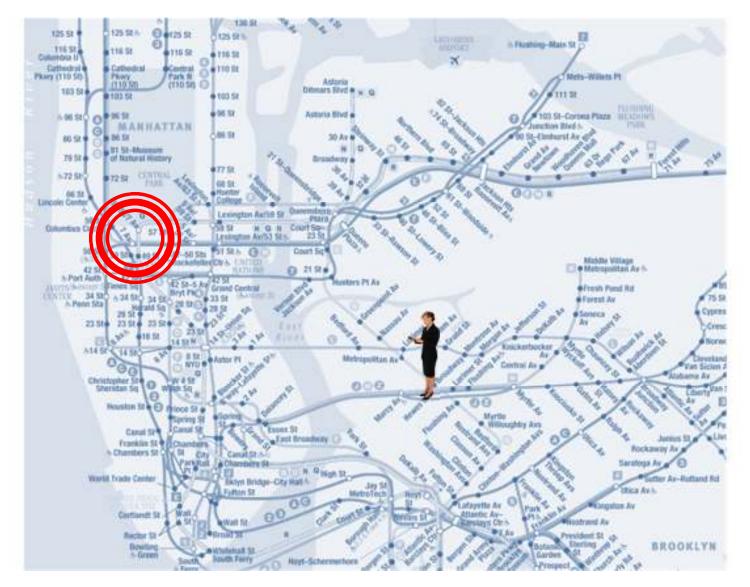
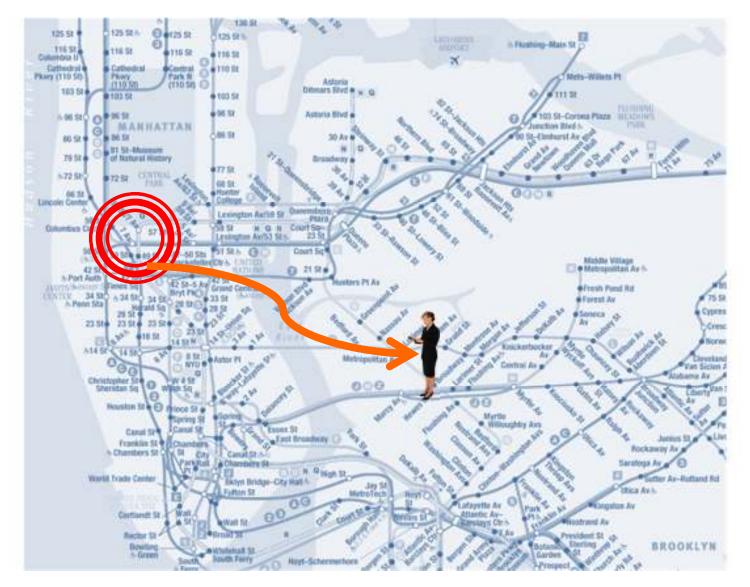
How Social Media Moves New York

Sarah M. Kaufman NYU Rudin Center for Transportation NACTO - October 24, 2012

A New York Minute



A New York Minute



Where Transportation Customers Really Are



Different Networks Have Different Strengths

- Twitter
- Facebook
- Flickr
- YouTube
- FourSquare
- Blogs



Timeliness of Social Media Posts



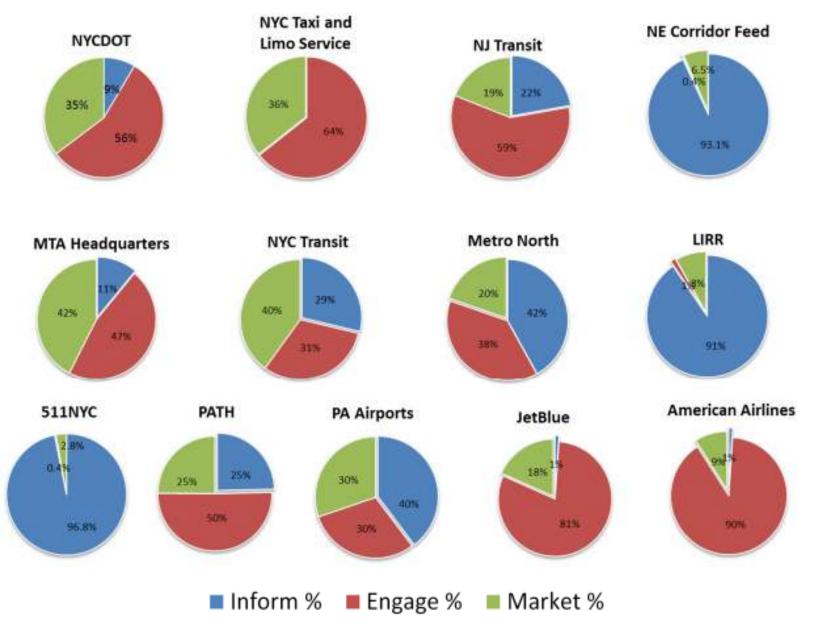
Why Are Followers/Likes/Subscribers Important?

