



09/06/2020

Social Media Communications

**UITP Online Course on Marketing and Communication in
Public Transport**

Santiago, Chile; 8-11 June 2020

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PUBLIC SERVICE OR SERVICE OF CHOICE?

- **Captive vs. Choice Customers**
- **Focus on functional → lowest cost delivery**
- **Inward looking KPIs**
 - Schedule adherence
 - Number of journeys

Do these represent customer need, expectation or satisfaction??

“You’ve got to start with the customer experience, and work back toward the technology”

Steve Jobs





WHEN ARE CUSTOMERS TALKING TO YOU?

“Almost all communications between transport operators and their customers begin with a problem, frustration or failure.”

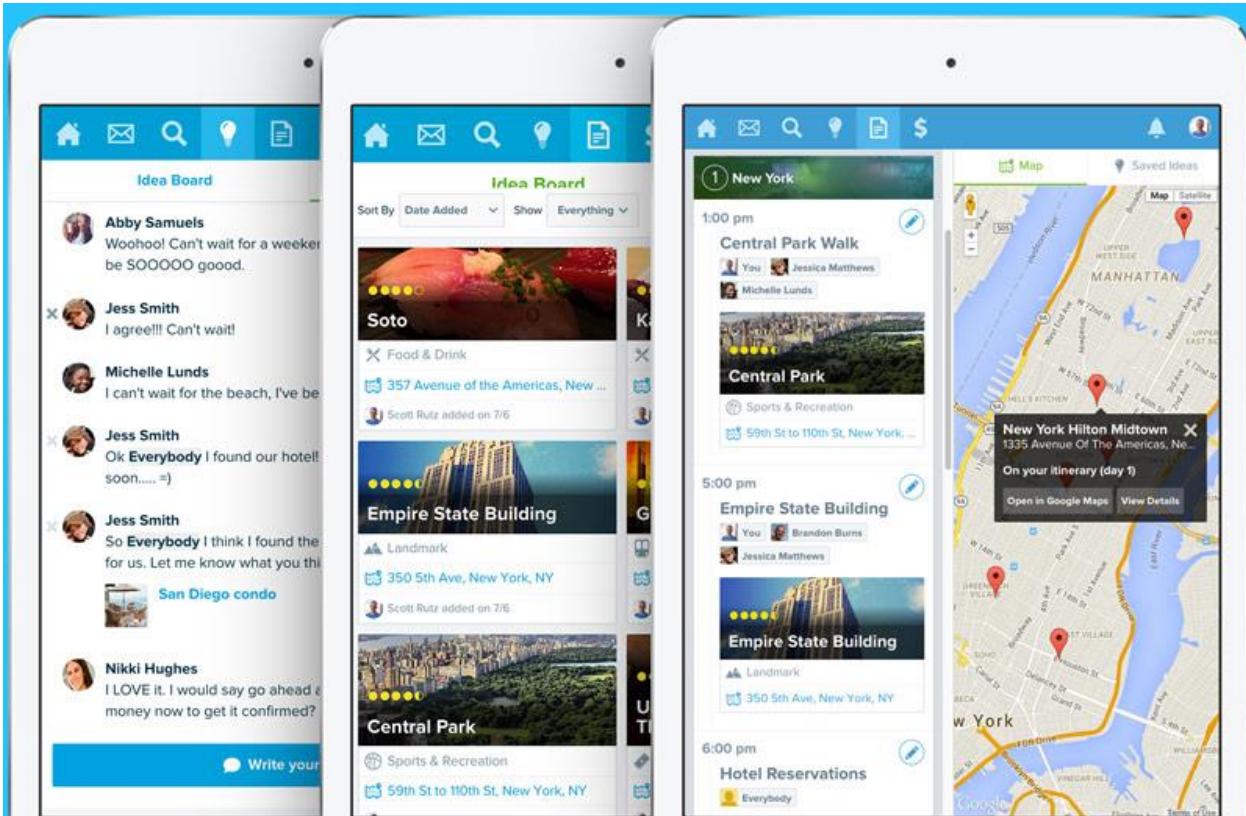


▶ ONLINE ENGAGEMENT

Offer new ways to access information

Customer are now pulling information as and when they need it.

Establishing a sophisticated online presence which can have a large impact on riders.





How many of you use social media?

What channels do you use?



WHY SOCIAL MEDIA

- It's huge. Everybody is using it.



