

ST Social Media Overview

More than just  

6/6/2019

Strategic Goals for Social Media

Mission

Provide high-quality content that supports the Communications Department goals of building trust and connecting Sound Transit to its customers, stakeholders and the general public.



***Meeting customers where
they live***

Who are our riders?

Annual on-board survey says

- 51% male
- 40% between 18-29
- 24% between 30-39
- 51% overall Link riders
- 77 % access info by phone



133K followers on social



facebook

The Platform



Your express stop for the latest news and
behind-the-scenes Sound Transit information



Twitter: @SoundTransit

84K followers – up 240% since 2016

- Answer customer questions
- Engage during service disruptions
- Highlight agency progress & milestones

Looks like rush hour is getting an early start today. We've rolled out extra mid-day Link  to help move #SnowMageddon2019 riders. Please plan ahead and check our  reroute page for . soundtransit.org/ride-with-us/k ...



2:21 PM - 8 Feb 2019

20 Retweets 58 Likes



And a huge THANK YOU to all the plow drivers, bus drivers and shop workers keeping the roads and wheels moving as safe as possible. 



10:27 AM - 9 Feb 2019

20 Retweets 151 Likes



facebook

Facebook: @SoundTransit

31K followers: up 67% since 2016

- Amplify agency/project progress
- Promote in-person outreach events
- Major service news and info



Sound Transit

Published by Bruce Gray [?] - February 4 at 1:22 PM · 🌐

It was a crazy morning out there with serious delays to our bus routes and tough sledding to reach Sounder and Link train stations. Thanks for making transit part of your winter commute!



Sound Transit

Published by Hootsuite [?] - February 25 at 9:10 AM · 🌐

Closing out the 2018 books, another record-breaking year for Link light rail with 6% growth! Thank you to all our riders who've helped our region buck national trends of declining transit ridership! <http://ow.ly/vqVY50m7cK4>



Targeted Facebook outreach

Reaching out by location

- Explain project news
- Educate changes to service
- Promote opportunities for feedback



Sound Transit

Written by Bruce Gray [?] · February 14 at 4:47 PM · 🌐

Construction of the Lynnwood Link Extension is starting soon! Attend an upcoming open house or join us online to learn more about what to expect. Online open house: <https://bit.ly/2TOQWih>



LYNNWOODLINK.PARTICIPATE.ONLINE

Lynnwood Link construction starts soon!

Visit our online open house today.

Learn More

18,625

People Reached

1,251

Engagements



Robin Peterson, Mel Lacson and 120 others

50 Comments 31 Shares

Facebook Groups: East Link light rail

East Link light rail

Public group



Interacting as Sound
Transit

About

Discussion

Members

Events

Videos

Photos

Group Insights

Moderate Group



Joined ▼

✓ Notifications

Share

More



Instagram: @SoundTransit

6.7K followers: up 342% since 2016

- Promoting general Sound Transit awareness
- Highlighting service and construction progress
- Connecting with younger audiences



soundtransit
Seattle, Washington

soundtransit Frosty first Monday of February '19. ❄️ + 🚆 = 🌨️.

soundtransit #soundtransit #seattlesnow #wawx #snowday #linklightrail #seattle #snow #pnwwonderland #commuterlife



avgeekjoe So #Jealous of the photographer(s)! #WishIWasThere!



kenny.uong So beautiful!!



der_kartograph @brenhon1



Liked by metrolosangeles and 512 others

FEBRUARY 4

Add a comment...





soundtransit

soundtransit R&D teams making good progress on our new triple-decker prototype bus.

View all 48 comments

- iamjarvismoneydance Woah that's tall
- mikeddealphoto 🤔
- daisythefortnitequeen omg wth is that?
- epdevere @mckenzi,jo SO FREAKIN EXCITED 🤩
- d47m122 🤔
- dennisverlolaprade You could even run multiple lines with a bus like that!!
- techie_craig LOL! April Fools!
- seatown_funk Why not just stick with the long buses? Lol smh



Liked by metrolosangeles and 463 others

APRIL 1, 2018

Add a comment...

