

2015 Southeastern Regional Transit Conference

ENTERING THE SOCIAL SPACE

Social Media Best Practices

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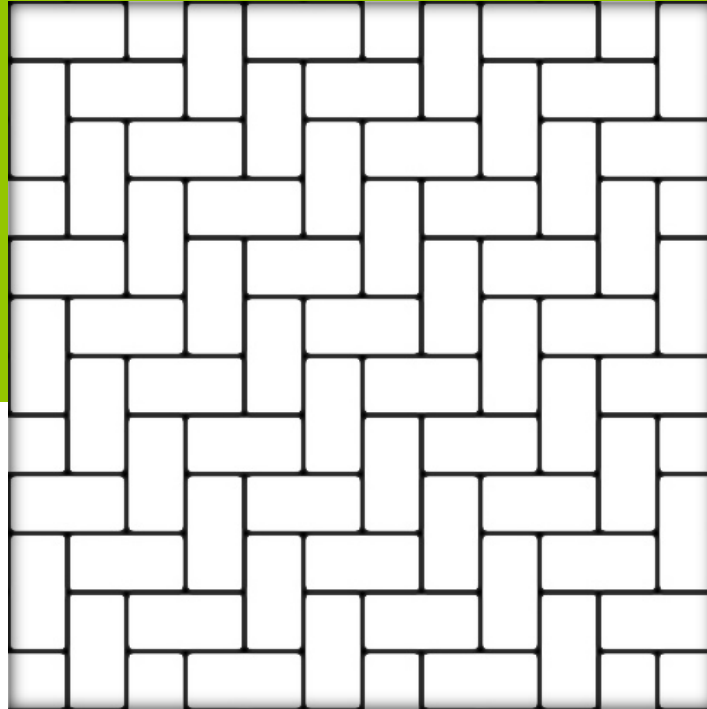
13 May 2015



ENTERING THE SOCIAL SPACE

- Establish a foundation
- Find the right person
- Find the right voice
- Use the right platform
- Develop the right content
- Maintain the audience
- Address criticism
- Ensure information equity
- Measure your results
- Keep social media in context

Plan for Success



ESTABLISH A FOUNDATION



Start with a social media policy



Do we have to keep records?



