

Valley Transit

Social Media Usage



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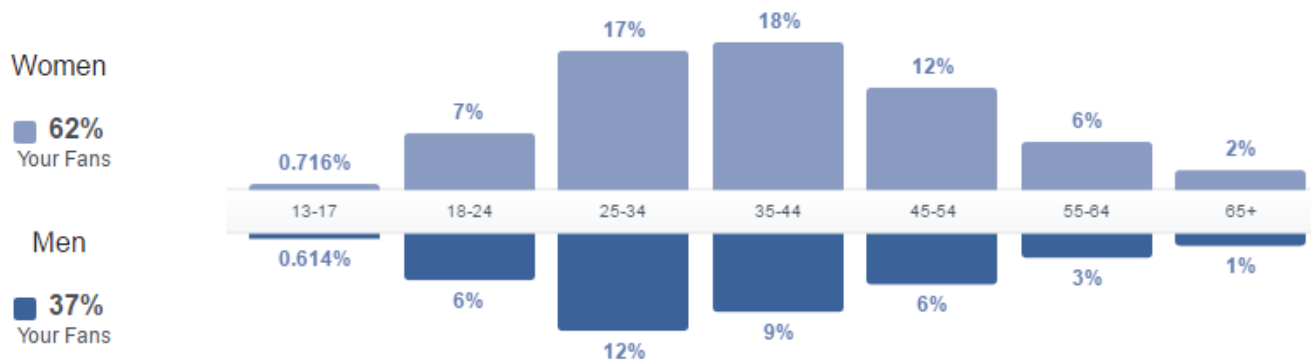
The Importance of Social Media

The use of Social Media has become necessary for all businesses looking to stay relevant in today's world. Social Media allows us to stay connected with our riders while also giving us a larger platform on which to advertise. Currently Valley Transit uses the social media platforms Facebook, Twitter, Instagram, and YouTube. The chief objectives of using social media at Valley Transit are to increase ridership, release information quickly and efficiently, and better communicate with current and potential riders.

Valley Transit has a diverse ridership demographic, which can make choosing a target audience difficult. Social Media makes it easier for Valley Transit to market towards a variety of demographics at the same time. Moving forward Valley Transit would like to continue to reach riders old and new while creating fun and meaningful social media content.



Facebook remains one of Valley Transits most popular social media platform and is often the quickest way to distribute emergency news, details on route detours, and policy updates. Currently Valley Transit creates approximately 4 to 6 Facebook posts a week, though that number goes down during the slower winter months. The Valley Transit Facebook page is also an easy way for riders to reach out to us and voice any concerns they may have through comments and direct messages.



Demographics:

- 62% of fans are Women
- 37% of fans are Men
- Most fans are between 25 and 44

Boosted Posts:

Facebook gives businesses the opportunity to pay to “boost” their posts, a feature that has been extremely beneficial for Valley Transit. Boosting a post allows Valley Transit to target a larger audience. Valley Transit’s boosted posts are viewed by double or triple the amount of people than non-boosted posts are. Recently a boosted posts received an additional 3,893 views, a number that is unprecedented in the history of Valley Transit’s Facebook usage.

Recent Success:

Recently Valley Transit decided to use the social phenomenon of the Cell Phone game Pokemon Go to draw more attention to our Facebook page. The post received 128 “likes”, 53 “shares”, and reached 5,835 people. Valley Transit chose to “boost” this post as well in order to reach the most amount of people.

The image shows a Facebook post from Valley Transit, published by Morgan Van Deurzen on July 14 at 3:02pm. The post text promotes using Valley Transit buses as 'PokeStops' for the game Pokemon Go, mentioning a \$4 day pass and the Appleton Transit Center. The post includes a screenshot of the Pokemon Go app showing a 'Valley Transit Center' as a PokeStop. The post has reached 5,835 people and has 244 reactions, comments, and shares. The engagement metrics are as follows:

Reaction	On Post	On Shares
Like	96	32
Love	6	4
Haha	10	3
Angry	1	0
Comments	9	26
Shares	53	5

Additional metrics include 658 Post Clicks (211 Photo Views, 0 Link Clicks, 447 Other Clicks) and 0 Negative Feedback (0 Hide Post, 0 Hide All Posts, 0 Report as Spam, 0 Unlike Page). The post also shows 5,835 people reached and a 'View Results' button.

Moving Forward:

Moving forward Valley Transit would like to continue to gain more Facebook fans and continue to reach out to a younger demographic of riders. In order to do this we would like to continue to utilize popular culture to make our posts both topical and appealing to a larger number of individuals in the Fox Valley area.

Twitter

Twitter is similar to Facebook in that it allows Valley Transit to release information to riders quickly and efficiently. The Valley Transit twitter page is also a great way to connect with other transit systems and various City of Appleton departments.

