

# Sound Transit

*From 140 characters to  
the news*

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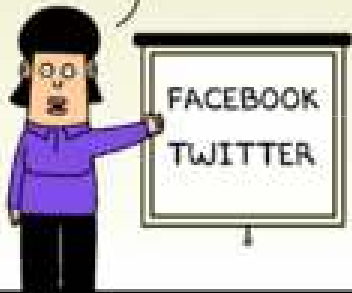
Quick case study in using Twitter to  
generate mainstream media coverage

**APTA**

**2011 Marketing and  
communications workshop**



AS THE MARKETING  
MANAGER FOR SOCIAL  
MEDIA, MY JOB IS TO  
USE THESE TWO WORDS  
A LOT.



Dilbert.com DilbertCartoonist@gmail.com

MARKETING THROUGH  
SOCIAL MEDIA IS LIKE  
HERDING CATS. AND JUST  
TO MAKE IT INTEREST-  
ING, MANY OF THE CATS  
ARE DRUNK AND STUPID.

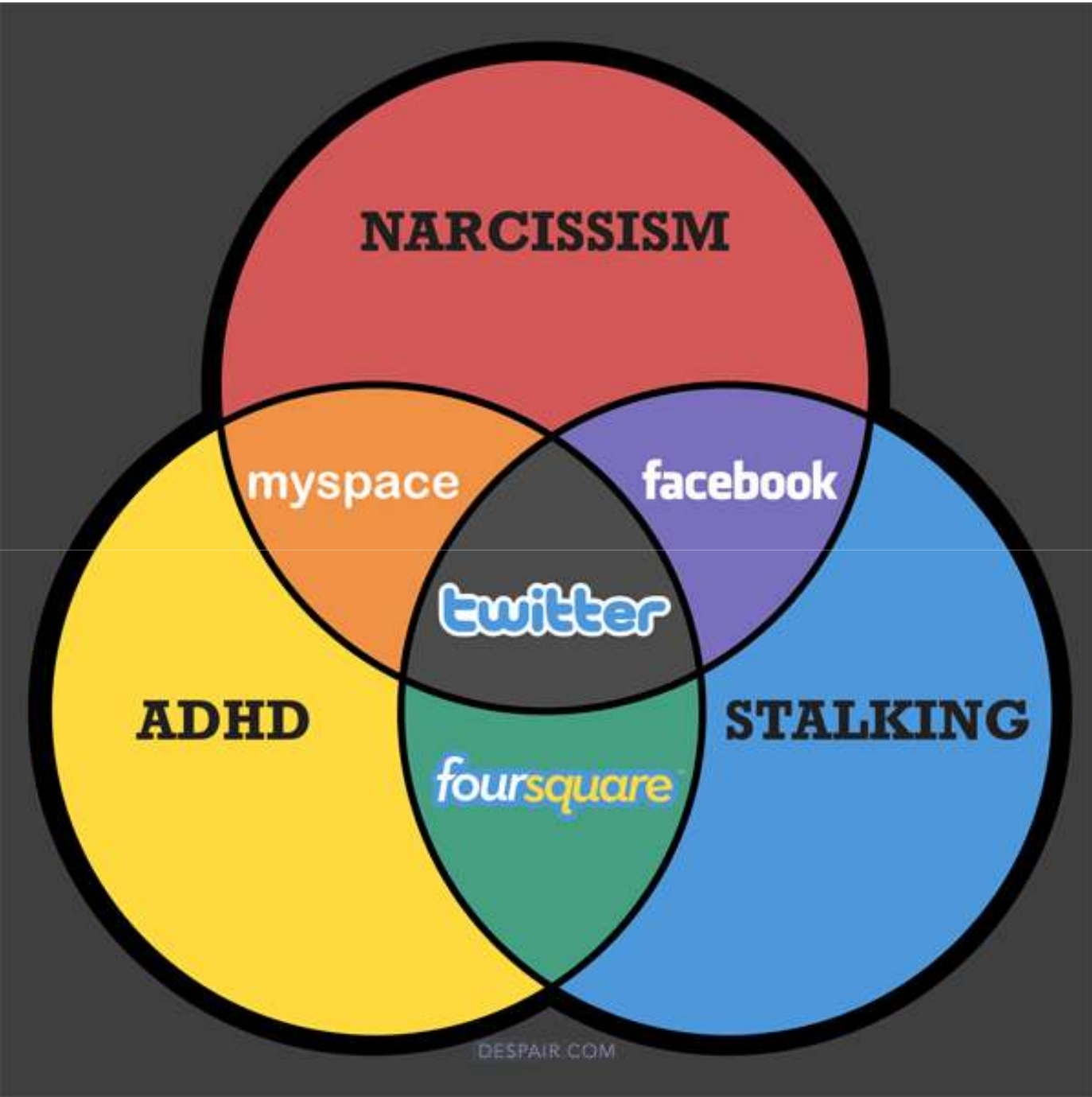


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BURN.

I AM  
TOTALLY  
DEFRIENDING  
THAT WITCH.