DIGITAL AROUND THE WORLD IN 2020

THE ESSENTIAL HEADLINE DATA YOU NEED TO UNDERSTAND MOBILE, INTERNET, AND SOCIAL MEDIA USE

TOTAL
POPULATION



7.75
BILLION

URBANISATION:

55%

UNIQUE MOBILE
PHONE USERS



5.19
BILLION

PENETRATION:

67%

INTERNET
USERS



4.54
BILLION

PENETRATION:

59%

ACTIVE SOCIAL
MEDIA USERS



3.80
BILLION

PENETRATION:

49%



we
are
social

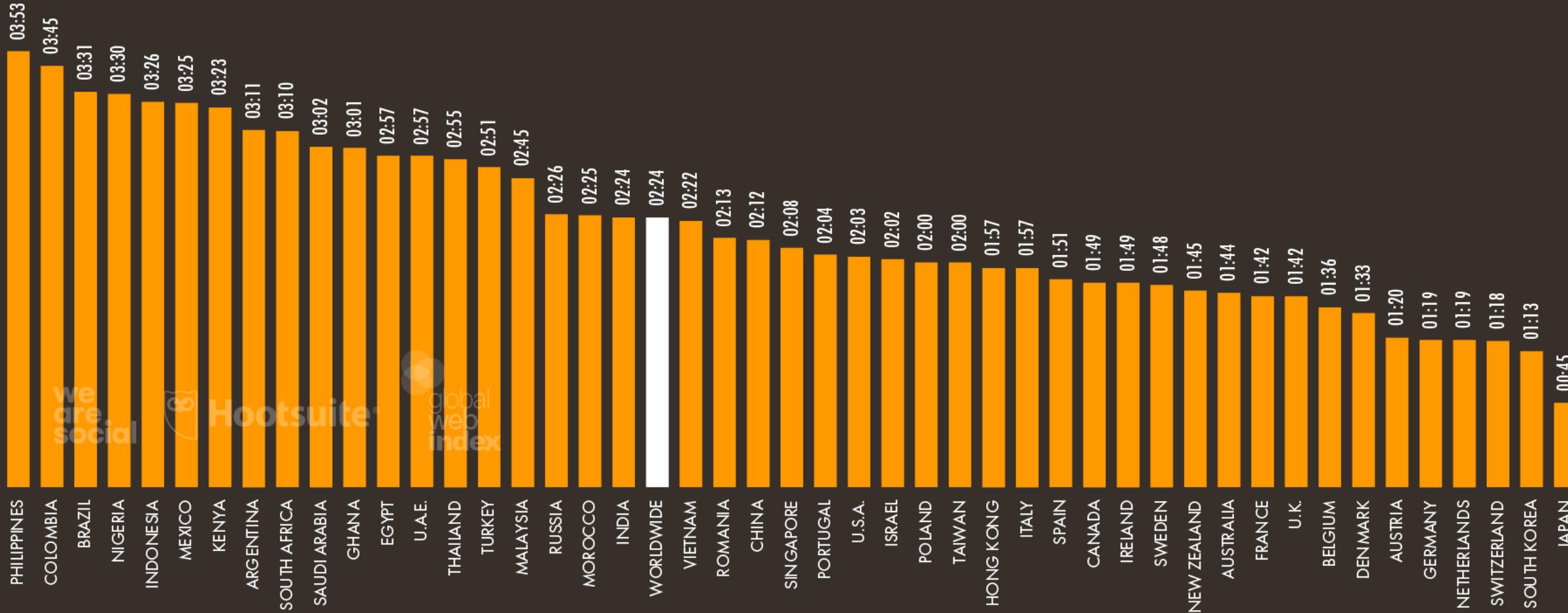


KEPIOS

JAN
2020

DAILY TIME SPENT USING SOCIAL MEDIA

AVERAGE DAILY TIME (IN HOURS AND MINUTES) THAT INTERNET USERS AGED 16 TO 64 SPEND USING SOCIAL MEDIA ON ANY DEVICE



SOURCE: GLOBALWEBINDEX (Q3 2019). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GLOBALWEBINDEX.COM FOR MORE DETAILS.

