

# **Valley Transit**

# **Social Media Usage**

**Prepared By:**  
**Nikki Voelzke**  
**Community Relations Specialist**  
**Valley Transit**  
**December 7, 2015**

# Social Media Use

Social media has been growing in usage and importance for marketing departments of all industries. The use of social media is now a necessary means in the public transportation field. The current social media applications used by Valley Transit consist of Facebook, Twitter, YouTube, Instagram and Storify. Valley Transit has been using Facebook and Twitter since 2009 and YouTube and Instagram since 2013. The chief objectives of using social media at Valley Transit are to increase ridership and better communicate with current riders.

The ridership demographics of Valley Transit are diverse in multiple regards, which can make defining a target audience difficult at times. Through social media applications, Valley Transit can address customer feedback, both positive and negative in a timely and personal manner. As new social media emerge, Valley Transit will continue to recognize and review which social media are best to meet its objectives.



# Facebook



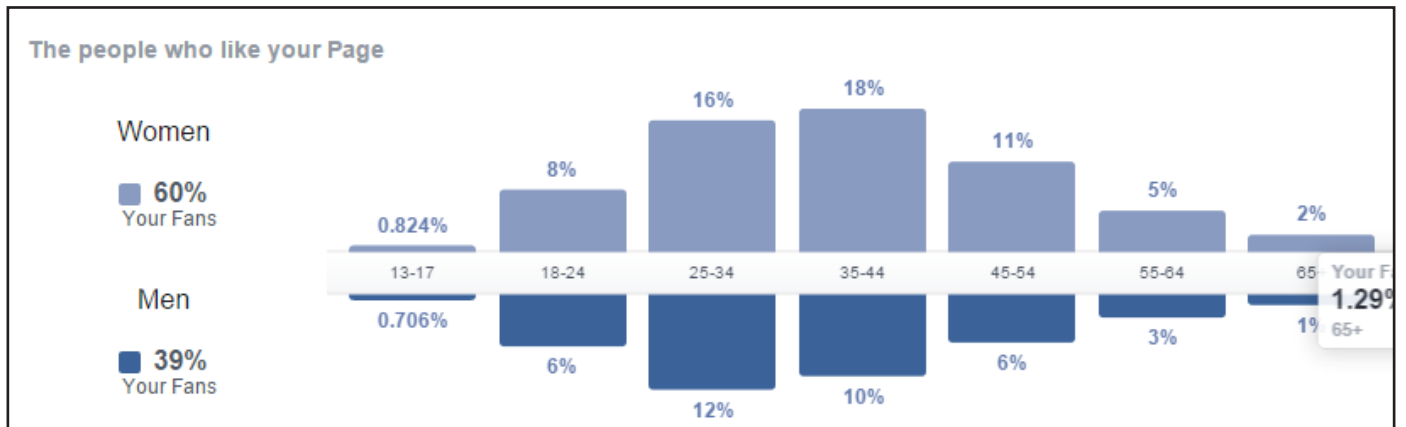
Of all of the social media platforms, Facebook remains the most popular platform for people to use. 71% of internet users have Facebook accounts. This is significantly higher than Twitter (19% of internet users) and Instagram (17% of internet users).

Facebook remains the most popular Valley Transit account for riders to share feedback, voice concerns and ask questions.

- **854 likes** as of December 7, 2015 (up from 665 in August 2014)
- Facebook serves as an outlet to inform Valley Transit riders of detours, dates Valley Transit will not be operating and if bus routes are running late due to certain conditions.

**facebook.com/ValleyTransit**

## Facebook Likes By Gender and Age



The majority of our page likes are women (60%). This hasn't changed much over the years.

## Valley Transit ads on Facebook

Since Facebook went public in 2012, their algorithms changed limiting the number of fans who see posts. Facebook's answer to that is called a "boosted" (or paid) post. For a relatively small investment, a brand can boost a post to target the people who will see the post.

Valley Transit regularly boosts posts to promote ridership campaigns to people who already like the page and sometimes to a broader Fox Cities audience. Examples of campaigns include: Out to Lunch music concerts, Project Wednesday summer activities, the Appleton Area School District student ID program and the Donate and Ride holiday campaign. Each boosted post has led to increased customer engagement, users sharing our post with their friends and an increase in the number of people who like Valley Transit's page.

