



take it. easy.

Member of the **go**triangle family of services



Social Media at



Triangle Transit



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Customer Service Manager
GoTriangle Regional Transit Information Center

Overview

- ▶ Current Uses of Social Media
- ▶ Upcoming Uses of Social Media
- ▶ Regional Data Warehouse for Developers
- ▶ Challenges & Considerations

Social Media Used

- ▶ Facebook
- ▶ Twitter
- ▶ Flickr
- ▶ Wordpress (Blog)
- ▶ YouTube

Current Uses

- ▶ Promoting Events & Public Outreach
- ▶ Answering Customer Questions
- ▶ Post Major Service Alerts & Updates
- ▶ Apps to Automatically Send Posts to Twitter & Link Images from Flickr
- ▶ Customized Page for Events

SmartCommute Challenge

- ▶ Regional Public Outreach to Encourage Citizens to Try Transportation Alternatives
- ▶ April 15 - May 15
- ▶ Public-Private Partnership



PICTURE YOURSELF



in a **NEW COMMUTE**

Pledge to try a new commute by May 15, 2010 and you could win CASH!

SmartCommute CHALLENGE



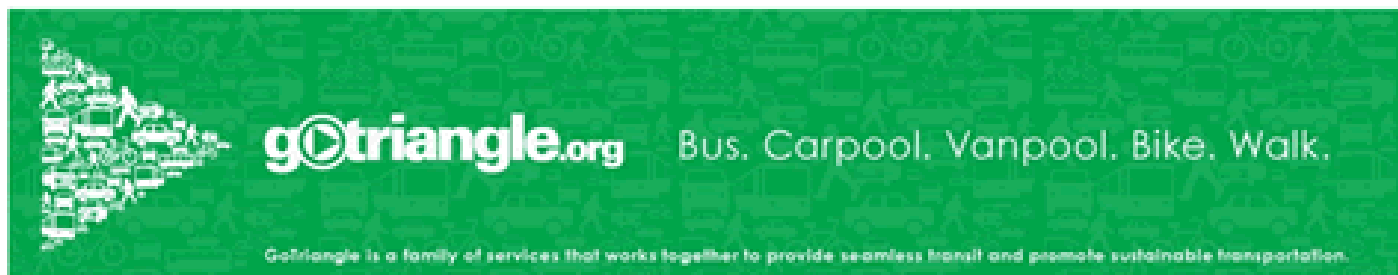
WWW.SMARTCOMMUTECHALLENGE.ORG

Facebook



Wordpress (Blog)



[Home](#) [About](#)

Take the Challenge!

 [LEAVE A COMMENT](#)

APRIL 21, 2010

by [gotrianglelp](#)

Picture yourself in a new commute!

Join thousands of Triangle commuters who do something good for their wallets and the environment by not driving alone to work! Participation is easy. Visit www.SmartCommuteChallenge.org today and take the 2010 SmartCommute Challenge. All you have to do is pledge to ride the bus, bike (either traditional bike or electric scooter - your choice!), walk, vanpool, carpool, or work from home at least once between April



WHAT IS GOTRIANGLE?

GoTriangle is a family of services that works together to provide seamless transit and promote sustainable transportation.

