



STA Social Media Strategy

With 3.4 million of Washington's population using Facebook, Spokane Transit Authority decided to leverage this cost-effective platform to educate current and potential riders, the public and business and community leaders on how STA can connect the region.

How, you might ask? By adopting the mindset of posting with a purpose.

By implementing a strategic plan, creating a consistent voice, and developing relevant and meaningful content and video, Spokane Transit has increased their social audience by 55% in less than a year and has become an involved, relevant and viable community resource, leveraging Facebook to:

1. Connect people to services
2. Connect workers to jobs
3. Help advance regional economic development



Creating a plan
To get started, Spokane Transit took 5 important steps to establish their social strategy and deploy a meaningful social voice.

1 Define target audience

- ✓ Current Riders
- ✓ The Public
- ✓ Community and Business Leaders

2 Define social goals

- ✓ Engage and grow the STA ridership pool
- ✓ Increase promotion of STA products, projects, services
- ✓ Establish STA as a social lifestyle brand

3 Develop social voice

- ✓ Customer Service
- ✓ Community Connector
- ✓ Transit Leader

4 Choose channels

- ✓ Facebook

5 Develop relevant content

- ✓ Content calendar

To develop relevant content we focused on:

1

Showing how STA can **connect the community to great destinations**

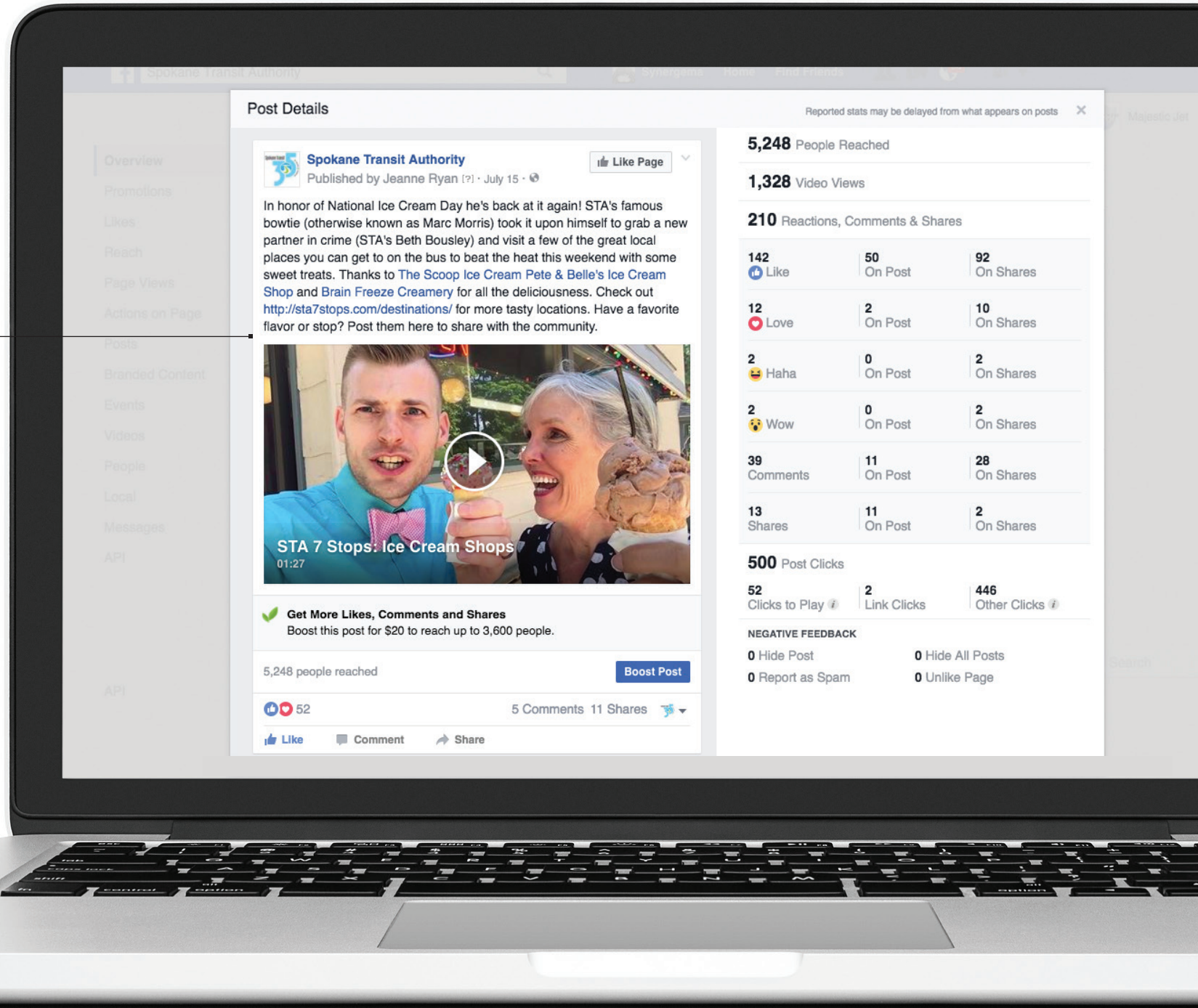
Video

Top five places to go outside on the bus

[View post](#)



Video
*STA 7 Stops:
Ice Cream Destinations*
[View post](#)



Post Details

Reported stats may be delayed from what appears on posts

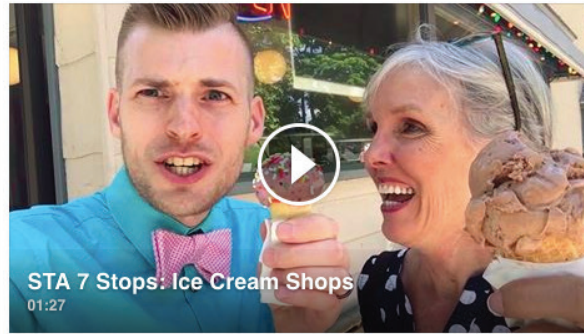


Spokane Transit Authority

Like Page

Published by Jeanne Ryan [?] · July 15 ·

In honor of National Ice Cream Day he's back at it again! STA's famous bowtie (otherwise known as Marc Morris) took it upon himself to grab a new partner in crime (STA's Beth Bousley) and visit a few of the great local places you can get to on the bus to beat the heat this weekend with some sweet treats. Thanks to [The Scoop Ice Cream Pete & Belle's Ice Cream Shop](#) and [Brain Freeze Creamery](#) for all the deliciousness. Check out <http://sta7stops.com/destinations/> for more tasty locations. Have a favorite flavor or stop? Post them here to share with the community.



Get More Likes, Comments and Shares
Boost this post for \$20 to reach up to 3,600 people.

