

*Thank
you* FOR
BEING
INCREDIBLE

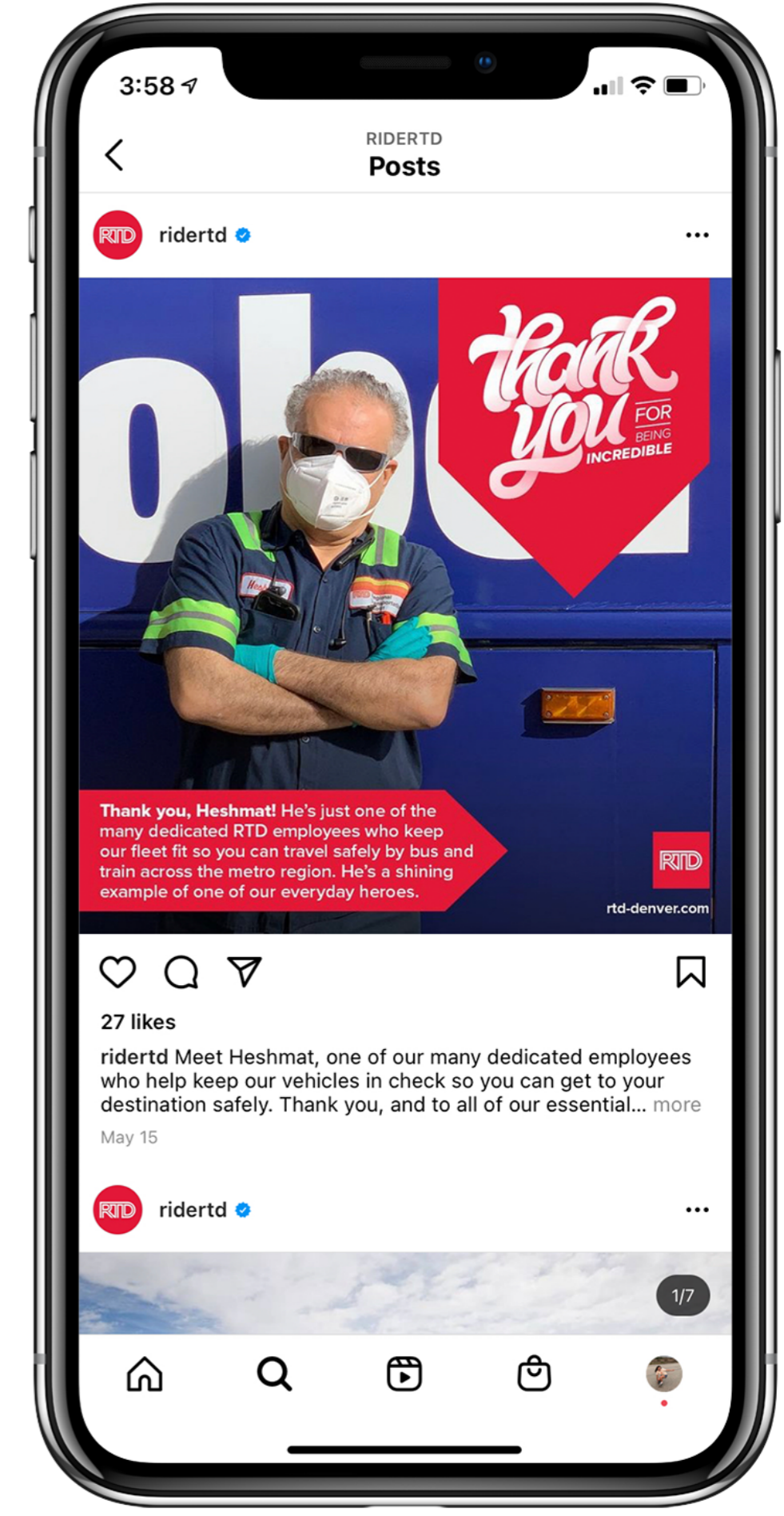
