

## Facebook users by age in 2012

*Percentage of Internet users.*

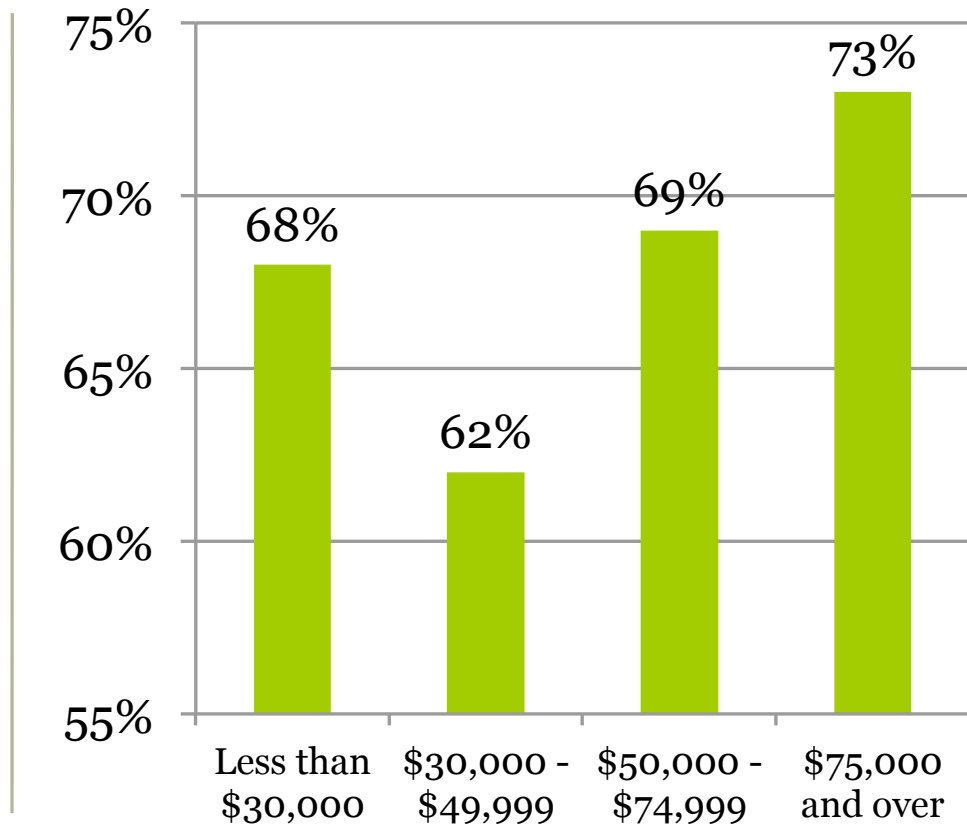


# Who uses Facebook?

26

## Facebook users by annual household income in 2012

*Percentage of Internet users.*

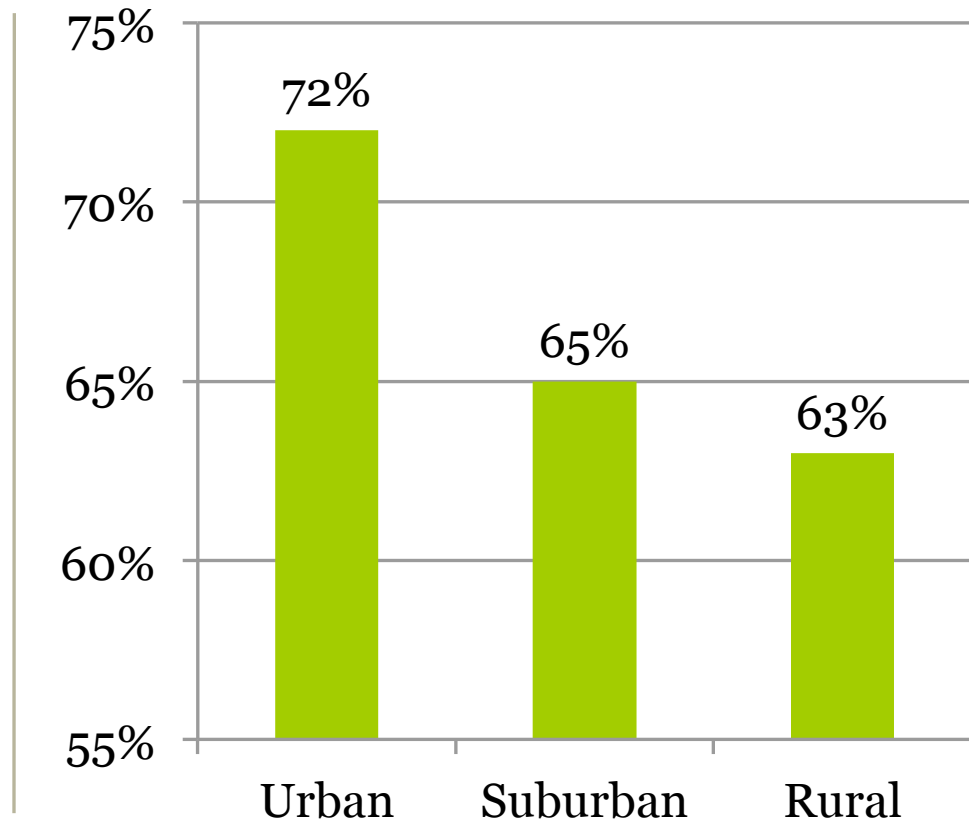


# Who uses Facebook?

27

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 30



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

31



# Find your voice

**32**





# Develop engaging content

33



# Help people find you

34



# 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

37



# COMMON CONCERNS

**38**

You won't.

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

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**



**Port Authority PGH**  
@PGHtransit

 Follow

Twitter staffing resumes Monday 8 am.  
Assistance over the weekend is available via  
412-442-2000 (TTY 412-231-7007).