5,248 people reached

Boost Post

52

5 Comments 11 Shares

Like Comment Share

5,248 People Reached

1,328 Video Views

210 Reactions, Comments & Shares

142 Like	50 On Post	92 On Shares
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12 Love	2 On Post	10 On Shares
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2 Haha	0 On Post	2 On Shares
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2 Wow	0 On Post	2 On Shares
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39 Comments	11 On Post	28 On Shares
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13 Shares	11 On Post	2 On Shares
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500 Post Clicks

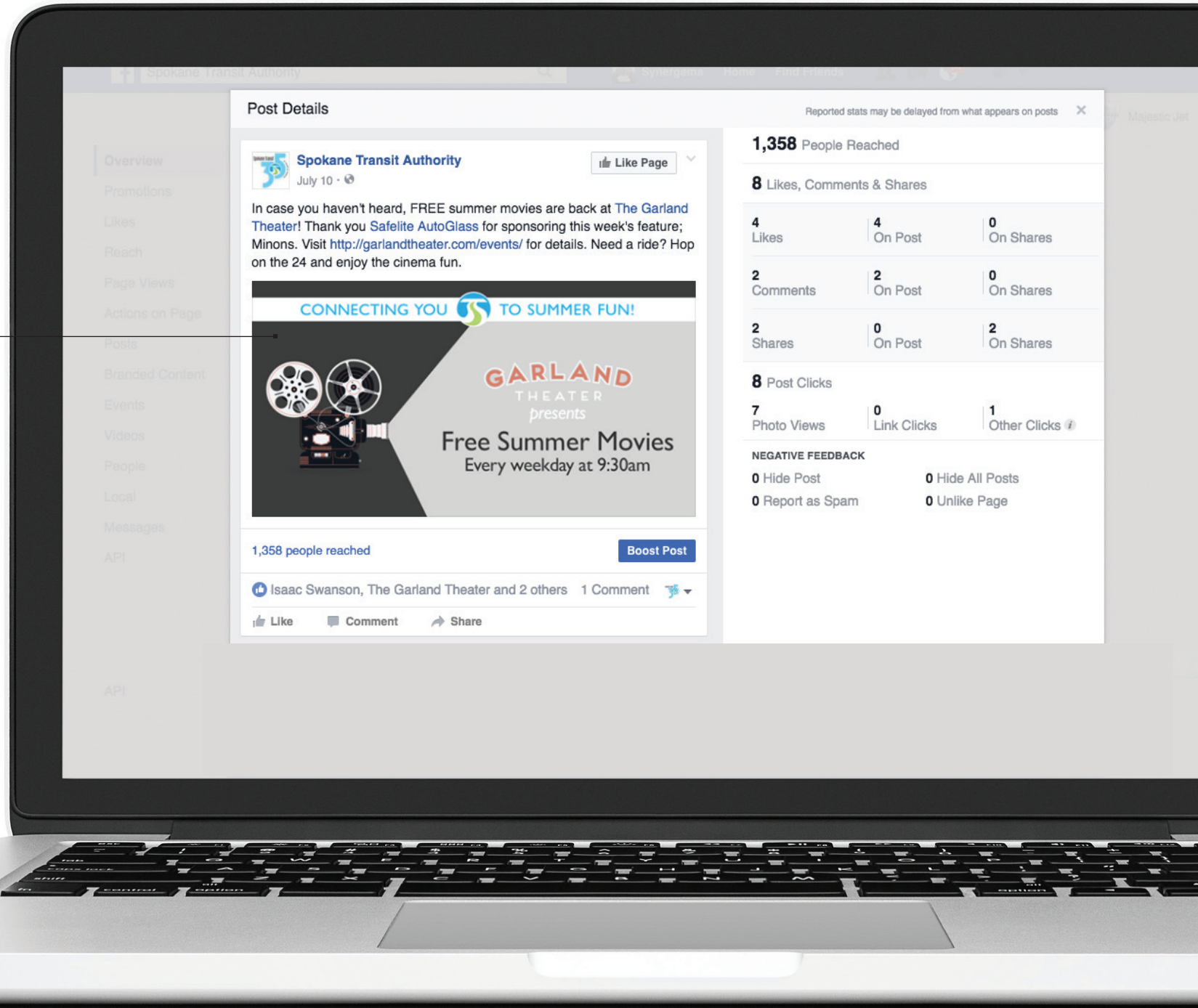
52 Clicks to Play	2 Link Clicks	446 Other Clicks
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NEGATIVE FEEDBACK

0 Hide Post 0 Hide All Posts

0 Report as Spam 0 Unlike Page

Post Series
*Connecting you to summer fun
(Garland Theater)*
[View post](#)



Post Details

Reported stats may be delayed from what appears on posts

1,358 People Reached

8 Likes, Comments & Shares

4 Likes	4 On Post	0 On Shares
2 Comments	2 On Post	0 On Shares
2 Shares	0 On Post	2 On Shares

8 Post Clicks

7 Photo Views	0 Link Clicks	1 Other Clicks
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NEGATIVE FEEDBACK

0 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Spokane Transit Authority July 10 · 🌐 Like Page

In case you haven't heard, FREE summer movies are back at [The Garland Theater](#)! Thank you [Safelite AutoGlass](#) for sponsoring this week's feature; Minions. Visit <http://garlandtheater.com/events/> for details. Need a ride? Hop on the 24 and enjoy the cinema fun.

CONNECTING YOU TO SUMMER FUN!

