

Social Media in Public Transportation

By Eric Zimmert, Braden Social Media



Elements of Effective Social Management

1. Publishing
2. Monitoring
3. Response (Engaging with fans)

Brands can either let conversations happen... OR Be a Part of it!

Remember:

- People want to connect with brands
- The audience is their key asset
- Facebook is still number 1
- Mobile is key
- Cover all the steps: Publishing, Monitoring & Engaging with fans

Mobile is king

Mobile devices have taken over desktop as the most popular way to browse the web

Social Media just Replacing other media

It's adding a social layer

What you're watching TV...
 (Image of a TV screen showing a social media interface)

Human-to-Human

Through all of the growth of social media, and all of the new social networking sites and apps, one thing remains: social media is human-to-human interaction. No matter the platform or size of the audience.

[Just as it was before social]

Evolution of Social Media

From the early days of MySpace and Facebook to the current era of Instagram, Snapchat, and TikTok, social media has evolved rapidly. Brands need to stay on top of the latest trends to effectively reach their target audience.

Social Media is the "Social Layer of the Web"

[Users want to connect with brands!]

Social Media in Public Transportation

By Eric Zimmert, Braden Social Media



Elements of Effective Social Management

1. Publishing
2. Monitoring
3. Response (Engaging with fans)

Brands can either let conversations happen... OR Be a Part of it!

Remember:

- People want to connect with brands
- The audience is their biggest asset
- Facebook is still number 1
- Mobile is key
- Cover all the steps: Publishing, Monitoring & Engaging with fans

Mobile is king

Mobile devices have taken over desktop as the most popular way to browse the web

Social Media just Replacing other media

It's adding a social layer

What you're watching on TV...
 (Image of a TV screen showing a social media interface)

Human-to-Human

Through all of the growth of social media, and all of the new social networking sites and apps, one thing remains: social media is human-to-human interaction. No matter the platform or size of the audience.

[Just as it was before social]

Social Media is the "Social Layer of the Web"

[Users want to connect with brands!]

Evolution of Social Media

From the early days of MySpace and Facebook to the current era of Instagram, Snapchat, and TikTok, social media has evolved rapidly. Brands need to stay on top of these changes to effectively reach their audience.

Evolution of Social Media

*Nearly two-thirds of American adults (65%) use social networking sites, up from 7% when Pew Research Center began systematically tracking social media usage in 2005.**

Facebook remains the most popular social media site – 72% of online adults are Facebook users, amounting to 62% of all American adults.

Age differences: Seniors make strides – Young adults (ages 18 to 29) are the most likely to use social media – fully 90% do. Still, usage among those 65 and older has more than tripled since 2010 when 11% used social media. Today, 35% of all those 65 and older report using social media, compared with just 2% in 2005.

**Pew Research Center*

Human-to-Human

Through all of the growth of social media, and all of the new social networking sites and apps, one thing remains: social media is human-to-human interaction. No matter the platform or size of the audience.

[Just as it was before social]



Social Media is the "Social Layer of the Web"

*Social Media connects people to people, and
people to brands (and brands to brands)*

[Users want to connect with brands!]



Social Media isn't Replacing other media

It's adding a 'social layer'

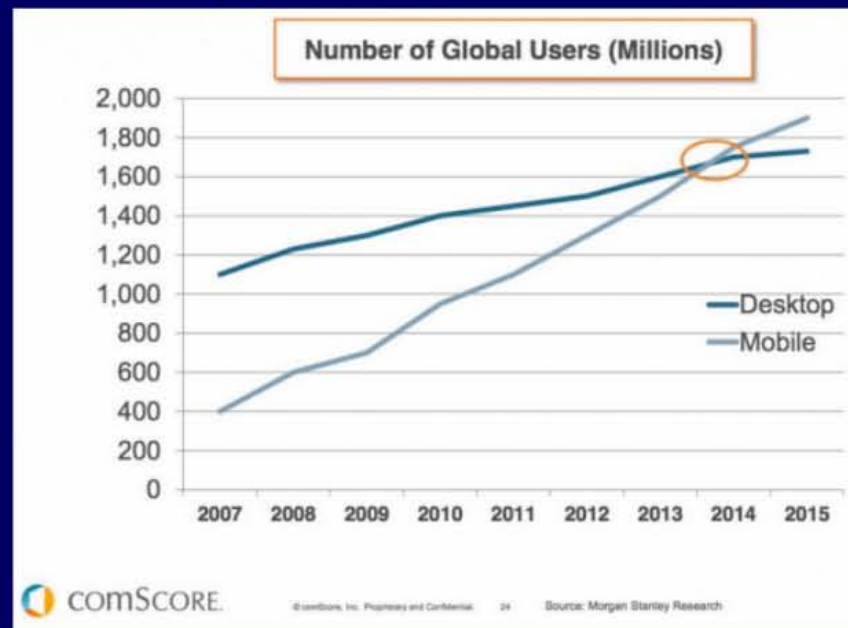
*While people are watching TV...
Super Bowl XLVII "lights out"*



*While people are listening to music...
While people are riding public transit
[especially on mobile]*

Mobile is king

Mobile devices have taken over desktop as the most popular way to browse the web.



*comScore

Elements of Effective Social Management

- 1. Publishing*
- 2. Monitoring*
- 3. Response (Engaging with fans)*

Brands can either let conversations happen... OR Be a Part of It!

Remember:

- *People want to connect with brands*
- *The audience is there (any age)*
- *Facebook is (still) number 1*
- *Mobile is key*
- *Cover all the steps: Publishing,
Monitoring & Engaging with fans*

Social Media in Public Transportation

By Eric Zimmert, Braden Social Media



Elements of Effective Social Management

1. Publishing
2. Monitoring
3. Response (Engaging with fans)

Brands can either let conversations happen... OR Be a Part of it!

Remember:

- People want to connect with brands
- The audience is their biggest asset
- Facebook is still number 1
- Mobile is key
- Cover all the steps: Publishing, Monitoring & Engaging with fans

Mobile is king

Mobile devices have taken over desktop as the most popular way to browse the web

Social Media just Replacing other media

It's adding a social layer

What you're watching on TV...
 (Image of a TV screen showing a news broadcast)

Social Media is the "Social Layer of the Web"

(Users want to connect with brands)

Human-to-Human

Through all of the growth of social media, and all of the new social networking sites and apps, one thing remains: social media is human-to-human interaction. No matter the platform or size of the audience.

[Just as it was before social]

Evolution of Social Media

From the early days of MySpace and Facebook to the current era of Instagram, Snapchat, and TikTok, social media has evolved rapidly. Brands must stay on top of these changes to effectively reach their target audience.