



# Holiday Transit Yule Log

# Shoestring Tactic

## ■ Background

- Yule Logs originated when TV Networks aired roaring fires for families without fireplaces. The concept moved to the internet and the Yule Log genre took a life of its own created by everyone from [corporations](#) to amateur [pop-culture meme masters](#).

## ■ Goals

- Create topical brand content for the global online transit community and people looking for fun holiday content.
- Inspire transit awareness while entertaining



Darth Vader Yule Log Five Hours

2,438,778 views · Dec 15, 2015

👍 22K 🗑️ DISLIKE ➦ SHARE ➦ SAVE ...



Nick Offerman's 'Yule Log'

3,945,079 views · Dec 2, 2015

👍 51K 🗑️ DISLIKE ➦ SHARE ➦ SAVE ...



# Holiday Transit Yule Log

2.5 hours of traffic beating transit toys delivering multi modal transit bliss by a soothing crackling fireplace.

- [Holiday Transit Yule Log 2019](#)
- [Holiday Transit Yule Log 2020](#)
- [Holiday Transit Yule Log 2021](#)



# Behind The Scenes



## ■ What we did with a \$250 budget

- Purchased supplies at local hobby store
- Collaborated with transit operation planners to make a multi model toy transit stop.
- Constructed and shot all elements in one week.
- Created annual unique Yule Logs with different elements and transit patterns.

# Yule Log 2021



gocaltrain • Following  
Lofi u • calm

gocaltrain Happy Holidays! The time has finally come, welcome to our yearly #yulelog. How many #bayarea #transit agencies can you spy? @sfbayarearapidtransit @sfmta\_muni @scvta @rideact @gosamtrans

Want to grab a warm cup of tea and enjoy more? Head to our YouTube page to watch in it's entirety 🍵

• #caltrain #reels #trending #asmr #lofi

3w

emvvehicles\_8 That really old hot wheel in the corner  
3w 1 like Reply

caltrain\_901 Caltrain Rocks  
3w 2 likes Reply

triple\_hproductions Was that a Japanese Shinkansen?  
3w 1 like Reply

caraanmarc 6 - Caltrain, Samtrans, AC Transit, VTA, SF Muni, BART  
3w 2 likes Reply

decoupledreality I need that EMU model!  
3w 1 like Reply

sgt\_debones Merge with BART

383 likes  
DECEMBER 23, 2021

Add a comment... Post

Caltrain  
December 24, 2021 at 11:56 AM

Happy Holidays from Caltrain, SamTrans and the San Mateo County Transit District! Grab a hot drink and see how many Bay Area Transit agencies you can spy in our Holiday Transit Yule Log. [Bay Area Rapid Transit](#) [SF Municipal Transportation Agency](#) [Valley Transportation Authority](#) [AC Transit](#) [SamTrans](#)

36:54 / 2:30:14

39 6 Shares



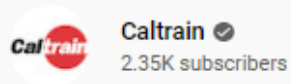
# Yule Log 2021











Caltrain's Holiday Transit Yule Log 2021

400 views · Dec 23, 2021

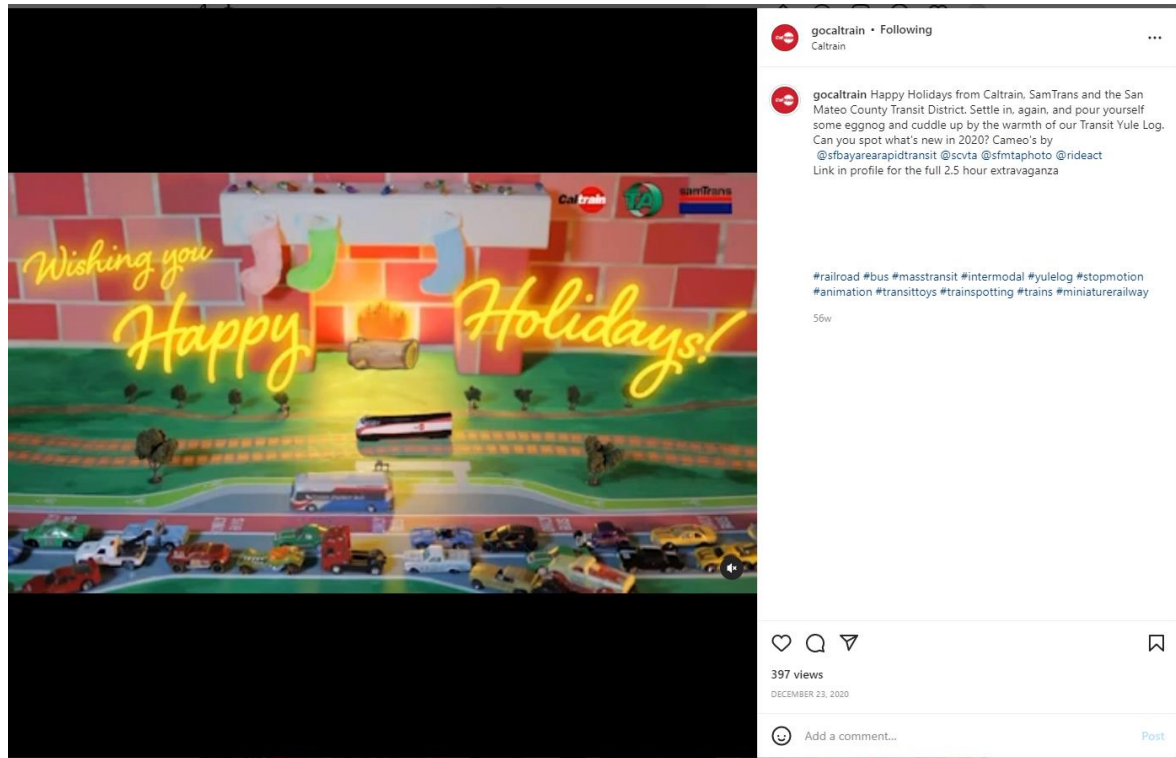
👍 23 🗨️ DISLIKE ➦ SHARE ⚙️ ⌂ ...



