

SOCIAL MEDIA AND TRANSIT



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City Utilities - Springfield

- 12 weekday routes, 7 night and Saturday routes, 4 Sunday routes
- 4,600 rides per weekday

Platforms

- @CUTransit on Twitter
- City Utilities on Springfield is on Twitter, Facebook, Instagram

RideKC

- ❑ Bus: 50,000+ rides/day
- ❑ 4 transit providers in Kansas and Missouri, urban, suburban, express, on-demand
- ❑ 90+ routes

Platforms: RideKC Transit

- ❑ Twitter
- ❑ Facebook
- ❑ Instagram, Pinterest, YouTube, LinkedIn



Why

- Building ridership
 - ▣ Customer Satisfaction
 - Notice of events affecting their ride
 - Addressing complaints
 - ▣ Where the bus goes
 - ▣ Supporting outreach
- Image management
- Media relations

Platform use

Facebook - **71%** of internet users - **58%** of adult population

Twitter **23%** - 19%

Instagram **26%** - 21%

Pinterest **28%** - 22%

LinkedIn **28%** - 23%

Who is on Social Media

- 65% of adults now use social networking sites – 10x jump in the past decade
- Young adults (18 to 29): 90%
- 65 and older: 35%
 - Just 2% in 2005
- By gender:
 - 68% of women
 - 62% of all men
- By ethnic group: 65% of whites, 65% of Hispanics and 56% of African-Americans
- By location: 58% of rural residents, 68% of suburban residents and 64% of urban residents

Selecting platforms

- Demographics + Reach + Ease of use + Results



Not my target audience

- If you aren't reaching customers directly, what about:
 - Media
 - Voters
 - Stakeholders
 - Community Service Organizations
 - Industry: Healthcare

What are the benefits for transit

- ❑ Inform
- ❑ Motivate
- ❑ Engage
- ❑ Monitoring



CASE STUDY

Case Study: Transit Center Opening

- Goal: Promote the new Transit Center & get attendees to the First Friday Art Walk event at the grand opening
- Facebook
- Twitter
- Instagram

Facebook

Off the Beaten Path

MAY 6 Transit Center Grand Opening

Public · Art · Hosted by City Utilities of Springfield, MO

Going Invite Edit ...

Friday, May 6 at 6 PM - 10 PM
about 5 months ago

211 North Main, Downtown Springfield [Show Map](#)

About Discussion

Write Post Add Photo / Video Create Poll

Write something...

Details

Join City Utilities for the May 6th Artwalk in downtown Springfield for our Transit Center Grand Opening! Learn more about our new routes effective May 8th and see some beautiful art from CU employees! You'll also hear the beats of CU bands Brother Ray and the Sometimes Righteous! It's sure to be a great time!

To learn more about our new transit routes and to get your unlimited FREE ride pass valid May 8-21, visit www.cityutilities.net/transit/transit.htm.

EVENT TIPS Next Tip

Create New Event

Have another event by City Utilities of Springfield, MO coming up? Create an event to let people know about it.

Create

Chris and Jamie went

121	26	77
interested	went	shared with

SUGGESTED EVENTS [SEE MORE](#)


8th Annual Ozarks Beerfest
Sat Nov 19 at Springfield Expo ...
Tasting - 151 guests
Interested Going

Facebook

City Utilities of Springfield, MO
Published by Cris Swaters (?) · May 4 · 🌐

It's May 4 and you know what that means... Darth Vader and Luke fighting for control of the new Transfer Center! Who will win?!


#MayThe4thBeWithYou



500 people reached [Boost Post](#)

👍 Like 💬 Comment ➦ Share 🌐

👤 Kim Gill, H Design Group and 8 others

 Write a comment... 📷 😊

City Utilities of Springfield, MO
Published by Cris Swaters (?) · May 4 · 🌐

We're getting things ready for the Transit Center opening on Friday and Yoda is using the force to help us install the sculpture for the Downtown Springfield Sculpture Walk!

#MayThe4thBeWithYou



567 people reached [Boost Post](#)


👍 Like 💬 Comment ➦ Share 🌐

👤 Denise Moehring, Kim Gill and 6 others

Facebook



22 - NE - Lime

 **City Utilities of Springfield, MO** 😊
feeling pumped.
about 6 months ago · 🌐


Line 22 - NE - Lime
You guys! We're getting so close to unveiling our new Transit Center. Watch this video and check out our new routes, and you can ride for FREE May 8-21!