GARLAND THEATER presents Free Summer Movies Every weekday at 9:30am

1,358 people reached Boost Post

Isaac Swanson, The Garland Theater and 2 others 1 Comment

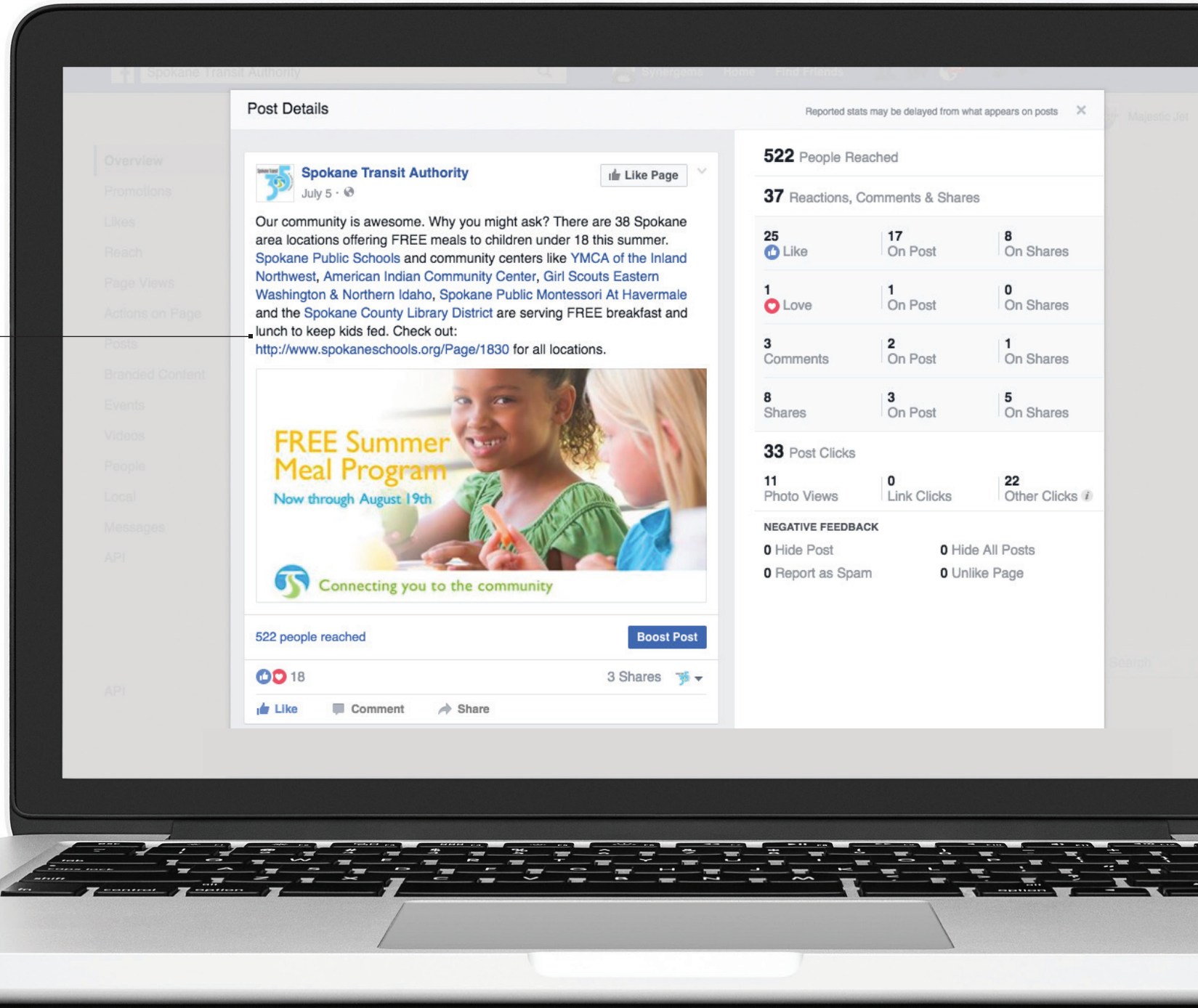
Like Comment Share

Showing how STA can **connect the community to jobs and services**

Post Series

Connecting you to the community (Free Summer Meal Program)

[View post](#)



- Overview
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- Local
- Messages
- API
- API

Post Details

Reported stats may be delayed from what appears on posts

Spokane Transit Authority
July 5 · 🌐

Like Page

Our community is awesome. Why you might ask? There are 38 Spokane area locations offering FREE meals to children under 18 this summer. Spokane Public Schools and community centers like YMCA of the Inland Northwest, American Indian Community Center, Girl Scouts Eastern Washington & Northern Idaho, Spokane Public Montessori At Havermale and the Spokane County Library District are serving FREE breakfast and lunch to keep kids fed. Check out: <http://www.spokaneschools.org/Page/1830> for all locations.



522 people reached

Boost Post

18

3 Shares

Like Comment Share

522 People Reached

37 Reactions, Comments & Shares

25 Like	17 On Post	8 On Shares
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1 Love	1 On Post	0 On Shares
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3 Comments	2 On Post	1 On Shares
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8 Shares	3 On Post	5 On Shares
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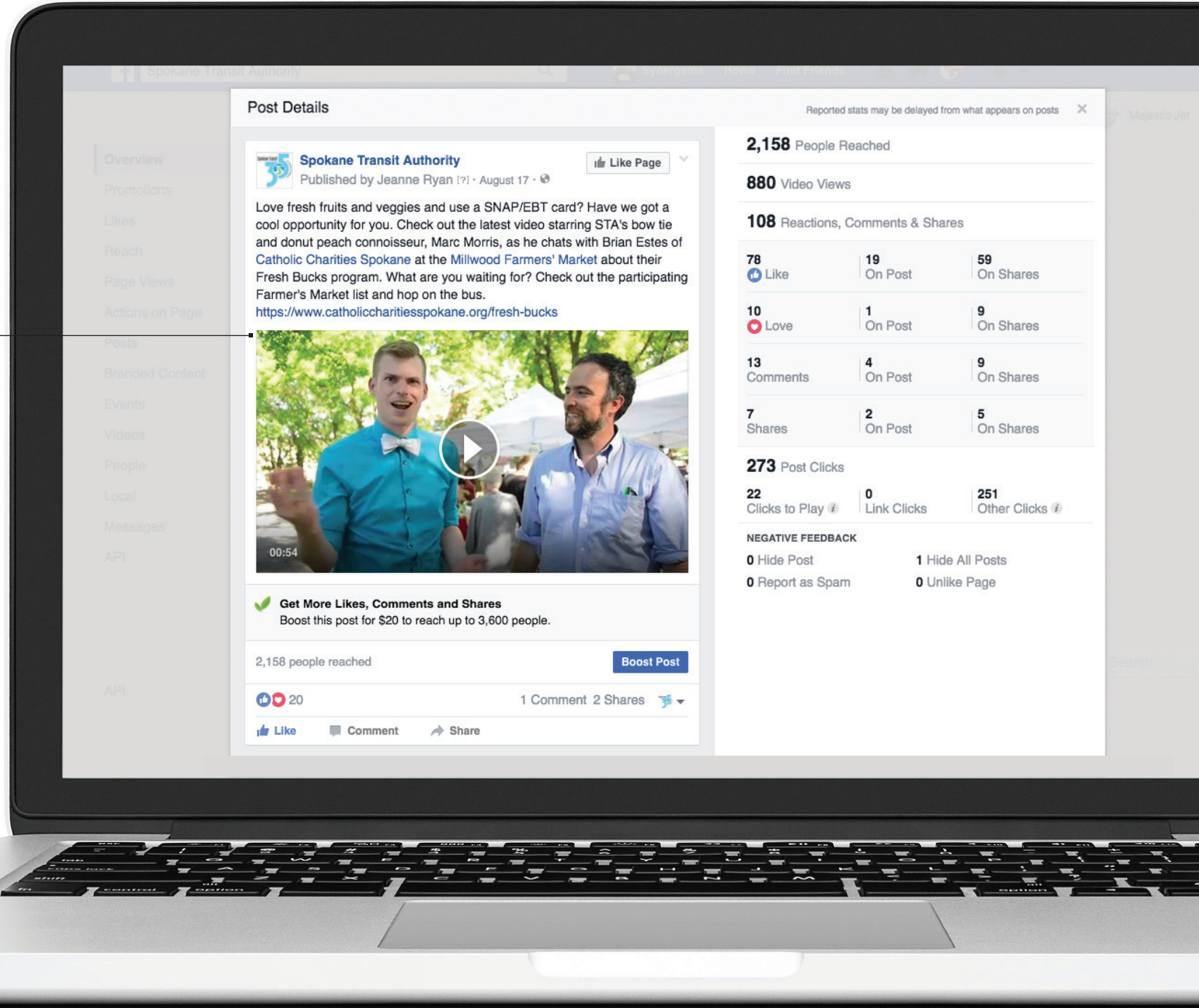
33 Post Clicks