Protect your agency and your customers



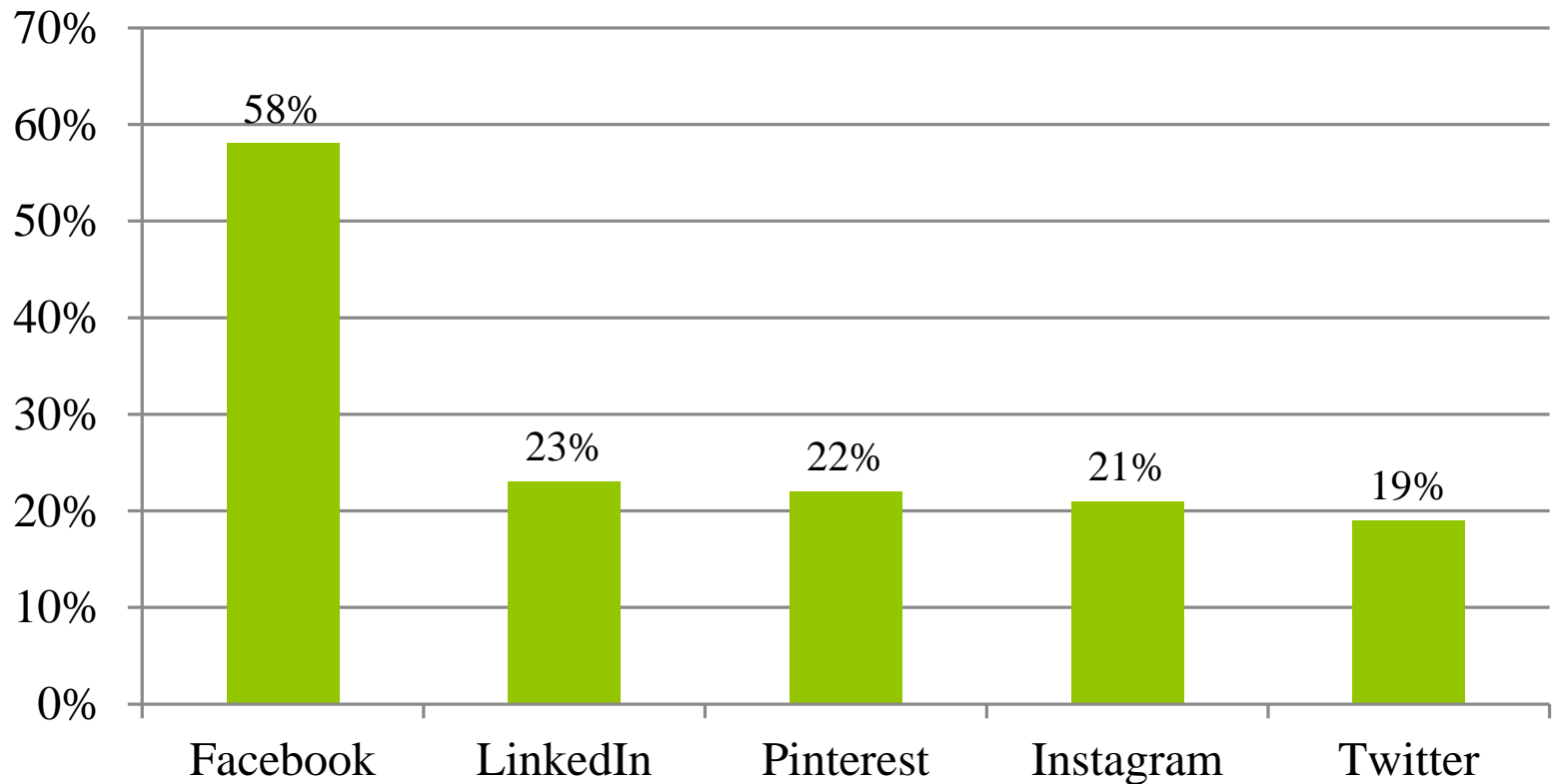
FIND THE RIGHT PERSON



FIND YOUR VOICE

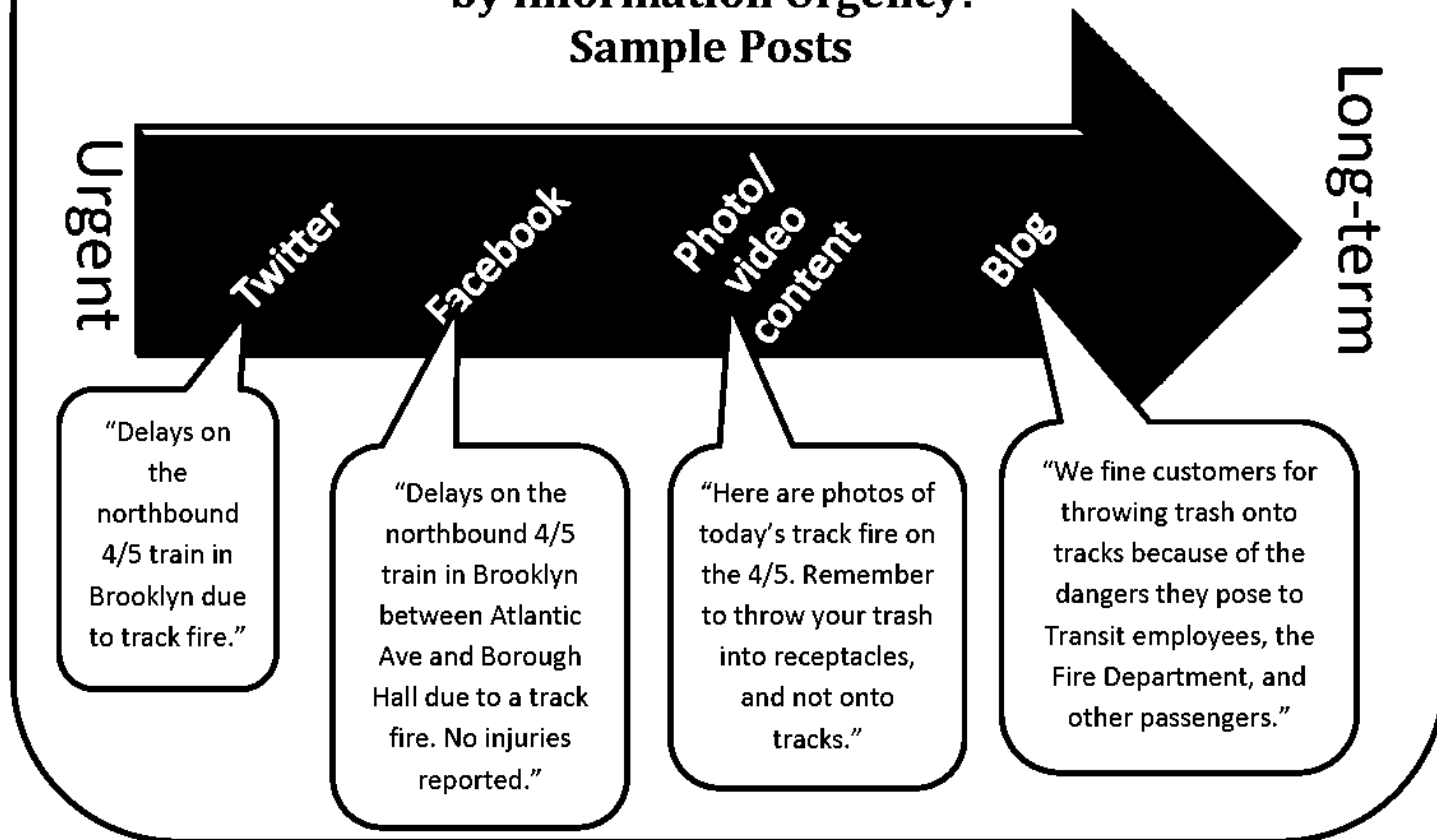


USE THE RIGHT PLATFORM



Who uses what?

Social Media Platform by Information Urgency: Sample Posts





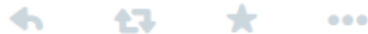
DEVELOP THE RIGHT CONTENT



TriMet
@trimet

+ Follow

Pres. @BarackObama will be in town 5/7 & 5/8. Buses/trains systemwide may experience delays due to security/traffic.
trimet.org/potus



RETWEETS
16

FAVORITES
3



6:00 AM - 7 May 2015

Provide service updates...



 Follow

All NJT service (rail, bus, light rail)
scheduled to reach its final destination by
10PM will be the last to run tonight
[#NJTWinter](#)



RETWEETS
156

FAVORITES
37



10:22 AM - 26 Jan 2015

And emergency information



Link to
YouTube
video

Promote community events



C-U MTD
@CUMTD

 Follow

MTD is hiring a Planner: cumtd.com/about-us/jobs #chambana #jobs #GIS
#urbanplanning #publictransit cc
[@CEEatIllinois](#) [@UIUCGeogGIS](#)



C-U MTD

Work for Us

To continue operating top notch service to our District, we need a workforce that's just as great. To be a part of our exceptional team, apply here.

[View on web](#)

