Best Practices Spotlight

Article: Social Media

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It seems like everyone under the sun uses social media these days, and transit agencies are no exception. Free websites and apps like Facebook and Twitter make it easy for anyone, even without prior computer programming or graphic design experience, to establish their social presence and start sharing updates, photos and insights. This article will cover best practices and lessons learned from different rural transit agencies regarding social media. For more comprehensive information about this topic and other marketing strategies, visit National RTAP’s Leveraging Social Media Technical Brief (updated in 2018) and our Marketing Transit Toolkit section on Strategies for Building Awareness, Image, and Support.

Introduction to Social Media

Social media, which was part of what was called Web 2.0 when it first arrived on the scene in the early 2000s, provides direct online mechanisms for organizations to interact with their customers and stakeholders in fast, direct, and often entertaining ways. Transit agencies now use sites like Facebook, Twitter, LinkedIn, YouTube and many others to provide the public with information about changes to routes and schedules, real-time service information, new initiatives and long-range project updates, employee recognition, training and customer service and more. Just like every transit agency is different, every social media platform is different, and many agencies have chosen to embrace multiple platforms to reach different audiences and fulfill different needs. Successful transit agencies are able to tailor messages and graphics to take advantage of the strengths of each of the platforms they engage with.

Over the past two decades, this type of communication has moved from a novelty to the mainstream and is one of the major ways organizations perform marketing and outreach. Research has shown how social media can build stronger relationships with its community of riders and stakeholders (Bregman and Watkins, 2013). This type of communication can also humanize organizations (Jones, 2017). For rural and tribal transit agencies looking to implement or improve their social presence, we have included insights from several transit agencies who optimize social media in this National RTAP Social Media Best Practices article.
Social Media Sites: Facebook, Twitter, etc.

Facebook was one of the earlier social networking sites (it’s been around since 2004) and is certainly the most well-known and popular. Most transit agencies who engage in social networking have a Facebook page; some have more than one. Individual transit employees can have their own personal Facebook pages as well, and transit agencies can decide whether to “friend,” “like” or “follow” other individuals and/or organizations. Institutional pages are public, while personal pages are only visible to people’s “friends.”

Twitter is known as a micro-blogging site, which means that users can share short news stories called “tweets.” All Twitter uses set up their sites with a “handle” – a short name after the @ symbol (like @nat_rtap for National RTAP), and if you use someone else’s handle when you tweet, they will get a notification and are very likely to “like” and/or retweet your tweet. This is a good thing! With Twitter, the more exposure your tweets have, the larger your reach will be. You can (and should) also use hashtags in your tweets. They are preceded by the # symbol (like #ruraltransit) and anyone searching Twitter for that topic may find your tweet, even if they do not follow your Twitter account.

Twitter used to be limited to 140 characters, but now lets you tweet up to 280 characters. Using short hashtags like #transport instead of spelling out the word transportation lets you abbreviate and get more bang for your word buck in your tweets.

“Twitter chats” are a way of engaging a wide audience around a discussion topic. Think of them as a new type of peer exchange. Twitter chats are set up for a short period of time (usually an hour or two) and participants can enter the conversation by simply using the #hashtag set up for the chat at any time during the chat. It’s a fast and furious exchange of great ideas! Some chats worth checking out are https://www.ruralhealthinfo.org/twitter-chats and https://www.epolicyworks.org/twitter-chats/.
LinkedIn is another professional networking site that enables members to post information like job openings, professional development opportunities, industry news and general information about their profession. Log into your LinkedIn account and search for LinkedIn pages by agencies like OATS Transit and HIRTA Public Transit to network and view employment opportunities.

GooglePlus (also known as Google+) is a social network available to anyone logged into Google (including Gmail). The site offers communities for discussion, such as a Public Transit Community.

Blogs are also a form of social interaction by transit agencies. The term “blog” is derived from the term “web log” and is a site where a person or organization shares an online journal on a topic with regular stories, commentaries and opinion pieces. Unlike many social media sites, there are no length restrictions on blogs, so articles can be as long as the author wants. Like other social media platforms, blogs allow readers to favorite, share and comment on the posts. The Transit Wire maintains a comprehensive list of Transit Agency Blogs.