11 Photo Views	0 Link Clicks	22 Other Clicks
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NEGATIVE FEEDBACK

0 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Video
*Fresh Bucks at
Millwood Farmer's Market*
[View post](#)



Post Details

Reported stats may be delayed from what appears on posts



Spokane Transit Authority

Like Page

Published by Jeanne Ryan [?] · August 17 ·

Love fresh fruits and veggies and use a SNAP/EBT card? Have we got a cool opportunity for you. Check out the latest video starring STA's bow tie and donut peach connoisseur, Marc Morris, as he chats with Brian Estes of Catholic Charities Spokane at the Millwood Farmers' Market about their Fresh Bucks program. What are you waiting for? Check out the participating Farmer's Market list and hop on the bus.
<https://www.catholiccharitiesspokane.org/fresh-bucks>



Get More Likes, Comments and Shares
Boost this post for \$20 to reach up to 3,600 people.

2,158 people reached

Boost Post

20

1 Comment 2 Shares

Like Comment Share

2,158 People Reached

880 Video Views

108 Reactions, Comments & Shares

78 Like 19 On Post 59 On Shares

10 Love 1 On Post 9 On Shares

13 Comments 4 On Post 9 On Shares

7 Shares 2 On Post 5 On Shares

273 Post Clicks

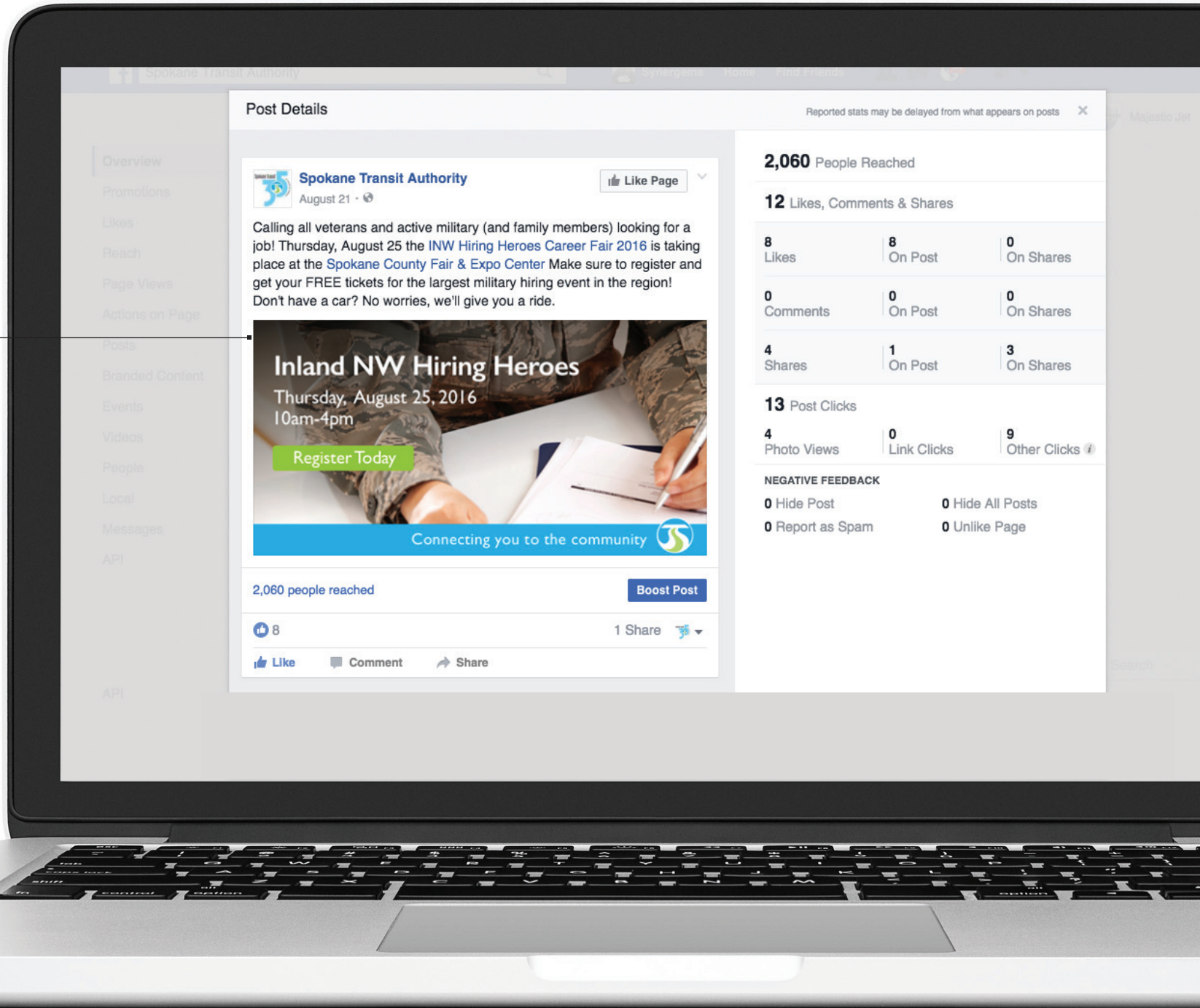
22 Clicks to Play 0 Link Clicks 251 Other Clicks

NEGATIVE FEEDBACK

0 Hide Post 1 Hide All Posts

0 Report as Spam 0 Unlike Page

Post Series
Connecting you to
the community
(Inland NW Hiring Heroes)
[View post](#)



Post Details Reported stats may be delayed from what appears on posts

Spokane Transit Authority Like Page
August 21 · 🌐

Calling all veterans and active military (and family members) looking for a job! Thursday, August 25 the [INW Hiring Heroes Career Fair 2016](#) is taking place at the [Spokane County Fair & Expo Center](#) Make sure to register and get your FREE tickets for the largest military hiring event in the region! Don't have a car? No worries, we'll give you a ride.

