Lessons from Tweets and Likes

Metro Transit & Social Media

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May 22, 2013
Metro Transit at a Glance

- 15th largest U.S. agency
- 81 million rides in 2012
- 7+ counties, 60 cities
- 127 routes
  - 125 bus
  - METRO Blue Line LRT
  - Northstar Commuter Rail
  - METRO Green Line LRT in 2014
- 941 vehicles
- 2,800 employees
- Division of Metropolitan Council

“We at Metro Transit deliver environmentally sustainable transportation choices that link people, jobs and community conveniently, consistently and safely.”
Facebook.com/MetroTransitMN
Launched July 2012
13,000+ likes

@MetroTransitMN
Launched August 2010
7,500 followers

MetroTransitMN (May 2010)
40+ videos 185,000+ views
Our Followers & Fans

- Customers
- Government
- Community organizations
- Businesses
- Policy makers
- News media
- Employees
- Industry organizations
- Social media professionals
- Bots
What Can Fans & Followers Expect?

- Formal
  - Rules and Guidelines

- Informal
  - Practices and culture
What Can Fans & Followers Expect?

- Service-related content
- 24-hour posting during disruptions
- Promotions and events
- Items of interest and fun

Metro Transit
@MetroTransitMN

Hiawatha light rail is now the METRO Blue Line! Help us celebrate at 46th Street Station this morning. ow.ly/16RVu

Andrew Owen @owenam
17 May
A rose, by any other train... MT @MetroTransitMN: Hiawatha light rail is now the METRO Blue Line! ow.ly/16RVu
Details

Kyle Burrows @kburrows093
17 May
@owenam @MetroTransitMN don't forget it comes with some frequency and capacity improvements!
Details

Graham Zrostlik @grahamz
17 May
Bringing the Green Line! MT @MetroTransitMN: Hiawatha light rail is now the METRO Blue Line! ow.ly/16RVu
What Can Fans & Followers Expect?

Metro Transit - 9,821 like this
December 9, 2012 at 10:33am - @

Winter weather update - Sunday, 10:30 am.

There are 144 buses operating on 33 routes. Around 34% of buses are behind schedule; the average delay is 5.2 minutes.

Light rail and Northstar are running on time. We’re working to keep platforms clear of snow, but please use caution.

Like · Comment · Share
66 people like this.

Daniel Meyer How do these statistics compare to an average Sunday?
December 9, 2012 at 10:36am - Like · 1

Meli Ndubi Thank you for the info! I think it is a great way to connect to those of us who rely on you!
December 9, 2012 at 10:47am via mobile - Like · 3

Vernon McCallister Thanks for the heads up! Hopefully the morning commute will be smoother!
December 9, 2012 at 10:49am - Like

Jon Moritz Dan, I’m sure its usually around 5% and an average wait of 2.6 mins.
December 9, 2012 at 11:07am via mobile - Like · 5

Claire Stokes I just finished my two-bus journey, all completely wonderful. Thanks much for all you do!
December 9, 2012 at 11:20am - Like

Ramy Selim not bad considering. Keep up the good work!!
December 9, 2012 at 11:35am - Like · 1

Metro Transit Number of buses and routes are the same as typical Sunday. Typical systemwide on-time performance would be about 90%+ with shorter average delays.
December 9, 2012 at 11:40am - Like · 2

Shanna Woods Great update and information Metro Transit. It’s great to provide important info to transit riders.
December 9, 2012 at 12:14pm via mobile - Like

2,918 people saw this post

Metro Transit @MetroTransitMN
Dec 10
7 a.m. update: 434 buses on 109 routes w/ 82% on schedule + avg. delay 5 min. Light rail, Northstar on time.
Expand

Metro Transit @MetroTransitMN
Dec 10
6:15 a.m. winter weather update: 246 buses on 76 routes w/ 77% on schedule + avg. delay < 4 min. Light rail, Northstar on time.
Expand

Metro Transit @MetroTransitMN
Dec 10
Some route & schedule changes go into effect today (12/10). Get a summary: ow.ly/IMRSt.
Expand

Metro Transit @MetroTransitMN
Dec 10
5:45 a.m. winter weather update: 148 buses on 50 routes w/ 85% on schedule + avg. delay < 3 min. Light rail, Northstar on time.
Expand

Metro Transit @MetroTransitMN
Dec 10
6 a.m. winter weather update: 40 buses on 25 routes w/ 80% on schedule + avg. delay of Light rail: 4; Northstar: 2.
Expand

Lindsay M @LHuMa
Really glad I'm a @MetroTransitMN person now, because I really don't want to have to drive my car on these roads.
Retweeted by Metro Transit
Expand

Kevin Jack @kevinmjjack
Thanks to @MetroTransitMN for keeping us updated throughout the storm and their drivers for braving the storm, driving us all around.
Retweeted by Metro Transit
Expand
What Can Fans & Followers Expect?

