

# YouTube, Facebook and Twitter – Oh My!

**gohrt.com**

David Sullivan  
Sr. V.P. Technology

# HRT Social Networking

- Facebook Fan Page - Hampton Roads Transit
- Twitter - @goHRT\_com
- YouTube – HamptonRoadsTransit
- LinkedIn – Hampton Roads Transit
- Flickr – goHRT
- Websites
  - goHRT.com
  - RideTheTide.com
  - CureSOV.com
    - TraffixOnline.com



Suggest to Friends

Subscribe via SMS

Our mission is to serve the community, through high quality, safe, efficient and sustainable regional transportation services.

Information

Location: 3400 Victoria Blvd. Hampton, VA, 23661

Phone: 757-222-6100

Mon - Fri:

Hampton Roads Transit

Today we announced that the final cost for The Tide will be \$338.3 million. Service will begin in May 2011. last Thursday

- Wall Info Photos YouTube Twitter RSS/Blog

Write something... Attach: Share

- Hampton Roads Transit + Fans Hampton Roads Transit Just Fans



Hampton Roads Transit Find out how The Tide will expand transportation options for persons w/ disabilities.

Presentation on Norfolk's Upcoming Light Rail System (and how it will affect people with disabilities)

tinyurl.com Presentation on Norfolk's Upcoming Light Rail System Independence Center, Inc. Wednesday, February 24 1:00 pm - 2:00 pm

Yesterday at 2:03pm · Comment · Like · Share



Michael Ragsdale Count this 10-16 in (pending a ride on the inbound 20)

Yesterday at 2:17pm · Report



Michael Ragsdale I assume the discussion will include the accessibility features of the Siemens S70 LRV and of the stations (including proposed bus connections)

11 hours ago · Report

Write a comment...



Hampton Roads Transit HRT will honor its commitment.

Statement Regarding Local Match for Virginia Beach Transit Study | Hampton Roads Transit

Create an Ad

Your Child on TV?



Now auditioning ages 4-17 for our next episode.

Aspiring actors, models, singers and dancers! Don't miss this opportunity!

Like

James Grippando



Bestselling thriller writer of fifteen books such as: Money to Burn, Born to Run, and Last Call.

Become a Fan

Cities I've Visited

Chat (Offline)



# Social Networking a Journey to OZ?

- Goals, strategies and direction for Social Networking
- Managing the message – “It’s all about the Content”
- Building management support
- Setting it up and integrating content tools
- Internal use by employees - the sword cuts both ways
- Technical challenges
- Lessons learned



# gohrt\_com

✓ Following

Lists ⌵ ⚙ ⌵

Find out how The Tide will expand transportation options for persons w/ disabilities. <http://bit.ly/b5oxAN>

about 7 hours ago via Facebook

HRT will honor its commitment. <http://bit.ly/8XJcCu>

about 12 hours ago via Facebook

This is a tragedy. We must remember tracks are for trains. <http://bit.ly/dppNxq>

about 12 hours ago via Facebook

Name HRT

Location Hampton Roads

Web <http://www.gohrt.com>

Bio Serving the community through high quality, safe, efficient and environmentally friendly regional transportation services.

11 following 105 followers 6 listed

Tweets 176

Favorites

Actions

block gohrt\_com  
report for spam

Following



RSS feed of gohrt\_com's



# Goals, Strategies And Direction

- Create a Dialog About Transit
- Reach an Expanded Audience
- Bring In More Stakeholders
  
- A Consistent Message Using As Many “Channels” As Possible
  
- Fast, Flexible and Forgiving



HRT

HamptonRoadsTransit's Channel

Subscribe

All

Uploads

Favorites



Info Comments Favorite Share Playlists Flag

Irt noise

From: HamptonRoadsTransit | February 11, 2010 | 22 views

0 ratings ☆☆☆☆☆

Uploads (43)



Irt noise

22 views - 1 week ago



Celebrating 10 Years

2,489 views - 3 months ago



The First Tide Car Is Delivered

3,005 views - 4 months ago

see all

Favorites (0)

see all

# “It’s all about the Content”

- You Have To Have Something To Say
- You Need Somebody Who Can Say It
- It Has To Be Engaging, Timely And Valuable
- Deliver The Same Message To Everyone



# Building Management Support

- Know What You Are Talking About
- Sell The Idea Using Personal Experience And Examples
- Build A Business Case
- Talk Honestly About Resources Required
- Under Sell, Over Deliver
- Don't Take No As An Answer

## Hampton Roads Transit

Last edited by Sr. V.P. Technology

[Companies Home](#)
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Hampton Roads Transit (HRT) is the regional provider of public transportation in Hampton Roads Virginia serving the cities of Chesapeake, Hampton, Newport News, Norfolk, Portsmouth, Suffolk, and Virginia Beach. HRT is governed by the Transportation District Commission of Hampton Roads.



