

# Befriending Government: How Transit Agencies Are Using Social Media

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Rail-Volution | 31 October 2009



We spoke to some agencies to see what they were doing.



Some saw an opportunity to learn from their riders...and others saw a better way to tell their own story.

Capital District Transportation Authority  
RideCDTA's Channel

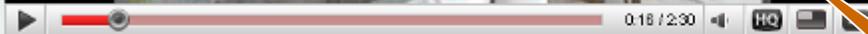
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CDTA Iride - Why I Ride

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From RideCDTA | August 03, 2009 | 130 views

CDTA Iride video from Michael Sangalis

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IRide CDTA: Rocks & Trees  
WHATSACTION - 101 views



iride CDTA "Looks Blue, Runs Green"  
albielotas - 169 views



iride cdta: Take a Big Blue Bus & Roll  
Jones - 481 views

see all

iride arts Contest Ent



iride cdta: Blue Bus & Roll  
Jones -

CDTA posts rider videos.

Sign Up

Ride Connection is on Facebook  
Sign up for Facebook to connect with Ride Connection.



Transportation is a basic human need and for older adults and people with disabilities it is often overlooked. Ride Connection provides this life sustaining and enriching service.

Information

Founded: 1988

Fans

6 of 39 fans See All



Photos

2 albums See All



Ride Connection

- Wall Info Photos Boxes Causes Events

Ride Connection Just Fans



Ride Connection is at the Mid Autumn Moon Fest at East Port Plaza in Portland!

October 3 at 11:20am



Ride Connection Great news!!!! Ride Connection was named the 14th best medium sized nonprofit in Oregon!!!!!!!!!!!!!!

September 29 at 9:05pm

Chris, Diane and 2 others like this.



Chris Zeilinger Congratulations!  
September 30 at 7:28pm



Ride Connection is getting ready to go to the Oregon Business's Top 100 Nonprofit Celebration at the Portland Art Mueseum!!!



Oregon 100 Best - Oregon Business launches NEW survey, list and event recognizing great NONPROFITS t

Source: www.oregon100best.com

100 Best Companies to work for in Oregon. 15 years and counting. A milestone was set in the 2007 survey when 342 employers and more than 31,000 employees participated.

September 29 at 4:15pm

Linda, Taffy and Chris like this.



Ride Connection Would like to thank all of our riders and community service partners , because without you we would not exist!

September 29 at 8:39am



Ride Connection Come and help us celebrate a year of linking accessible, responsive transportation with community need. The evening will feature a silent auction to benefit Ride Connection and its community service partners with music,



Ride Connection builds community support

BART keeps it casual with a blog.

powered by

# SFBART's blog

Not quite as official as [www.bart.gov](http://www.bart.gov)

October 6, 2015 **BART buskers**



Image credit: Photo by [Synchrostatic](#)

We had the opportunity recently to spend a little time with Jesse Harris, an entertainer known to many BART riders as "punk rock Johnny Cash" for his spot on Impassioned's of Cash's singing style combined with punk rock and an occasional detour into songs by the Ramones, the Clash, and other rockers. Read our full interview with Jesse on the main BART website and see for yourself how much he sounds like Johnny Cash by watching the BART's video story. Jesse also plays with his band, the ManCougars, and you can check them out at [www.mancougar.com/mancougars](http://www.mancougar.com/mancougars). They have a show coming up Oct. 28 at Annie's Social Club. Do you have a favorite BART performer? Drop us a line at [webadmin@bart.gov](mailto:webadmin@bart.gov) or tell us about it in the comments below.



Created by [Thomas O'Byrne](#)  
Web: <http://www.bart.gov>  
Bio: [BART Bay Area Rapid Transit](#) provides train service throughout the San Francisco Bay Area.

We're using Posterous to share photos of events and pictures you take on the system as well as our own. BART, BART, BART is better than ever!  
[www.bart.gov/weblogs](http://www.bart.gov/weblogs) - what you can go for: tips, dates, schedules, additional info, and our [twitter.com/SFBART](http://twitter.com/SFBART) feed, where you can get the latest on the updates for not the party pictures. Tell us what you think at [webadmin@bart.gov](mailto:webadmin@bart.gov)

Comment policy for this blog  
We encourage comments and report comments to help the moderators of this discourse. The idea we will delete comments that:  
- Contain vulgar language  
- Personal attacks of any kind, or abusive, insulting, or harassing  
- Are off-topic or irrelevant  
- Are spam or self-promotional

# Some key questions

Why are you doing this?

What do you want to say?

And how do you want to say it?

Who's in charge?

Can you turn on a dime?

How will you measure success?

Are you prepared for the worst?



“Don’t put your agency on Twitter just because some celebrity is there.”