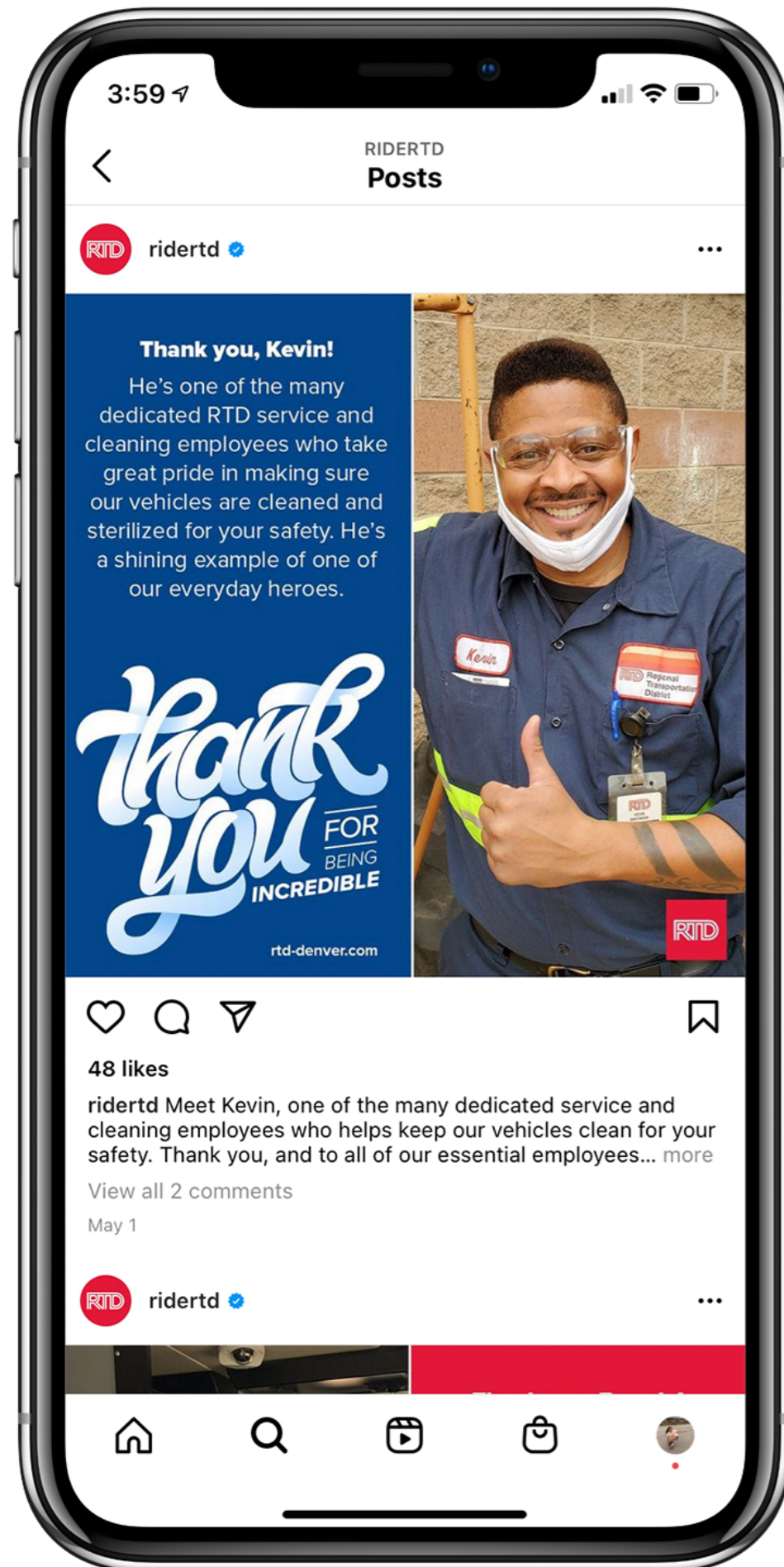
Everyday Heroes

