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HARNESSING THE POWER OF SOCIAL MEDIA:

WHAT YOU NEED TO KNOW TO MAKE IT WORK FOR YOU

**Presented by:
2012 Social Media
Leadership APTA Team**

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EMBRACING SOCIAL MEDIA

- Real-Time Engagement
- Essential to needs of Customers
- Integral to business

“Social Media is where current and future riders are. It is a way to engage with customers and if you’re not leading the conversation, someone else is.”

*- Leah Harnack
Chair APTA’s Social Media Task Force and
Editor of Mass Transit Magazine*



SOCIAL MEDIA IN ACTION

- Educate and Interact with Customers
- Real-Time Transit Information
- Promote Agency Events and News



SOCIAL MEDIA IN ACTION

■ Business to Business



Waco Transit System
16 hours ago

Facebook Special: Buy 1 window ad on the Baylor shuttle, get 1 half off for 9-month contract. Printing cost not included. Call Erin at 750-1900. Expires 8/31/12.

■ Gaming and Interactivity

FIRST-OF-ITS-KIND
B Line PULSE

Riders of King County Metro Transit's RapidRide B Line can now participate in a community-wide art project through individual mobile game play during their daily commute. [Read more.](#)

[Watch a Video](#) [Join the game](#)



■ Interactive Destinations on Transit Guide (Pinterest)



**This Summer:
Ride, Relax,
Win!**

STRATEGY

Develop a social media strategy

- Set goals & priorities
- Be flexible
- Know your market
- Determine response levels



CONTENT & MANAGEMENT

Have a balanced approach to content management

- Consistent/appropriate voice
- Controversial/Negative comments
- Public Opinion



“What is the cost of ignoring your customer’s opinion.”

– Michael Melaniphy, APTA

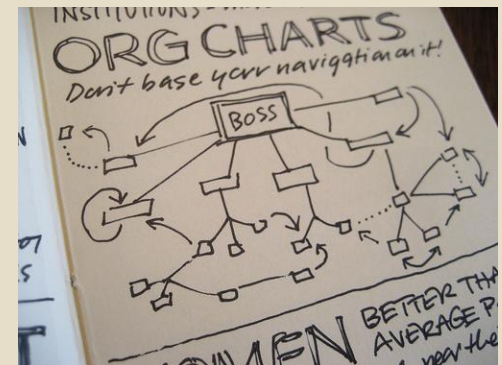
ASSIGNED RESPONSIBILITY

Be purposeful in assignment of social media responsibilities within departments

- Communications groups
- Threading throughout agency

“Thread social media throughout your agency so that it is similar to email communication.”

– Tim Moore, BART



RESOURCES

Allocate the appropriate amount of resources and staff for your agency

- Find right people
- Empower your staff
- Commitment
- Costs



“Chief’s role is not to be the expert but to understand the results and impacts”

– Michael Scanlon, SamTrans

POLICIES & RISKS

- Internal Agency
 - Employee Accountability
 - Content
- Terms of Use
- Legal Issues



“We use social media to capitalize on our mission.”

– Dr. Chad Reese, Chatham Area Transit

DON'T MISS YOUR CONNECTION

- Connect with customers
- Connect with peers
- Connect within your organization

Where is your bus?

Let's find out. We provide easy access to real-time transit information for the Puget Sound region and beyond.