## Establish clear goals

Why are you doing this?

Does it fit with other agency messages?

Do you have a social media policy?

# What do you want to say?

- ▶ Service status updates
- ▶ Marketing and promotion
- ▶ Agency activities
- ▶ New stories
- ▶ Recruitment
- ▶ Customer service
- ▶ Upcoming events



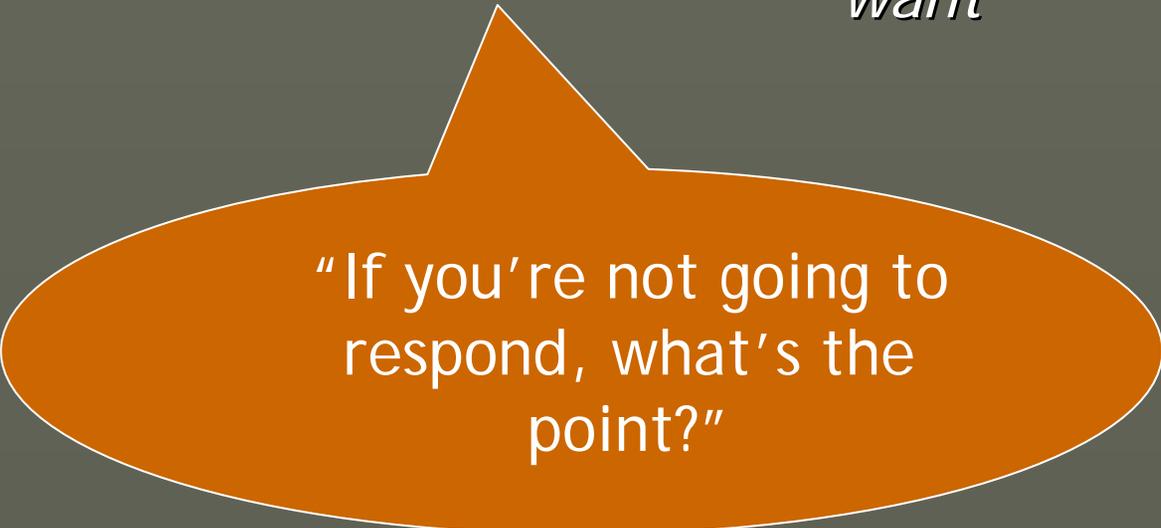
“Successful blogs  
have a voice.”

# Is it a two-way street?

Some say *yes* -- *It's a great tool for understanding riders*

Some say *no* -- *It's an opportunity to communicate directly without filters*

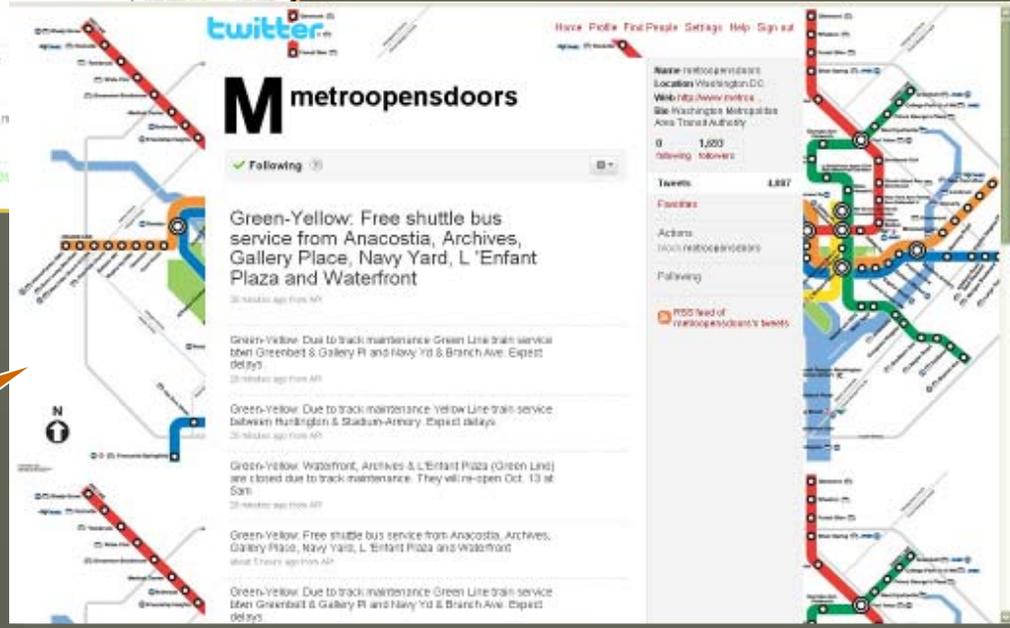
And some say *maybe* -- *Still figuring out what subscribers want*



"If you're not going to respond, what's the point?"



