

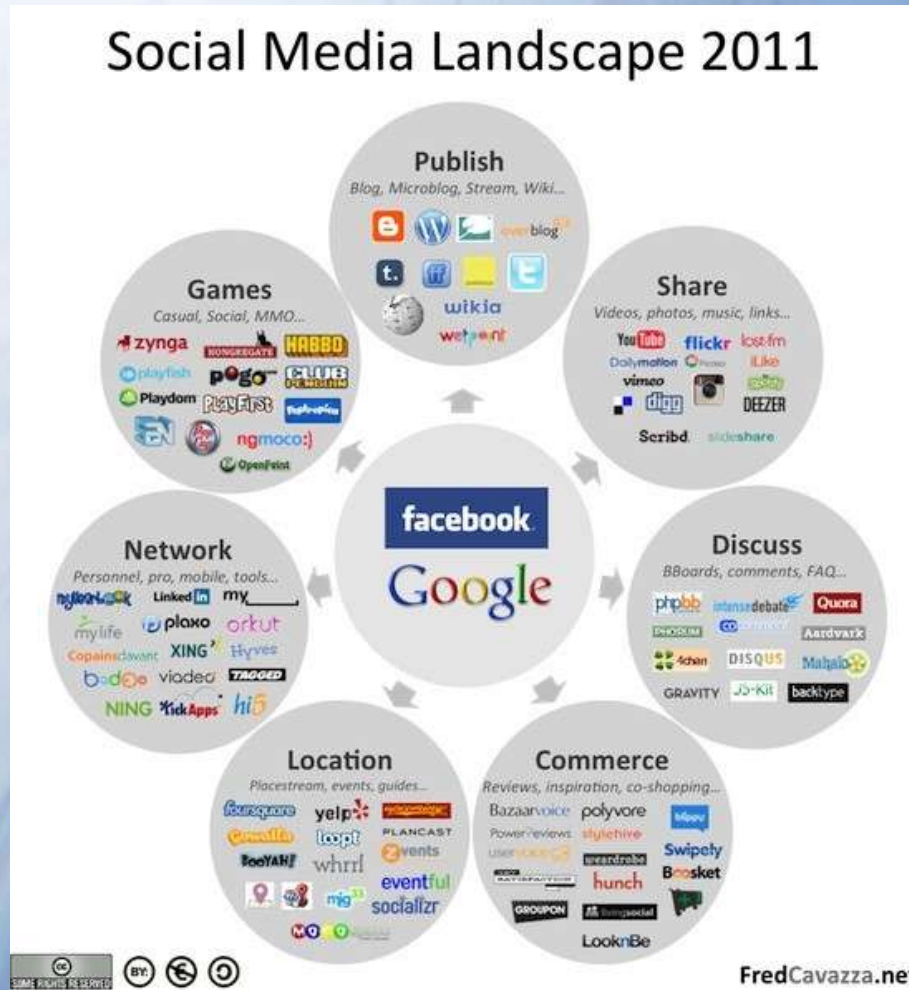


Social Media Best Practices

Top tools: Mashable

Dedicate Time & Resources

Social Media Landscape 2011



Claim Your Space

[Facebook.com/rideuta](https://www.facebook.com/rideuta)

[Twitter.com/rideuta](https://twitter.com/rideuta)

[Flickr.com/rideuta](https://www.flickr.com/photos/rideuta/)

[YouTube.com/utaride](https://www.youtube.com/user/utaride)

[Foursquare.com/rideuta](https://www.foursquare.com/rideuta)

Blogs

Trains of Thought

Mom Aboard

Urban Ticket



The screenshot shows the UTA website interface. At the top, there's a navigation bar with 'Let's Ride UTA' and menu items: 'TRAINS OF THOUGHT', 'MOM ABOARD', and 'URBAN TICKET'. A date 'October 16, 2011' is visible. Below the navigation is a large image for 'Trains of Thought' featuring people in costumes and a sign that says 'WILL FOR KILL WORK FOR FUN'. Below this image is an article titled 'Have you tried the BYU Dine and Dash?' with a 'Read more' link. To the right is a 'VIDEOS' section with several video thumbnails and titles, including 'North Temple Viaduct Opening.flv', 'Mid-Jordan & West Valley Grand Opening Event', 'Mid-Jordan TRAX Time Lapse.flv', and 'New West Valley TRAX Opens Aug 7.mov'. At the bottom of the page, there are social media icons for Facebook, Twitter, and YouTube, along with a 'TWITTER FOLLOW US' button.