Get your FREE ride pass here >>
<http://bit.ly/FREE-Pass>


277 Views

Like Comment Share




14 Top Comments

 **Tammy Read** Got it on my phone, THANKS
Unlike Reply · Message · 1 · April 20 at 1:27pm

 Write a comment...

 **City Utilities of Springfield, MO** shared Federal Transit Administration (FTA)'s post.
Published by Cris Swaters [?] · May 10 · 🌐

Don't forget! With the new Transit Center and the new routes, we're offering FREE rides until May 21!
Get your pass here >> bit.ly/FREE-Pass



Federal Transit Administration (FTA) added 3 new photos.
May 9 · 🌐 Like Page

Yesterday, transit riders in Springfield, Missouri caught the bus from a modern new transit center, with smart technology, efficient traffic flows and new safety...

[See More](#)

Facebook

 **City Utilities of Springfield, MO** was live.
Published by Cris Swaters [?] · May 6 · 🌐

LIVE from Art Walk it's Brother Ray and the Sometimes Righteous! 🎸🎤🎸




2,113 people reached [Boost Post](#)

383 Views


👍 Like 💬 Comment ➦ Share 

👤 Shannon Stephens, Chris Hill and 16 others [Top Comments](#)

1 share


 **City Utilities of Springfield, MO** was live.
Published by Cris Swaters [?] · May 6 · 🌐

LIVE at the new Transit Center dedication!





2,001 people reached [Boost Post](#)

202 Views


👍 Like 💬 Comment ➦ Share 

👤 Sonia Brannen, Skip Jansen and 13 others


1 share

 Write a comment 


Facebook

 **City Utilities of Springfield, MO**
Published by Hootsuite [?] · May 8 · 🌐

First buses headed out from the new Transit Center for weekend routes.







1,267 people reached Boost Post


👍 Like 💬 Comment ➦ Share 

👤 Elijah Daniel Robinson, Bill Osborne and 28 others Top Comments ▾

3 shares


 Write a comment...  

 **Gavin Krueger** Are we finally able to have a route after 6pm to Ingram mill and a bus up here to pick up on weekends? It's hard enough living on the east side without a car.
Like · Reply · Message · 🌐 1 · May 8 at 11:14am

 **City Utilities of Springfield, MO** Line 31 goes out to Ingram Mill on Saturday and evenings. Check out the route on cityutilities.net.

[City Utilities: Home Page](#)

Facebook

 **City Utilities of Springfield, MO**
Published by Cris Swaters [?] · May 5 · 🌐

What's the newest social media craze (a la #VandivortBathroomSelfie)? We call it #TransitSculptureSelfie and you can take one outside the new Transit Center! Come check it out tomorrow!
We're totally gonna make it a thing!



623 people reached Boost Post


👍 Like 💬 Comment ➦ Share 

👤 Rebekah Lee, Nicole Peters and 5 others

 Write a comment...  

 **City Utilities of Springfield, MO** added 2 new photos.
Published by Cris Swaters [?] · May 6 · 🌐



Dust off your selfie skills and be cool like GM Scott Miller! Come by the Transit Center and take a #TransitSculptureSelfie!



123 people reached Boost Post

👍 Like 💬 Comment ➦ Share 

👤 Bill Osborne, Kirn Gill and 3 others Top Comments

 Write a comment...  

 **Joseph Quinn** Loving the new Transit Center. A much needed and much appreciated improvement to Springfield's downtown life.


Twitter

CU Transit @cutransit · May 2
 Want some #mondaysmotivation? Ride The Bus for FREE May 8-21! #SGF



City Utilities Transit - New Bus Route - Line 35, In...
Get your FREE bus pass valid May 8-21 here:
bit.ly/FREE-Pass With the addition of the new Transit Center in Springfield, Missouri, many of the existing Ci...
youtube.com



CU Transit @cutransit · Apr 25
 Did someone say FREE bus rides May 8-21?? Yep! #SGF bit.ly/FREE-Pass



Line 25 - SE - Blue

0:02 / 1:00



Twitter

CU Transit @cutransit · May 3

Check out Transit Director Kelly Turner on Big Talker 1340AM to talk about the Transit Center and bus routes! #sgf



1 retweet 2 likes

Ozark Greenways @OzarkGreenways · May 3

Thank you @cutransit! Can't wait to see your brand new Transit Station downtown this Friday!

