Social Media Best Practices

Top tools: Mashable
Dedicate Time & Resources

Social Media Landscape 2011
Claim Your Space

Facebook.com/rideuta
Twitter.com/rideuta
Flickr.com/rideuta
YouTube.com/utaride
Foursquare.com/rideuta

Blogs
Trains of Thought
Mom Aboard
Urban Ticket

Top tools: Wordpress, Google Analytics, Feedburner
Listen & Observe

Top tools: Hootsuite, Tweetdeck, Nutshell Mail
Engage Your Audience
Public Hearing Twitter Chat

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
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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.

“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