AC Transit has a mix of updates and chat



Metro posts automated updates only



“The site requires care and feeding on a constant basis.”



“We don’t need 20 levels of approval.”

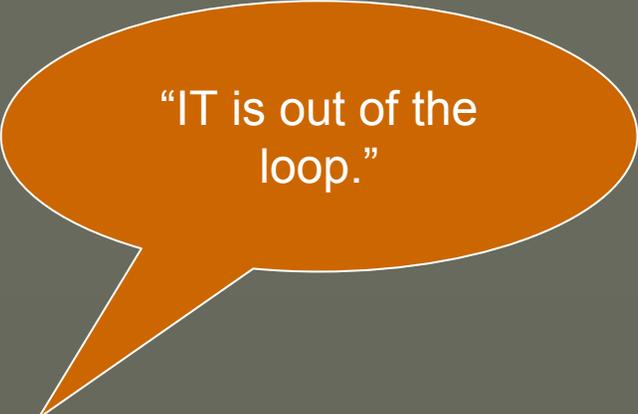
# Can you turn on a dime?

How often do you post updates?

Do you have enough staff?



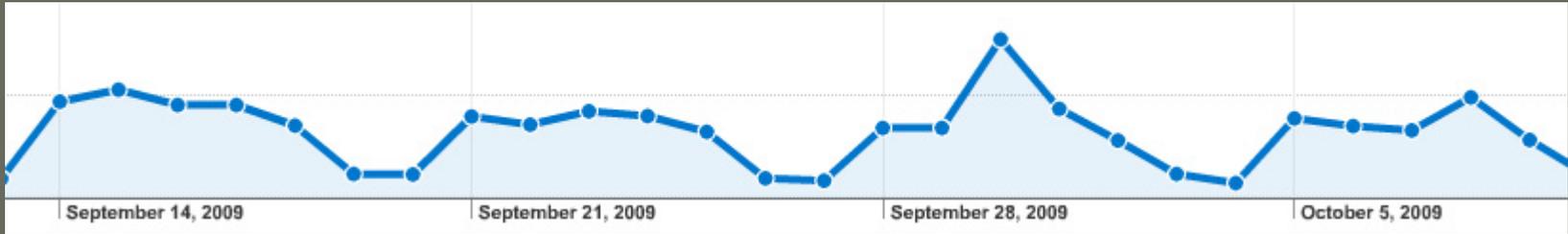
“The executives have lost interest.”



“IT is out of the loop.”

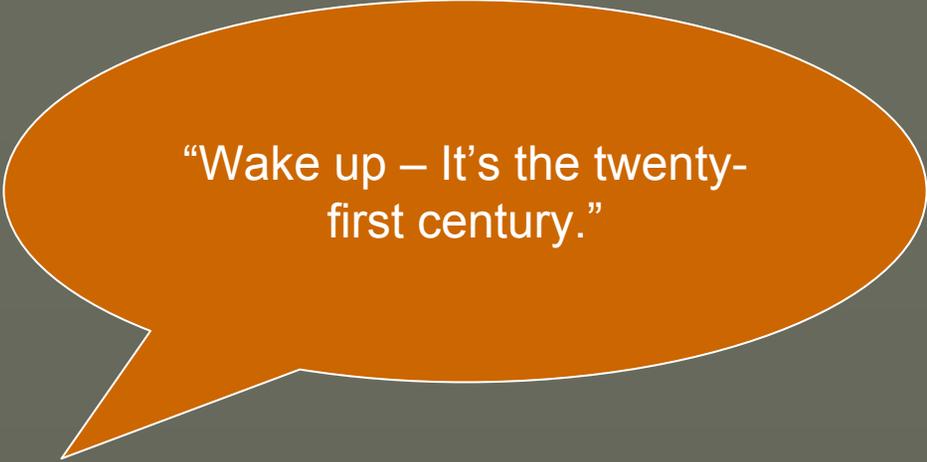
## Who's in charge?

Marketing  
Communications  
External affairs



Do you know who's using it?

Track friends, fans, and followers.



“Wake up – It’s the twenty-  
first century.”

**And who’s not?**

Is there a digital divide?

Or a generational disconnect?

Can people with disabilities use the  
site?



“We’re not the state  
department of Twittering.”

What’s the worst that can  
happen?

Are there cyber-security risks?

What if Facebook disappears?

Is this on the record?



Manage your expectations

Then expect the unexpected.

An orange speech bubble with a white outline, pointing towards the top-left. The bubble is centered on a dark gray background.

“Just do it.”

# Questions?

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