Robert Willis
Manager, Social Media & Digital Content

- Award-winning digital storyteller and writer/journalist for 20+ years
- In the social space professionally for over 10 years having worked with Nike, Wasserman as well various governmental organizations
- Leads a one-stop shop encompassing all expects of the digital experience for TransLink’s social media customers including strategy, social listening, content creation, engagement and analytics
- If you were in the Vancouver area last summer/fall, you might have heard some of Robert’s handy work on transit…
How would you answer this?
How would you answer this?

SkyTrain After Hours: The Overnight Shift

Cliff Warburton I would love to work a 4 hour day!

Like · Reply · Message · 6w
How would you answer this?

Cliff Warburton
I would love to work a 4 hour day!

Patrick O'Doherty
As there is prep and cleanup needed, it's likely more than just 4 hours.

TransLink
Hi Cliff, the four hours is the time they're on the track, but preparing for the night begins at 8 p.m. at SkyTrain's Operations and Maintenance Centre. Like Matt says in the video, the work window is so short on the track itself because all the equipment has to be brought to the work site via the tracks, and they can only travel at 30 to 40 km/h. For things like rail replacement, they're grinding and preparing the rail at the Operations and Maintenance Centre as early as 8 p.m. so when they get to the work site, they can just remove the old rail and plop in the new one because like we mentioned earlier, the work window is just so short to complete the critical maintenance. *at
Making transit event more awesome... with Seth Rogen!

Robert Willis, Manager, Social Media & Digital Content
In the beginning... Morgan Freeman was the voice of our Tap to Pay campaign
It was short lived.
That day... this happened

Seth Rogen @Sethrogen · 24 May 2018
Replying to @stephanie_ip
Yo if they need a replacement now let me know.

TransLink BC @TransLink · 24 May 2018
Thanks for the offer Seth. Let’s DM and talk. ^rw

Seth Rogen @Sethrogen · 24 May 2018
Hit me up

TransLink BC @TransLink · 24 May 2018
Will do. Incoming... ^rw

Together all the way
That day... this happened

Together all the way
Goals of the campaign

- Leverage a unique opportunity
- Improve the customer experience on transit
- Enhance the brand
It was a big hit!

- 1385.55% increase in total engagements (all posts vs one post!)
- 776% increase in reach
- 17,900% increase in "haha" reactions
- 444,267.94% increase in reach (!!!)?
- Strong Twitter Engagement on July 26 (announcement day) and the next few days
It was a big hit
It was a big hit

Ms. Mayette
@nrmayette

Was on the skytrain and the new announcement about taking off backpacks to make room encouraged two teens to shift their bags to the floor. Thank you, @Sethrogen @TransLink. I’m a be

6:44 PM - 30 Jul 2018
8 Retweets 555 Likes

@AI_SportsLover

I heard one of the seth rogen’s transit announcements on the bus today. Everyone stood up and cheered after hearing it. One woman was actually crying. Having B.C.’s so bless us during our commute is just the healing we needed. Thank you, @TransLink.

6:11 pm - 17 Aug 2018
3 Retweets 28 Likes

TransLink BC @TransLink · 31m
Understandably frustrating. I tried to find out if there were any specific reason for the delays, but all I can see is that the 19’s have been delayed for the better part of the afternoon, upwards of 25-30 minutes. Sounds like just general traffic. Hope you’re on your way. *cm

@dezcudi

Repeating to @TransLink

It’s okay I heard @Sethrogen’s voice on the bus and all frustration melted away

2018-08-03, 5:14 PM

Together all the way
It was a big hit

Top 5 Ads of the Week: Selling socialism, Burger King’s Pink Tax
Tom Cruise really flies a helicopter, Apple gets wild playing in the street, and Seth Rogen is the voice of public transit in Vancouver.

BY JEFF REEK | 2 MINUTE READ

Stop me if you’ve heard this one before: A new young Democratic candidate for Congress grabs national headlines with an ad that immediately gets people’s attention, spreads like wildfire across social media, and sparks the kind of coverage any candidate—or brand, for that matter—could only dream of. Back in May, it was Alexandria Ocasio-Cortez in New York. This week, it’s Katsela Hughes in Hawaii. Not only do the two candidates have socialist socialism in common, but
Back in 2015... It was a different story

Transit referendum: Voters say No to new Metro Vancouver tax, transit improvements

Without new funding, transit services to be cut across region, Mayor Gregor Robertson says

Lisa Johnson and Tamara Balya: CBC News

Posted: Jul 02, 2015 2:26 AM PT | Last Updated: July 3, 2015

Vancouver mayor Gregor Robertson says city is still committed to transit expansion. 1:23
The Seth campaign continued

TransLink BC 🎉
@TransLink

Replying to @TransLink and 2 others
Hey #Vancouver, it’s your transit! Help us pick the next Seth announcements. Which one do you want to hear?
3:08 PM - Aug 15, 2018

38% Bags on seats
17% Perfumes and colognes
22% Loud music
23% Feet on seats

2,969 votes • Final results

32 121 people are talking about this
The Seth campaign continued
And continued...

Hey Vancouver, thanks for being even more awesome!
And giving your seat to someone who needs it.

translink.ca
Thank you!

Follow us @translink