HRT operates 47 bus routes, express bus commuter service, passenger ferry service across... [see more](#)

### Specialties

[Public Transit](#), [Light Rail](#), [Bus](#), [Van Pool](#), [Ride Sharing](#), [Commuter](#)

### Current Employees (54 total, 31 in your network)

- [1st](#) [Homer Carter](#), Senior Vice President/Chief Operating Officer
- [1st](#) [Cheryl Openshaw](#), Chief Project Management Officer
- [1st](#) [Ray Graves](#), Network Engineer
- [1st](#) [Gene Cavalos](#), Director of Marketing and Advertising
- [1st](#) [Russ Treacy](#), Systems Administrator

[See more »](#)

### Former Employees

- [1st](#) [Brian Howard](#), Fleet Administrator at [City of Richmond](#)  
Director of Fleet Maintenance (to September 2007)
- [1st](#) [Heather Taylor](#), HRIS Analyst, Principal II at [Amerigroup Corporation](#)  
Manager of Accounting Systems (to 2004)

### Key Statistics

#### Top Locations

- [Norfolk, Virginia Area](#) (58)



#### Headquarters Address

HQ Region	Norfolk, Virginia Area
Industry	Transportation/Trucking/Railroad
Type	Government Agency
Status	Operating
Company Size	875 employees
2008 Revenue	\$76,000,000
Founded	1999
Website	<a href="http://www.gohrt.com/">http://www.gohrt.com/</a>

Top Schools	Old Dominion Univ.	14%
	Norfolk St. Univ.	11%
Median Age	31 years	
Gender	Male	49%
	Female	51%

Estimated based on LinkedIn Data

# Integrating Content Tools

- Most Of The Work Is Already Done
- It Is On The Internet
- Trial And Error
- Start Small, Grow Fast
- Ask For Help
- Stay Open And Reap The Benefits



BUS



LIGHT RAIL



CARPOOL

Routes Services Fares Alerts About Contact

search



# TRIP PLANNER

GOGREEN GOHRT

Start Address

Destination Address

Leave  date  time

power by Google



## Alerts

routes - service - construction - detours - passenger

⇒ Significant Changes to Occur at Boush/Bute...

Customer Support

Media Room

Maps

## RECENT

NEWS ★ EVENTS ★ ANNOUNCEMENTS

Beach council poised to help pay for light-rail study | Post Date 02/22/10 |



LEARN MORE

Our mission is to serve the community through high quality, safe, efficient and sustainable

## ADDITIONAL LINKS

HRT's New RSS Feed



Sign Up For Email Updates



# Internal Use By Employees – The Sword Cuts Both Ways

- People Have Always Found Ways To Avoid Work
- Banning The Latest Fad Isn't A Solution
- Create Productivity Expectations Rather Than More Rules
- Make Doing It More Important Than Not Doing It



BUS



LIGHT RAIL



CARPOL

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[Business Outreach](#)

[Light Rail Construction](#)

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## HRT announces cost to complete and new opening date



### The Tide

Will extend 7.4 miles on an east to west alignment from the Eastern Virginia Medical Center through downtown Norfolk, continuing along the Norfolk Southern right-of-way, adjacent to I-264, to Newtown Road. Eleven stations will be constructed along the route with four park and ride locations that provide access to major areas such as Norfolk State University, Tidewater Community College (Norfolk Campus), Harbor Park, City Hall, MacArthur Center, and the Sentara Norfolk General Hospital. [CLICK HERE TO READ THE BENEFITS OF LIGHT RAIL](#)

LIGHT RAIL

### NEW TO LIGHT RAIL ?

[Project Overview »](#)

[Funding »](#)

[Staying Informed »](#)

[Station Amenities/Overview »](#)



FEATURED VIDEO



Kids' Station

# Technical Challenges

## Lessons Learned

- Reliability
- Sustainability
- Dynamic Environment
- Rapidly changing landscape
- The “FAD FACTOR”
- Records Management



BUS



LIGHT RAIL



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Carpool

Alternatives

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**Earn Rewards for Taking a Greener Commute**

Try NuRide; a self directed ridematching service that rewards you for taking a greener commute. You can earn reward points towards restaurant coupons, retailer discounts, and ticket promotions for carpooling with colleagues, biking to a friend's house, taking the bus downtown, or by

**New To TRAFFIX? » click here**

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Military »

Register »



**FEATURED VIDEO**

**SOV Cost Calculator**



Clean Commute Newsletter





# Stay Up To Date

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## Stay informed through our Social Network Profiles

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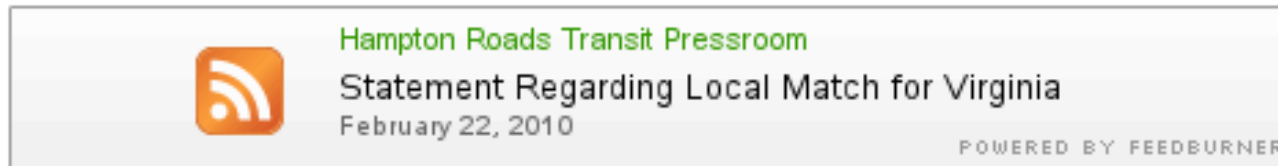
## Email Subscription

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## HRT's RSS Feed

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- David Sullivan – [dsullivan@hrtransit.org](mailto:dsullivan@hrtransit.org)