

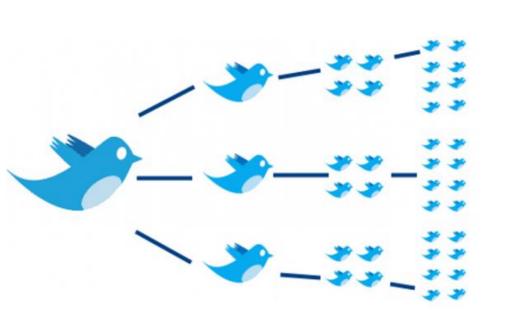
APTA: Grow Your Advocacy

February 2019

Alicia Trost
San Francisco Bay Area Rapid Transit District
@SFBART
@AliciaTrost

Using Social Media to Grow Advocacy





2015: 13,000 @SFBART mentions 2018: 60,000 @SFBART mentions

You are likely using social media to:

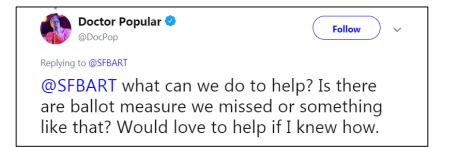
- Provide service and delay information
- Answer questions
- Promote ridership
- Follow trending topics
- Push a message
- Rumor control
- Spotlight employees

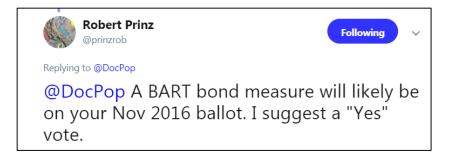
But what about using it for:

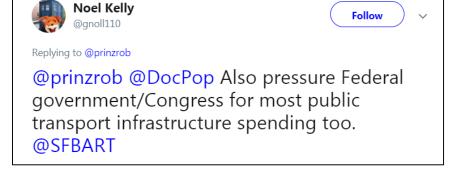
- Social Customer Care
- Engagement
- Eliciting brand affinity
- Defending your brand
- Media relations

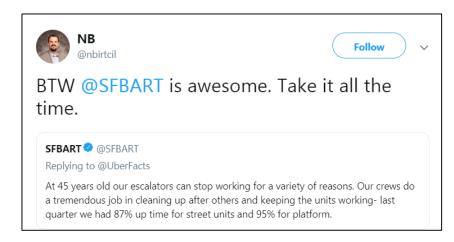
Gaining Advocates on Social Media

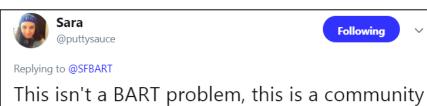








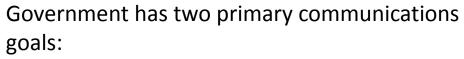




This isn't a BART problem, this is a community problem. You're just forced to see it on BART. If y'all want to see change, talk to your gov reps and demand more resources for SUSTAINABLE solutions. These are HUMAN BEINGS who want safety and comfort, just like anyone else.

Communication Strategy





- 1. Getting information to users (riders)
- 2. Articulating value to non-users (taxpayers)

Feedback and conversation are critical; many government agencies are notoriously poor at it

Delivery-driven Government: Knitting together technology, user data, service design, operations, and policy into tight feedback loops creates the conditions to constantly adapt programs and improve outcomes (Jennifer Pahlka – Code for America)

Setting the Tone





Take the time to workshop your brand

BART is Optimistic, not exuberant

Find your agency's tone

BART is human, not elitist

Be authentic to your brand

BART is competent, not cerebral

Be Savvy, but not juvenile

BART is accessible, not edgy

From Our Playbook





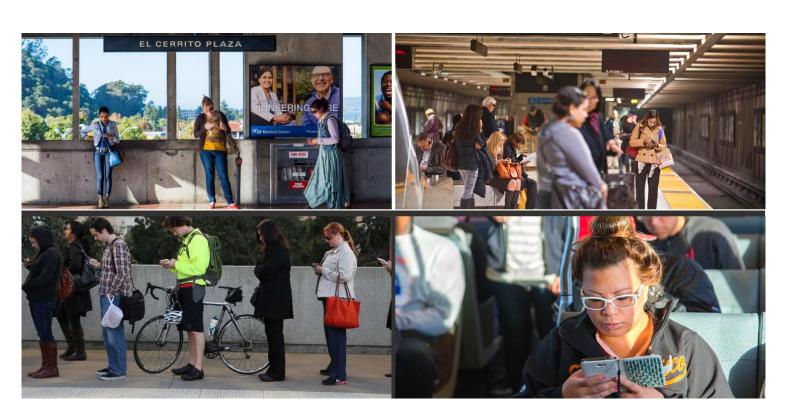
- Fully integrate social media into your strategic communication plan for the year
- Workshop your key messages
- Create simple and punchy soundbites
- Gain executive sign-off
- Empower staff on social to speak