Inland NW Hiring Heroes
Thursday, August 25, 2016
10am-4pm
[Register Today](#)

Connecting you to the community

2,060 people reached Boost Post

👍 8 1 Share

👍 Like 💬 Comment ➦ Share

2,060 People Reached

12 Likes, Comments & Shares

8 Likes	8 On Post	0 On Shares
0 Comments	0 On Post	0 On Shares
4 Shares	1 On Post	3 On Shares

13 Post Clicks

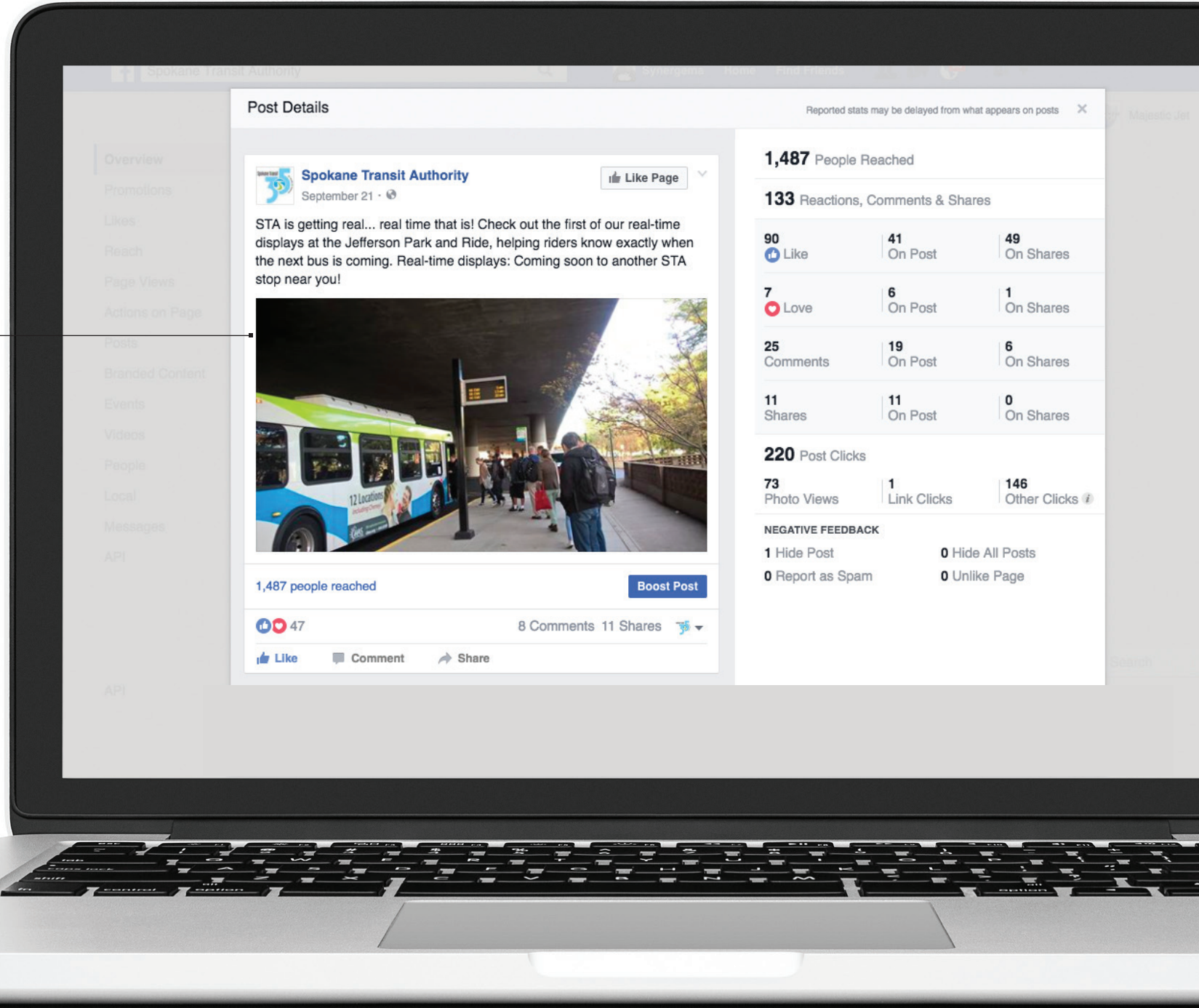
4 Photo Views	0 Link Clicks	9 Other Clicks ⓘ
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NEGATIVE FEEDBACK

0 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Showing how STA is improving public transit for the region

Post
Real Time Info
[View post](#)



Post Details

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Spokane Transit Authority

Like Page

September 21 · 🌐

STA is getting real... real time that is! Check out the first of our real-time displays at the Jefferson Park and Ride, helping riders know exactly when the next bus is coming. Real-time displays: Coming soon to another STA stop near you!



