Alicia Trost

• Communications Director at the San Francisco Bay Area Rapid Transit District, also knowns as BART.
• Oversees all media relations, public relations, social media and digital storytelling.
• She was coined one if the “realest social media managers in public transportation,” for breaking the government communications mold.
Great AirPod Rescue

Christian Keil
@cdkeil

Happy Friday to my @apple airpod, who left me for @SFBART today. I hope they love you as much as I did.

8:29 AM - 5 Jan 2018

392 Retweets 2,959 Likes

SFBART @SFBART

Replying to @cdkeil @Apple

Never go in the trackway to retrieve an item, let us know and we will get it for you!
What would you do?

Care to comment @cta @MTA @train @SFBART??

Elon Musk @elonmusk · May 24
Replying to @quayran
Opposite is true: you can have 100’s of layers of tunnels, but only one layer on surface (to first approximation), therefore trains should be on surface, cars below

1:43 PM · May 24, 2019 · Twitter for iPhone
Defend Your Brand

We carry 28,000 people per hour through our Transbay Tube under the bay because of the capacity of a train. That’s nearly twice as much as cars over the bay. Why wouldn’t you prioritize something that carries far more (and safely with automatic train control) over cars?

@elonmusk · May 24
Opposite is true: you can have 100’s of layers of tunnels, but only one layer on surface (to first approximation), therefore trains should be on surface, cars below

8:49 PM · May 24, 2019 · Twitter for iPhone

View Tweet activity
Grow your advocacy through Social Media

Alicia Trost
San Francisco Bay Area Rapid Transit District
Using Social Media to Grow Advocacy

You are likely using social media to:

• Provide service and delay information
• Answer questions
• Promote ridership
• Follow trending topics
• Push a message
• Rumor control
• Spotlight employees
Using Social Media to Grow Advocacy

But what about using it for:

- Social Customer Care
- Engagement
- Eliciting brand affinity
- Defending your brand
- Media relations
- Delivery-Driven Government
- Turning Challenges into Opportunities

2015: 13,000 @SFBART mentions
2018: 60,000 @SFBART mentions
Welcome to BART's Twitter Town Hall, where we have gathered our experts for 1 hour to answer your questions on what we can do about crowding and what challenges lie ahead!

BART announces $1 billion in funding to help ease overcrowding at Twitter town hall
Delivery Driven Government

Always wondered where all the @SFBART signage and way-finding budget was put towards... 😐

Replay to @sundaytakesbart

We’ve sent an email asking if we can make a permanent sign for the elevators. We’ve also requested details for the wayfinding project that got budget money. We will keep you posted.
Delivery Driven Government

- We worked with multiple departments to make these permanent signs a reality.
- We then followed up with the user to show their tweet resulted in a positive change.
From Our Playbook

• Fully integrate social media into your strategic communication plan for the year
• Workshop your key messages
• Build a knowledge base with graphics, videos, GIFs
• Create simple and punchy soundbites
• Gain executive sign-off
• Empower staff on social to speak
Give a Visual in the Response

Connor T. McDonald @connortmcdonald · Aug 16, 2017
Cleaning Ads. Got it. Stairs, escalators & floors could use a good scrub down as well. Once a week or once a month would be sweet. @SFBART

SFBART @SFBART
Replying to @connortmcdonald
We are! Our steam clean deep scrub crew is doubling down.
Put Data to Use

- **Bikes**: 2.4% (45)  
  - 2%
- **Elevators**: 2.3% (44)  
  - 0%
- **Homeless**: 2% (38)  
  - 49%
- **Comms / PR Social Post**: 1.8% (33)  
  - 25%
- **Police Post**: 1.7% (32)  
  - 63%
- **Human Waste Complaint**: 1.5% (29)  
  - 38%
- **Parking**: 1.5% (28)  
  - 76%
- **Escalators**: 1.1% (21)  
  - 43%

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Kudos to @SFBART cleanup crew after I report a biohazard using new Bart Official app play.google.com/store/apps/det... Massive vomit mess on NB Richmond car tonight - horrendously yucko. Bart staff cleaned it up w/in 20-30 min post-report.
From Our Playbook

- Staff on social media are spokespeople and know how to get information quickly
- We treat the public like they are reporters
- Getting a real response with context and facts is very satisfying
Leverage Your Foundation

• Treat social media like a chatroom, not a bullhorn
• Engage people where they’re at on topics they want to talk about
• In responses, don’t just point to a webpage, offer substance
• Rethink taking conversations to DM, keep it transparent
• Don’t be afraid to engage users (even combative ones) in a discussion
Stay in Touch

Wow I actually really appreciate that thoughtful response!

For lack of anything better to say, someone needs to give you a raise. 👍