- Engagement
- Motivation
- Amplification

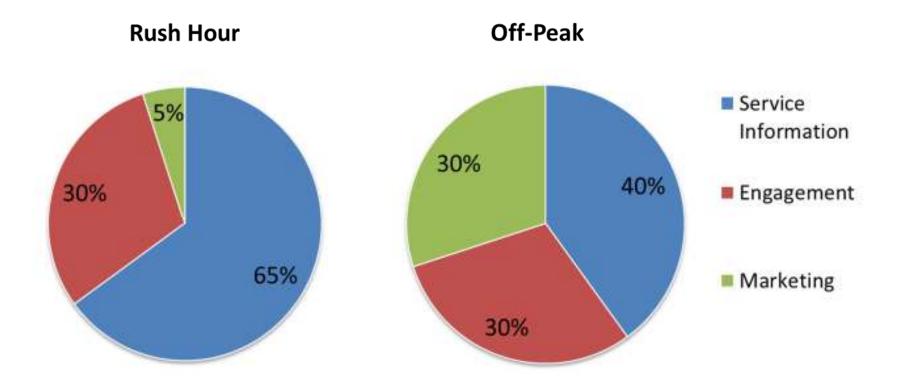
Higher Ridership Does Not = More Followers

Transportation Service	Avg. Weekday Passengers**	Facebook likes*	FB likes per rider	Twitter followers*	Followers per rider	Youtube uploads*	Flickr photos*	Blog since
Transit			1		16 			
MTA Headquarters	n/a	12,522		24,564		178	2,268	
NYC Transit	7,446,734	7,722	.001	33,595	.005		201	
Metro-North Railroad	281,446	2,832	.01	6,107	.022			
Long Island Railroad	283,415	3,453	.01	6,046	.021	42		
NJ Transit	940,877	1,925	.002	11,442	.012	13		
PATH	262,400			14,260	.054			
Traffic			1			S 1		4
NYC Dept. of Transportation	n/a	4,239		17,105		48	1,843	02/2011
NYC Taxi & Limousine Commission	471,200 ¹¹	846	.002	3,807	.008		1555)	8777
511 NYC	n/a	1,432		1,035		8	78	
Aviation			k da e so		18.1. 1922	NG R		0 0
Port Authority Airports	290,19412	2,375	.008	7,918	027			
American Airlines	275,00013	375,150	1.36	402,246	1.46	184		
JetBlue	82,76014	627,382	7.58	1,678,624	20.28	39	16,487	2009
Outside NY Region					10.	90 t.		
BART (San Francisco)	347,700	18,051	.052	25,062	.072	209		11/2008
MBTA (Boston)	496,200	950	.002	15,785	.032	9		
	*recorded on 8/6/12 ** Self-reported by ag	encies on own w	rebsites and to r	American Public Tra	ansportation Asso	ciation, except	where other	wise noted

Informing, Engaging, Marketing



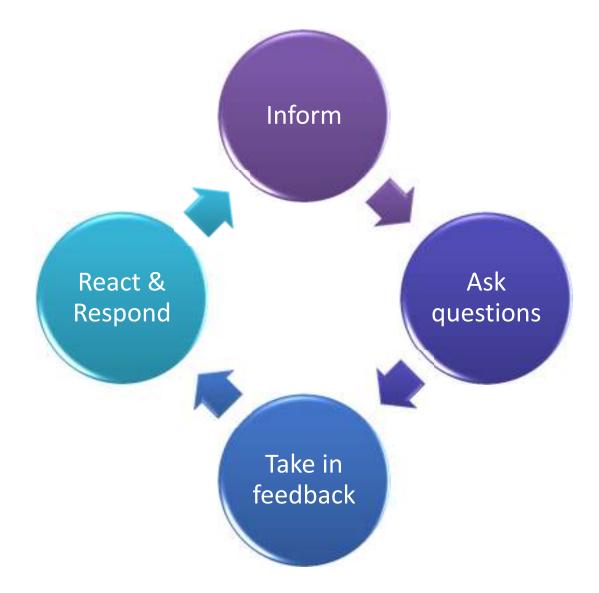
Recommended Proportions of Social Media Posts