CU Transit @cutransit

The Bus & the trail are a perfect pair on #GiveOzarks. Help our @OzarkGreenways friends! giveozarks.com twitter.com/OzarkGreenways...

1 like

CU Transit @cutransit

.@OzarkGreenways We're just a little excited. :)



1 retweet 1 like

10:58 AM - 3 May 2016

Twitter

CU Transit @cutransit · May 5
BUS The newest social media craze (a la #VandivortBathroomSelfie)? It's gonna be a thing - #TransitSculptureSelfie! #SGF



3

You Retweeted
City Utilities @cityutilities · May 6
Be cool like GM Scott Miller at @cutransit. #SGF
#TransitSculptureSelfie



4 3

CU Transit @cutransit · May 6
BUS We hear this #kcstreetcar thing is pretty cool. Know what else is cool? The new #TransitCenter in @downtownsgf! #SGF

1

CU Transit @cutransit · May 6
BUS Love this #TransitSculptureSelfie from Logan from @FTA_DOT here for the ribbon cutting! #SGF



3 2

Twitter

CU Transit @cutransit · May 6
We'll be live on Facebook with the dedication! Check it out! #SGF #TransitCenter



CU Transit @cutransit · May 6
Woohoo! #TransitCenter #sgf 🎉🎉



CU Transit @cutransit · May 6
🚲 + 🚌 = ❤️ @OzarkGreenways #TransitCenter #SGF



Instagram



THE BUS

ENJOY OUR NEW ROUTES

**Unlimited Free Ride Pass
May 8 thru May 21**

City Utilities
Connecting Our Community

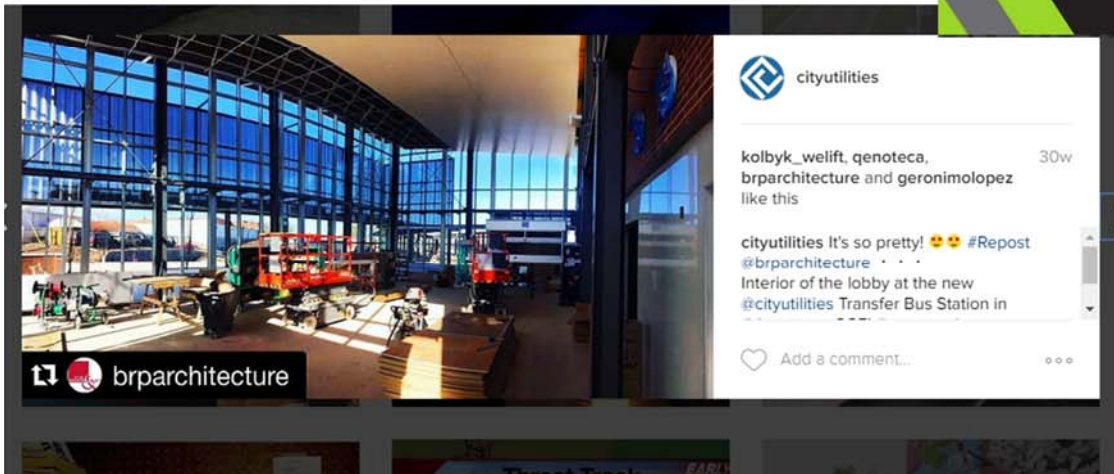
cityutilities

curate.417, springfieldmo and crooked2x4 like this 27w

cityutilities We're giving away FREE (yes, you heard it, FREE) bus passes for May 8 to May 21! Want to know how you can get one? Get your coupon >> <http://bit.ly/FREE-Pass> | Link in profile

#sgf #springfieldmo #LoveSpringfield #cityutilities #gogreen #ridethebus #free

♡ Add a comment... ⋮



brparchitecture

cityutilities

kolbyk_welift, qenoteca, brparchitecture and geronimolopez like this 30w

cityutilities It's so pretty! 😊👍 #Repost @brparchitecture Interior of the lobby at the new @cityutilities Transfer Bus Station in

♡ Add a comment... ⋮

Instagram



16 likes

cityutilities It's May 4 and you know what that means... Darth Vader and Luke fighting for control of the new Transit Center! Who will win?! #MayThe4thBeWithYou #SGF #cityUtilities #LoveSpringfield #SpringfieldMO #TransitCenter

lovespringfield Yes!