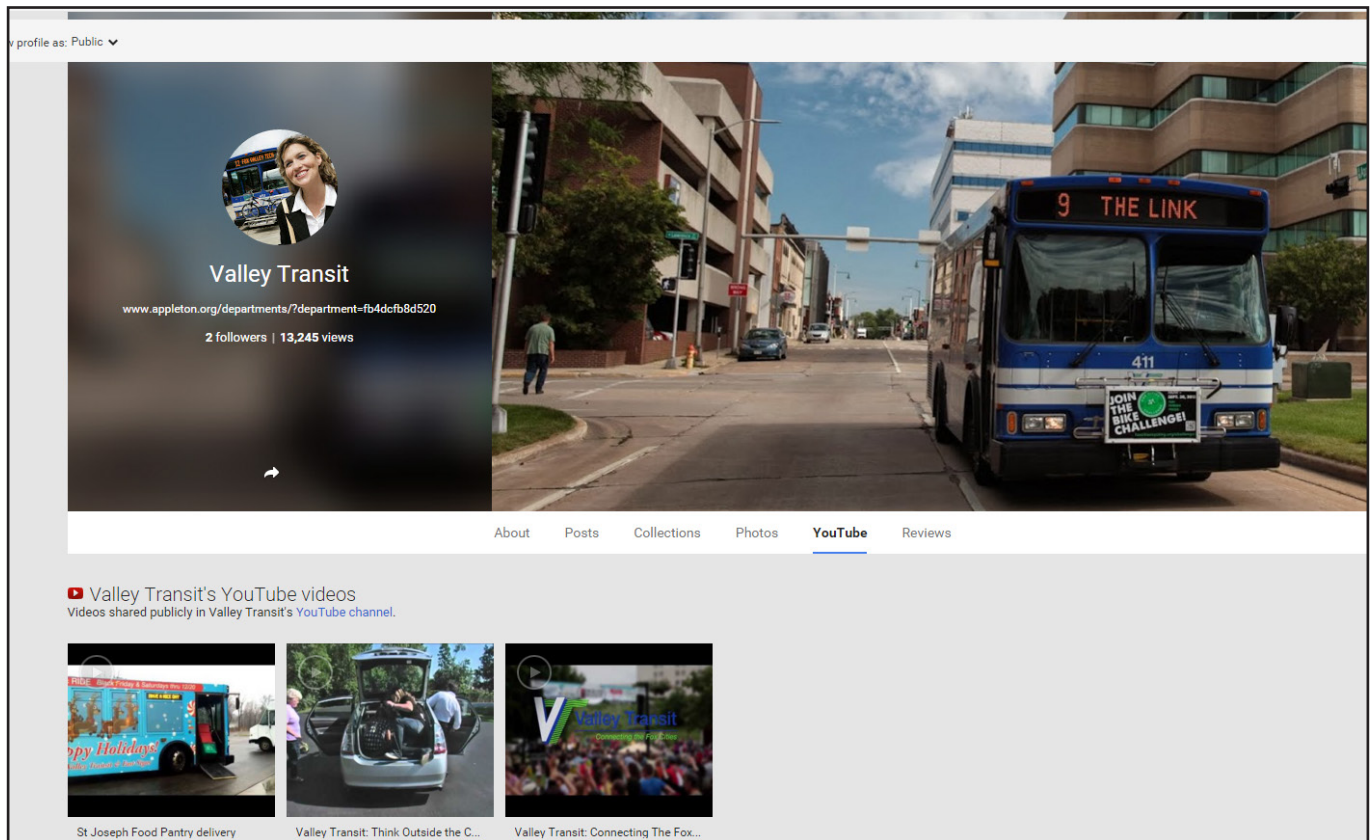
## Facebook Fans By Location

Appleton, WI	392
Neenah, WI	40
Chicago, IL	31
Kaukauna, WI	30
Grand Chute, WI	29
Winnebago, WI	23
Oshkosh, WI	23
Menasha, WI	20
Green Bay, WI	17
Milwaukee, WI	15



- @ValleyTransit has **1,115 followers** as of December 7, 2015 (up from 926 in August 2014)
- Twitter remains to be an effective way to connect with media, industry bloggers and influencers and local businesses.
- Twitter is an additional tool to inform our riders as soon as detours, dates of non-operation and other updates are known. It also allows Valley Transit to connect with riders to quickly and effectively answer questions and address concerns.
- Twitter posts are open to the public and increase inclusion of public opinion and discussion.
- We can track what people are talking about at any given time in our area by watching hashtags and trending topics.