RETWEETS

3

FAVORITE

1



5:30 AM - 6 May 2015

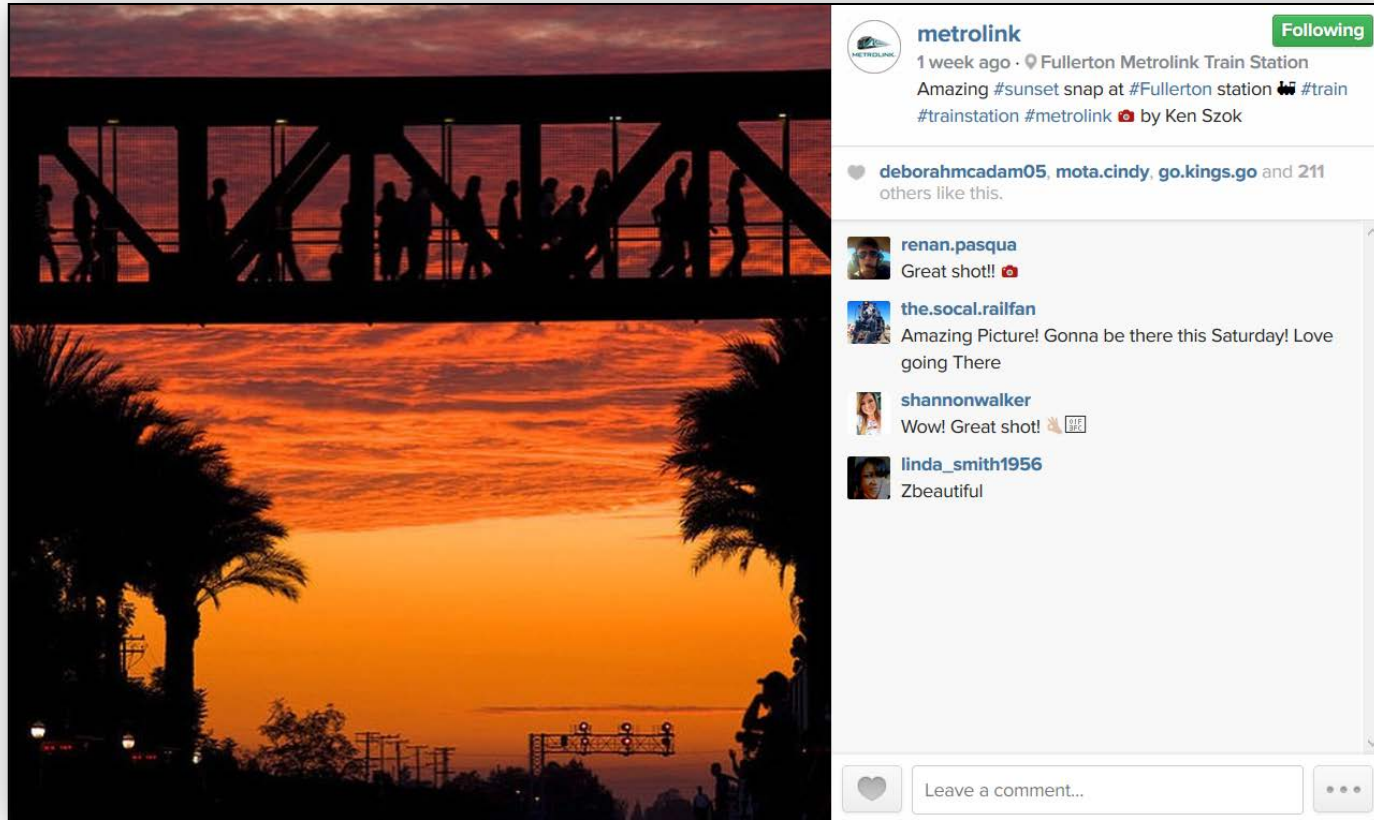
List job openings



Solicit public participation



Profile your riders



Celebrate your system



MAINTAIN YOUR AUDIENCE



Keep things interesting



Manage expectations

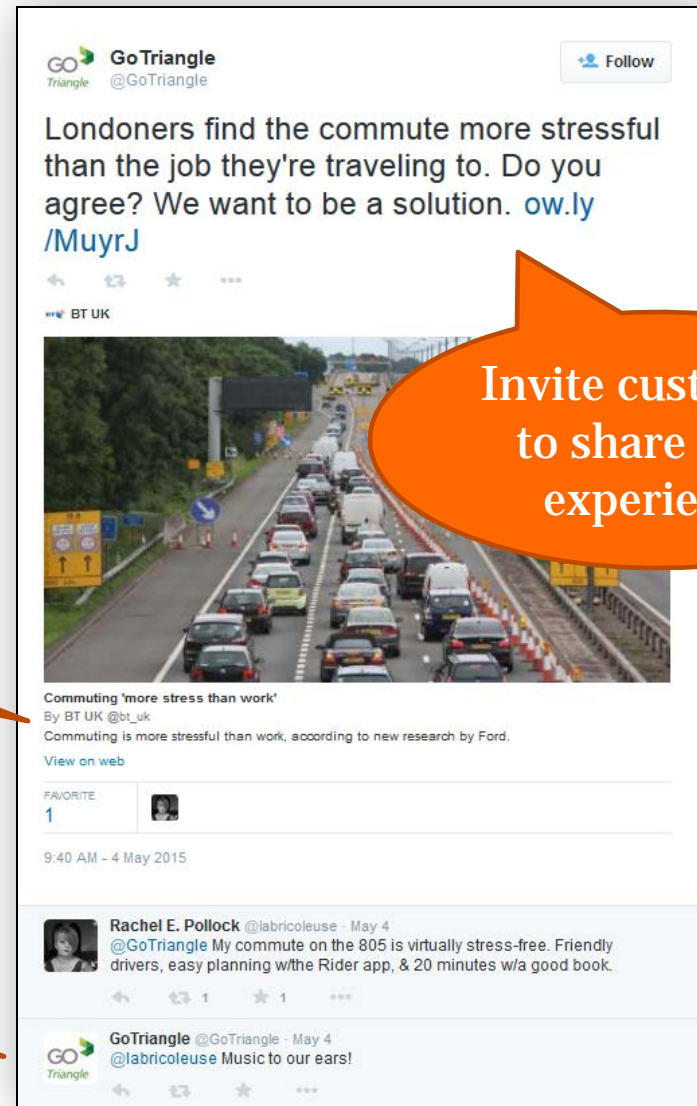


Help people find you

Encourage
conversations
with your
customers