JAN
2020

SHARE OF TIME SPENT IN MOBILE APPS BY CATEGORY

AVERAGE TIME SPENT USING MOBILE DEVICES EACH DAY WORLDWIDE, WITH SHARE OF TIME SPENT IN TOP MOBILE APP CATEGORIES

AVERAGE TIME
SPENT USING MOBILE
DEVICES EACH DAY



SHARE OF MOBILE TIME
SPENT IN SOCIAL &
COMMUNICATIONS APPS



SHARE OF MOBILE TIME
SPENT IN VIDEO &
ENTERTAINMENT APPS



SHARE OF MOBILE TIME
SPENT PLAYING GAMES
(ANY GAME KIND)



SHARE OF MOBILE TIME
SPENT USING OTHER
KINDS OF APPS



3H 40M

50%

21%

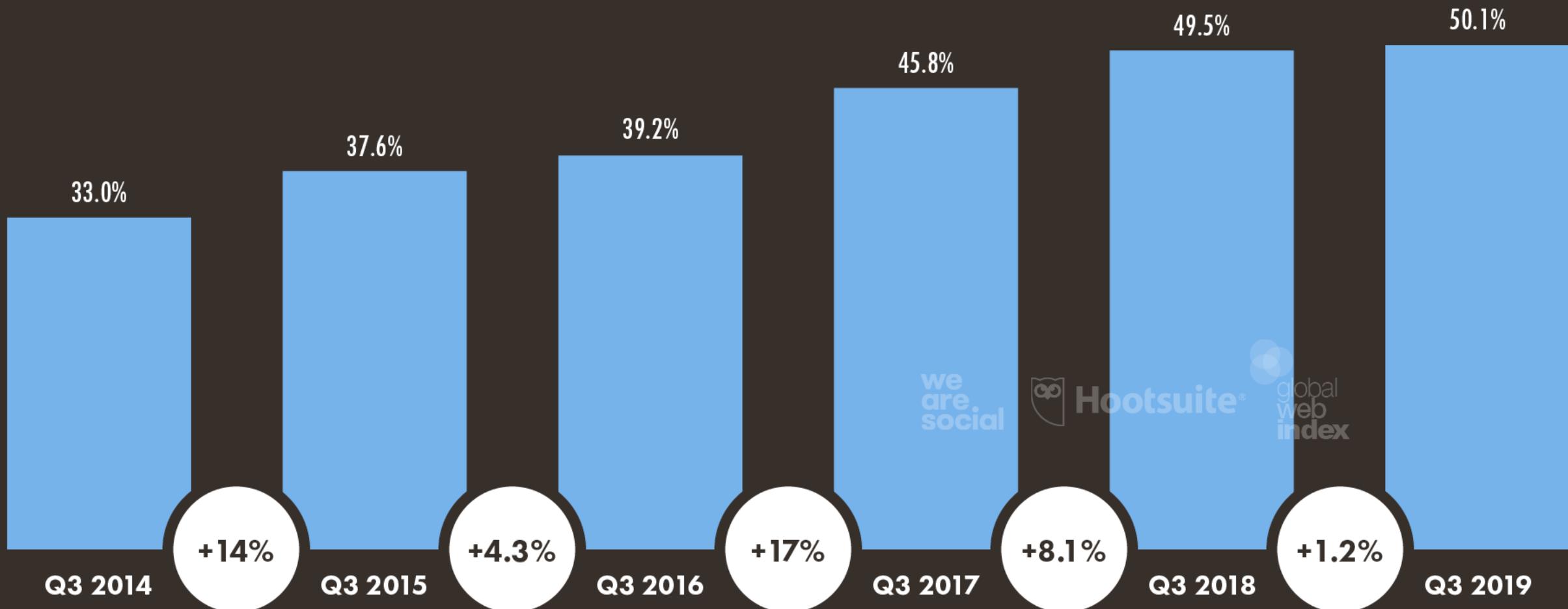
9%

19%

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2020

MOBILE'S SHARE OF TOTAL INTERNET TIME

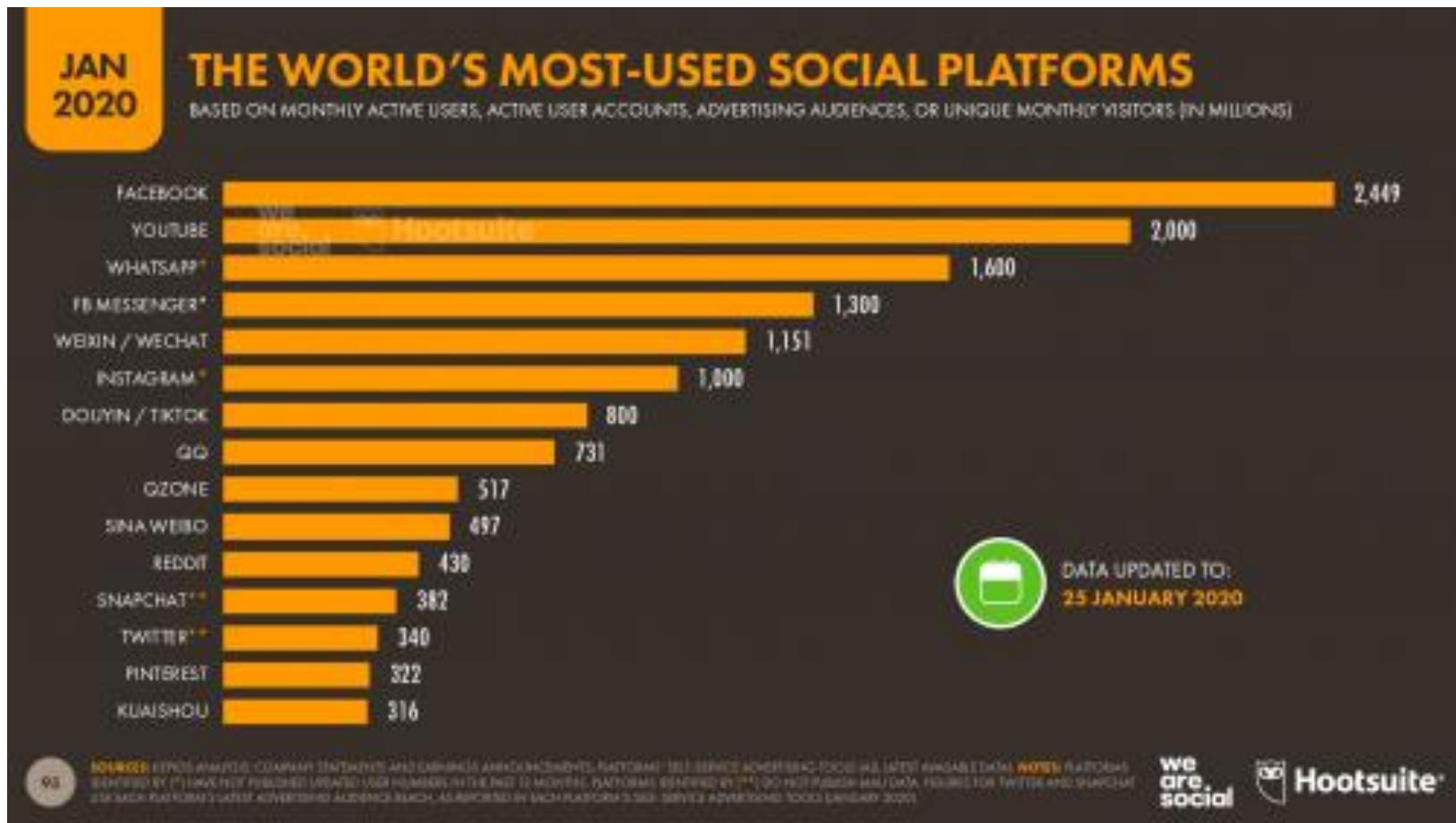
DAILY TIME THAT INTERNET USERS AGED 16 TO 64 SPEND USING THE INTERNET VIA MOBILE DEVICES AS A PERCENTAGE OF TOTAL DAILY INTERNET TIME



SOURCE: GLOBALWEBINDEX (VARIOUS DATA PERIODS, AS DETAILED BELOW EACH OF THE BARS IN THE CHART ABOVE). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GLOBALWEBINDEX.COM FOR MORE DETAILS.

WHY SOCIAL MEDIA

- It's free and its low cost to reach target market.



WHY SOCIAL MEDIA

- It allows users to make connections and keep contacts.
 - Interactive
 - Communicative
 - Customer footprints
- It allows sharing of information, photos or videos





HOW TO MAKE A POST VIRAL

- Make a compelling headline
- Understand what emotions makes people share
- Make people look good
- Do not oversell. Do not fake it to make it.
- Are you ready to buy your views?