Getting Social

OATS Transit, a transportation provider for the rural general public, individuals with disabilities and seniors that covers 87 counties in Missouri, has been involved with social media since 2010, when they launched their Facebook and Twitter sites. Their demographic is largely rural, so they tailor their social media to that audience. “We did some research to see what social media platforms and other advertisements are used by our riders,” says Jill Stedem, Administrative Services Director for OATS Transit. “So far, we haven’t encountered the right demographics to launch platforms in social media like Instagram and Snapchat, but that may change in the future.” Millennials, such as some grandchildren of OATS Transit riders (who are likely to be on social media and think “My grandma uses OATS Transit!”) may pick up a post and let their grandmother (who may or may not use social media) know about a new service being offered.

So - what does OATS Transit post? Everything from schedule information to anniversary photos of long-time staff and their routes. “Staff and riders love to see their photos online,” says Stedem. They make sure that their social media platforms are on all marketing materials they provide, including their press releases and their OATS newspaper that is sent to 25,000 people. They also reach out to specific agencies that they serve, who often will retweet a post.

Image Courtesy of OATS Transit
HIRTA Public Transit is a regional transit agency for seven counties in central Iowa with a strong social media presence. They ventured into social media in 2012 with a Facebook page and LinkedIn, then followed the next year by launching a Twitter page. They’ve since added an RSS feed and an Instagram page, and are planning a YouTube channel for their videos.

The agency does not plan to expand their number of platforms after YouTube is implemented. “We would rather have fewer platforms and do them really well, than to have many and be mediocre” says Executive Director Julia Castillo.

Northern Arizona Intergovernmental Public Transportation Authority (NAIPTA) operates the Mountain Line (fixed route), Mountain Lift (paratransit) and Mountain Link (high frequency service) systems in Coconino County, AZ. Mountain Line was an early adopter of Facebook and Twitter, but it wasn’t until 2012 when Marketing Manager Jacki Lenners came onboard that they really delved into social media. She’s a “team of one” who keeps riders updated about everything from closures due to inclement weather to job opportunities to community events like free rides on Earth Day. Mountain Line also has a presence on YouTube and Instagram, and Lenners plans to increase their presence on those two platforms. She chose Instagram as an image sharing site because it was “easy to add to the mix” of their other social media. Mountain Line posts about four times each week on Facebook and Twitter. They follow a lot of organizations in the community that post content of interest to their riders, as well as every elected official.

Standing Rock Public Transit serves Tribal passengers and the general public for several North and South Dakota counties. While Standing Rock Public Transit does not have its own Facebook page, Director Pam Ternes realizes that Facebook is the most popular social media platform for Tribal members and regularly posts announcements, like when they are hiring bus drivers, on the Sitting Bull College (with over 3,000 followers) and the Standing Rock Sioux Tribe Facebook pages. Because she is not an administrator for either of those sites, her posts go through the standard Facebook permissions protocols, even though both sites request her posts.
Intercity Transit in Washington State serves four cities with connections to rural transit systems. As social media early adopters, the agency started a Twitter page in 2009 and a Facebook page in 2010. Their social media platforms target distinct demographics and are all managed under Intercity Transit’s marketing umbrella. For example, they have a Bicycle Commuter Challenge program that uses Flickr and a Walk N Roll youth education program that uses Instagram to reach and engage younger audiences. They also have a YouTube channel, and some of their videos include subtitles. Rather than planning for new platforms, they are trying to grow the platforms they already offer. “Choose the platforms that reach your largest target audiences,” recommends Marketing & Communications Representative Ally McPherson. “Having the resources and making sure social media is well-done is very important and reflects well on your agency.”

McPherson is responsible for Intercity Transit’s Facebook and Twitter pages. Since that is only one of her many roles, she sets a target of 3-5 posts per week, but sometimes posts 2-3 times in a day. Intercity Transit “follows” or “likes” local similar or partner agencies and national organizations on Facebook and Twitter, and posts are often shared from those, but are also often original (organic) posts.

Another social success story was the agency’s Vanpool campaigns, including “No Cost November,” “Three is Enough” (vanpools usually need five riders) and “Drivers Ride Free”. McPherson worked with a consultant and a video company to produce professional and interesting posts. “Social media can be a coordinated effort,” states McPherson. For their No-Cost November campaign, social media was instrumental in gaining the public’s attention for a vanpool promotion that waived the cost of riding in a vanpool for the first month. No-Cost November was a multi-media promotion which helped the agency start nine new vanpools. One of their Facebook posts earned 33,962 impressions (the number of times the post was seen on screen).

