



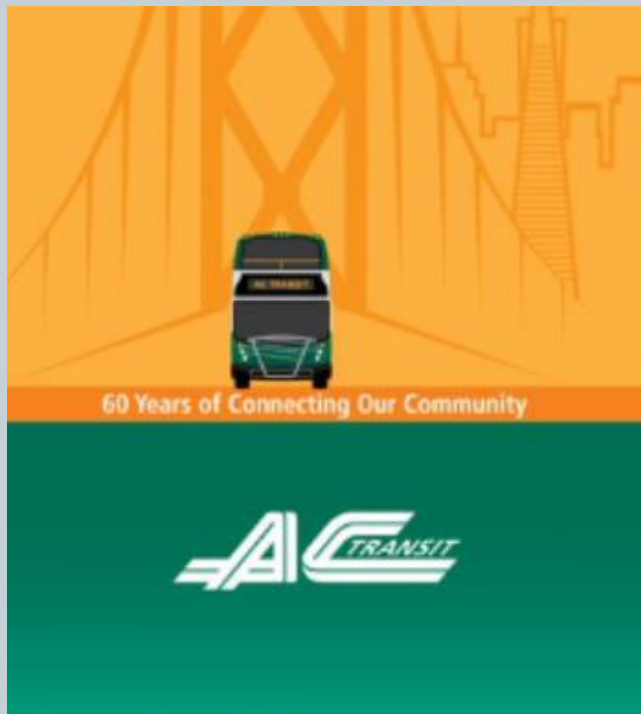
SR 21-328
Attachment 1

Social Media Overview



Presentation Overview

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1. Mission, Objectives & Strategies
2. Use & Growth
3. Future Plans

Mission

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- Provide timely, relevant and engaging information about AC Transit in alignment with the Social Media Use Policy adopted by the Board in 2020:



- consistent engagement & curated content & social listening
- informative exchanges that foster relationship-building with our followers, partner agencies, advocates and transit friends

Objectives

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Oakland Parks and Recreation... ...
@oaklandprf

Replying to [@rideact](#)

Great idea! Thanks for helping to get the word out! [@SFBART](#) want to get in on this action?

2:12 PM · 6/25/21 · [Twitter Web App](#)

1. Inform the public about services, programs and upcoming initiatives
2. Improve and support service use and rider experience
3. Gather input and amplify feedback internally
4. Social listening and brand promotion using an editorial calendar

AC Transit Social Media Presence

June 24, 2021

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Followers:

10,819

8,490

5,847

2,355

2,239

Total: 29,750

- ❖ Planned and unplanned service disruption notification

- ❖ Events, polls, surveys and event posts

- ❖ Community engagement, including livestreaming such as TransitTalks

- ❖ Planned service changes and major disruption notifications

- ❖ Announcements, product launches, and amplification of District initiatives

- ❖ Recruitment, retention, and brand promotion

- ❖ Brand building and community engagement



@rideact



@rideact



AC Transit



@rideact









AC Transit

Content Creation & Strategy

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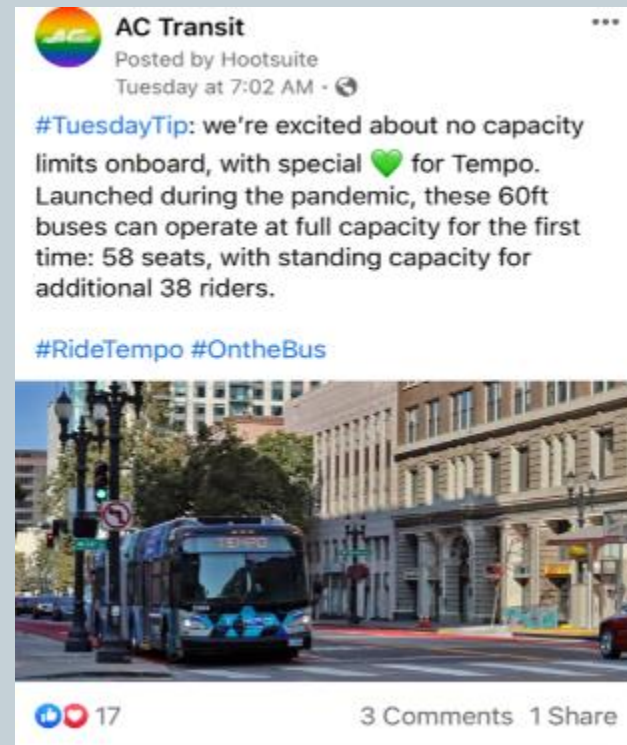
- Guided by Board Policy and Social Media Strategy
- Planned weekly MarCom staff meetings that include asset allocation, identifying priorities and scheduling upcoming campaigns
- 3-day or weekly, monthly and yearly shared documents for curated content and tracking ROI

