



METROLINK.



KEEPING SOCAL'S  
FUTURE ON TRACK.

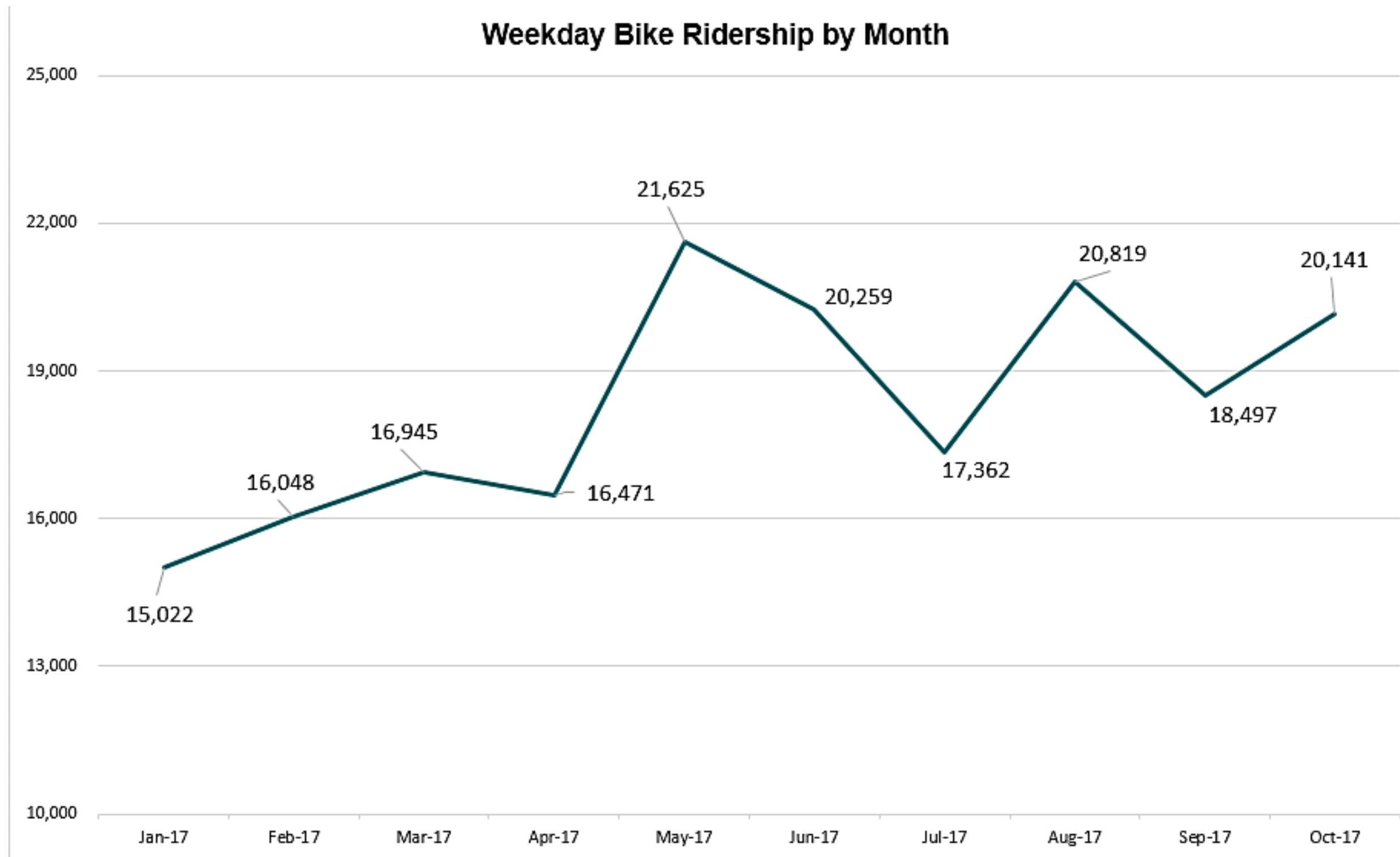
# 2018





## APTA AdWheel: Social Media

Campaign to increase ridership or sales



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Metrolink


### Bike 2 Work Twitter Party 2017...

@Metrolink




@Metrolink


2017-05-17 00:34hrs - 2017-05-17 15:06hrs


 Total tweets:  
**500**


 Contributors:  
**142**

 Total impressions:  
**778.473**

 Tweets / Contributor:  
**3,52**

 Total audience:  
**162.524**

 Measured time:  
**15h**

 Impressions/Audience:  
**4,79**

 Frequency:  
**34,38**

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### Bike 2 Work Twitter Party 2017...

@Metrolink



#### Top 10 words

#pedal2work17	79
@urberides	55
@cycleryusa	35
mph	19
velocipede	19
bike	17
pasadena	16
draisine	16
good	12
train	9

#### Top 10 hashtag

#pedal2work17	184
#win	33
#grandprize	28
#prize	22
#Grandprize	18
#winner	11
#tweetparty	8
#Prize	8
#funfact	8
#giveaway	8

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**WIN THIS BIKE!**

**Cyclery USA**  
www.cycleryusa.com

**METROLINK.**

**Metrolink**  
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We're kicking off Bike Month 2017 with a contest in partnership with Cyclery USA!

**\*\*Contest for Corporate Quick Card holders only\*\***

"Like" the post for one entry or "Comment" below about why you ride Metrolink to work to double your chances of winning. Contest ends today at 11:59pm PST\*

\*Must be a Corporate Quick Card holder (Corporate Partner Program member) and at least 18 years of age. Full contest details: <http://www.metrolinktrains.com/contest/>

Tag Photo Add Location Edit

4775 people reached **Boost Post**

Like Comment Share

Write a comment...



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