Top tools: Wordpress, Google Analytics, Feedburner

Listen & Observe



The screenshot displays a social media monitoring interface with four columns of tweets. The columns are titled: Mentions (RideUTA), trax station, uta bus, and utah transit authority. Each column shows a list of tweets with user avatars, names, and text. The tweets include reports on bus incidents, station locations, and budget proposals.

Column	User	Text
Mentions (RideUTA)	RideUTA	Oct 15, 7:15pm via HootSuite No RT @Amalia_Deslis: @RideUTA does FrontRunner run on Sundays?
	Amalia_Deslis	Oct 15, 7:14pm via Twitter for BlackBerry® @RideUTA does FrontRunner run on Sundays?
	trytt	Oct 15, 9:42am via Twitter for BlackBerry® @RideUTA FYI, "countdown clock" at old bingham hwy is still set for weekday times.
	chargerz801	Oct 15, 7:43am via Web @RideUTA How do i report a bus that ran a red light? i have the bus number and everything.
	chargerz801	Oct 15, 7:38am via Web @RideUTA I just saw a uta bus run a red light
	cwoodcox	Oct 14, 6:32pm via Twitter for iPhone @cwoodcox @RideUTA this is at fashion place, btw. Show Conversation
trax station	colepreece	4:44pm via foursquare I'm at West Valley Central TRAX Station (2750 W 3590 S, Market St. & 2700 West, West Valley City) http://t.co/ryDQVuLM
	Alecjenson	4:41pm via foursquare I'm at Fashion Place West TRAX Station (222 W Winchester St., 6400 S., Murray) http://t.co/9NpQGAJN
	ClubbingStation	11:15am via twitterfeed DJ Promo Music – Maks – Panel Trax 019 – Elektro – Techno – Dance: Maks – Panel Trax 019 Artist: ... MksTitle: http://t.co/uFZDYAAM
	Raymondka22	3:55am via twitterfeed Geo Trax Grand Central Station Remote Control Train Set w Sounds & The Fastest Team Aero & Eric (2008): Grand Ce... http://t.co/lXf4pleZ
uta bus	araktupac	8:57pm via web uta la wea, me quedé en la parte cuando Juan va en el bus... esto de no tener tele, ver la serie on line y que se quede pegao es tan bkn
	krlitasilva_	5:22pm via Snaptu Uta el bus q no llega!
	oatravis87	5:09pm via Twitter for BlackBerry® Uta la mala suerte que te vendan el pasaje del bus con fecha cambia, le paso a una sra XP
utah transit authority	nicnelson1	1:52pm via web Utah Transit Authority proposes 2012 budget plan #utah
	UtahNewsZone	12:54pm via twitterfeed http://t.co/Qk9cTHNe Utah Transit Authority proposes 2012 budget plan: The Utah Transit Authori... http://t.co/NLwXJ4IE Robert Paisola Media
	nelsonscoville	12:54pm via twitterfeed Utah Transit Authority proposes 2012 budget plan http://t.co/geBcunSY
	RobertPaisola	12:54pm via twitterfeed http://t.co/4mxUiYn Utah Transit Authority proposes 2012 budget plan: The Utah Transit Authori... http://t.co/3o0PzKUG Robert Paisola Media
utahnewsblog	utahnewsblog	Oct 14, 5:51pm via Tweeply Updater Utah Transit Authority proposes 2012 budget plan http://t.co/a2jylsLI
	UtahNewsZone	Oct 14, 4:37pm via twitterfeed http://t.co/Qk9cTHNe Utah Transit Authority proposes 2012 budget plan: UTA releases proposed bud... http://t.co/dlCO2izg Robert

Top tools: Hootsuite, Tweetdeck, Nutshell Mail

Engage Your Audience

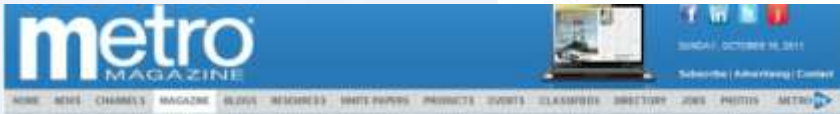
Public Hearing Twitter Chat

6:23 pm

RideUTA: Anyone have questions about the fare proposal? #utafare

If @jasoninthehouse helped pass @whitehouse proposed 2012 funding for Drap would these price hikes be needed? #utafare