GOTRIANGLE EMAIL SUBSCRIPTION

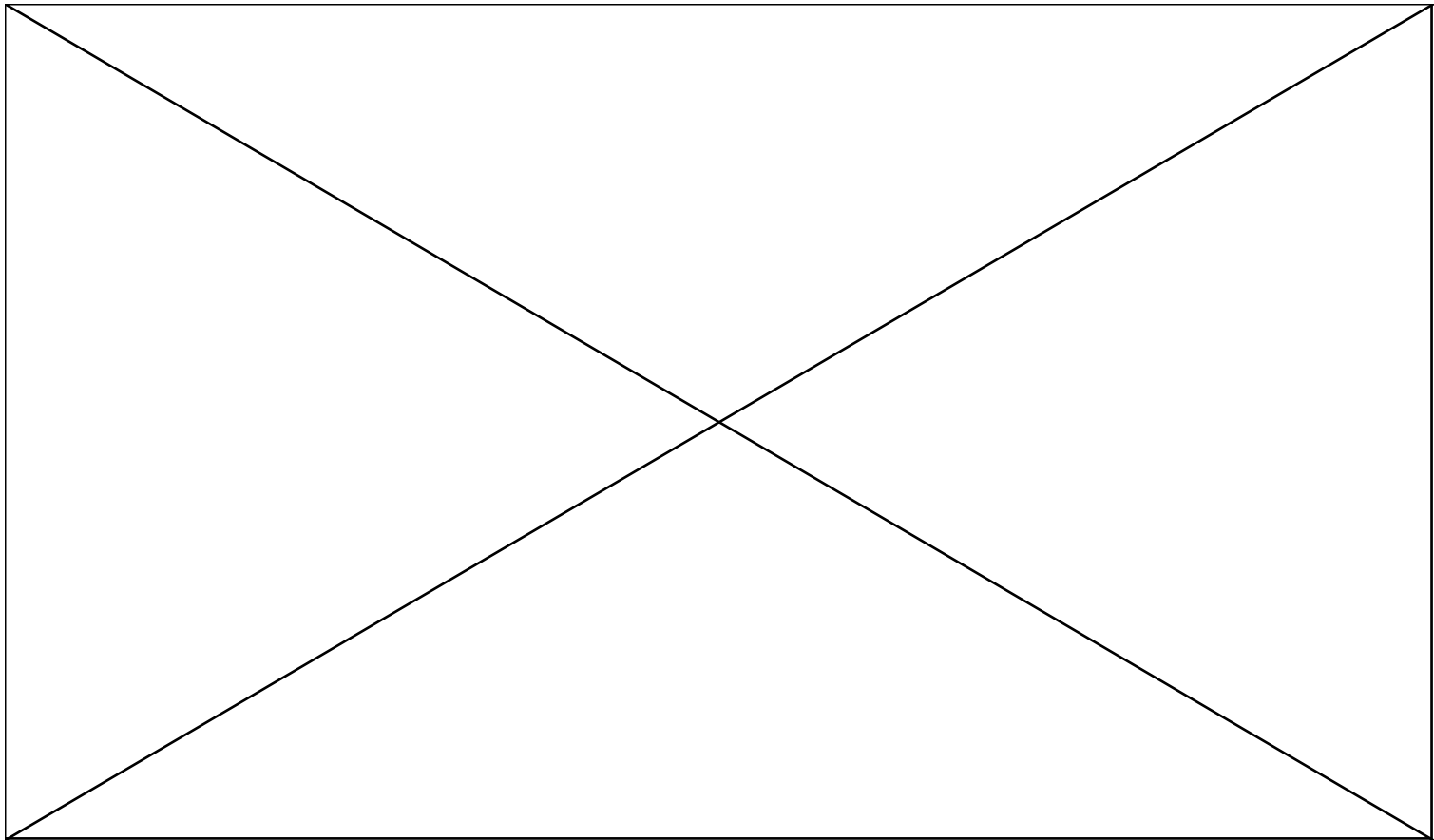
Enter your email address to subscribe to this blog and receive notifications of new posts by email.

[Go Sign me up!](#)

OUR LATEST TWEETS

[@RailDowntowner](#) Thanks for the RT! Let's get more folks in the photo contest & see who will

Using YouTube to Highlight Rebranding



Upcoming Uses

- ▶ Public Outreach for Future Rail Planning & Bus Expansion (Higher ROE)
- ▶ Integrating Real-Time Alerts with Twitter
- ▶ Using YouTube to answer customer questions, communicate milestones, and communicate with public about future rail planning & bus expansion
- ▶ Creating Apps to Play Interactive Games / Contests
- ▶ Geolocation Social Media
 - ▶ Foursquare
 - ▶ Gowalla

Regional Data Warehouse

- ▶ Coming in Early 2011
- ▶ Make Data Available to Public and Encourage Creation of Mobile & Web Applications
 - ▶ GTFS Route, Schedule, and Stop Data
 - ▶ Shape Files
 - ▶ AVL/Real-Time Feeds
- ▶ Large Population of Tech-Savvy Riders
- ▶ Integrate Marketing & IT Activities to Reward & Assist Developers with Using the Data

Challenges & Considerations

- ▶ “Step” into Social Media Slowly
- ▶ Lack of Staff Resources
- ▶ Consistently Posting Information
- ▶ Liability Concerns?
 - ▶ Visit:
http://www.govtech.com/gt/articles/759179?utm_source=rss&utm_medium=link

Questions?

Available Resources

▶ Contacts:

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▶ Links:

- ▶ Facebook (Triangle Transit): <http://www.facebook.com/pages/Triangle-Transit/63889120659?ref=ts>
- ▶ Facebook (GoTriangle): www.facebook.com/gotriangle
- ▶ Twitter: www.twitter.com/gotriangle
- ▶ Flickr: www.flickr.com/photos/gotriangle/
- ▶ Wordpress (Blog): www.gotriangle.wordpress.com