Greenway Public Transportation’s legal name is Western Piedmont Regional Transit Authority (WPRTA) and the system provides public transportation to residents in four North Carolina counties. The agency doesn’t have a marketing department, but Mobility Manager Amelia Bostic took over their Facebook and Twitter pages when she came on board and has discovered that she is truly passionate about social media. So much so that she’s been giving presentations all over the country about how this medium can benefit transit agencies both large and small.

“Anybody can do social media if given the right tools. I was just picked and turned out to be the right person! Because I have so many other roles, I try to keep it simple and it works,” exclaims Bostic. “Social media has been my version of changing the world. It is important to do, so take the time to do it! Greenway Public Transportation used to be considered unreachable. We now have a totally different persona. We are
now viewed as approachable and real. Riders know there is a person behind the page, and not a robot.” Bostic receives a lot of social messages and finds it an easy and quick way to get back to people in an organized form of communication.

“You don’t need to be a professional graphic designer or buy expensive software to produce great social media,” says Bostic. She uses free online tools like Canva and Crello to produce her infographics. Posts with videos usually have a higher social reach, so they are worth taking the time to include. It takes even less time to review and retweet great posts that other organizations produce, so if you stay current locally and nationally, you will have a steady source of content. Certain national events should be on every agency’s social calendar, such as Transit Driver Appreciation Day and Dump the Pump. “When there is an important message,” says Bostic, “we should all jump in.”

Both Facebook and Twitter have options for short polls to gather user feedback. Transit agencies can use polls to gain customer input on new services or recent changes to service. These surveys can offer prizes for feedback, or they can be anonymous. Spokane Transit Authority in Spokane, WA offered riders the opportunity to fill out a customer satisfaction survey on their Facebook page to be entered to win a 31-day adult bus pass in April 2018. Surveys provide the opportunity to gain input from many customers and potential customers. They’re easy to set up and provide instant results.

**Timely Transit Information**

In addition to their riders, OATS Transit’s social media posts are meant to reach internal and external audiences, so that drivers in northern Missouri are aware of what’s happening in southern Missouri.

HIRT A’s social media sites share important events and announcements with their riders, drivers, staff and the community. HIRTA provides free trips on voting days, so they retweet announcements about town elections and let riders know. Their staff participate in many community events, such as health fairs and Alzheimer’s Awareness Days, and their outreach coordinator takes photos of people attending the events and riding on HIRTA buses.
While the first-generation Mountain Line social media used to post delays, once they got a real-time app for passengers to track that, they didn’t need to continue adding those to their feed.

Beyond delays and closures, social media is used for communication during emergencies and disasters, such as hurricanes and floods. Social media can be the difference between a complete nightmare scenario and a well-managed crisis and your agency can offer support through gathering information that can be quickly acted upon during critical events (Eidam, 2018).

**Sharing Videos, Photos and Documents**

YouTube (affiliated with Google) and Vimeo are well-known social sharing sites for videos and Flickr, Pinterest, Instagram are some of the major sites for sharing photos.

Some of the organizations mentioned in this article share media and documents in these and other platforms. Standing Rock Public Transit started a YouTube page in 2014, with a training video showing passengers how to ride the bus. Their Rider’s Guide Video received almost 200 views as of this writing.

Their next project showcases the truly exciting side of social media. Standing Rock Public Transit Director Pam Ternes envisioned YouTube to be a tremendous avenue for marketing and conceived an entertaining and informative commercial to introduce the bus to potential riders. She researched songs about riding the bus and adapted the Beatles “We’ve Got a Ticket to Ride” to create a unique jingle for Standing Rock Public Transit: “We’ve got your ticket so come on let’s ride. Standing Rock Transit’s right on time.” While some may think that this venture would be quite expensive, Ternes kept it low-cost by writing the script herself, hiring a company that specializes in radio jingles and using a recommended local videographer to shoot the footage. The project was completed with a budget under $5K, and the commercial received almost 400 views at the time of this writing, as well as many likes.

OATS Transit started a YouTube channel with rider training videos as well as a special video about the agency’s 45th anniversary.
Things to Consider

Managing Social Media

Just like web pages, social media sites require ongoing maintenance and monitoring. Most rural and tribal transit agencies don’t have an entire department who can devote all their time to social media, but some are beginning to carve out more robust roles for this increasingly more important type of marketing. For example, traditionally social media has been managed by one OATS Transit staff-person. As the role of social media has expanded, the agency is looking to hire a full-time marketing coordinator to reach more people through marketing and social media.