From Our Playbook



- Staff on social media are spokespeople and know how to get information quickly
- We treat the public like they are reporters
- Getting a real response with context and facts is very satisfying

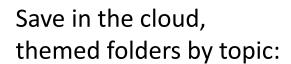


Knowledge Base



Don't be afraid to engage users in discussion. But...

Be sure you've got the knowledge base to answer questions *before* diving in.



Facts

- Videos
- KPIs & Metrics
 - Graphics

Pictures

Data sets

• GIFs

Talking points

Social Media Strategy

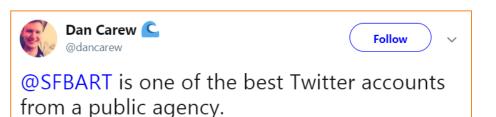
influencer alerts





Social Media Strategy





Realest social media managers in public transportation

WOW—
Finally Some
Honesty from
the Government





James Hilger
@photojames

BART itself has issues, but I think @sfbart is probably the best run social media account I've ever seen. Clear, firm, friendly, & human.

NOT-SO-BREAKING:
BART's Twitter Account
Responds to Complaints
Awesomely

3:05 PM - 6 Jan 2018 from San Francisco, CA

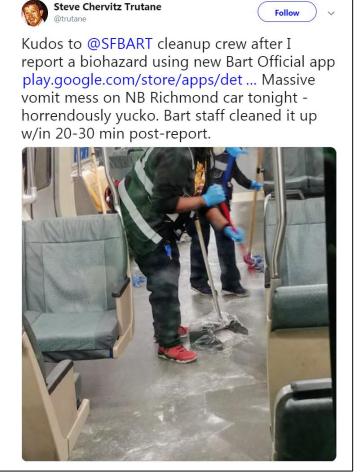


D. O. H. E.

Put Data to Use



bikes 2.4% (45)	0 2%
Elevators 2.3% (44)	• 0%
Homeless 2% (38)	• 49%
Comms / PR Social Post 1.8% (33)	9 25%
Police post 1.7% (32)	0 63%
Human Waste complaint 1.5% (29)	a 38%
Parking 1.5% (28)	• 76%
Escalators 1.1% (21)	• 43%



Prioritize Influencers





Follow

I'm looking at a sidewalk 20ft wider than it was before with 5 new lamps at the BART station with a big sign that says "Your tax dollars at work".

How about we work on making the system work in the rain first? I think we'd forgo all new sidewalks for a year or so.



User has 24.7K followers

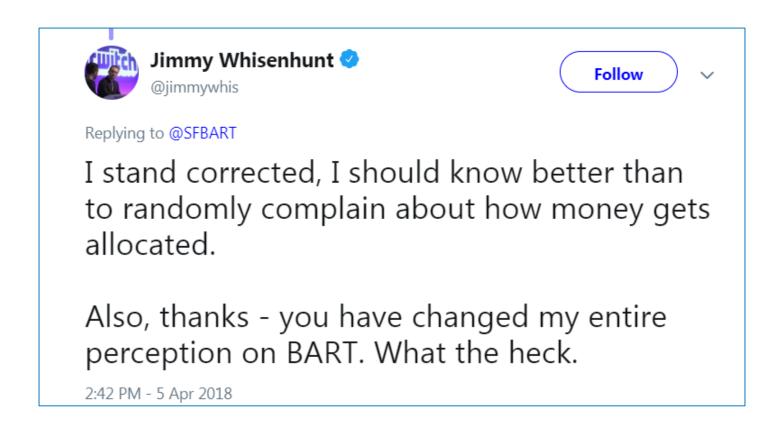


Replying to @jimmywhis

First, congrats on the baby... but we'd like to clear this up...station access improvements are paid for by local funds earmarked for projects like this. The money can't be used by BART for other improvements. Happy to give you more details if you tell us the station.