Current Numbers:

- 1,210 Twitter followers (up from 1,115 in December of 2015)
- A “popular” post may get between 1 and 3 retweets

Going Forward:

Twitter is a great way to stay connected and updated on news in real time. Going forward we would like to continue to grow our follower count and maintain a reliable stream of communication for our riders.

Follow us: @ValleyTransit





Valley Transit's YouTube channel is currently its smallest Social Media platform. Going forward the Valley Transit YouTube page will be useful for an updated How to Ride video as well as a possible Mile of Music Bandwagon video. However, the overall Social Media objective for Valley Transit is to release information as quickly as possible to as many people as possible, which is difficult on the YouTube platform.



Valley Transit



Public Transportation connecting the Fox Cities. Postings & messages received through City of Appleton pages are subject to open public r... Show more

Uploads



St Joseph Food Pantry delivery
54 views · 1 year ago



Valley Transit: Think Outside the Car Commercial
133 views · 2 years ago



Valley Transit: Connecting The Fox Cities
321 views · 2 years ago

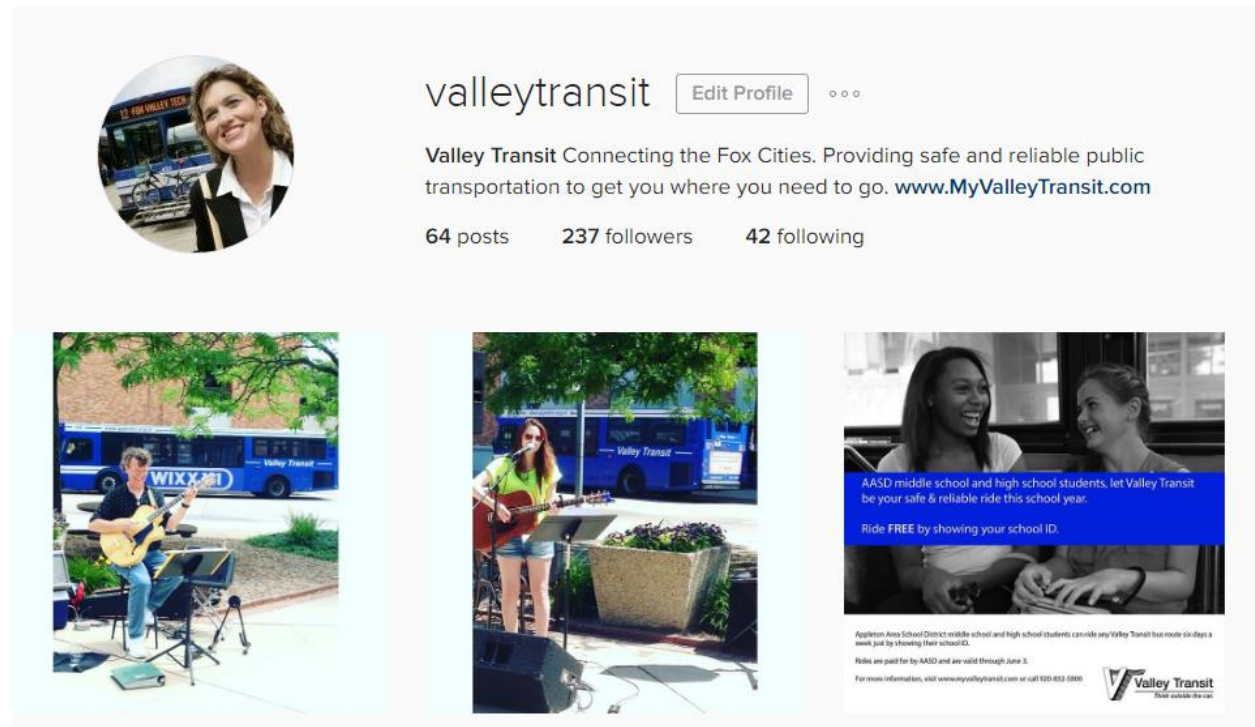
Instagram

Instagram is a great way for Valley Transit to connect with the community through photographs. The Valley Transit Instagram page shows the positive and friendly environment that Valley Transit hopes to maintain. Going forward Valley Transit would like to use the Instagram page to share more user generated content and continue to grow the pages follower count.

Current Follower Count:

- 237 Instagram Followers (up from 182 in December of 2015)

Follow Us: [Instagram.com/ValleyTransit](https://www.instagram.com/ValleyTransit)



valleytransit ...

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64 posts 237 followers 42 following

AASD middle school and high school students, let Valley Transit be your safe & reliable ride this school year.
Ride FREE by showing your school ID.

Appleton Area School District middle school and high school students can ride any Valley Transit bus route six days a week, just by showing their school ID.
Rides are paid for by AASD and are valid through June 3.
For more information, visit www.myvalleytransit.com or call 920-832-1800