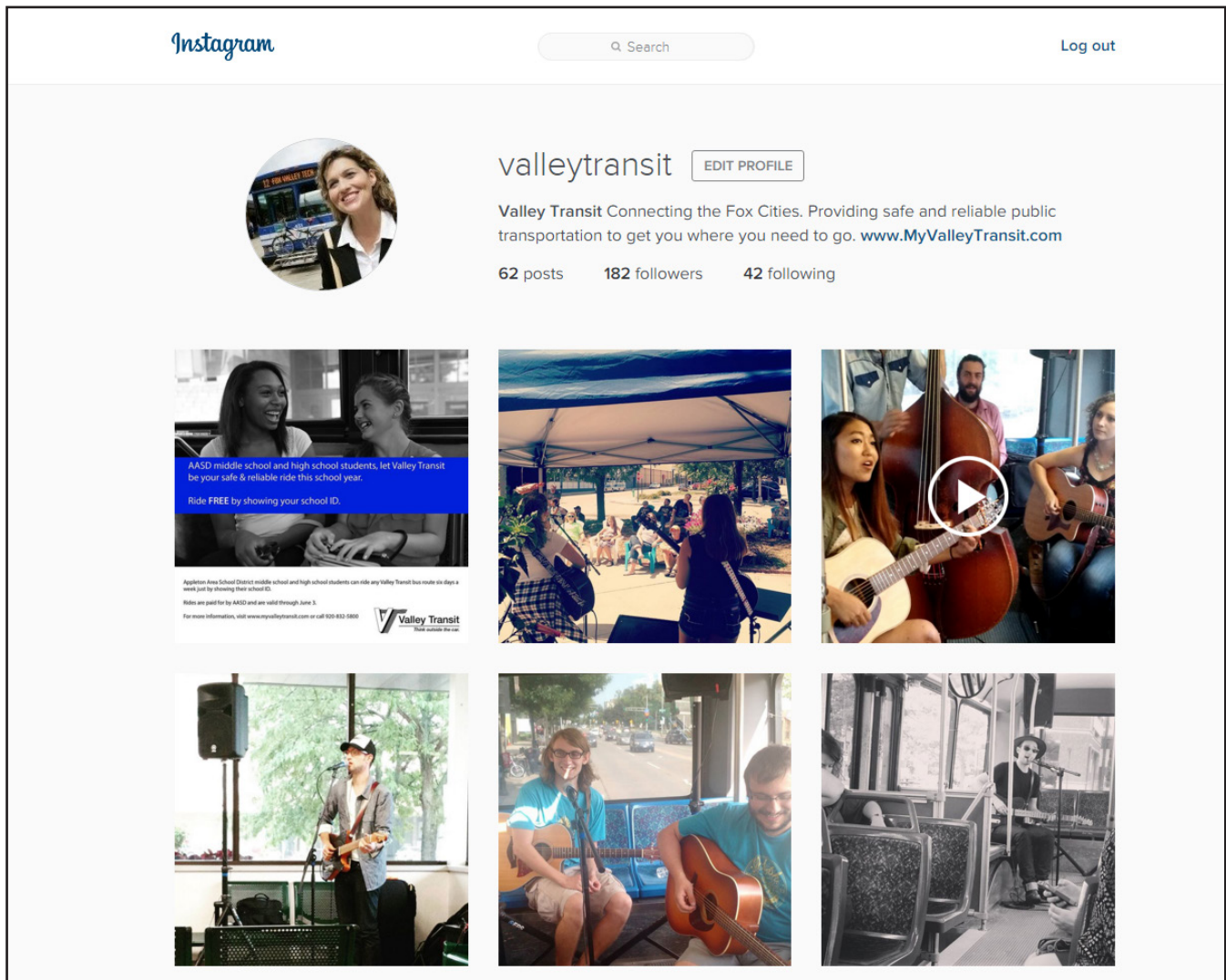
**twitter.com/ValleyTransit**



Valley Transit's YouTube channel was created in October 2013 and is the area where we see great potential to engage with our audience and encourage people to ride the bus, particularly Millennials. 2016 marketing plans include an updated how to ride video and user generated video.



# Instagram



- Created October 2013
- **182 followers** as of December 7, 2015 (up from 90 followers in August 2014)
- Instagram allows Valley Transit to highlight public transportation through imagery.
  - Share photos that show the personal and professional sides of Valley Transit.
  - Opportunity to give riders a look of what goes on behind-the-scenes at Valley Transit.
  - Offers the chance to further connect with riders through photo contests, which rewards riders for riding Valley Transit and connecting with us on social media.
- As Valley Transit's following on Facebook is more of an older audience, Instagram has been the best way to reach younger riders.

**instagram.com/ValleyTransit**