



An exercise in:

Branding, Voice, Vision

Who are you?

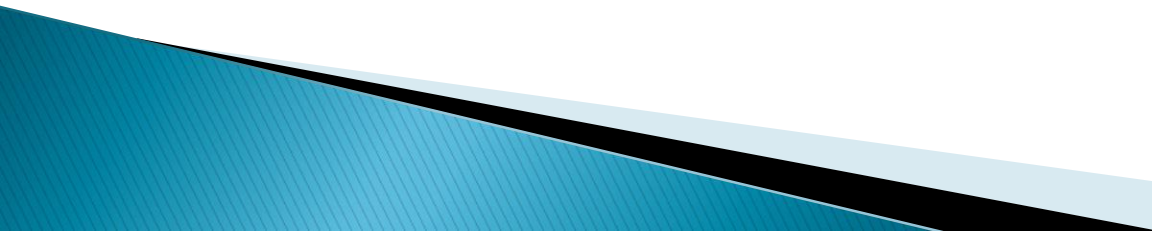
- **Mission**
- **Vision**
- **Values**
- **Voice**



Every Great Brand Has an Origin Story – What's Your story?



Mission And Statement Of Purpose – MPTA

- ▶ The Missouri Public Transit Association values personal mobility as a basic quality of life by promoting access to public transit services
 - ▶ The Missouri Public Transit Association was established to:
 - Represent the interests, policies, requirements and purposes of public transit in Missouri.
 - Exchange experiences, discussions and comparative studies of industry affairs relating to transportation.
 - Promote research and investigations toward improving public transit in Missouri.
 - Aid member organizations with special issues and legislation pertaining to public transit.
 - Encourage cooperation among its members, its employees and the general public.
 - Inform members by the collection, and the compilation of data and information relative to public transit in Missouri.
- 

Specific, Succinct, and Straightforward



Specific

“To make the world’s information universally accessible and useful.”



Succinct

“To build a place where people can come to find and discover anything they might want to buy online.”



Straightforward

“To grow a profitable airline, where people love to fly and people love to work.”

Brand Voice

- **Voice:** Your brand personality described in an adjective. For instance, brands can be lively, positive, cynical, or professional.
- **Tone:** A subset of your brand's voice. Tone adds specific flavor to your voice based on factors like audience, situation, and channel.
- Essentially, there is one voice for your brand and many tones that refine that voice.
- Voice is a mission statement. Tone is the application of that mission.



VOICE

What Does Your Profile Look Like?