One item Greenway Public Transportation’s Amelia Bostic stresses is the importance of scheduling and planning social media. Live videos can be difficult because you never know what is going to happen or how it will turn out, so it may be best to avoid producing them. Agencies should pre-plan posts, utilize a social media calendar and plan 5-10 minutes each day to post to each platform. Content calendars can hold you accountable to posting at regular intervals. Mountain Line uses Hootsuite to manage their various pages; that way even if Jacki Lenners comes across something of interest to riders on her personal page, it makes it easier to share with her audience. If you are the only “tweetmaster” in your agency, you can schedule posts ahead by using an application like TweetDeck (Facebook lets you schedule ahead from within the application). And find some time to step away from your desk and take those photos! “It is definitely a challenge to get the necessary content, but being out on the bus filming is also the fun part of the job!” says Lenners.

For Tribal transit agencies using social media, Pam Ternes recommends working with local community members and community colleges that may have media departments to create their own signature transit videos. “Most Tribal communities have Facebook pages,” says Ternes, “so take advantage of those great resources, ‘like’ them and follow their posts.” She suggests involving Tribal members with the transit agency through social interaction, such as holding a Facebook contest for a new transit agency logo.

While managing social media is often a lot of fun, just like any other business responsibility, it has its challenges. It is easy enough to hit “submit” and share something erroneous with hundreds of followers. Bregman and Watkins stress the importance of acknowledging errors and taking responsibility. Jones (2017) advises organizations to always speak authentically and responsibly, and just like with anything you publish, to copy edit (proofread) before posting.

With social media, staff often learn by doing. Jacki Lenners has changed some practices through the years. The Mountain Line Facebook and Twitter sites were initially linked, so what got posted on one automatically was posted on the other. Since the platforms have different audiences but some overlap, often photos are posted to both with different captions.
Responding to “Not So Happy” Customers

A barrier to implementing social media that was identified by many transit agencies is that customers can post complaints for all the world to see. Due to the nature of social media, transit customers are able to voice their satisfaction (or dissatisfaction) with their bus driver or route in a very public manner. While most customers who follow a transit agency reply with “likes” and happy emojis, agencies should be prepared for the occasional scathing customer feedback. It is important for agency leadership to “listen” carefully and respond quickly and professionally.

While OATS Transit has received very few unhappy comments, on the rare times someone had an issue during their ride and posted it on Facebook, the agency responds online to let them know that they will have to call to discuss and address the matter. “Social media is not the place to air dirty laundry,” says Jill Stedem.

Occasionally, someone has been upset because a driver was late and posted a comment on HIRTA’s social media. Julia Castillo always responds publicly that the issue will be looked into and the person will be contacted outside of social media.

Mountain Line also occasionally receives negative feedback through social media. They aim to be very responsive and take the conversation offline through direct social messaging. “If people complain through social media,” says Jacki Lenners, “Let them know you hear them and show them that you care.”

“We get a lot of social media compliments, questions, and concerns” says Ally McPherson of Intercity Transit, “and we always reach out and publicly thank people or apologize, depending on whether the feedback is positive or negative. We often ask people for more information, so we can bring the issue back to our operations department, and then post our answer in the feed.” She feels that public posting of the replies shows the responsiveness of the transit agency.

The American Public Transportation Association (APTA) surveyed transit agencies for a Leadership Team Project (Chin, et al, 2012) and found that agencies use negative questions as a chance to highlight the positives and engage their customers in meaningful discussions about the issues they care about.
Don’t forget to integrate your social media with other marketing activities. It’s also very important that your organization’s branding remains consistent throughout your social media and that your posts’ look-and-feel aligns with your traditional marketing material. Chin, et al (2012) advises to agencies to build your brand by outputting innovative and ‘click worthy’ information over your social media channels and that your social media policy should match your corporate vision.

HIRTA’s social media is integrated with their other marketing, including their website, welcome packets for new riders, brochures and email signatures. There are two staff-persons who develop the messages and infographics for their social media, and all must be approved by the executive director prior to posting. Some of HIRTA Public Transit’s messages are cross-posted (such as events related to trends in public transportation) while others are shared on only one platform.