Happy Holidays from Caltrain, SamTrans and the San Mateo County Transit District. As our service has evolved so does our Yule Log! Watch to see what has changed over the past years and what we hope to see in the future. Featuring cameos by [@BARTable](#), [@Valley Transportation Authority](#),

-  **Orchidée** 3 weeks ago  
I can't wait for the new electric train to come out  
👍 🗨️ ❤️ REPLY
-  **Orchidée** 3 weeks ago  
This is really good animation  
👍 🗨️ ❤️ REPLY
-  **Orchidée** 3 weeks ago  
Oh and the bikes move it kind of makes me laugh a little bit  
👍 🗨️ ❤️ REPLY
-  **GoldenStateRailfanning** 1 month ago  
 art running on Caltrain Tracks 🗨️  
👍 3 🗨️ REPLY
-  **go\_muni** 1 month ago  
Muni Metro!  
👍 🗨️ ❤️ REPLY
-  **The Peninsula Railfan** 1 month ago  
  
👍 2 🗨️ REPLY

# Yule Log 2020



**Caltrain** December 23, 2020 · 🌐

The 2020 Caltrain Yule Log video is here! Enjoy the holidays with your favorite transit friends & a crackling fire.

Be sure to keep an eye out for cameos from Bay Area Rapid Transit, SFMTA | San Francisco Municipal Transportation Agency, Valley Transportation Authority, AC Transit and others!

[https://www.youtube.com/watch?v=2khcwr\\_gmlk](https://www.youtube.com/watch?v=2khcwr_gmlk)





# Yule Log 2020



Caltrain  
@Caltrain

The 2020 Caltrain Yule Log video is here! Enjoy the holidays with your favorite transit friends & a crackling fire.

Be sure to keep an eye out for cameos from @SFBART, @sfmta\_muni, @VTA, @rideact and others!

Full 2.5 hour Yule Log Experience->  
[youtube.com/watch?v=2khcwr...](https://youtube.com/watch?v=2khcwr...)



10:54 AM · Dec 23, 2020 · Twitter Web App

13 Retweets 4 Quote Tweets 49 Likes



SFBART  
@SFBART

Can you help find the BART train cameo in @Caltrain's new transit-oriented Yule Log video?

Caltrain @Caltrain · Dec 23, 2020

The 2020 Caltrain Yule Log video is here! Enjoy the holidays with your favorite transit friends & a crackling fire.

Be sure to keep an eye out for cameos from @SFBART, @sfmta\_muni, @VTA, @rideact and others!

Full 2.5 hour Yule Log Experience-> [youtube.com/watch?v=2khcwr...](https://youtube.com/watch?v=2khcwr...)



11:27 AM · Dec 23, 2020 · Twitter Web App

5 Retweets 1 Quote Tweet 17 Likes



# Yule Log 2020 YouTube









SAN MATEO COUNTY  
Caltrain's Holiday Transit Yule Log 2020

1,110 views · Dec 23, 2020

40 DISLIKE SHARE SAVE ...

**Caltrain** ✓  
2.35K subscribers

Happy Holidays from Caltrain, SamTrans and the San Mateo County Transit District. Settle in, again, and pour yourself some eggnog and cuddle up by the warmth of our Transit Yule Log. Can you spot what's new in 2020? Cameo's by @BARTable, @Valley Transportation Authority,

