turekbooks 34w
Bus operators are legends 🙌
thank you mta drivers
11 likes Reply

michellej026 ❤️❤️❤️ This 👏👏👏👏👏
33w 1 like Reply

kaideebug_ Okayyyyy y'all ate this one 🔥🔥
18w 86 likes Reply

Metro

Building A Strong Workforce: Faces of the Workforce

Entry for **Best Marketing and Communications on Workforce Development: Social Media**

Submitted by Los Angeles County Metropolitan Transportation Authority, December 9, 2024

Entry Information

- **Entry Title:** Metro Los Angeles: Faces of the Workforce
- **Group 4:** Providing 50 million or more annual passenger trips
- **Category 1:** Best Marketing and Communications on Workforce Development
- **Subcategory 1-D:** Social Media

Metro

Who was the target audience?

The target audience for this campaign was residents of the greater Los Angeles area to drive consideration of Metro as desirable place to work.

For this category, our social media content focused on generating broad brand awareness and affinity. we showcased a variety of Metro employees, from frontline employees to executives across the agency, to showcase the diversity of people and expertise who make up the nation's second-largest transit agency.

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What was the situation that necessitated creating this entry?

Government agencies are often portrayed as faceless bureaucratic entities – and this reputation isn't unjustified. In an age when consumers rank brand authenticity, transparency and trust more important than ever, we wanted to change that perception and showcase Metro as a diverse and innovative place to work that puts people first.

Building off the success we recognized that we also needed to reposition Metro as an agency made up of hardworking, intelligent people who are passionate about the work they do for the people of LA County.

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What was the strategy of this entry?

Building on the success of our bus operator dance videos, we decided to showcase more of our employees on social media to continue to counter the narrative of Metro as a faceless bureaucracy.

In an era of social media, consumers are looking for authentic, human-scale connections with brands. To build trust with riders and the public and position Metro as an employer candidates may consider, we are showcasing the myriad roles at the agency by featuring the faces and expertise of Metro employees.

In addition to videos featuring our staff explaining a topic, we also leveraged pop-culture moments, social media trends and even local partnerships ("Librarian vs. Librarian").

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What results did this entry have?

The 54 posts across Instagram, Facebook, X and TikTok highlighting Metro employees garnered nearly 4.5 million impressions, over 4 million video views and hundreds of thousands of engagements, including many comments showing appreciation for employees or expressing interest in applying for joining the Metro team.

ORGANIC METRICS ACROSS PLATFORMS

54 published posts
4,414,404 Impressions
4,059,624 Video Views
8.5% Avg. ER Impressions
373,516 Engagements

- 290,994 reactions
- 12,781 comments
- 57,748 shares
- 7,188 saves

Metro

deneilmontague 13w
So love this post! We need this again at Septa in Philly.
Reply

sofiekingcool 13w
Thank you sanitation workers for keeping our city clean!!!💚💚💚
Reply

me_alexandrea 13w
Thank y'all 🧡
Reply

thesweetcarols 14w
I just want to know how your social media manager coordinated this because BRA👏VO👏
78 likes Reply
View all 1 replies

theofficialdenika 14w
Umm how can I join the dance team pls???? I don't want to drive buses, I just want to be apart of the dance division 😫
158 likes Reply
View all 5 replies

justinisasquare 23w
Great job Metro and a special shout out to the marketing team!
1 like Reply

josephmerchain 16w
I like this idea. Hope it works!
1 like Reply

paulrico03 23w
Love all this updates and pilots yall are conducting!
1 like Reply

thequeenpotato 33w
I WISH I COULD BE HER APPRENTICE SOOO BAD 😭
2 likes Reply

_erickam 33w
who run the world 😎😎👩‍🎤🙌
1 like Reply

a1securitycompany 33w
👏👏
1 like Reply

ceee_lopez 33w
#GirlPower

Why this entry was submitted and why it should win an AdWheel Award.

Who knew that Metro allows its employees to have fun on the job? From the outside, we were told, it looks like a stuffy, strictly regulated governmental job. While the position requires professionalism, those stereotypes don't tell the full story of life at Metro.