1,487 people reached

Boost Post

47

8 Comments 11 Shares

Like Comment Share

1,487 People Reached

133 Reactions, Comments & Shares

90 Like 41 On Post 49 On Shares

7 Love 6 On Post 1 On Shares

25 Comments 19 On Post 6 On Shares

11 Shares 11 On Post 0 On Shares

220 Post Clicks

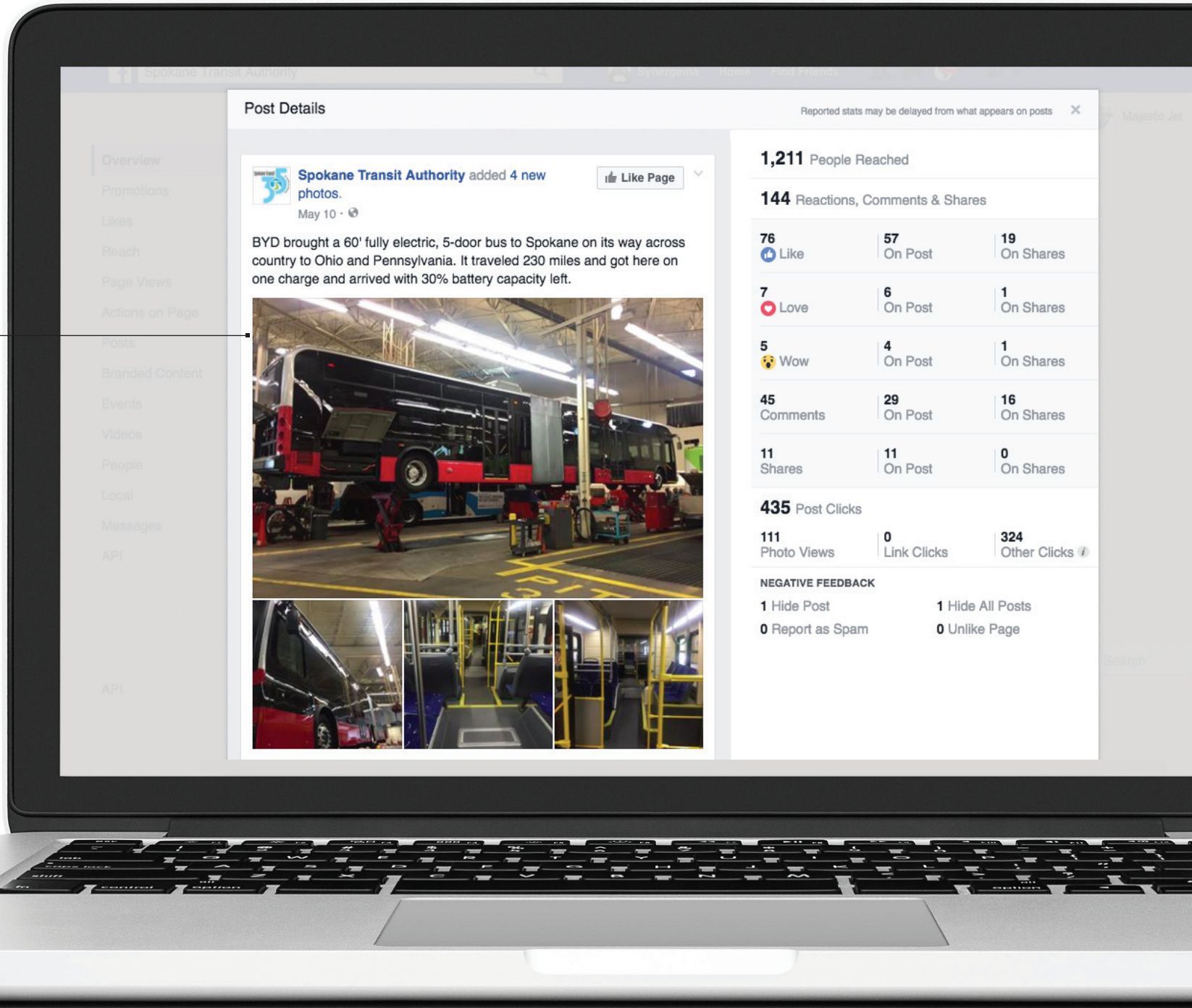
73 Photo Views 1 Link Clicks 146 Other Clicks

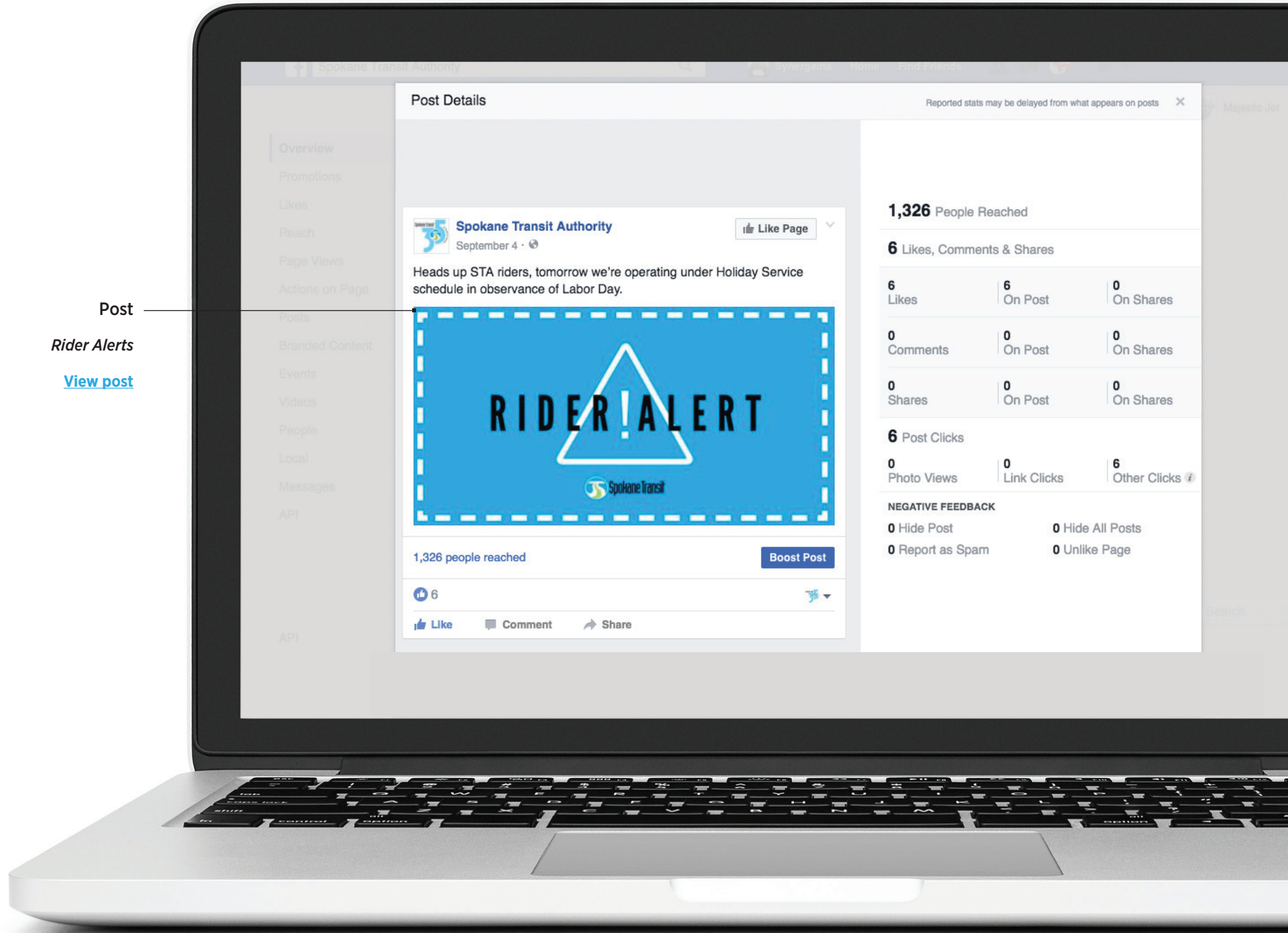
NEGATIVE FEEDBACK

1 Hide Post 0 Hide All Posts

0 Report as Spam 0 Unlike Page

Post
Electric bus
[View post](#)






Post
Rider Alerts
[View post](#)

Post Details Reported stats may be delayed from what appears on posts

Spokane Transit Authority Like Page
September 4

Heads up STA riders, tomorrow we're operating under Holiday Service schedule in observance of Labor Day.