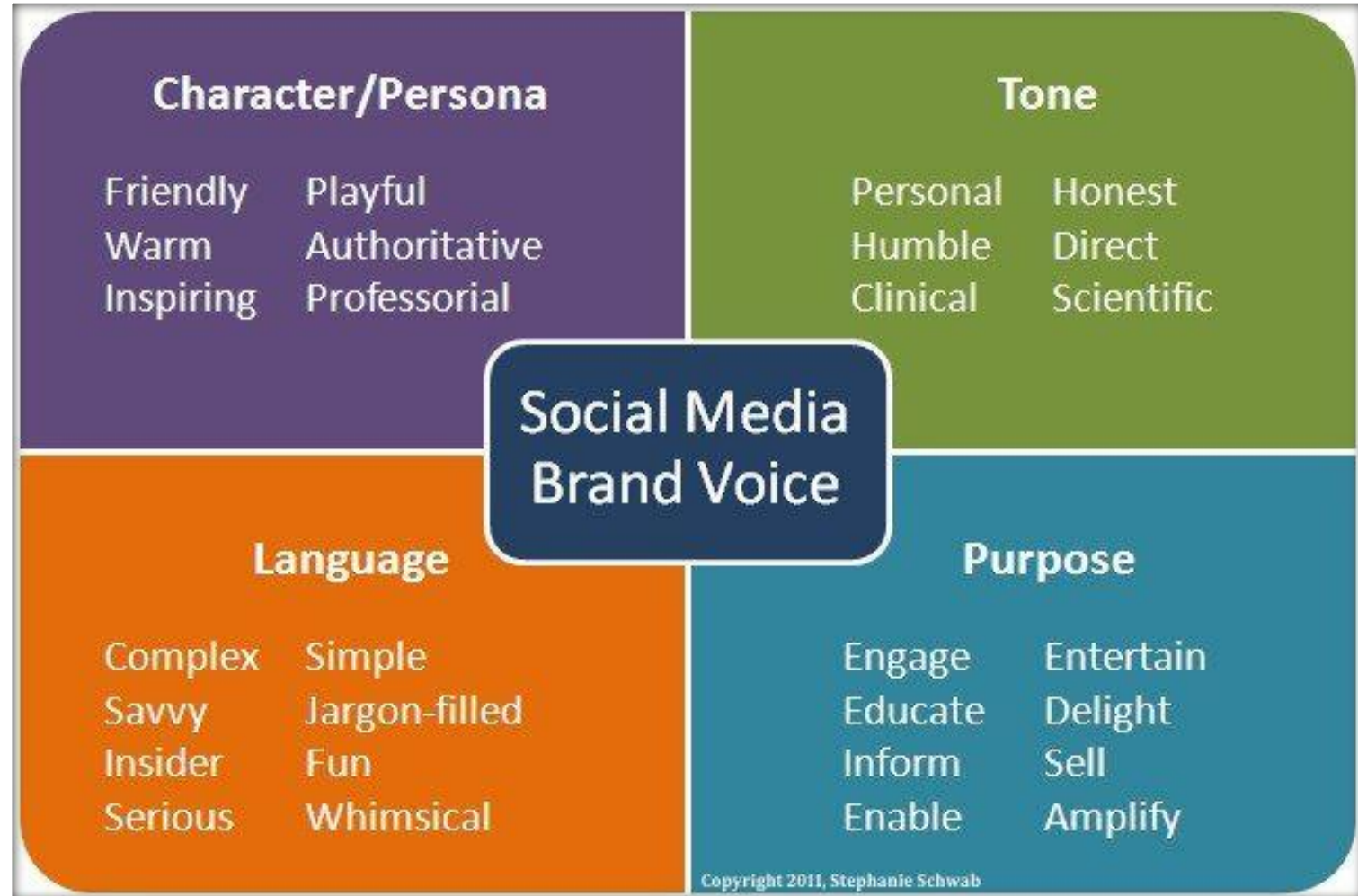
What Does Your Match Look Like?

Don't just give your customers something to talk about, give them *somebody* to talk about.



Brand Voice

- Character / persona – Who does your brand sound like? If you picture your social brand as a person (a character), here is where you can flesh out this identity with specific attributes that fit who you want to sound like online.
- Tone – What is the general vibe of your brand?
- Language – What kind of words do you use in your social media conversations?
- Purpose – Why are you on social media in the first place?



Platform and Frequency

- **Facebook:**
 - 5 to 10 times per week. Facebook lessens the reach of each post when post frequency is high.
 - Try not to post within 90 minutes from last post.
- **Twitter:**
 - 5 to 30 times per day. Engagement tends to fall after 3rd Tweet of the day.
 - Try not to post within 18 minutes from last Tweet.
- **Instagram:**
 - 1 to 2 times per day.
 - The most important thing for Instagram is consistency. Try to post about the same amount each week.
- **Other sites:** Dependent on frequency and type of media and audience.



Why

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

JEFFTRAN
January 30 · 🌐

If you have questions about the recertification process, give us a call or message us.

<http://www.newstribune.com/.../jefftran-begins-handi-.../763217/>



NEWSTRIBUNE.COM
JeffTran begins Handi-Wheels recertification
For the first time, JeffTran has begun the recertification process for Handi-...