Prioritize Influencers





He retweeted the exchange to his 24.7K followers

Delivery-Driven Government





Following

Always wondered where all the @SFBART signage and way-finding budget was put towards... 👺



Program	Major Example Projects (FY19)	Expense (millions)	% of Program
System Reinvestr	nent	51,131	80%
Rolling Stock	 \$604M is budgeted for payment to Bombardier Transportation for new rail cars 	\$627	44%
Manline	 Continuation of a main-year program of fraction gower inflatingture replacement. The PT3B budget includes replacement of traction gower cables in San Francisco and Outleand and traction power substitution replacement. Guideway infrastructure investment, relicating raf replacement, trackway structural rehabilitation, and renewal of tunnels and structures. 	\$290	20%
Facilities	Continuing investment in the Hayward Maintenance Complex (HMC), Phose 1, focusing on construction of the central warehouse and Maintenance & Engineering shop Preliminary engineering for HMC Phase 2	536	2,5%
Stations	A major program to replace escalators and install canopies for station entrances along Market Street in San Francisco Station Modernization investments at El Cerrito del Norte, 19 th Street, Coventown Berkeley, Concord, and Powell Stations	5104	79
Controls and Communications	Finning and Engineering for the Train Control Medemination Program Renewing components of the existing train control system, including transformers, weith machines, and speed encoding equipment at stations.	570	59
Work Equipment	 Maintenance and replacement of non-revenue vehicles and shop equipment. Engineering for new car lifts at Richmond and Dally City maintenance shops. 	54	0.3%
Service & Capacity Enhancement		\$65	5%
Stations	Station access improvements, including major investments in bus intermedials at Union City, Concord, failabos Park, and Stations Hub station signage and wayfinding improvement project phases 2, 3, and 4	\$61	95
Mainline	Track projects designed to make the system have resilient and flexible, including an extension of tail tracks at	53	0.2%

4:21 PM - 27 Aug 2018

17 Retweets 59 Likes

















Replying to @sundaytakesbart

We've sent an email asking if we can make a permanent sign for the elevators. We've also requested details for the wayfinding project that got budget money. We will keep you posted.

Delivery Driven Government





Replying to @sundaytakesbart

These handy elevator signs have now been placed in all multilevel downtown Oakland stations. Thanks to your original tweet, we worked across departments to get the ball rolling and make it happen. We wanted to circle back with you with an update. Thanks again.



- We worked with multiple departments to make these permanent signs a reality.
- We then followed up with the user to show their tweet resulted in a positive change.



feyandstrange @feyandstrange \cdot 29 Dec 2018

Replying to @sundaytakesbart @SFBART

You're a hero, @sundaytakesbart! At least to all of us who may get a little less lost in those elevator mazes. Thank you - and thanks @SFBART for the signs.



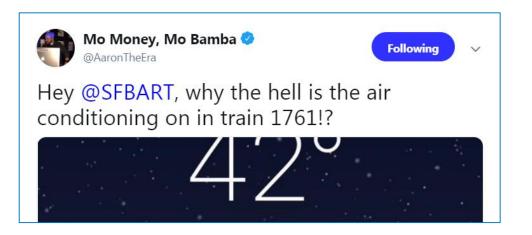
Abe Khaleeli @AbeKhaleeli · 28 Dec 2018

Replying to @SFBART @jayholler @sundaytakesbart

This is amazing! Great work BART team

Social Customer Care





With the click of one button we can automatically send the tweet to crews, open and close a case in Salesforce to collect the complaint data, and add a tag so we can measure how often this happens.

SFBART Replying to @AaronTheEra

Hi we just heard back from our maintenance crew that there was indeed a HVAC issue on car 1761. We fixed it thanks to your report. Sorry about the chilly commute.

The crew's response:

CAR 1761 WAS COLD. CYCLFD HVAC BY TECH. NOW OK

Then we can reply with the follow up and close the loop. 16

9:29 AM - 13 Dec 2018

Turn Challenges into Opportunities





Jen Boynton, B Targeted @JenBoynton · 3 Aug 2018 love the transparency @SFBART



Add fare machines are a source of frustration to our riders. See this thread for some answers that may help explain their limited functionality and what we are working on.