*Pictures are worth a thousand words.
A video is a thousand pictures.*





HOW TO MAKE A POST VIRAL



Motivate
Amaze
Zombify
Amuse
Promote
Quizzes
Emote
Advocate
Warn
Hashtag
Inform
Reminisce





SOCIAL MEDIA REAL ESTATE

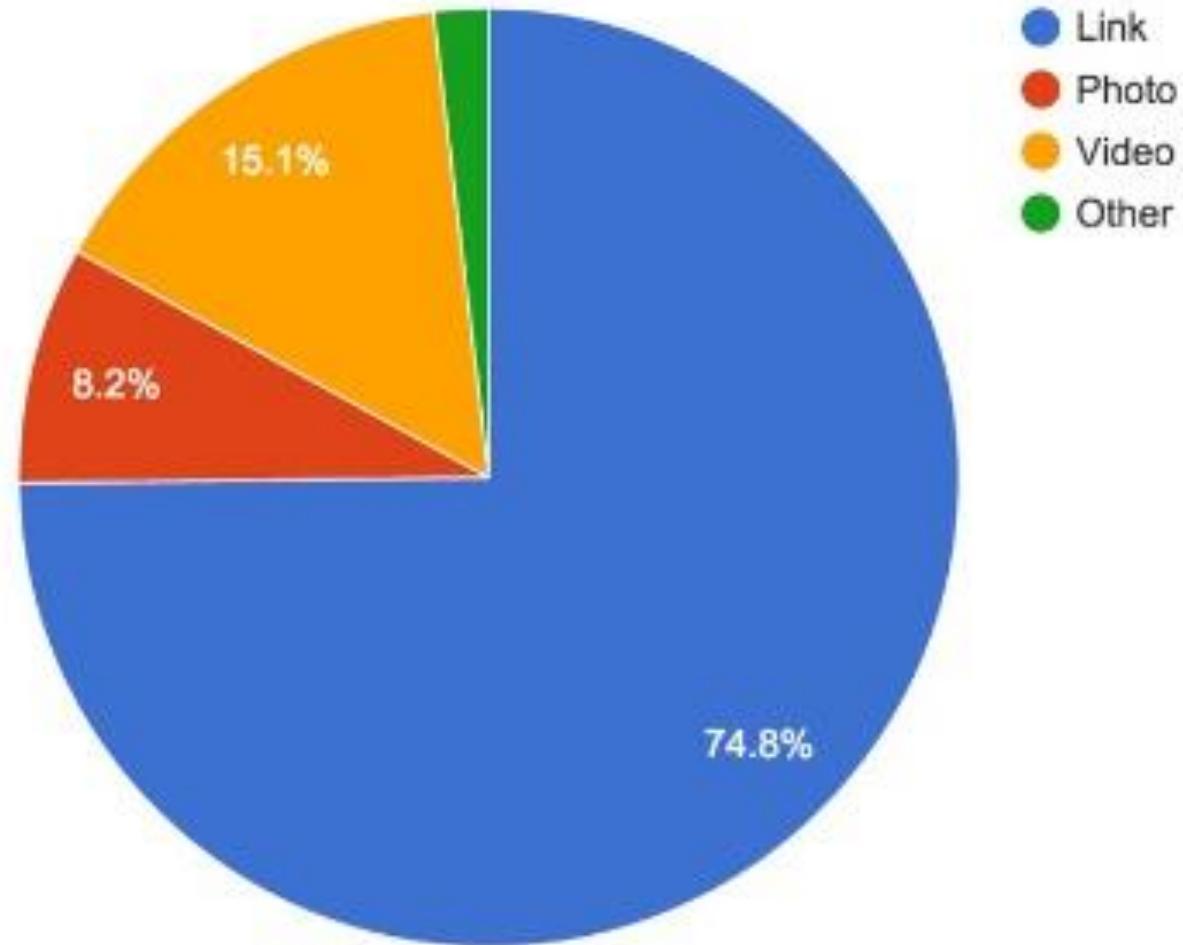
1. **Headline** – grabs attention.
2. **Text** – a short description about the product or site
3. **Description** - long version
4. **Caption** – URL
5. **Call-to-action (CTA)**
6. **Image/Video**