1,326 people reached Boost Post

6 Likes Comment Share

1,326 People Reached		
6 Likes, Comments & Shares		
6 Likes	6 On Post	0 On Shares
0 Comments	0 On Post	0 On Shares
0 Shares	0 On Post	0 On Shares
6 Post Clicks		
0 Photo Views	0 Link Clicks	6 Other Clicks
NEGATIVE FEEDBACK		
0 Hide Post	0 Hide All Posts	
0 Report as Spam	0 Unlike Page	

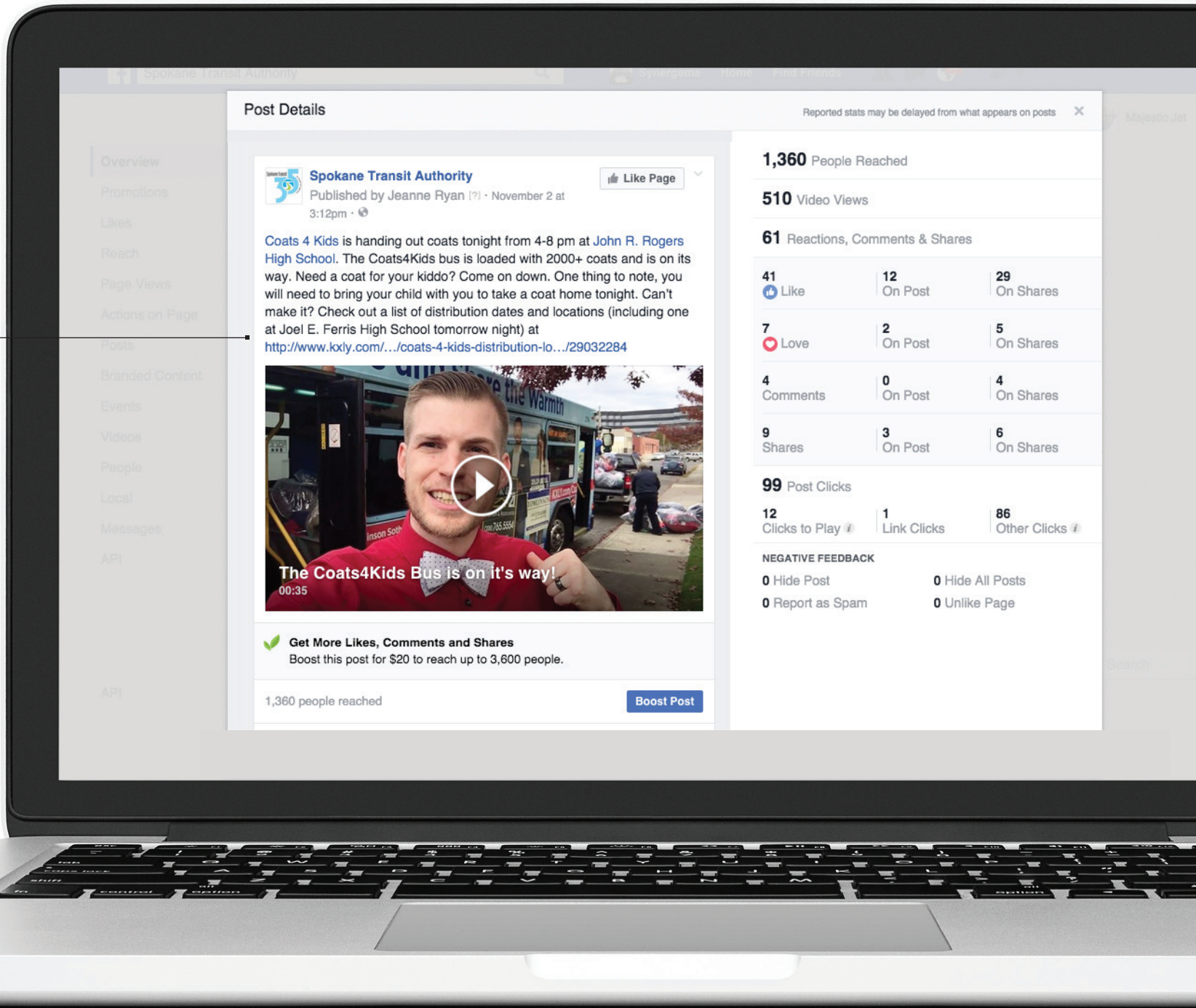
4

Showing how STA is **part of and a leader in the community**

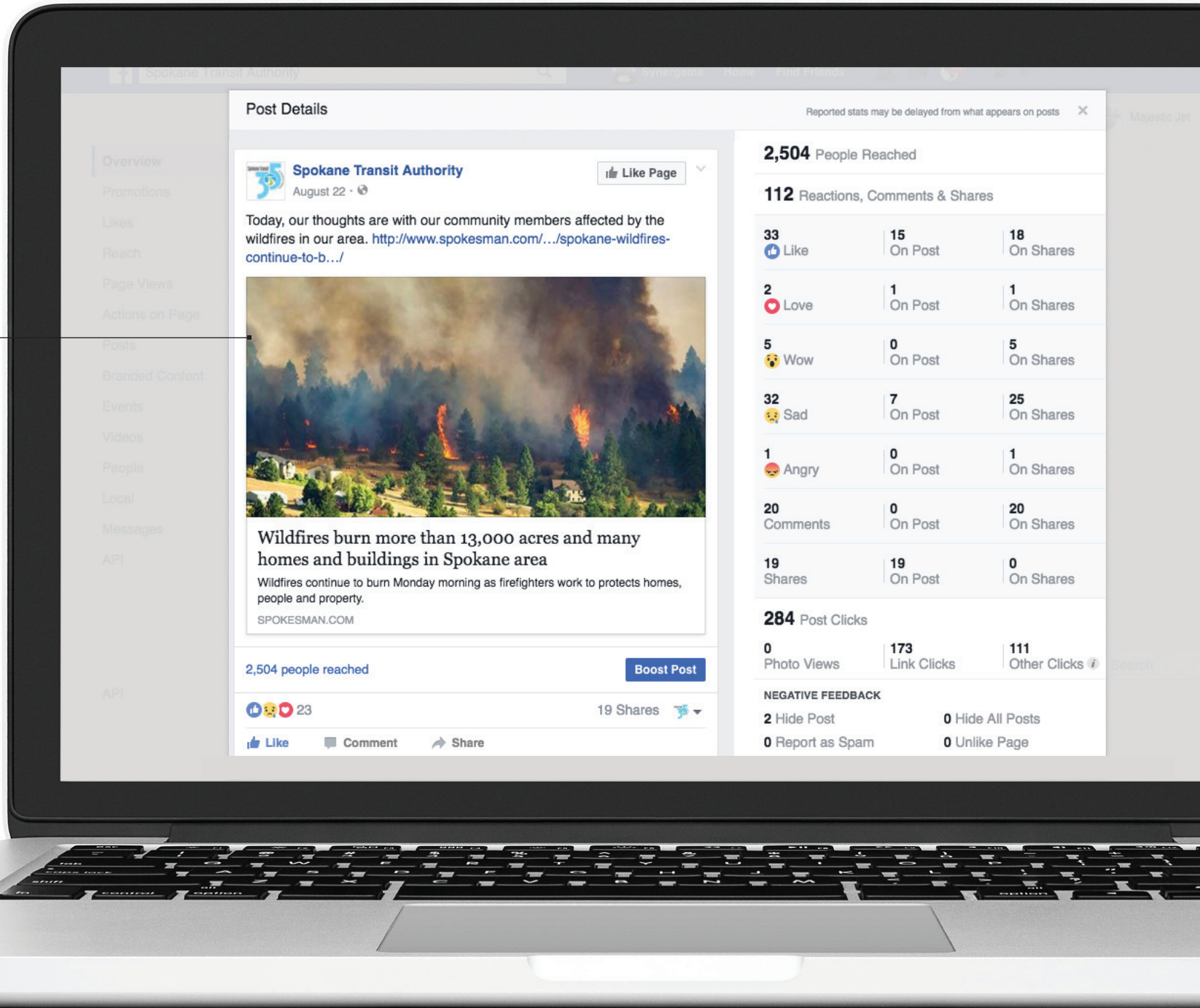
Video

Coats 4 Kids Bus Distribution Event

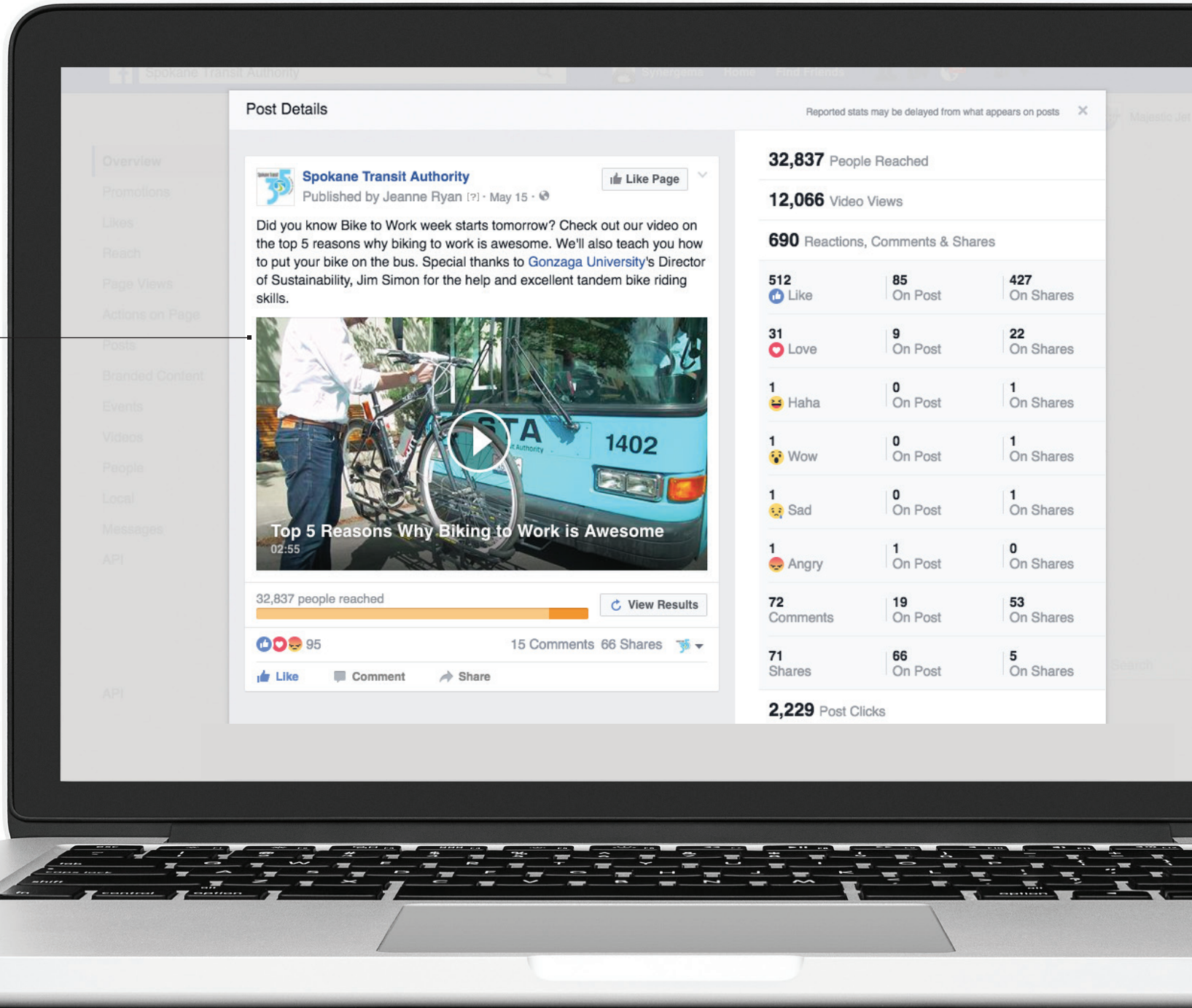
[View post](#)



Post
Local Awareness
[View post](#)



Video
Top 5 Reasons Why Biking to Work is Awesome
[View post](#)



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Spokane Transit Authority
Published by Jeanne Ryan [?] · May 15 ·

Like Page

Did you know Bike to Work week starts tomorrow? Check out our video on the top 5 reasons why biking to work is awesome. We'll also teach you how to put your bike on the bus. Special thanks to [Gonzaga University's](#) Director of Sustainability, Jim Simon for the help and excellent tandem bike riding skills.



32,837 people reached [View Results](#)

95 [Like](#) [Comment](#) [Share](#) 15 Comments 66 Shares

32,837 People Reached

12,066 Video Views

690 Reactions, Comments & Shares

512 Like	85 On Post	427 On Shares
31 Love	9 On Post	22 On Shares
1 Haha	0 On Post	1 On Shares
1 Wow	0 On Post	1 On Shares
1 Sad	0 On Post	1 On Shares
1 Angry	1 On Post	0 On Shares
72 Comments	19 On Post	53 On Shares
71 Shares	66 On Post	5 On Shares

2,229 Post Clicks



→ **The results?**

A vibrant, engaged community who appreciates and shares STA's content.

The proof?

Spokane Transit Authority has increased their social audience by

55%

in less than a year and by becoming an involved, relevant and viable community resource.

Spokane Transit
Authority Ranking: **64**

According to
social stat
tracker LikeAlyzer
by Meltwater,
STA is outperforming
other industry
and governmental
organizations when it
comes to social.

—————→ **vs**

53
General

60
Government Organizations

63
Similar Brands

And, according to social analysis platform Simply Measured, in just the past two weeks alone, STA has garnered the following engagement organically, meaning for **free**.