Link to a
relevant
story

Acknowledge
compliments



Invite customers
to share their
experience

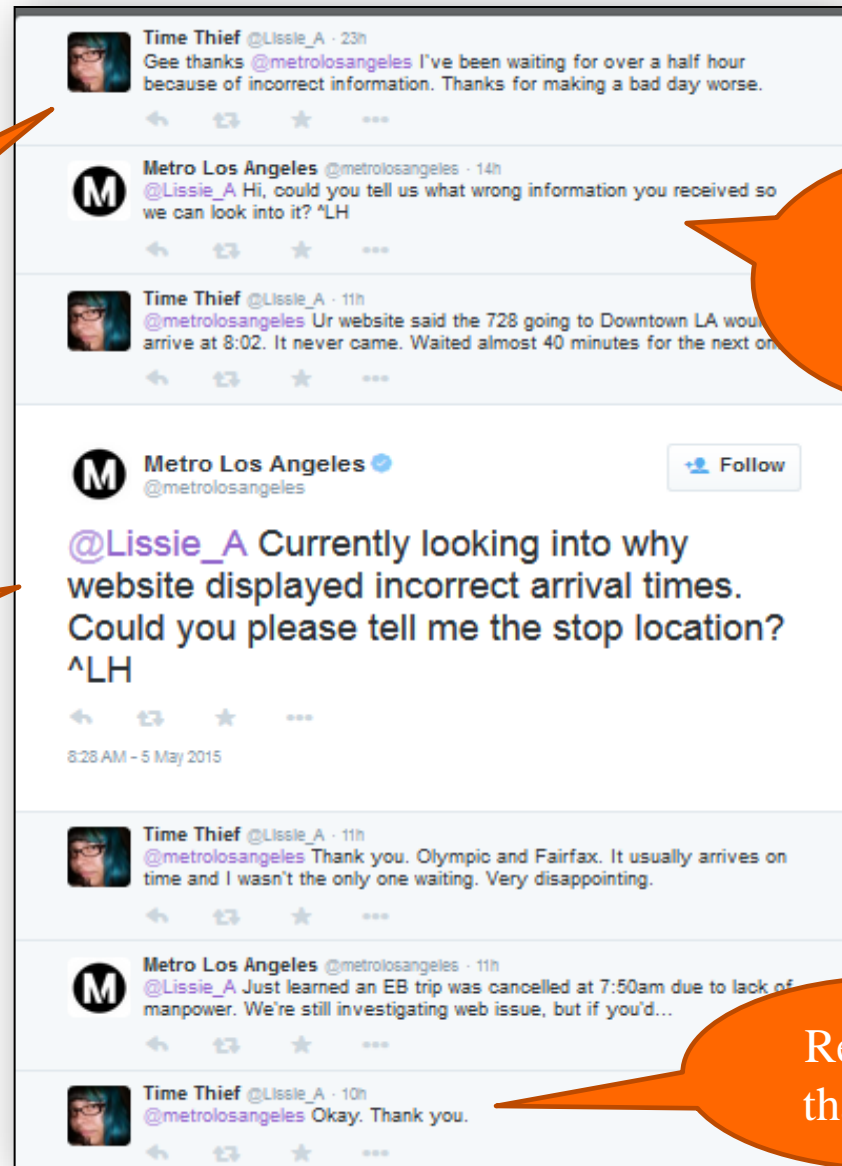


ADDRESS CRITICISM

Neutralize critics with
information and
patience

Take one
sarcastic
customer...

Show agency
response



Ask for
details

Receive a
thank you

But sometimes things go wrong and all you can do is apologize...