@RideUTA IMO making it possible to tap on while on the train would mean fewer just-in-time riders. #utafare



MAGAZINE FEATURES

April 2011
Utah turns to Twitter to talk fare hikes

by METRO Staff

ARTICLE TOOL



Check out our award

Twitter chats! Updates from ClearTheAir.org

Things I Learned from @RideUTA's Twitter Chat

Printed on February 17, 2011 10:46:48 AM

Today from 11 a.m. to noon, the Utah Transit Authority (UTA) hosted an online Twitter chat addressing questions – in real-time – regarding the proposed fare increase.

Fare-related information:

- Fares account for only 26% of UTA's operating costs. The national average is 30%.
- Fare proposal includes expanded discounts for low-income individuals. [More information.](#)
- UTA is phasing tokens out and moving towards a fully electronic payment system.

Archives

- October 2011
- September 2011
- August 2011
- July 2011
- June 2011
- May 2011
- April 2011
- March 2011
- February 2011
- August 2010
- July 2010
- June 2010
- March 2010
- February 2010
- January 2010
- No archive



UTA First Transit Agency to Hold Public Meeting on Twitter

Utah News. The Salt Lake Tribune

UTA offers Twitter chat about proposed rate hikes

Article Tools

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UTU approves 20% fare hike

March 22, 2011

At a glance

Follow the chat on Twitter

UTU approves 20% fare hike

March 22, 2011

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UTU approves 20% fare hike

March 22, 2011

BY DONALD M. REYNOLDS

The Salt Lake Tribune

First published Feb 13 2011 10:46:48 AM

Updated Mar 22, 2011 11:43:00 AM

Orion - Bus and train riders will have a chance Thursday to tell the Utah Transit Authority what they think of UTA's proposed fare hike -- in 140 characters or less.

Gerry Carpenter, UTA spokesman, said UTA General Manager Michael Alegre will take part in a Twitter chat about the fare increase at 11 a.m. Thursday. UTA will post from the @rideuta account, and will use the tag #utafare for the discussion. He said the chat will be posted out afterward.

The Twitter chat is one of several formats the authority is using to discuss its plan to increase the base rate 20 cents over the next three years. It is also conducting public hearings in each county in its service area.

UTA's hearing Tuesday at Utah Valley University only attracted one member of the public, and she only wanted to learn about bus service, not the rate increase.

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Top tools: Tweetchat, Tweet Reports

Engage Your Audience

Social Media News Conference



Bloggers get first public ride on Mid-Jordan TRAX line

Using social media, UTA promotes its new service, which begins on Aug. 7.

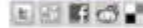
BY LEE DAVIDSON
The Salt Lake Tribune

[Tweet](#) 30 [+1](#) 3 [Like](#) 77

First published Jul 15 2011 03:00PM
Updated Jul 15, 2011 11:58PM

West Jordan • Showing how important social media have become, the first public demonstration ride on the new Mid-Jordan TRAX line Friday went to families of "mommy bloggers," who write online about parenting and children's activities.

Article Tools



[E-mail this story](#)
[Printer-friendly version](#)

Photos



"These are some of Utah's top bloggers," said Tauni Everett, who handles social media for the Utah Transit Authority. "They are read all over the state — and the nation. We hope they will advertise train safety for kids and parents."

Everett said bloggers will help spread the word about the new Mid-Jordan and West Valley City TRAX lines that begin service on Aug. 7.

About 30 bloggers and 95 children boarded a new TRAX train at Gardner Village in West Jordan for a round trip to the Daybreak area of South Jordan. Instead of a traditional news conference, UTA staged what may have been the first-ever "blogger conference" by a local government in Utah.

Children of the bloggers were handed paper bags with an engineer's hat, a train whistle (which children blew constantly), candy and a cardboard model of a TRAX train. Bloggers received free TRAX tickets as giveaways for readers.



Top tools: Google Blog Search, Technorati

Metrics

The importance of social media is the people who use it and the interactions that are taking place.

Ignore meaningless metrics like “numbers of followers.”

Focus on metrics like:

- Influential blogs that link back
- Twitter @ mentions, re-tweets and responses
- Facebook shares and “people talking about this”

Top tools: Facebook Insights, Hootsuite Analytics, Google Analytics, Klout, Social Mention