♡ Add a comment...



sculpturewalkspringfield, curate.417, 25w
springfieldmo, doublejumpmedia,
kolbyk_welift and kmelton29 like this

cityutilities What's the newest social media craze (a la #VandivortBathroomSelfie)? We call it #TransitSculptureSelfie and you can take one outside the new Transit Center! Come check it out tomorrow! We're totally gonna make it a thing!

#sgf #SpringfieldMO #LoveSpringfield
#TransitCenter

♡ Add a comment...

Instagram



 cityutilities

12 likes 25w

cityutilities The #TransitSculpture standing tall and awesome at the #TransitCenter. Seriously. Come take a selfie and share it with us! #TransitSculptureSelfie #SGF #SpringfieldMO #LoveSpringfield

 Add a comment...

...

 cityutilities

cecilmr28, curate.417, kolbyk_welift, springfieldmo, twelve25lover and crooked2x4 like this

25w

cityutilities Woohoo! Come check out the Transit Center tonight (and take a selfie with the #TransitSculpture)! #sgf #LoveSpringfield #SpringfieldMO #TransitCenter #TransitSculptureSelfie #ribboncutting

 Add a comment...

...

CRISIS COMMUNICATION

Crisis Communication

- Severe Winter Weather
- Royals World Series Parade

Crisis Communication

Anticipate a crisis.

Types:

- ❑ Deliberate Agency Action
- ❑ Smoldering issue
- ❑ Local, national or international risk
- ❑ Operational crisis
- ❑ Social media

Build Equity In Your Brand

- Build equity / reputation ahead of a crisis
 - ▣ Positive news
 - ▣ Engage
 - ▣ Respond to questions and complaints
- People will remember that you react, and how you react in a crisis

During the crisis

- Multi-channel response
- Be prepared
- Transparency and authenticity
- Fast response times are vital

Crisis Plan Best Practices

What should it include?

- ❑ Make it a written plan
- ❑ Involve communication leaders
- ❑ Do scenario planning
- ❑ Determine roles
- ❑ Define key stakeholders
- ❑ Know what channels to reach key stakeholders
- ❑ Train for it

WINTER WEATHER

Focus attention on Twitter, Media

- Kansas City
 - ▣ Infrequent severe winter storms
- Skeleton communication crew during storms
 - ▣ Media updates
 - ▣ Twitter



Work plan

- Goal: Informed customers, informed community
- Twitter
 - ▣ “KCATA is preparing...”
 - ▣ Current conditions, more frequently
 - ▣ Bus service and facilities
 - ▣ Customer service



Be Prepared

- Messages
 - ▣ Prepare for the storm
 - ▣ Current conditions
 - ▣ Real-time bus information
- Visuals
 - ▣ Add interest to your social media
- The media and twitter
 - ▣ A twitter list, in our case
 - ▣ News cycles
 - ▣ Event hashtags: #kcwx #kssnow #mowx



Be Prepared, part 2

- Your tools
- Yourself



Be Consistent

- Keep your core values in mind
 - Safety
 - Transit is an integral part of the community



Visuals leverage the message

- Use expected and unexpected visuals
 - ▣ Buses in snow
 - ▣ People: Drivers, customers
 - ▣ Facilities crews
 - ▣ Represent extreme conditions
- Behind the scenes
 - ▣ Pusher buses
 - ▣ Tow trucks
 - ▣ Command center
 - ▣ Call center



Monitor and scan for information

- Hashtags - #kcwx #ksweather #mowx #SnOMG
- Searches – bus + geography

- Hashtags were...
 - “Born to address the need to organize and make sense of the overwhelming social media buzz.”
 - Ann Smarty, The YouMoz Blog

Lessons from the storms

- Social media requires that you be on and respond
 - ▣ Figure out how to divvy up responsibilities
 - ▣ Real-time information
- Use retweet liberally
- Be real
- Thank your customers, media friends