ENSURE INFORMATION EQUITY



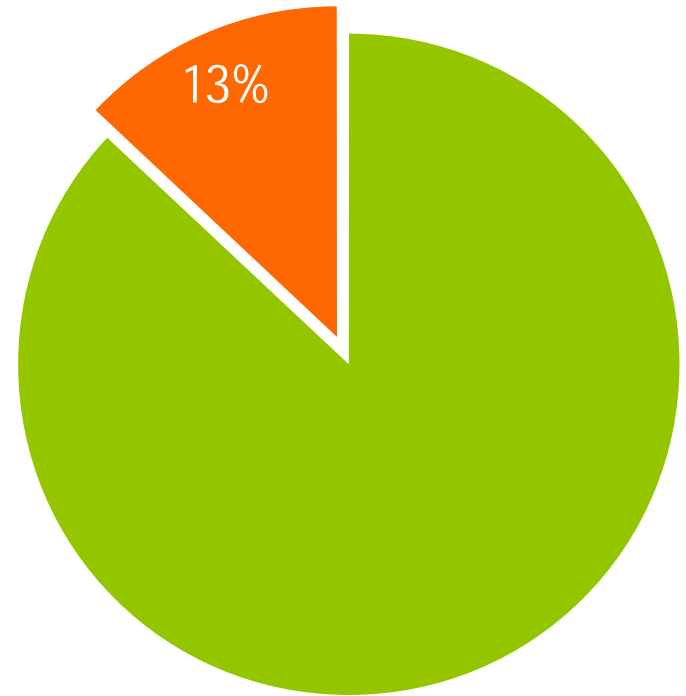
In 2014, 87% of
American adults
used the Internet.

44% of people with no high school diploma

41% of seniors

25% of low-income households

21% of rural residents



Who's not online?

In 2014, 90% of
US adults had a
cell phone and
64% had a
smartphone.



About 7% rely mostly on
smartphones for Internet access.



MEASURE YOUR RESULTS

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

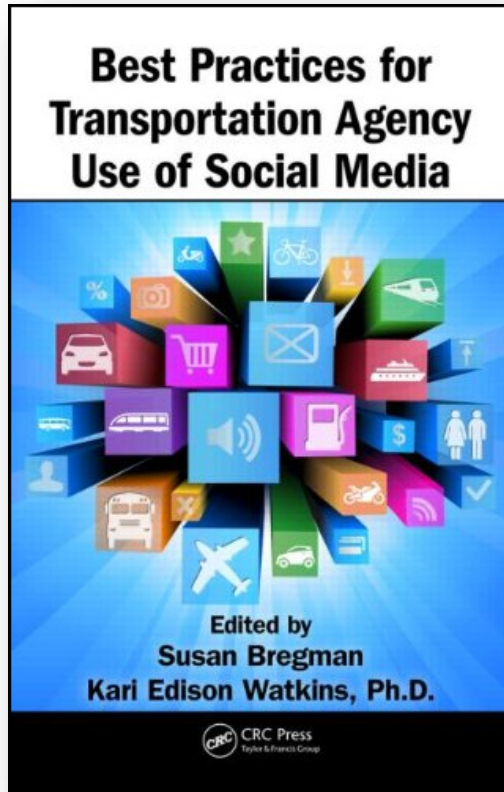
Sentiment

- Assess positive or negative mood of comments
- Data mining

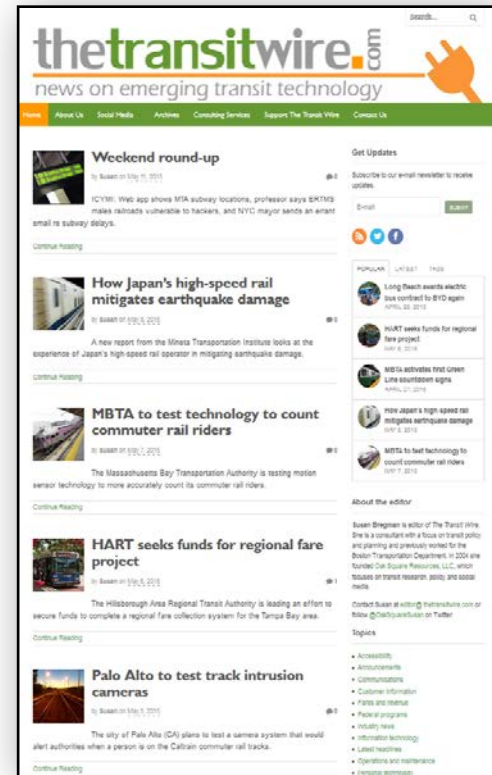
Typical metrics



IT'S ONLY ONE TOOL



Learn more about the book
from [CRC Press](http://www.crcpress.com).



Read
www.thetransitwire.com

Want to read more?

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