Mountain Line’s social media is well integrated into their other marketing, with tags on everything they do. They often make their own signs for both the interior and exterior of their buses and promote their social sites on them.

Mountain Line uses Facebook’s “promoted post” marketing feature to boost selected posts. Jacki Lenners notes that this really does increase the reach of the posts, introduces the site to new audiences and results in new page “likes” and “followers.” The agency usually uses them to drive traffic to specific pages on their website. Intercity Transit also leverages Facebook’s paid advertising options, which can be as inexpensive as $10-$15. Ally McPherson notices that the paid campaigns result in a substantially bigger reaction and better response. “Sometimes Facebook will place our ads on Instagram,” notes McPherson, “We’ve set up our ad options to let them choose the best placement, which seems to work well.” One of the projects Intercity Transit advertised was a Bicycle Commuter Challenge. This campaign aired on both Facebook and Twitter.

Standing Rock Public Transit’s social media is integrated with their marketing, which is largely radio promotion. Their YouTube jingle airs regularly on the local and Tribal radio stations. They also share information about their videos in the quarterly Sitting Bull College newsletter, which goes to every mail box on the Reservation.

Intercity Transit considers social media one of their most important forms of marketing. They have a marketing plan for all of their initiatives and there is always a social media component. Their social media
posts often have links to tie users back to the website, and their buses have advertisements asking riders to follow Intercity Transit on social media.

**Social Media Policies and Procedures**

Agencies need to address social media usage by their board, employees and volunteers. Policies can provide guidance on how social media will be managed within and outside of the organization.

Policies should address:

- What purpose(s) will your agency use social media for (passenger information, professional development, employee recognition, advocacy, etc.)?
- Which platforms will you engage in?
- Who at the agency will create graphics and messages, and who will edit, approve, and post?
- Who will monitor the social media pages and respond to comments and questions posted?
- How soon should comments be replied to, both during and after hours?
- How will customer complaints posted to social media be handled?
- How many posts/tweets will be done each day or week, and what time(s) of the day will they be posted?
- Which types of posts will be posted on only one platform, and which will be cross-posted?
- Will the agency “friend,” “like” and/or “follow” individuals and/or other organizations?
- Are staff and volunteers allowed to “be on” their personal social media accounts while at work?
- Are there guidelines for staff and volunteers posting to the agency’s social media pages via their personal accounts?
- Is there anything considered off-limits for posting or sharing?
- Are internal and/or external posts ever edited or deleted? If so, for what reasons?
- Are social media communications archived as official records, and if so, how?
- Will your social media communications only be in English, or will you sometimes, or always, include other languages often used by your riders?
- What can you do to make social media accessible to persons with disabilities (e.g., videos with closed captioning, blog posts with alt tags for all images, etc.)?

Bregman and Watkins (2013) advise that “social media posts are spontaneous by nature and too much oversight can restrict the ability of authorized employees to respond to events and address comments in a timely fashion.”

OATS Transit has social media policies for their staff, board members and volunteers. All are encouraged to submit stories and photos to the agency social media contact person, and this model assures that there is a consistent voice and only one agency social media account on each platform.
Washington State RTAP Manager Linda Howell receives requests from organizations just starting social media pages. She keeps a list of social media policies that she feels are well-done and sends them to the requestors.

**Privacy and Security Issues**

Being on social media can increase an organization’s exposure to a cyber security threats, such as spam, viruses, malware and identity theft. There have been recent news stories of social media identity theft. Organizational Facebook and Twitter pages are public (vs. personal Facebook accounts, which can be private) and posts are immediately viewable and searchable by in the world. It is important for someone knowledgeable (within your agency or a subject expert consultant) to modify privacy settings on all of your agency’s social media accounts to minimize threats. Platforms are often updated to enable better privacy and security. There are also open access and commercial products, such as PlusPrivacy, that you can use to protect the privacy and security of your agency and your social media friends and followers. Also, consider using Facebook groups, which are limited to group members rather than the public, so that individuals have a more private forum for their communication.

**Make Social Media . . . Well, Social!**

According to Bregman and Watkins (2013), it is important for each agency to find the right voice. The language of social media tends to be informal and conversational.

Let’s look at some transit social media stars. What really stands out about HIRTA’s social media is that it’s fun! “I love my job and I want to make it fun for both our staff and our audience,” says HIRTA’s executive director Julia Castillo. “It’s a way to reach out to people so they can get to know us on a personal level as a transit agency. It makes us human – we’re just people doing a job that we love.”