 Reply  Retweet  Favorite  More

1:45 PM - 13 Sep 13

Social media  
is free...like a  
puppy.



# **“We don’t have the resources”**

**40**





**“What if something goes  
wrong?”**

**41**



# **“Do we have to keep records?”**

**42**



**“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

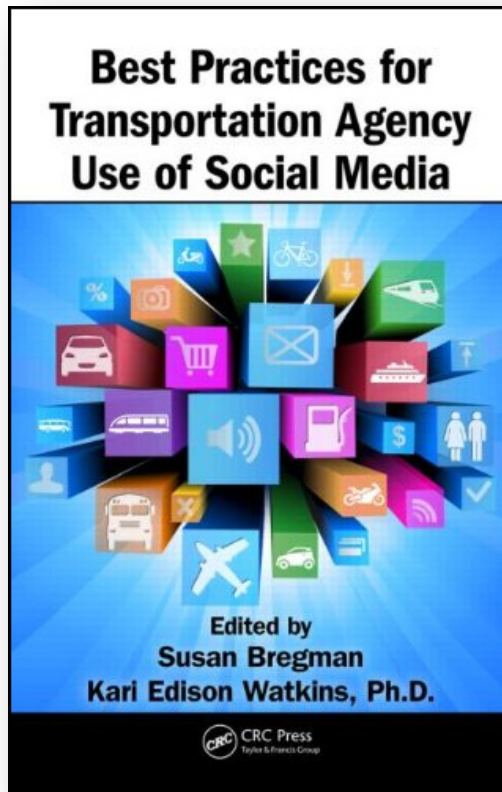
# What advice did practitioners offer?

44

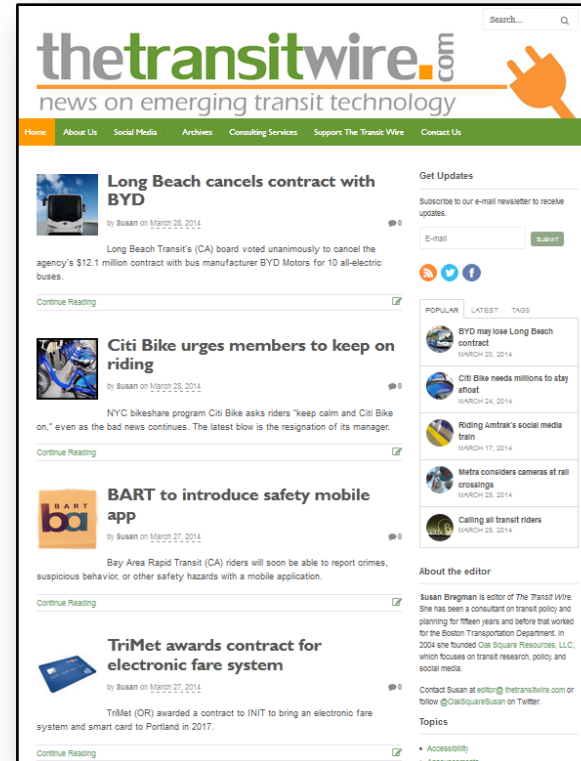


# ANY QUESTIONS?

**45**



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



Read [www.thetransitwire.com](http://www.thetransitwire.com)

# Want to read more?

46

Susan Bregman

Oak Square Resources, LLC

[susan@oaksquareresources.com](mailto:susan@oaksquareresources.com)

617.783.8630

[www.oaksquareresources.com](http://www.oaksquareresources.com)

[www.thetransitwire.com](http://www.thetransitwire.com)

@TheTransitWire

@OakSquareSusan

# Contact me

47