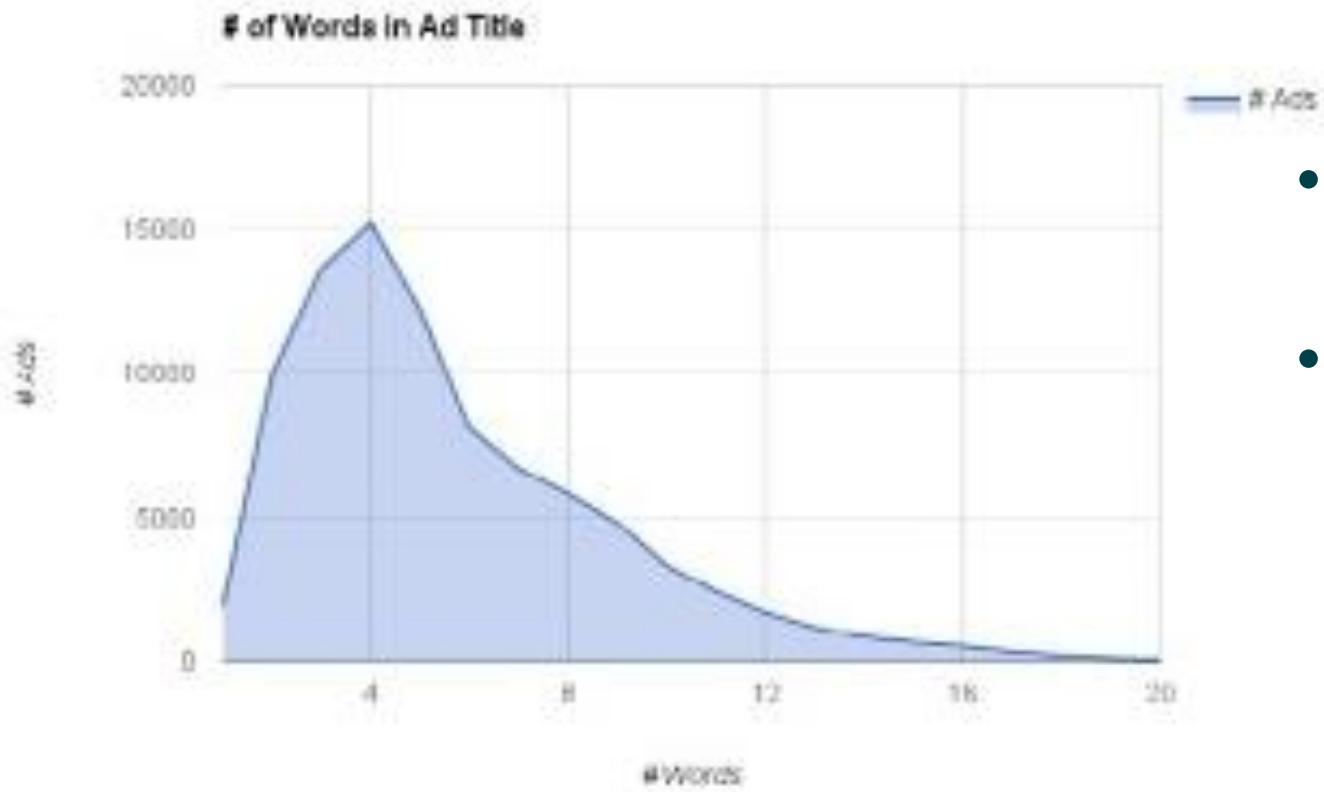
MOST POPULAR TYPES OF AD

1. **Page post link ads** – Most popular
2. **Video Ads** – drive high engagement
3. **Photo Ads** – good for generating comments and likes
4. **Other ad types** – good for specific aims





