

## Transit is Essential Campaign: Social Media Impact

Greenlink – Greenville County’s public transit system – is an essential part of our economy. Bus systems throughout the nation saw dramatic declines in their numbers of passengers in 2020, but ridership on Greenlink was more consistent because Greenlink’s customers are essential workers. They have always been the folks who are meeting the daily needs of our community: working in our hospitals, restocking toilet paper and checking us out in grocery stores, providing child care and elder care, working in food processing, and handing meals through fast food drive through windows.

We launched the Transit is Essential Campaign to share stories from some of Greenlink’s riders who are essential workers. We partnered with Rettew Creative to produce five videos, each featuring a different essential rider, and shared the video across Greenville Connect's social media platforms. The featured riders are some of the people who kept our community running in 2020 and who keep our economy running today. This campaign celebrates their work, and highlights the importance of transit in our community.

### Five Video Features

**Jenny Black**  
Prisma Health

**Laura Johnson**  
Food Lion

**James Foster**  
Krispy Kreme

**Dorothy Waldrop**  
Bon Secours  
St. Francis

**Dequan Downs**  
Project SEARCH



#### FACEBOOK

**People Reached:** 40,424  
**Post Engagement:** 4,550  
**Post Clicks:** 4,234  
**Link Clicks:** 876  
**Reactions:** 198  
**Comments:** 25  
**Shares:** 18



#### TWITTER

**Impressions:** 1,217  
**Video Views:** 240  
**Likes:** 17  
**Retweets:** 11  
**Profile Visits:** 8  
**Link Clicks:** 2



#### LINKEDIN

**Impressions:** 450  
**Video Views:** 1,372  
**Reactions:** 23  
**Shares:** 25  
**Link Clicks:** 13