Spend time on their social media pages and you’ll get to see “Fun Fact Friday” facts on HIRTA’s Facebook page (with some surprising numbers, such as how many calls their call center took in that week), “Feet for Transportation” (one day a dispatcher came into the office wearing mismatched shoes, which were a big hit on Facebook) and “High Five Days” (fun video of staff high-fiving drivers). Archival photos of their buses from decades ago are also well-received. HIRTA celebrates national holidays on social media, including “Lookalike Day” where all staff dress as a driver, and an annual musical video called “The 12 Days of HIRTA” modeled on “The 12 Days of Christmas.” Another favorite video shows HIRTA employees throwing bus tickets at an unassuming driver.
Social media can be spontaneous, and Mountain Line’s Jacki Lenners is always ready for a special hallway-conversation moment that can be shared. Once, when she was talking to a driver, he mentioned that he was attending the graduation ceremony of one of his riders who overcame many challenges. That touching photo made it to the agency’s Facebook page and there was an outpouring of public support that led to other online interactions about how much passengers liked that driver. It turned out to be their highest performing post. Lenners advises transit agencies to “truly embrace the social part of social media. Social media is not just for getting information out. Let the audience know that there is a person behind the computer!”

They’ve done many other fun and interactive campaigns too, such as photos of their drivers wearing costumes on Halloween and a special Facebook free ride event for Dump the Pump Day, which many people were interested in, liked and commented on. Mountain Line is next door to a restaurant called the Village Inn that makes great pies, and the agency regularly gives out gift cards to the inn to show their drivers their appreciation. They took this one step further in a social way – on Pi Day 2018 (that’s Pi as in the math equation), they held a Facebook contest where the first person to most closely guess their February ridership would win a gift card for a free (delicious) pie.
Social interactivity is encouraged, especially if Intercity Transit is creating a lighthearted post. Ally McPherson of Intercity Transit will adopt a personal tone, such as, “Are you looking for an educational and fun summer activity for your 11-13 year old?” for their Walk N Roll Earn-A-Bike classes. Posts often ask visitors what they think. For example, a local public library piloted a program and they placed a box of books in one of Intercity Transit’s buses. The Facebook posts asked followers what they thought of the box, and one user responded that she always glances in there to see what’s new and always finds a good selection of books.

Intercity Transit also designed a five-month community engagement project called the IT Road Trip and used Facebook and Twitter as an integral part in getting over 3,500 people to take a “Design a Better Transit System” survey. They contacted local media outlets, such as television stations and newspapers, who promoted the campaign. The agency received over 10,000 responses and started to post and tweet some of them during the survey period.

Exciting images and videos are a big part of Greenway Public Transportation’s social media. To add life to an informational weather update, a snowman was perched on a bench looking as if he was waiting for the bus. On Valentine’s Day, Greenway posted a sweet transit-related infographic of “You’ve got the fare to my heart”. “If you don’t have any personality,” asks Amelia Bostic, “what makes you any different than any other transportation provider? Show passion and make them smile!”

On Greenway’s Facebook page, their “Find Me Friday” summer campaign has been their most successful and exemplifies the true meaning of “social.” To reach a younger audience, Bostic coordinates with local organizations on their bus route like the library and the science museum to become partners. Then, she posts a short video with a hint about where “DOT,” the Greenway Ambassador, will be at a given time. Bostic herself dons a dazzling polka-dotted dress (pun intended) and waits at the site for the first rider to disembark and identify her. If nobody finds her right away, she boards the bus until someone does. What’s great about this campaign is that the organization provides prizes to the winners for getting free advertising (which they
also cross-post, expanding the original reach), so everybody wins. “Don't be afraid to reach out to other agencies,” advises Bostic. Bostic remembers one particular day when ten people who had never ridden one of their buses before had their first Greenway ride ever to participate in the contest.

**Conclusion**

According to data from Statista, the number of social media users worldwide has grown from 97 million users in 2010 to 2.62 billion in 2018. Transit agencies that make social media part of their business practices will benefit from doing so. As the social media landscape is evolving faster than the speed of light (or the time it takes to “post”), we encourage agencies to read this and other resources on this topic, visit the sites we’ve included here, and start putting these best practices into play for your agency. You’ll definitely learn by doing it. And, as with all things social, please feel free to share this article with everyone in your social network.

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Additional Resources