Documents > Social Media Management > SHARED			
	Name ▾	Modified ▾	Modified By ▾
	2018	March 26, 2019	System Account
	2019	December 26, 2019	System Account
	2020	March 9, 2020	Matthew Atencio
	2021	December 30, 2020	Vincent Lee
	CusRel complaints	March 6, 2020	Vincent Lee

Brand Themes & Alignment

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- Editorial calendar with weekly themes such as #TuesdayTip to offer rider resources
- Content aligned with amplifying District campaigns, including product launches, service changes and regional/national initiatives



Evaluation & Adaptation

Metrics: May 2020- May 2021

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Engagement was up 22% and impressions 79% compared to May 2020, with #ACTransitStrong trending versus #EssentialWorkers in 2020



Two top performing posts under #TransitTalks averaged 450% increase in reach and 30% in engagement



5,812 followers in May 2021, an 8.2% increase



Total number of likes was 2,106, highest number of likes #VTAfamily



Subscribers: 2,231 versus 2,058 in May 2020 resulting in 8.4% growth for May 2021

Social Media Coverage & Staffing

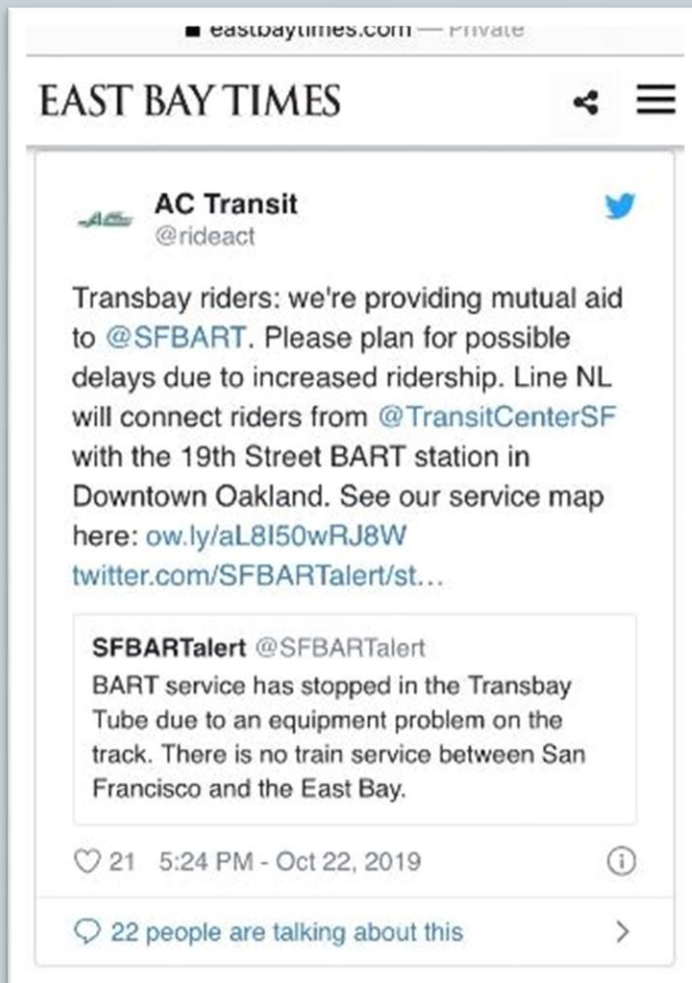
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- In addition to the content development process, two Social Media Coordinators are designated to cover channels Monday- Friday, 6am- 7pm, working out at the Operations Control Center
- Responsibilities include planned and unplanned content, including service disruption notification, including detours and delays, and customer service
- MarCom and LACR staff provide and curate additional content

Unplanned Content Examples

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Future Plans: Considerations

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- Integration of post-pandemic market needs into the editorial calendar
- Focus on service recovery and engagement growth, while keeping our established popular themes flowing
- Evaluate resource allocation, including advertising strategy and invest in paid campaigns to grow reach

Objectives

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Objective #1

Goal

Grow the post-pandemic AC Transit audience

Broaden awareness about ways AC Transit serves the community

Strategy

Example: launch weekly curated posts about how to access community resources

Objectives

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AC Transit @rideact · 4d

Transformed it is! Plan for an outing on AC Transit line 40 or Tempo to the newly refurbished playground at Franklin Elementary School. This colorful space will inspire generations of children.

📷: @sfchronicle

@StephenCurry30 #RideACT



Objective #2

Goal

Improve reach and fan retention

Strategy

Cultivate how riders feel and think about AC Transit

Example: schedule follow-up posts to inform riders how we have used their feedback to improve offerings

Objectives

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Objective #3

Goal

Grow engagement

Increase the number of comments, likes, shares and media uploads with branded hashtags

Tactics and Methods

Example: be more proactive with contests, polls, trivias, giveaways

Highlights: July- September 2021



- Contactless Fare Payment: options & programs
- reNew Phase 2 District campaign
- Return of Supplementary School Service
- August Service Changes and Line 78 Pilot
- Transit Talks

Thank You



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