Our social content aims to change that perception – not only to position Metro as a strong employer and highlight the wide range of roles we hire for but also to highlight a personable side of the agency and showcase our most staff members as multifaceted experts in their fields.

Not only has the campaign played an essential role in attracting talent to Metro (numerous commenters ask about open positions when we feature our employees), it also helps shift the larger narrative around Metro.

Metro

I'm a Bus Operator, of Course I ...

Our bus operators wanted to participate in the "I'm a ____, *of course* I ____" trend. Together, we came up with some relevant one-liners and filmed a handful of them. The video was well-received, with commenters remarking on their respect for Metro's operators.

INSTAGRAM & TIKTOK METRICS

331,259 Impressions
23,854 Engagements
8.2% Avg. ER Impressions

185,308 users reached on Instagram
- **13.3%** followers reached
- **86.7%** non-followers reached

Link to view

Maintenance Staff: Train Cleaning ASMR

We filmed two of our maintenance staff cleaning the inside of a rail car and cut short clips together for an ASMR-style video

pokemourning 25w
Y'all hiring?
1 like Reply

View all 1 replies

lillykatediaz 25w
I'm sure it's not easy to clean it so thank you
5 likes Reply

juangoman 25w
Praise be to those who clean the metro trains. The real MVPs of metro.

prixdebeaute 25w
Oh god thank you, Rios and Miseal! Plz hire enough staff to deep clean every day, or at least sanitize the seats!
1 like Reply

View all 1 replies

letsgojames 25w
Last night y'all was power washing the platforms in Long Beach. @metrolosangeles y'all really do try to keep the system clean as much as possible

INSTAGRAM & TIKTOK METRICS

650,072 Impressions
38,186 Engagements
7.8% Avg. ER Impressions

260,343 users reached on Instagram
- **12.1%** followers reached
- **87.9%** non-followers reached