👍❤️ 3

👍 Like 💬 Comment ➦ Share

Platform Use

- **Facebook –**
 - 71% of internet users - 58% of adult population
- **Twitter**
 - 23% - 19%
- **Instagram**
 - 26% - 21%
- **Pinterest**
 - 28% - 22%
- **LinkedIn**
 - 28% - 23%
- ***Check your website traffic for insights into your audience.***



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%
- By gender:
 - 68% of women
 - 62% of all men
- By ethnic group:
 - 65% of whites
 - 65% of Hispanics
 - 56% of African-Americans
- By location:
 - 58% of rural residents
 - 68% of suburban residents
 - 64% of urban residents



OATS Transit @oatstransit · 34m

@oatstransit participated in the statewide tornado drill. Did you? Our staff are prepared! #SpringSafety2019 #mowx



Audiences and Messaging

▶ Audiences other than riders:

- Media
- Voters
- Stakeholders
- Community Service Organizations
- Specific Industries or Employers

▶ Transit Messaging and Benefits:

- Inform
 - Motivate
 - Engage
 - Monitoring
 - Weather Updates
 - Service Alerts
 - Crisis Communications
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Social Media – Engagement

- 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



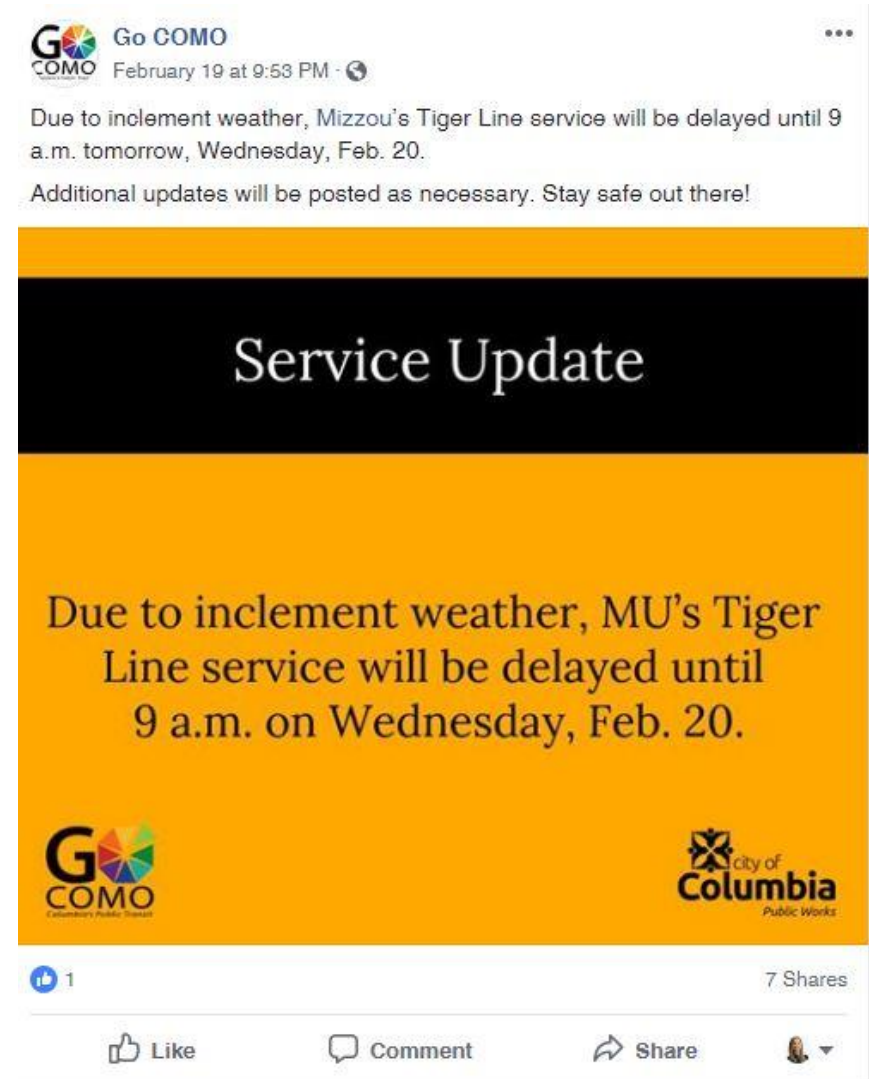
Social Media – Crisis Comms

- Multi-channel response
- Be prepared
- Transparency and authenticity
- Fast response times are vital
- Goal: Informed customers, informed community
- Keep your core values in mind
- Safety
- Transit is an integral part of the community
- Make a written plan
- Involve communication leaders
- Do scenario planning
- Determine roles
- Define key stakeholders
- Know what channels to reach key stakeholders
- Train for it