A ROYAL CELEBRATION

A royal mess

Royals - Party Like It's 1985

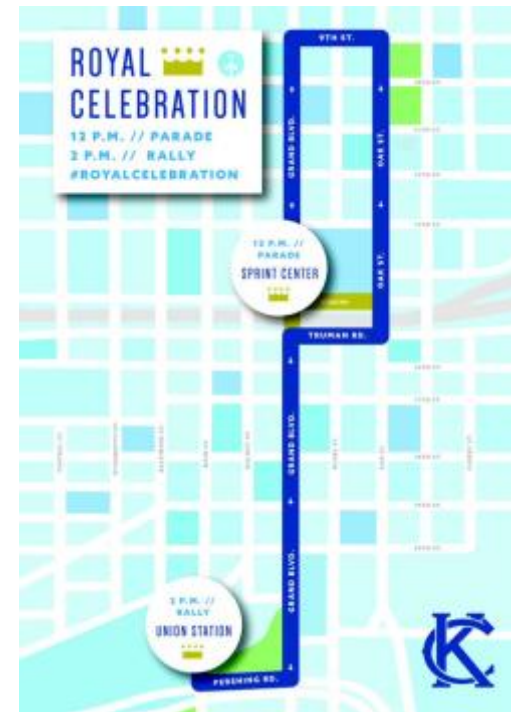


WISH BOOK
VALUE
Save 10%
when you buy any
2 or more items
(11 thru 99)



Parade Route

- Parade route and rally location
- Shuttle service throughout region



Early Communications


- Maintain secrecy while preparing employees
- Comprehensive plan, with other parties in lead
 - Time table
 - Materials
 - Messaging



KC Is Ready To Celebrate

KCATA - The Metro
Published by Bridget Moss (P) · November 1, 2015 · Kansas City ·

WHO IS READY FOR A PARADE?
We'll have shuttles and free rides all day on Tuesday, Nov. 3:
www.kcata.org/news/parade
Prepare for reroutes: <http://ridekc.org/news/parade>



Transportation to the Royals Celebration and Victory Parade | News | KCATA
A parade and rally will be held in downtown Kansas City on Tuesday, Nov. 3, at noon. (Details at the VisitKC and KCMO.gov.)
KCATA.ORG | BY KANSAS CITY AREA TRANSPORTATION AUTHORITY

35,203 people reached Not Boosted

Like Comment Share

Kate Regnier Bender, David Johnson and 53 others Top Comments

noon. (Details at the VisitKC and KCMO.gov.)
KCATA.ORG | BY KANSAS CITY AREA TRANSPORTATION AUTHORITY

35,203 people reached



Like Comment Share

Kate Regnier Bender, David Johnson and 53 others

1,136 shares

Tuesday morning: Crisis Management



Social Media, Website

- Pre-parade:
 - ▣ Managing
 - ▣ Monitoring
- During the Parade
 - ▣ Monitoring
 - ▣ Responding
- Social integrated with operations command center



Results

- 200,000 Rides
- Estimated parade attendance: 800,000
 - Metro Population: 2.4 million
- Mixed reviews



The Party's Over, But We're Not Done

- Addressing complaints and compliments
- Celebrating employees
- Lessons learned and debriefs



MANAGEMENT TOOLS

Management: Hootsuite

The screenshot displays the Hootsuite dashboard interface. At the top, there is a navigation bar with tabs for 'Mentions & FB posts', 'My Posts', 'Hashtags', 'CU Follows', 'Transit Follows', 'News Follows', 'Scheduled', and 'LinkedIn'. Below this, a sidebar on the left contains icons for home, messages, mentions, posts, analytics, and settings. The main content area is divided into several columns:

- Mentions cityutilities:** A tweet from Joan M. Barrett (@BarrettJoan) dated 2 days ago, mentioning a 'Halloween Hustle' event with a photo of a crowd.
- Mentions cutransit:** A tweet from Kelly Turner (@kvturn) dated Oct 19, mentioning a community event. Below it is a tweet from Joshua Adkison (@PraetorGuardias) dated Oct 10, asking about a 9-minute transit route. At the bottom is a tweet from Miss Terri (@dabeisyinc) dated Oct 3.
- Posts to page City Utilitie...:** A post from BKD CPAs & Advisors (@BKDCPA) dated 5 days ago, promoting a 'Halloween Hustle' event for 'Harmony House' with a large red 'BKD' logo.
- Messages City Utilities of S...:** A list of messages from 'City Utilities of Springfield, MO'. The most recent is from Ashley Quinn dated Oct 26, 4:14pm, discussing transit supervision. Below it is a message from Scott East dated Oct 20, 1:16pm, asking for advice.
- Activity City Utilities of Sprin...:** A list of activity notifications, including one from 'City Utilities of Springfield, MO' dated Oct 19, 9:09pm, regarding reporting an outage.