Craig Villamor @cvilly

How is this even a thing, @SFBART?? I need to add \$2.10 to exit station, I can only use cash, I can only use 1s and 5s. I have NO WAY TO PAY MY FARE!

Elicit Brand Affinity









I really admire your responses here and the care and concern you show the public. Well done!

Family won the SF Chronicle Costume Contest because of this tweet.

Well Played Quote Tweet





The public loves data (and the media too)



+ 3,500 new Twitter followers

Rapid Response Communication





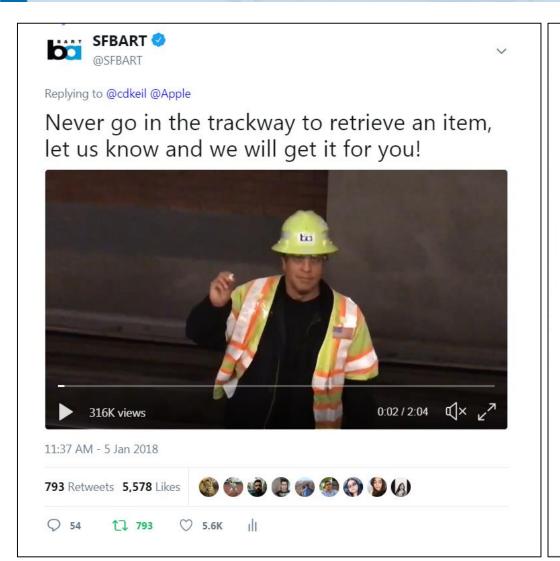
Fold in Media Relations





The Great AirPod Rescue Miracle of 2018







Clapback Thread







Bay Area Rapid Transit

Published by Seung Lee [7] - November 28, 2018 - §

Holiday season is here, and you may be looking for a gift to stock your kids' Christmas stockings or to exchange in a White Elephant or Secret Santa party.

We got our plush BART train toys on sale now at our Customer Service Center at Lake Merritt BART station! It cost \$10+tax. The Customer Services Center is open from 7:30 a.m. to 5 p.m., Monday to Friday. Get them while they're hot!



113,314 People Reached 50,481 Engagements

Boost Post

Mitsi Lyn, Adam Aquino and 562 others

419 Comments 515 Shares



Pluto @ThePlutooo · 28 Nov 2018

Replying to @SFBART

Does it smell like peepee

14

SFBART ♥ @SFBART · 28 Nov 2018

Our sources confirm that the train toy does not smell peepee. Thanks for asking.

↑7 136

♡ 554



Aurora Rose Oh boy! Does it come with a hidden crack pipe?! Maybe a used needle?!?!

Like · Reply · Message · 9w

132

Bay Area Rapid Transit No. because we choose not to make light of the drug addiction crisis plaguing the Bay Area. As a multi-county connector, it unfortunately spills onto our system. We are working with law enforcement, SF's Homelessness Outreach Team and others to curb this national crisis. Read more here:

https://www.bart.gov/guide/social-resources

Like · Reply · Commented on by Seung Lee [?] · 9w





Anthony L D'Agostino @AnthonyL DAgost · 28 Nov 2018

Replying to @SFBART

For a limited time only, add a broken escalator for only \$5 more!

↑7 2

 \bigcirc 11



SFBART • @SFBART • 28 Nov 2018

SFBART © @SFBART · 28 Nov 2018

A toy broken escalator isn't much fun ...neither is the real life thing which is why we will be using Measure RR money to replace our 40 year old escalators.







New BART train toy both mocked and coveted on Twitter

Transit system is selling it at only one station

By Mike Moffitt, SFGATE Updated 1:15 pm PST, Thursday, November 29, 2018





515 shares





Leverage Your Foundation



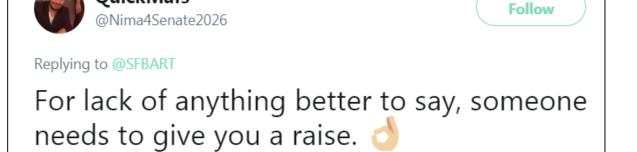
- Treat social media like a chatroom, not a bullhorn
- Engage people where they're at on topics they want to talk about
- In responses, don't just point to a webpage, offer substance
- Rethink taking conversations to DM, keep it transparent
- Don't be afraid to engage users (even combative ones) in a discussion

Questions?

QuickMafs™







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