

# The Social Media Playbook

We wanted to create a quick and effective game plan that anyone can use for their social strategy. Before reading further, make sure you check-out our Quickstar Social Media Checklist too. There you'll find great insights on how to get started, determine your audience and much more.

## Getting Started

**If you haven't done social before, or need quick start ideas.**

What matters is not the number of followers or likes or impressions. You care about engaged followers. People become and stay engaged when your content hits home in one of two ways:

**It fixes pain points they have or**

**It gives additional information that is valuable.**

## Important information

**What are some of the information your riders need to address their pain points and information gaps?**

What about:

**Schedules**

**Service Alerts, Service Delays**

**New Routes**

**New Payments Methods**

**Customer Service Issues**

## Great themes to follow

**These are great themes to start communicating and engaging around. Here's how you could put this into practice:**

**Start:**

A "quick-win" goal could be you to post the bus schedule at the start of each week.

**Your Goal**

Make a post every Monday (or whatever day is best)

**Take Note**

Make sure to include a call to action. "Call to Action" is marketing jargon for the one thing you want someone to do. In this case, that's download or click to view the bus schedule.

**One More Thing**

Be ready to engage with riders. Think about how you feel whenever a business makes time to fix your concern or to state they appreciate your business. That's the same feeling your riders want to experience.



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## GET STARTED IN FOUR EASY STEPS

There is no limit to the type of content you could use here. Get started by trying this:

### START

Commit to make one post with either a driver or rider of your service.

1

2

### YOUR GOAL

the goal this time is just to make one of these stories. That way, you will learn about the effort, work and steps involved. You can then adjust how you approach this type of content.

3

### TAKE NOTE

Remember to protect the identity of your drivers and riders.

4

### ONE MORE THING

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# Ramp Up

**If you're used to Social Media, or just ready to take it to the next level**

In 2020, researchers are pointing to authentic engagement as one of the biggest drivers for engagement. Transit is an amazing vertical to surface and share those authentic moments. What authentic moments can you think of that riders would care about?



Here's some thought-starters

## Who's my driver:

Every week, highlight one of your operators/drivers. Include their name, a quick fun fact about them and why they love helping people get from A to B and every space in between.

## I take the bus campaign:

hop on a bus and do some quick 5min interviews with your riders. Find out why the bus matters to them, how frequently they ride, etc. Get permission to post their pic and story. Be sure to use an alias name for the rider to protect their identity.