-  Pinned by Caltrain  
Dian REGIONAL 6515 1 year ago  
Merry Xmas & Happy New Year!!!  
3 REPLY
-  MetraFan81 10 months ago  
BART and VTA Bus [50:06](#) and [1:40:33](#)  
AC Transit [30:49](#) and [1:01:16](#)  
MUNI Light Rail [1:27:46](#) and [1:45:48](#)  
Still trying to find VTA Light Rail and MUNI Bus  
1 REPLY
-  TREVORDERPER 11 months ago  
are those f40ph's in video the n scale ones by kato?  
1 REPLY  
[Hide reply](#)
-  R62 11 Train 7 months ago  
I'm sure they are.  
1 REPLY
-  AC Transit 1 year ago  
Catch us at [30:50!](#)  
3 REPLY  
[Hide reply](#)
-  Caltrain 1 year ago  
You're in there a couple more times too! ;)  
2 REPLY

# Yule Log 2019

## Facebook



From all of us at Caltrain, to you, Merry Christmas and Happy Holidays!  
While you spend time with family & friends, we invite you to enjoy our Caltrain Transit Yule Log video on YouTube: the only multi-modal yule log on the interwebs.  
Full Version featuring regional Bay Area transit (2.5 Hours): <https://youtu.be/m-L0Cx6KHqQ>



16

5 Shares

## Twitter



From all of us at Caltrain, to you, Merry Christmas and Happy Holidays!

While you spend time with family & friends, we invite you to enjoy our [#Caltrain #YuleLog](#) video on YouTube: the only multi-modal yule log on the interwebs.

Full Version: [youtu.be/m-L0Cx6KHqQ](https://youtu.be/m-L0Cx6KHqQ)



1:17 PM - Dec 24, 2019 - Sprout Social

10 Retweets 4 Quote Tweets 35 Likes



# Yule Log 2019


## YouTube












SAN MATEO COUNTY  
Caltrain's Holiday Transit Yule Log 2019

1,493 views · Premiered Dec 24, 2019

28 DISLIKE SHARE SAVE ...

**Caltrain**   
2.35K subscribers

Happy Holidays from Caltrain, SamTrans and the San Mateo County Transit District. Settle in, pour yourself some egg nog and cuddle up by the warmth of our Transit Yule Log. Can you spot the cameo's by [@BARTable](#) and [@Valley Transportation Authority](#)?

-  Sebastian Playz 1 year ago  
I love Caltrain :)  
1 REPLY  
[Hide reply](#)
-  Train Enthusiast 1 year ago  
me too  
1 REPLY
-  Corey Rodriguez 2 years ago  
Merry Christmas  
1 REPLY  
[Hide 4 replies](#)
-  Corey Rodriguez 2 years ago  
[@Oaksub](#) can we be friends  
1 REPLY
-  **Caltrain**  2 years ago  
Corey Rodriguez Merry Christmas!  
1 REPLY
-  **Caltrain**  2 years ago  
Bay Area Rail Studios Merry Christmas!  
1 REPLY
-  Corey Rodriguez 2 years ago  
[@Caltrain](#) I love cal train  
2 REPLY

# Social Media Performance

•The debut of the Caltrain Yule Log is considered as the beginning of the holiday season by transit enthusiasts everywhere. It is the only transit-friendly, multimodal Yule Log in the world. It's a fun thing, we identified a meme and wanted to further the cause of transit in a popular content space. **That's our yule logic, anyway.**

13

Total Post

93K

Impressions

2K

Engagements

1.80%

Engagement Rate  
(Per Impression)

1K

Post Clicks  
(All)



# Yule Log Gif

794K total Views since 2019

This screenshot shows a Giphy post from the account @Caltrain. The post is titled "Yule Log Bus GIF By Caltrain" and features a festive holiday-themed GIF. The GIF depicts a stylized winter landscape with a red brick wall in the background. The text "Wishing you Happy Holidays!" is written in a yellow, cursive font across the top. Below the text, there are colorful, abstract shapes representing trees and a warm fire. In the foreground, a road with a white bus and several colorful cars is visible. The GIF is set against a dark background with a subtle pattern. The post includes a profile picture of Caltrain, a bio, and social media links. The GIF itself has a view count of 254,093 and is accompanied by several hashtags: #train, #happy holidays, #bus, #bicycle, #fireplace, and #transit.

This screenshot shows a Giphy post from the account @SamTrans. The post is titled "Yule Log Bus GIF By SamTrans" and features the same festive holiday-themed GIF as the previous screenshot. The GIF depicts a stylized winter landscape with a red brick wall in the background. The text "Wishing you Happy Holidays!" is written in a yellow, cursive font across the top. Below the text, there are colorful, abstract shapes representing trees and a warm fire. In the foreground, a road with a white bus and several colorful cars is visible. The GIF is set against a dark background with a subtle pattern. The post includes a profile picture of SamTrans, a bio, and social media links. The GIF itself has a view count of 539,643 and is accompanied by several hashtags: #happy holidays, #bus, #bicycle, #fireplace, and #transit.



## Social Media Links

- To view all posts and comments from our fans and followers, please visit our social media pages:

- [YouTube](#)
- [Facebook](#)
- [Twitter](#)
- [TikTok](#)
- [Instagram](#)
- [LinkedIn](#)
- [GIPHY](#)