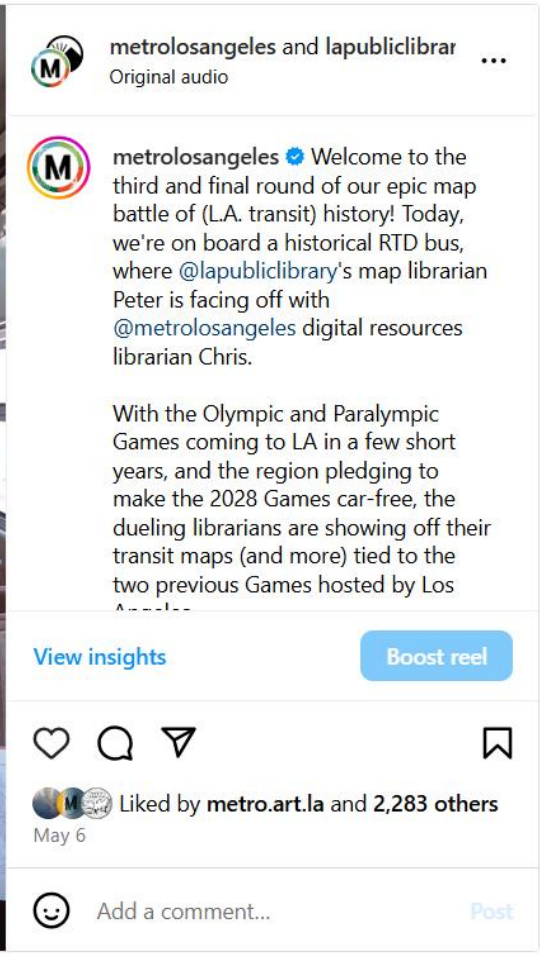
Link to view

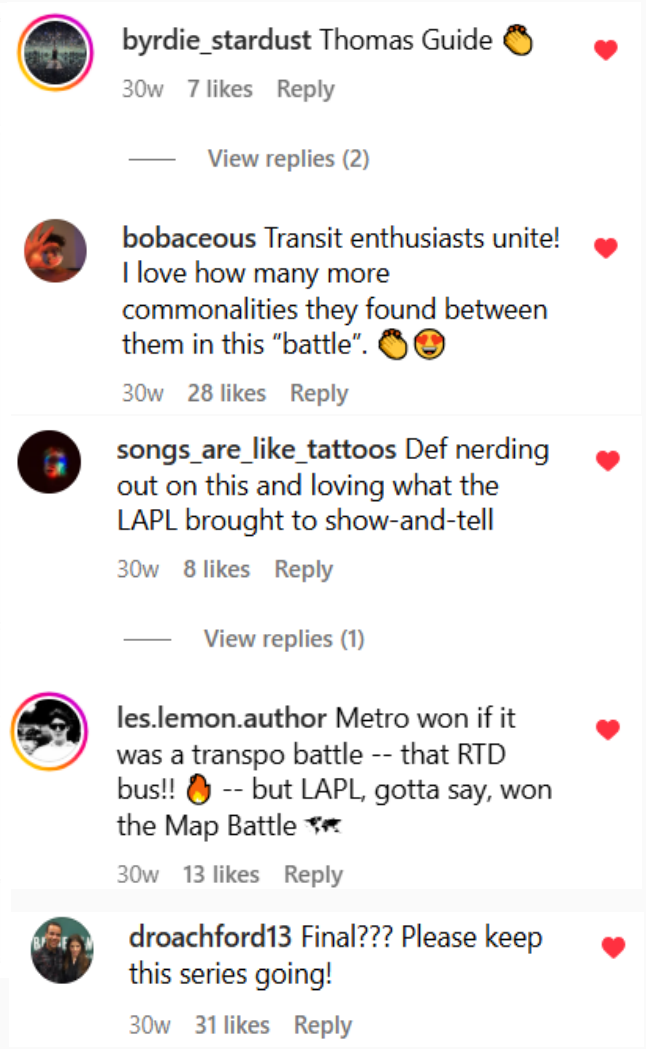
Librarian vs. Librarian Map Battles

Metro even employs *librarians*? In partnership with LA Public Library, we filmed an epic map battle series of our map librarian facing off with the public library's map librarian – showing off their best transit maps.