# Fairly new to social media with media relations

- 3,100 Twitter followers
- 1,700 “Likes” on FB

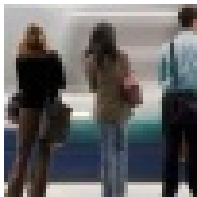




# Solving Problems Before They Start

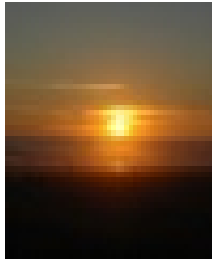


- [Matthew Johnson](#) Ordered an ORCA card last spring, loaded some money on and ready to finally ride Link!



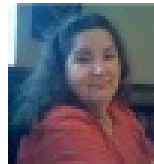
- [Sound Transit](#) It may have gone into "hibernation" mode since you haven't used it. To avoid any potential issues ...

# Part of the Fabric of the Community



## Federico Gonzalez

a book here, a homework assignment from class is finished, listening to my favorite Pandora radio station on the BlackBerry, sending messages on the BlackBerry to catch up with friends during rush hour in comfort, a neat social time, Thanks for the awesome time, Sound Transit!

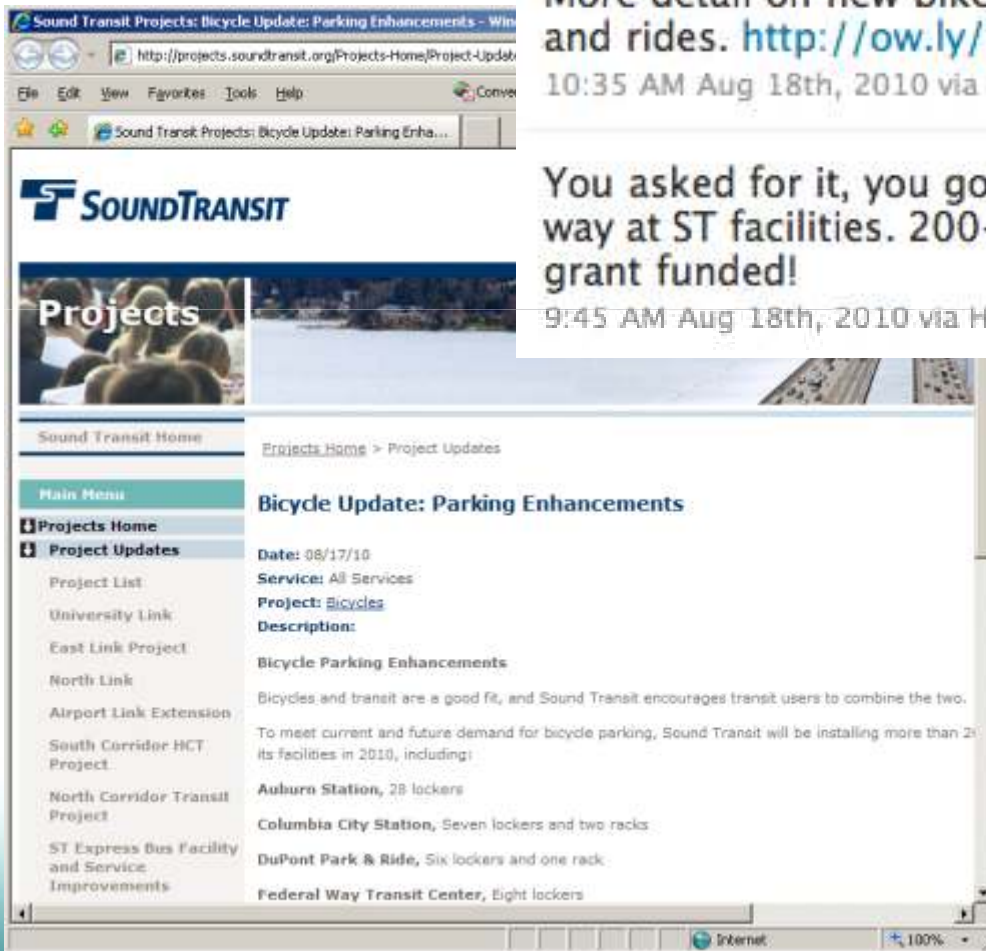


Sylvia Bergler Lawrence I've been riding Sounder from Sumner to Seattle since 2006 and most of my friends were made on Sounder;



@YehoshuaKelley [My daughter will] take any train, but she is absolutely obsessed with Link. Too bad Sound Transit doesn't make kiddie SWAG...

# 40 words in two “tweets”...



More detail on new bike parking at ST Link stations and park and rides. <http://ow.ly/2rqVu>  
10:35 AM Aug 18th, 2010 via HootSuite

You asked for it, you got it. More parking – for bikes – on the way at ST facilities. 200+ spaces in lockers and racks. All grant funded!  
9:45 AM Aug 18th, 2010 via HootSuite

# ...becomes daily mainstream media fodder





# *Ride the Wave*



 **SOUNDTRANSIT**  
RIDE THE WAVE