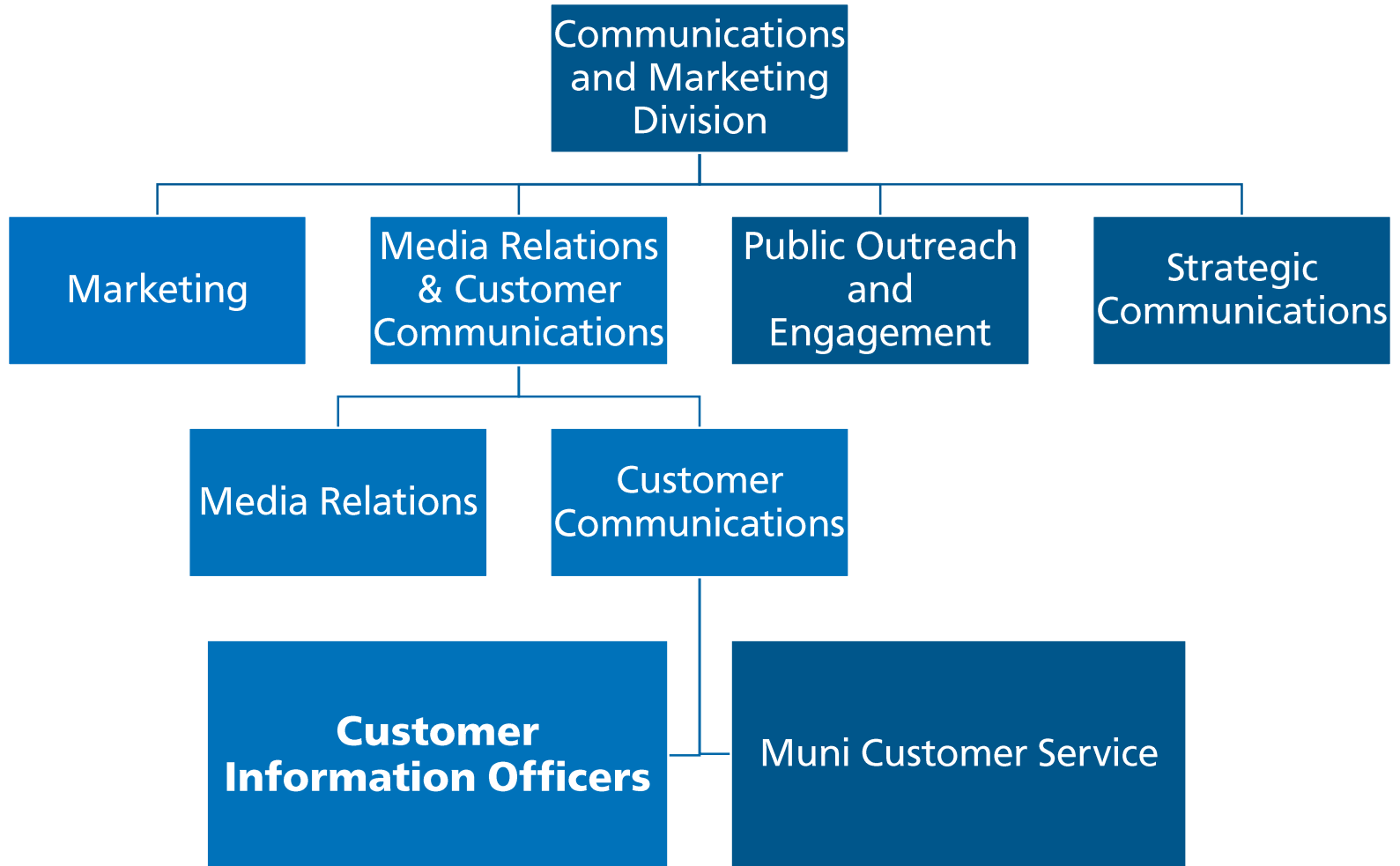




SFMTA Social Media Overview

February 12, 2019

Customer Communications



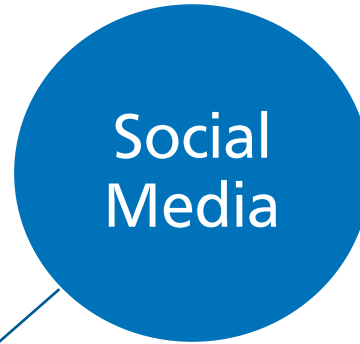
Social Media Goals

1. Talk and listen to customers where they are
2. Help customers and the general public understand who we are and what we do
3. Support and promote employees' efforts
4. Amplify our strategic plan
5. Leverage our content-heavy website and make it more inviting

SFMTA Digital Communications



Customer



- Twitter
- Facebook
- Instagram
- YouTube
- LinkedIn



- Moving SF Blog—daily publication
- 80% mobile visits



- Subway signs
- Shelter signs
- Smartphone Apps



- 162,462 Subscribers
- More than 500 topics, including alerts for all Muni routes and lines by time of day



- Coming soon
- Construction projects

Real-time Muni Alerts

- Three customer information officers
- Coming soon: 7 days a week
- 5 a.m. to 9 p.m. during the weekday
- Staff during special events during the weekend
- Alerts provided on email, text and Twitter
- Embedded with Transit staff at TMC and OCC

Muni Service Alert Process Overview

Customer Information Officers use the basic process outlined below to send out a Muni Alert or notification

Identify

- Monitor various channels for Muni service changes and disruptions
- Identify a delay or service disruption

Research

- Confirm the event
- Gather details: Route, time, location, etc., including SFMTA response
- Assess impact to customers and other Muni service

Notify

- Determine which notification tools should be used
- Craft and send message

Report

- Report complaints to operations and other relevant staff for follow up.
- Share feedback and stats on overall complaints and trends for specific projects.

Contacts

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