Social Media – Consistency

- 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



The screenshot shows a Facebook post from the page 'Go COMO'. The post is dated February 19 at 9:53 PM. The text of the post reads: 'Due to inclement weather, Mizzou's Tiger Line service will be delayed until 9 a.m. tomorrow, Wednesday, Feb. 20. Additional updates will be posted as necessary. Stay safe out there!'. Below the text is a large graphic with a black header that says 'Service Update' in white. The main body of the graphic is orange and contains the text: 'Due to inclement weather, MU's Tiger Line service will be delayed until 9 a.m. on Wednesday, Feb. 20.'. At the bottom of the graphic are the logos for 'Go COMO' and 'City of Columbia Public Works'. Below the graphic, the Facebook interface shows 1 like and 7 shares. At the bottom of the post are buttons for 'Like', 'Comment', and 'Share', along with a profile picture icon.



Social Media – Tools, Tips, Tricks

- **Canva.com** – Free graphic design program for people that aren't graphic designers.
- **Snipping Tool** – Windows program to capture parts of the screen. Search “snip” in the Start Bar.
- **emojipedia.org** – database of emojis.
- **Bitly.com** – Shortens hyperlinks.
- **html-color-codes.info** – Provides color codes for images.
- **unsplash.com** – Royalty free photos.
- **Hootsuite/Buffer** – Social media managers. Both offer limited free accounts. Buffer offers a 50% discounts for NPOs.



Social Media – Tools, Tips, Tricks

- Use your mobile device. It's how most people access social media.
- Twitter has a “draft” messages folder that you can use to post later, available on mobile version. I draft tweets ahead of a media event and give them a good proofing. I'm less likely to make typos that way. You can edit and add visuals during the event.
- Don't get offended. A few people will be rude, mean and nasty. Remember they may be thinking of you as a faceless bureaucracy, not the person behind the account.
- Have a library of images. You can reuse those images: You are in the flow of your reader's feed. The visual can be a cue, or an attention grabber.
 - Try using a cloud service to share the library of images with your staff. Google drive is free.
 - Encourage staff to add to the library often.
- Humor is good, just make sure it is appropriate and accessible.
- Do not ignore customer service. Say “Sorry” and “Thank you.”
- Plan your content.
 - Create a social media calendar of what to post and when.
 - Include holidays and special events.



Social Media – Tools, Tips, Tricks

- Grow your social audience by:
 - Advertising on the network
 - Include links in email / newsletters
 - Include links on personal email signature
 - Post on-board information
 - Logos or addresses on business cards
 - Links on website
 - Any printed, audio, video
- Tips for visuals
 - **Video is the most engaging level.** Incorporating words takes advantage of auto-play.
 - Gifs also have good engagement
 - Photographs:
 - People are great to get attention
 - Color that catches the eye.
 - Bright or Light. Use editing tools and filters within platform.



EDUCATION SERIES:

WEBINAR

SHAPING YOUR DIGITAL FOOTPRINT IN THE TRANSIT INDUSTRY: WEBSITE AND SOCIAL MEDIA



Join us for this MPTA Educational Series event which will feature tips and tricks for getting the most out of your website and social media platforms.

March 6, 2019

10 am to 12 pm

Online

Special thanks to:

- Todd Flatt - SMTS
- Cris Swaters – City Utilities
- Bridget Moss - KCATA

Questions? >>>

Mallory Box
Director, Programs and Membership
Missouri Public Transit Association
314-930-6853 or mbox@mopublictransit.org
911 Washington Ave, Suite 200
St. Louis, MO 63101