Maximizing Twitter's Potential

- #hashtags
- Conversations
- Photos
- Videos
- Contests

Listening is an Active Process

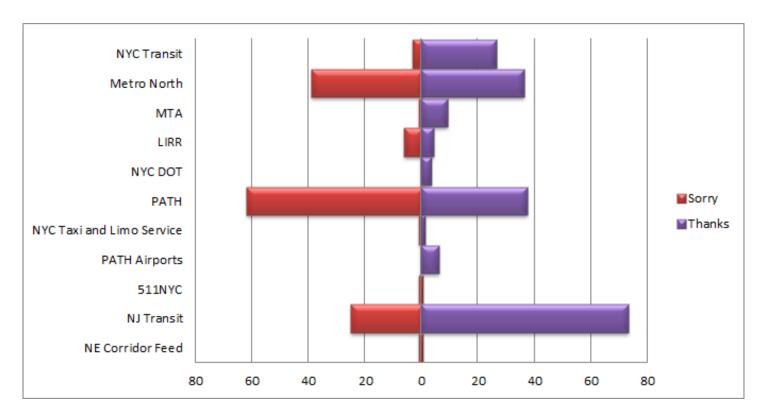


Cater to A Diverse Audience

- Only 2 public transportation providers tweeted in non-English (6 tweets total)
- 48% of New Yorkers speak a language other than English at home

Accountability

Instances of "Sorry" and "Thanks" in Tweets May & June, 2012



Challenges

- Digital Divide
- Account Security
- Archiving
- Staff Resources
- Negativity
- Managing User Expectations

Social Media Activity in New York City



Source: Flickr – Eric Fischer

Future of Social Media



Future of Social Media



Role Models

BART's Home Page

- Provides social media links directly from home page
- Shows connection between social media and service information



NYC DOT's Daily Pothole: thedailypothole.tumblr.com



TAT A publicative of Stee York Chy DOT

7,045,280 square yords resurfaced this FY

Bepart a Pothaie

Street Ratios Map



239,399

"Keeping our streets in good condition is essential to our economy and to our quality of life – and that's why we are always looking for ways to do the job more efficiently."

- Marris Thomas and

1-----



CARDIN EXCELLENCE

JetBlue on Facebook



LA's Metro's Specialized Blogs

Metro Blogs

Blogs are a type of website that are typically topic-driven and have new content or information on a regular basis. Metro has a number of blogs, have a look:

> If El Pasajero

Metro's Spanish language blog. El Pasajero features a steady stream of breaking news, photos and videos about virtually every aspect of mobility Metro is involved with- buses, trains, highway improvements, bicycle and pedestrian programs, goods movement, vanpools, carpools, destinations and more.

Metro Developer / Transit Data

A website for technical individuals and entities who are using transportation and multi-modal data in interesting ways. Get access to Metro's GTFS data, GIS data, Bikeways data, Trip Planner API, Realtime API.

Metro Transportation Library Transportation Headlines

Our Transportation Headlines have kept readers informed since 2006. They are published Monday through Friday, except holidays. We collect, aggregate, publish and disseminate news stories that pertain to both local transit and transportation as well as national issues in related areas.

Metro Transportation Library Primary Resources Blog.

Our Primary Resources Blog highlights unique and interesting items from our Library & Archive collection related to Los Angeles transit and transportation history, as well as recent acquisitions, reviews of recent transportation research, historic maps, and notable news from libraries, archives and museums.

> If The Source

Metro's transportation news blog. The Source is your connection to the latest agency news, funding and policy issues, and how to get the most out of transit and Los Angeles.

http://www.metro.net/news/metro-web/

TOWNHALL TOWNHITE HOUSE JULY 6TH, 2rd EDT / 11^{AM} PDT



You Tweeted

Tens of thousands of questions were tweeted to #AskObame on Twitter about the economy, health care and other important issues. The response was amazing.

t1 You Chose

Follow @townhall

Twitter Search algorithms identified the most engaged-with Tweets from your questions and retweets by a panel of seasoned Twitter users with experience discussing the economy. The President Answered Questions were read live to the President by Twitter's Executive Chairman Jack Dorsey; the questions and @whitehouse summaries were retweeted by @townhall.

19 Follow @whitehouse

Thank you for participating!

The live event is now over. You can still watch the recorded webcast or view the MakObarna conversation on Twitter.

Official Q&A Tweets

whitehouse The White House President Obama makes history as the first President to live tweet. Video: http://t.co/l45AGYg to Reply 13 Retweet ① Fevorite

whitehouse The White House
Lots of great Qs via #AskObams - Brian
Deese, Economic Advisor to the
President, will answer more tomorrow on
Twitter. Stay tuned.
 *5 Repty K3 Retweet
 Travorite

whitehouse The White House MT @twitterglobalpr: @townhall stats: 169,395 #AskObarna Tweets. Hot topics: Jobs (23%) Budget (18%) Taxes (18%) & Education (11%).



Read tweets for #AskObama

Download the Report: **Transportation and Social Media** http://wagner.nyu.edu/rudincenter/



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