INSTAGRAM & TIKTOK METRICS

52,261 Impressions
2,519 Engagements
5.3% Avg. ER Impressions

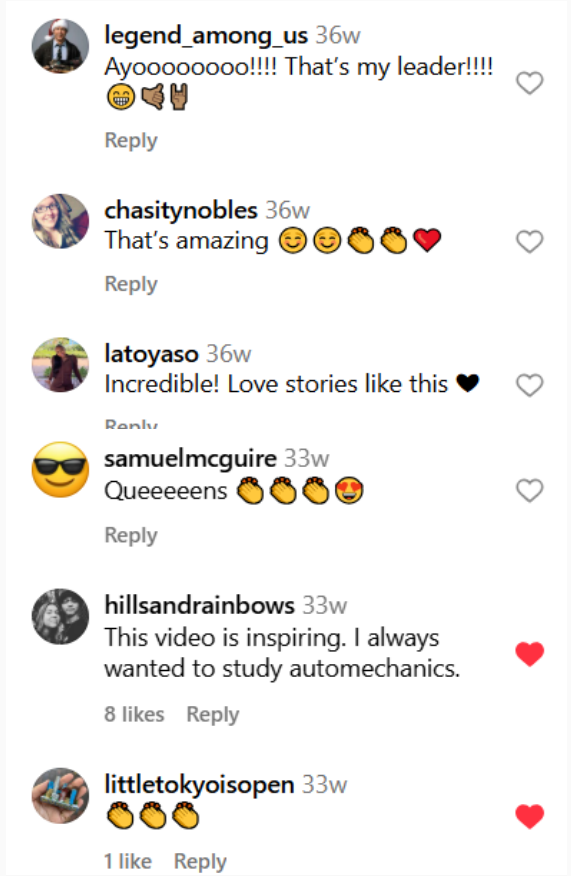




Metro

Link to view

How Hard Can It Be? Boys Do It: Women Mechanics



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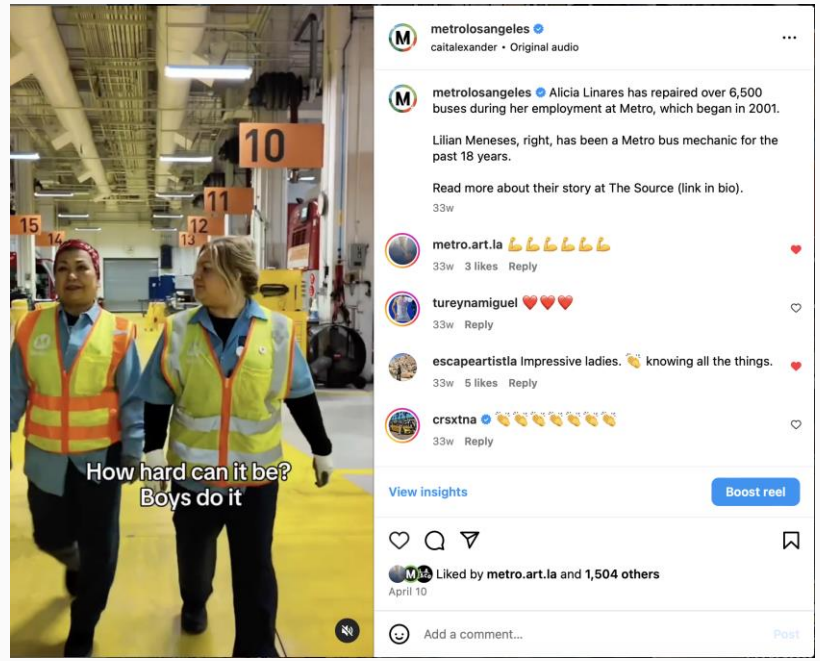
FACEBOOK, INSTAGRAM, & TIKTOK METRICS

106,027 Impressions
6,436 Engagements
5.5% Avg. ER Impressions

66,367 users reached on Instagram
- **38.2%** followers reached
- **62.8%** non-followers reached



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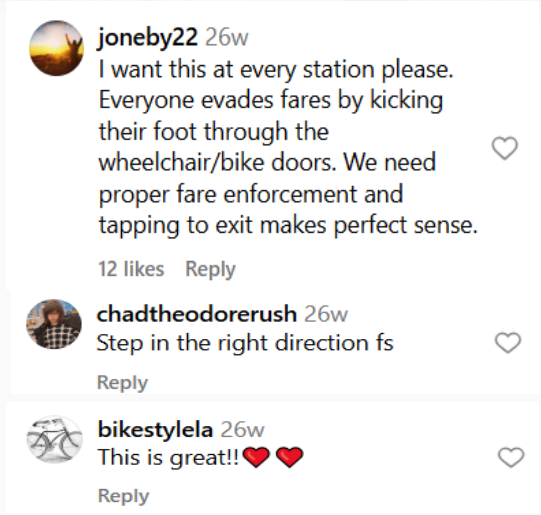
INSTAGRAM METRICS

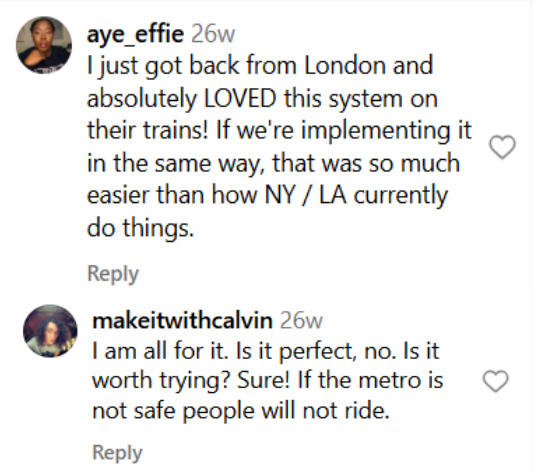
35,074 Impressions
1,780 Engagements
5.1% Avg. ER Impressions

20,701 users reached on Instagram
- **59.6%** followers reached
- **40.4%** non-followers reached

Metro

Deputy Executive Officer Explains TAP to Exit





FACEBOOK, INSTAGRAM, & TIKTOK METRICS

173,853 Impressions
9,755 Engagements
6.3% Avg. ER Impressions

71,770 users reached on Instagram
- **49.8%** followers reached
- **50.2%** non-followers reached