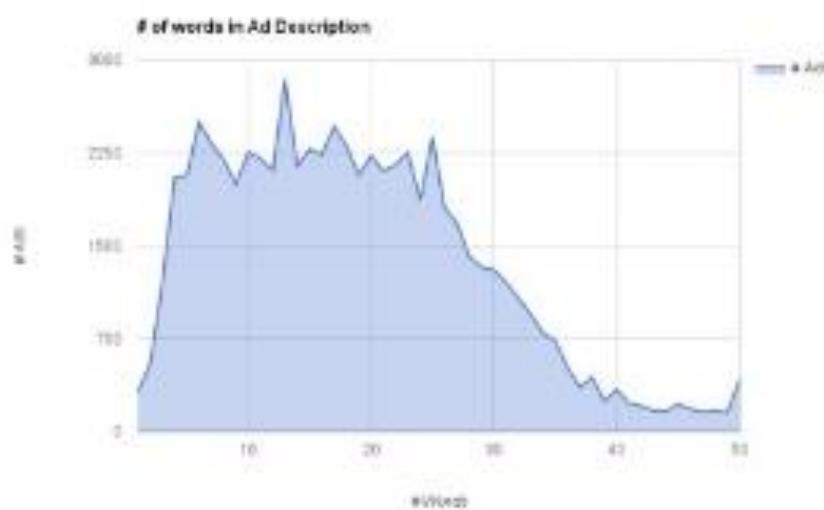
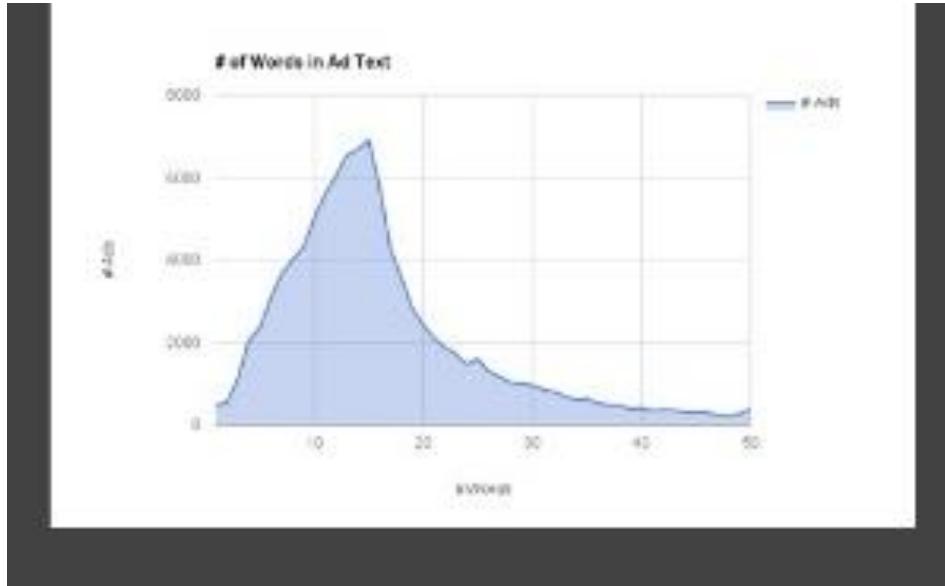
HEADLINE LENGTH



- Most popular Facebook ad **headline** length is 4 words
- Short **headline** grabs attention easily.

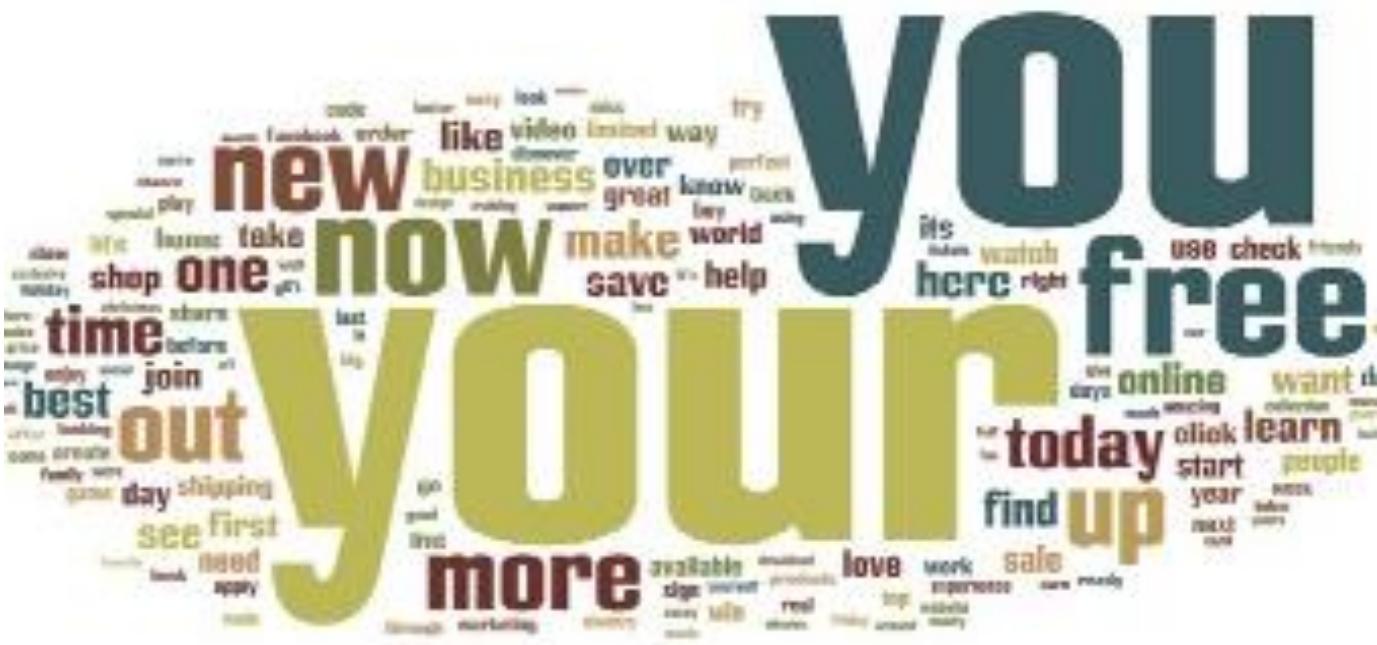


TEXT & DESCRIPTION LENGTH



- Median length for **post text** is 15 words
- Median description length is 17 words
- Keep text tight and to the point