- **Twitter**
  - 3-4 posts per day
  - Notices, links, retweets
  - “Canned” material

- **Facebook**
  - Avg. one post per day
  - Some unique content
  - Images
  - 3X responses

Managing social media with HootSuite
Social Media and Public Relations

Tell interesting stories

Share published stories via social media

Share via social media

Traditional media develop stories

Metro Transit
a service of the Metropolitan Council
Case Study: Lost & Found

Tell interesting stories

Lost & Found at Metro Transit

Monday, January 30, 2012 2:11 AM Categories: In the News, Rider Information

Many organizations have a Lost & Found box tucked under the front desk. With more than 260,000 customers riding Metro Transit buses and trains each weekday, the volume and assortment of items left behind requires a more advanced organization system.

You name it—it has probably found its way to Metro Transit’s Lost & Found department. The most commonly misplaced items are gloves, mobile phones, wallets, umbrellas, backpacks and bicycles. The more unusual items that have come through the doors include a leaf blower, hidden Pearl; microwave, andlegend has it, a box containing a skull (later claimed by an anthropology professor).

If you forget something on the bus or train, call Customer Relations at 612-373-3303. Visit our service window in downtown Minneapolis to be reunited with your misplaced item.

So, just how many items are left behind on buses and trains in a year?

<table>
<thead>
<tr>
<th></th>
<th>Lost &amp; Found Items Turned In (Excluding Bicycles)</th>
<th>Claim Rate</th>
<th>Bicycles Left on Buses &amp; Trains</th>
<th>Bicycle Claim Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>2011</td>
<td>21,000</td>
<td>16%</td>
<td>803</td>
<td>56%</td>
</tr>
<tr>
<td>2012</td>
<td>18,904</td>
<td>22%</td>
<td>1,203</td>
<td>52%</td>
</tr>
</tbody>
</table>

Items found by drivers on buses and trains are turned in to Metro Transit’s five bus garages or rail facilities and delivered to Lost & Found by 7:00 a.m. the next business day. Lost & Found holds items for two weeks with the exception of bicycles. Due to space limitations, bicycles are kept in Lost & Found for one week.
Case Study: Lost & Found

Metro Transit
@MetroTransitMN

And here is the Riders Almanac for Feb. 1:
Look, a New Blog; Things Lost & Things Found; Vanpooler Saves a Mint. ow.ly/hlo2q

Share via social media
Case Study: Lost & Found

Missing a glove, a phone, even a bike? Riders asked to contact Metro Transit

A new campaign hopes to raise awareness of the transit agency’s lost-and-found program. Nearly 20,000 items were turned in last year.

To the person who left a blue Champion roller bag and a companion duffel bag featuring a Schwinn USA Cup logo on a Hawaii light-rail train earlier this month, Metro Transit has your luggage.

To the passenger who left a Nord in the Route 810 bus, the transit agency is holding onto that, too.

Shelves in the agency’s customer relations office at its Minneapolis headquarters at 560 S. 6th St., are teeming with items that riders have left on buses and trains. Most are of the mundane variety—hats, gloves, umbrellas and lunch bags—but past gems have included large-screen TVs, microwave ovens, wheelchairs, scooters, leaf blowers and paintings. The biggest surprise was a large plastic inflatable swimming pool. Or maybe the red Giul called left on a light-rail platform. The most bizarre: a raccoon tail. The most valuable: a $2,000 bicycle.

A raccoon tail was one of the...
Case Study: Lost & Found

Looking Inside The Metro Transit Lost And Found Hall Of Fame

May 28, 2013 8:15 AM

MINNEAPOLIS (WCCO) — Every day a quarter of a million people ride Metro Transit buses and trains.

They’re leaving behind their cars and high gas prices, and according to officials, nearly 20,000 items. That’s what riders lost last year, a figure which includes about 1,200 bikes.
Case Study: Lost & Found

Share published stories via social media
Case Study: Lost & Found

And here is the Rider’s Almanac for May 20. What’s up? Items lost & found, Northstar ridership, driving costs. [ow.ly/ldgQG](https://ow.ly/ldgQG)
Case Study: Lost & Found

WCCO: Looking Inside Metro Transit's Lost & Found Department
WCCO report features some of the 30,000 items processed by Metro Transit’s Lost & Found department last year.

Northstar has record ridership increase in April
Customers boarded Northstar trains more than 71,000 times in April, an increase of 21 percent over last year.

Your Driving Costs - Up again in 2013
The American Automobile Association estimates in its 2013 "Your Driving Costs" report that it now costs 50 cents per mile to own and operate an average-sized sedan.

Use of audio NexTrip real-time departures expands
The NexTrip annunciator system features a push-button audio interface in addition to the visual signs showing real-time departure information at 36 locations throughout the Twin Cities. Next up: South Bloomington Transit Center.