Link to view

Metro Ambassadors: Directing Riders to KCON

kaideebug_ 18w
Okayyyyy y'all ate this one 🔥🔥
86 likes Reply

shirleyjoestar 19w
Su su su supernova!!!
14 likes Reply

cindymustdie 19w
omg!!!
3 likes Reply

kconusa 19w
Thanks for riding metro to KCON!
□□□□□□

justaddnuocmam 19w
Not a fan of kpop but this is cuuuuute
1 like Reply

sungjoonho74 19w
🙂🙂🙂❤️❤️❤️🚇🚇🚇🚇🚇🚊
2 likes Reply

jeff_benjamin 19w
You ate this. See you this weekend!
25 likes Reply

A group of Metro Ambassadors performed the trending dance to a K-pop song to let riders know Metro was a good option to get to KCON

INSTAGRAM & TIKTOK METRICS

322,002 Impressions
32,706 Engagements
14.4% Avg. ER Impressions

147,487 users reached on Instagram
- **12.9%** followers reached
- **87.1%** non-followers reached

metrolosangeles
aespa • Supernova

metrolosangeles 18w
Who's taking the su su su supernova train to KCON this weekend?

Go Metro to @kconusa July 26 to 28! Take the A or E Line to Pico Station, just a few steps from Crypto.com Arena.

Fare is $1.75 each way, and you'll find Metro Ambassadors in green shirts who are happy to point you in the right direction, answer questions and help you along the way!

Tickets to KCON can be purchased at kconusa.com

View insights Boost reel

12,920 likes
July 23

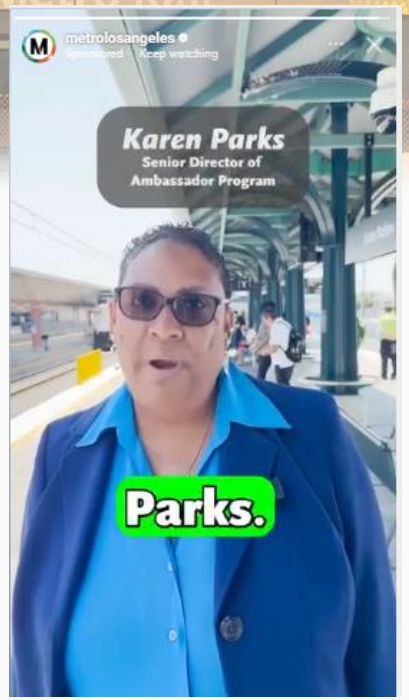
Add a comment...

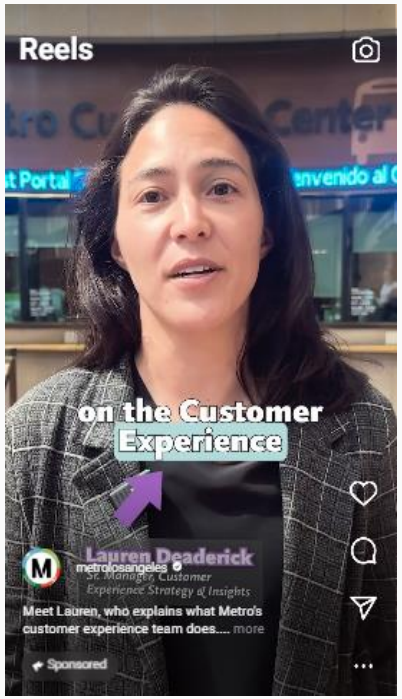
Link to view

Paid Social: Public Safety

We leveraged paid social media to reach and drive awareness of Metro's public safety efforts, direct from the mouths of those who lead and implement them, including managers, directors and heads of the Ambassadors program, transit security and public safety, customer experience and homeless outreach. We targeted all of LA County in an effort to reach the region's general public.

Objective: Awareness
Targeting Strategy: LA County
Total Impressions: 1,826,837
Total Reach: 1,088,408
CPM (cost per 1,000 impressions): $2.74





Metro