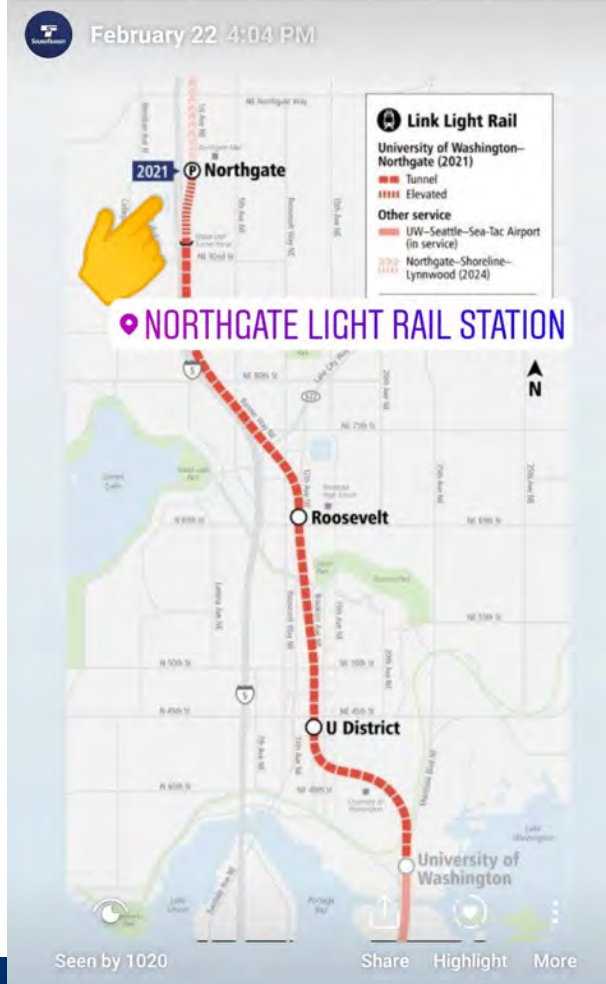




February 22 4:01 PM

Seen by 1108

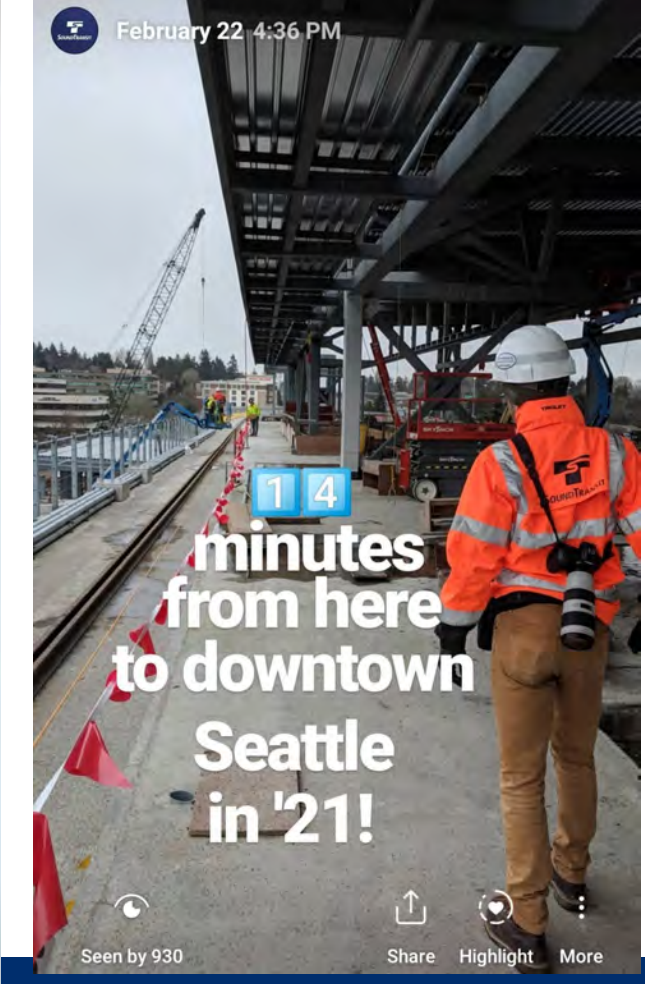
Share Highlight More



February 22 4:04 PM

Seen by 1020

Share Highlight More



February 22 4:36 PM

Seen by 930

Share Highlight More

The Platform

Your express stop for the latest news and behind-the-scenes Sound Transit information

Blog: The Platform

1,800 subscribers: 500K page views since 2017 launch

- Answer common questions in depth
- Showcase construction progress
- Educate about service changes

Most popular stories



Why doesn't Link use turnstiles?



Fresh pics: Going underground in Bellevue

Thank you.



 soundtransit.org