The bottom of the dashboard shows a tweet from MPTA (@MOPublicTransit) dated 4 days ago.

Management: Hootsuite

The screenshot displays the Hootsuite dashboard interface. At the top, the browser address bar shows the URL <https://hootsuite.com/dashboard#/tabs?id=43624050>. A search bar on the left contains the text "Find profile..." and shows a dropdown menu with several results, including "cityutilities", "cutransit", and "City Utilities of Springfield, ...". Each result includes a star icon and a right-pointing arrow. To the right of the search bar is a "Compose message..." window with a text input area, a link field labeled "Add a link...", and buttons for "Clear", "Save", and "Send Now". Below the compose window, a tweet is visible with the text "A gorgeous morning at @cityutilities for the Halloween Hustle! #dothehustle". Another tweet from @EcoDivaSGF is partially visible, mentioning "Excited to see where the community sees @cutransit in this plan!". A third tweet from @APAMissouri is also partially visible, mentioning "We're supporting the City Utilities of Springfield, MO Halloween Hustle this Saturday to benefit Harmor family violence prevention...".

Management: Scheduled Posts

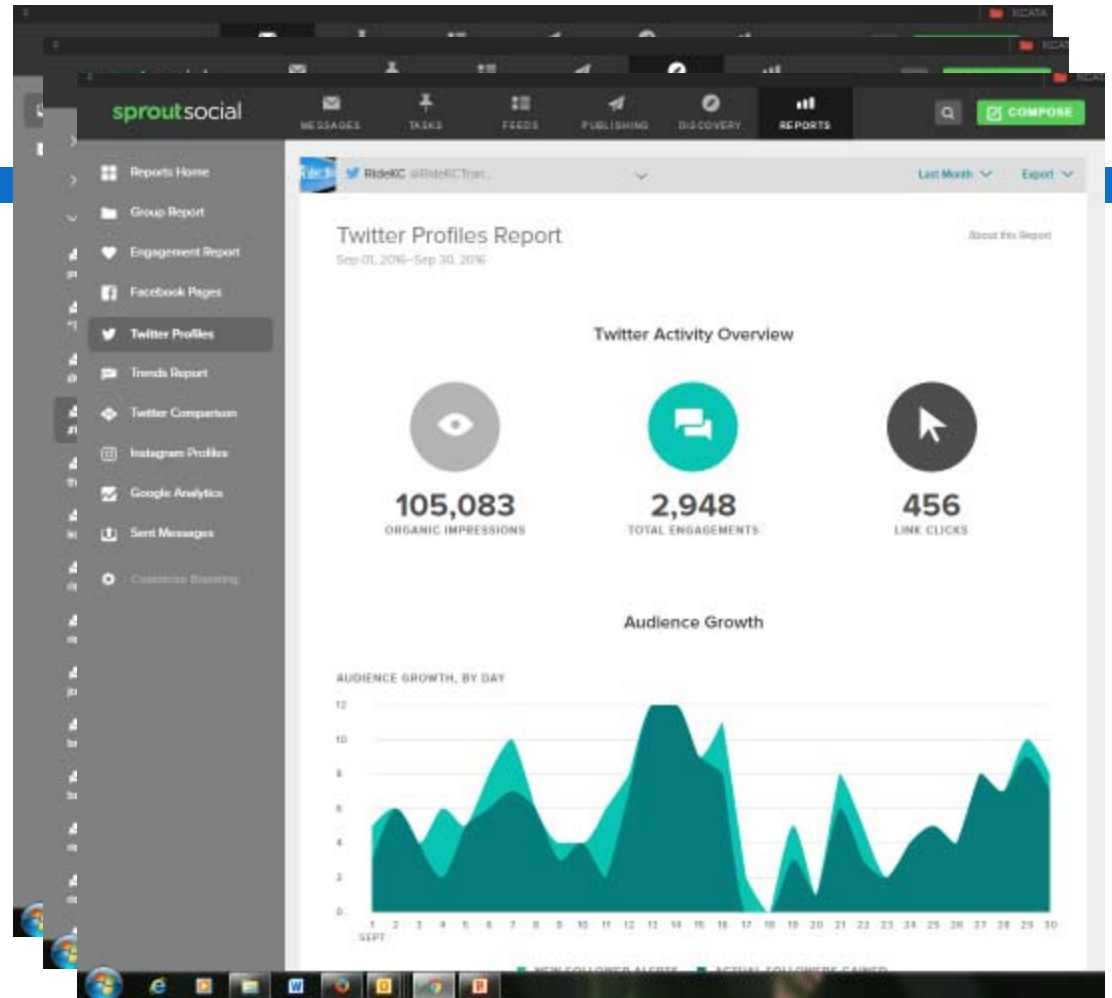
The screenshot shows the Facebook interface for the page 'City Utilities of Springfield, MO'. The page header includes navigation links for Page, Messages, Notifications (2), Insights, Publishing Tools, Settings, and Help. The main content area features a large image of solar panels. Below the image are buttons for Message, Promote, Edit Page Info, and More. A 'Send Message' button is also visible. The 'Publish' dropdown menu is open, showing options for Schedule, Backdate, and Save Draft. The 'Schedule' option is highlighted. The page also displays a 'Status' section with a 'Schedule A Post' button, a 'Boost Post' button, and a 'Publish' button. The right sidebar shows the page name 'Energy Company', a search bar, and a badge indicating a 76% response rate and 13-hour response time. The page has 3,840 likes and 1 follow.