1D: Best Marketing and Communications
on the COVID-19 Pandemic
Social Media

As the pandemic swept the nation in the early spring, the daily heroic work of our frontline workers increasingly came into focus. We developed Everyday Heroes to showcase and thank the individuals—facility and maintenance staff, mechanics, security personnel, and operators—who worked tirelessly to maintain a safe environment on our vehicles for the rest of our community.

Social Media

The strategic eight-week rollout resulted in a coordinated takeover of our Instagram, Facebook and LinkedIn feeds. The consistency in the timing of our posts and the imagery encouraged a high level of engagement from our followers. In the end, we featured 40 employees and gained 143,555 organic impressions with an 8% engagement rate.



Social Media

To ensure all employees were photographed in safe conditions, we asked staff to submit their own photos on the job, practicing safe social distancing. In this way, we captured the candid, authentic commitment, enthusiasm, and camaraderie embodied by our frontline employees every day.

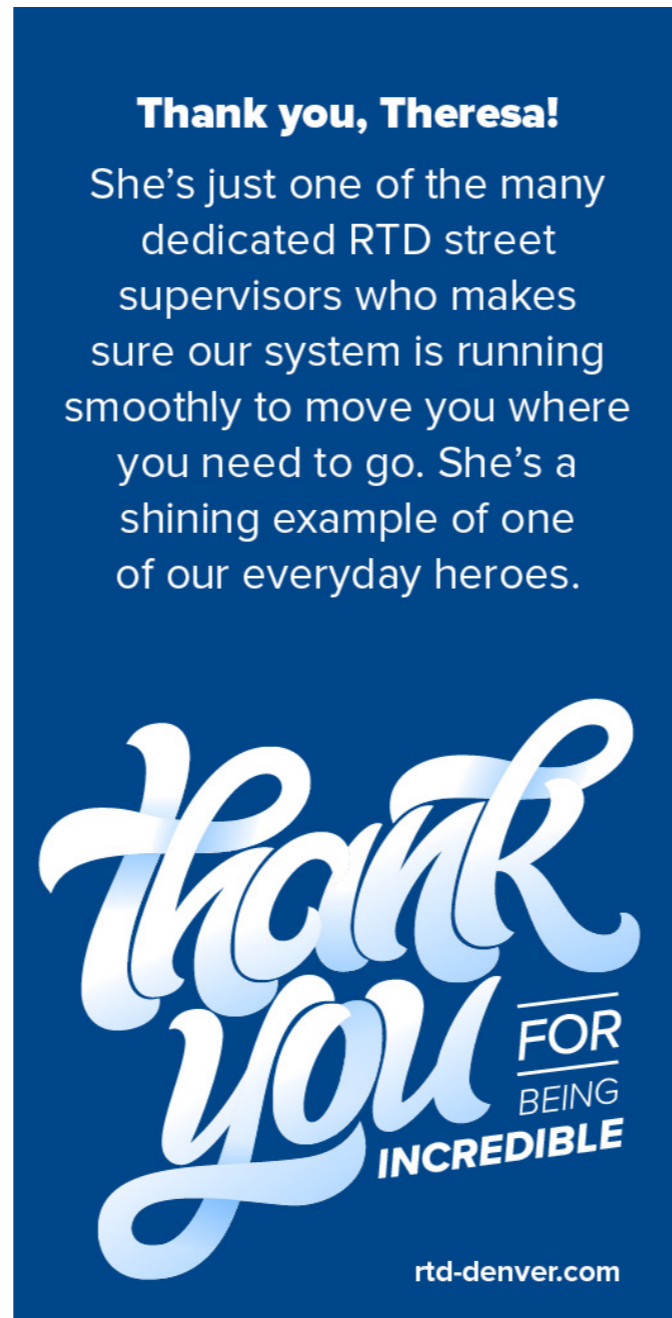


Thank you, Sam!

She's just one of the many dedicated RTD revenue instructors who train our drivers and operators to safely move you across the metro region. She's a shining example of one of our everyday heroes.

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Thank you, Theresa!

She's just one of the many dedicated RTD street supervisors who makes sure our system is running smoothly to move you where you need to go. She's a shining example of one of our everyday heroes.

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Thank you, Amy and Thor! They are an example of the many dedicated RTD employees who takes great pride in making sure you're safe and secure while traveling on our buses and trains. They are a shining example of our everyday heroes.

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Stories

Everyday Heroes provided context for a number of publications to RTD's information hub, the News Stop, throughout 2020 including hero spotlights and staff blogs which were further shared on social media.

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EVERYDAY HERO AT RTD!

POSTED BY MICHELLE BRIER · 11.16.2020


On Wednesday, Nov. 11, General Repair Mechanic Albert Morgan was on a service call when he witnessed an elderly gentleman trip and fall into the street. Albert immediately went to this man's aid, helping him up and across the street to a safe place, and made certain that the man was uninjured. Albert took the time to ensure the safety and well-being of this gentleman.

He is a fine example of the caring nature of RTD and the dedication to the service of our communities. In his role, Albert provides mobile service to the buses on a daily basis.







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MICHELLE BRIER
Michelle Brier is a Senior Public Relations Specialist for RTD. Before joining RTD, she taught English in Prague. Prior to that, she worked as a writer and producer at Fox News in NYC for nearly 10 years. Michelle graduated from CU, Boulder with a degree in Broadcast Journalism.

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TO OPERATORS, WITH LOVE

POSTED BY LINDSAY SOUTHERLAND · 03.17.2020


Dear RTD Operators,

Today, March 18, is Transit Driver Appreciation Day. Words cannot express our gratitude for all that you do to reliably deliver riders to their destinations every day and night, but we'll try.

RTD exists because of you. You bring people home, students to school, passengers to appointments, employees to work, prospective employees to interviews, fans to sporting events, travelers to the airport – and so many other places. Connections are made because of you.

When roads are undrivable for many, you skillfully maneuver them to safely take your riders where they need to be. When your passengers arrive at their stops, they disembark, but you keep going. You keep driving because your route continues.

You fundamentally care about your riders. Every day, RTD receives commendations highlighting different ways that you have personally touched



LINDSAY SOUTHERLAND
Lindsay Southerland is the Project Manager for Communications at RTD. Prior to joining RTD, she was a contractor that provided strategic communications throughout the Office of Energy Efficiency and Renewable Energy at the U.S. Department of Energy.

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Community Advertising

Additionally, we leveraged partnerships to place PSAs on local public radio and display ads online, to reinforce RTD's profound gratitude for our in-house heroes.

The screenshot shows the Rocky Mountain PBS website interface. At the top left is the logo for 'ROCKY MOUNTAIN PBS'. To the right of the logo are social media icons for Facebook, Instagram, Twitter, and YouTube. Below the logo is a navigation menu with links for 'Home', 'Schedules & Programs', 'Watch', 'Events', 'Kids & Education', 'Support', 'About', 'Donate', and a search icon. The main content area features a large image of a group of people in historical attire, likely from a PBS program. To the right of this image is a red rectangular advertisement with the text 'Thank you to all the everyday heroes, the essential workers, for being incredible.' and the RTD logo. Below the advertisement is a 'Join Our Weekly Newsletter:' section with an input field for an 'e-mail address'.



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