Management: Content Calendar

- Year-at-a-glance
- List by month
- Helps you keep track of important dates
- Allows you more easily schedule if you're short on time
- Holiday/days closed/altered transit schedules column, 'public' column, 'employees' column

Sprout Social

- Task manager
- Search / discovery
- Reports



Planning your messaging

- Scheduling
 - ▣ With caveats
- Post something everyday
- Mix it up

A handwritten table on grid paper titled "DAILY TRACKER". The table has columns for days of the week (M, T, W, T, F, S, S) and rows for different tasks. Checkmarks indicate when a task is scheduled.

	M	T	W	T	F	S	S
EMAILS		✓	✓	✓	✓		
TWITTER		✓	✓	✓	✓		
FACEBOOK		✓	✓	✓	✓		
INSTAGRAM				✓	✓		
PINTEREST		✓		✓			
MEDIA CLIPS					✓		
OLD WEBBULL			✓				
CLEAN EMAIL	✓			✓	✓		

Top Three Tips

□ Bridget

- Use your mobile device
- Have a library of images
- Strengthen-Softens-Separate

□ Cris

- Use personality
- If you don't want to see it, why would someone else?
- If at first you don't succeed, try again.

Unsolicited Advice

Don't be afraid to try something new!

CU Transit @cutransit · Jul 22
ATTN #SGF #PokemonGO trainers! Win FREE rides catching #Pokemon on #TheBus! #PokemonOnTheBus cutransit.net/pokemon/



1 7 3

cityutilities

springfieldmo, obelisk_home, weareyourcommunity, naughtlookin, doublejumpmedia, brparchitecture, crooked2x4, curate.417, _lizzyclayton and showmespringfieldmo like this

cityutilities Calling all Pokemon GO trainers! Our buses are overrun with Pokemon and we need your help to catch 'em all. Here's your chance to win FREE bus tokens every day next week! All you have to do is ride the bus and

Add a comment...


City Utilities of Springfield, MO ✓
Published by Cris Swaters 1?1 · July 22 · 🌐

Our buses are **OVERRUN** with Pokemon! That's why we're giving out **FREE BUS TOKENS** to the best trainers who can help us control the Pokemon population. Here's how it works:

- 1) We've made it easy for you to see all the gyms and Pokestops along all of the Transit routes! >> cutransit.net/pokemon/
- 2) While on The Bus, take a screenshot (or use the game camera) as you catch a Pokemon.
- 3) Send us your favorites using #PokemonOnTheBus on @CUTransit Twitter or commenting on this post.
- 4) Two lucky trainers EVERYDAY, July 25-29, will receive two free bus tokens. We'll pick the first winners on Monday!

Please stay safe and be courteous of other Transit passengers while you catch 'em all!

May the odds be ever in your favor. 😊



1,364 people reached

Boost Post

Like Comment Share

Jennifer Williams, Anna Carter and 8 others

12 shares 4 Comments

QUESTIONS