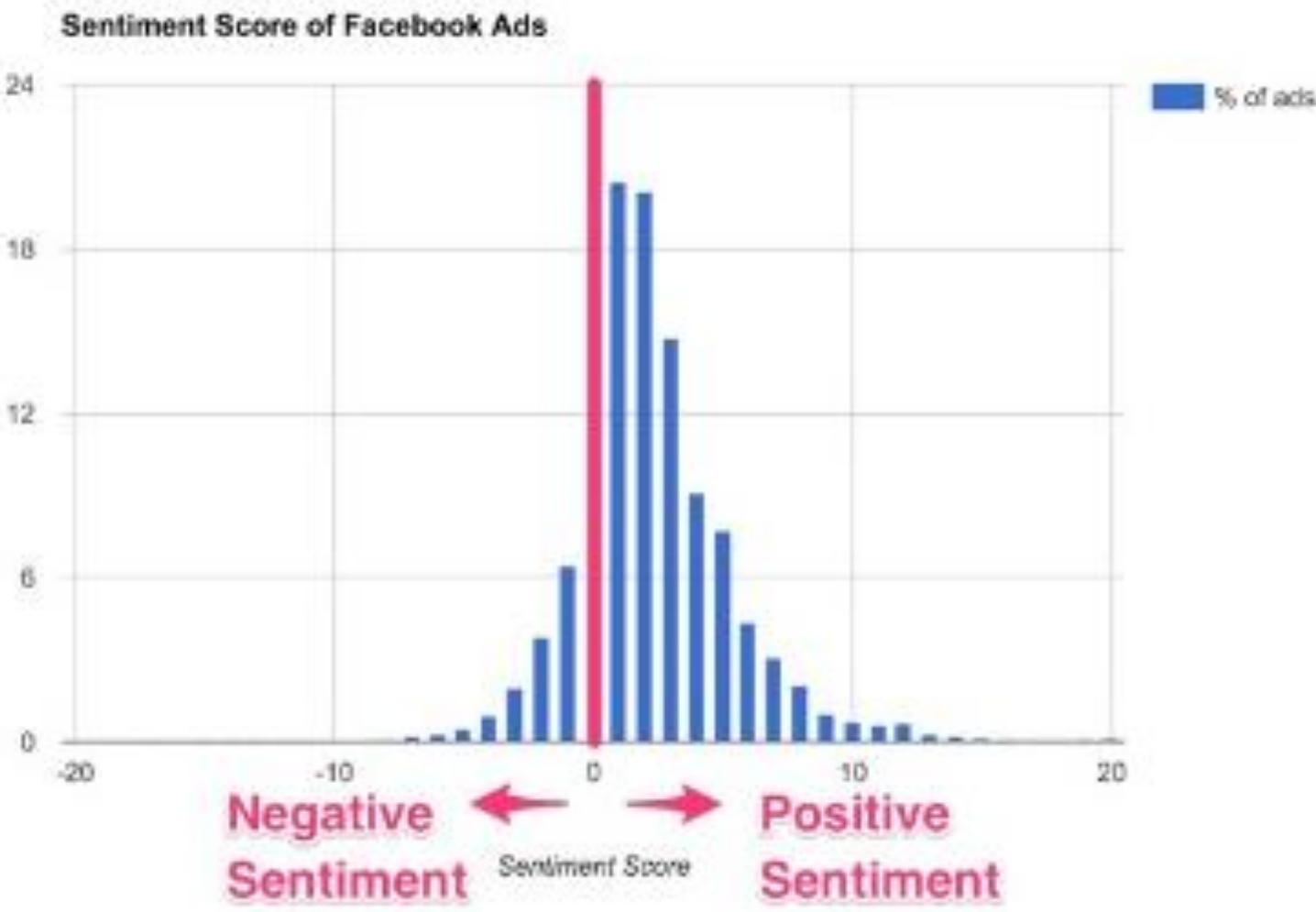
› MOST POPULAR WORDS



- **You/Your** – feels like it is talking to you
- **Free**
- **Now**
- **New**

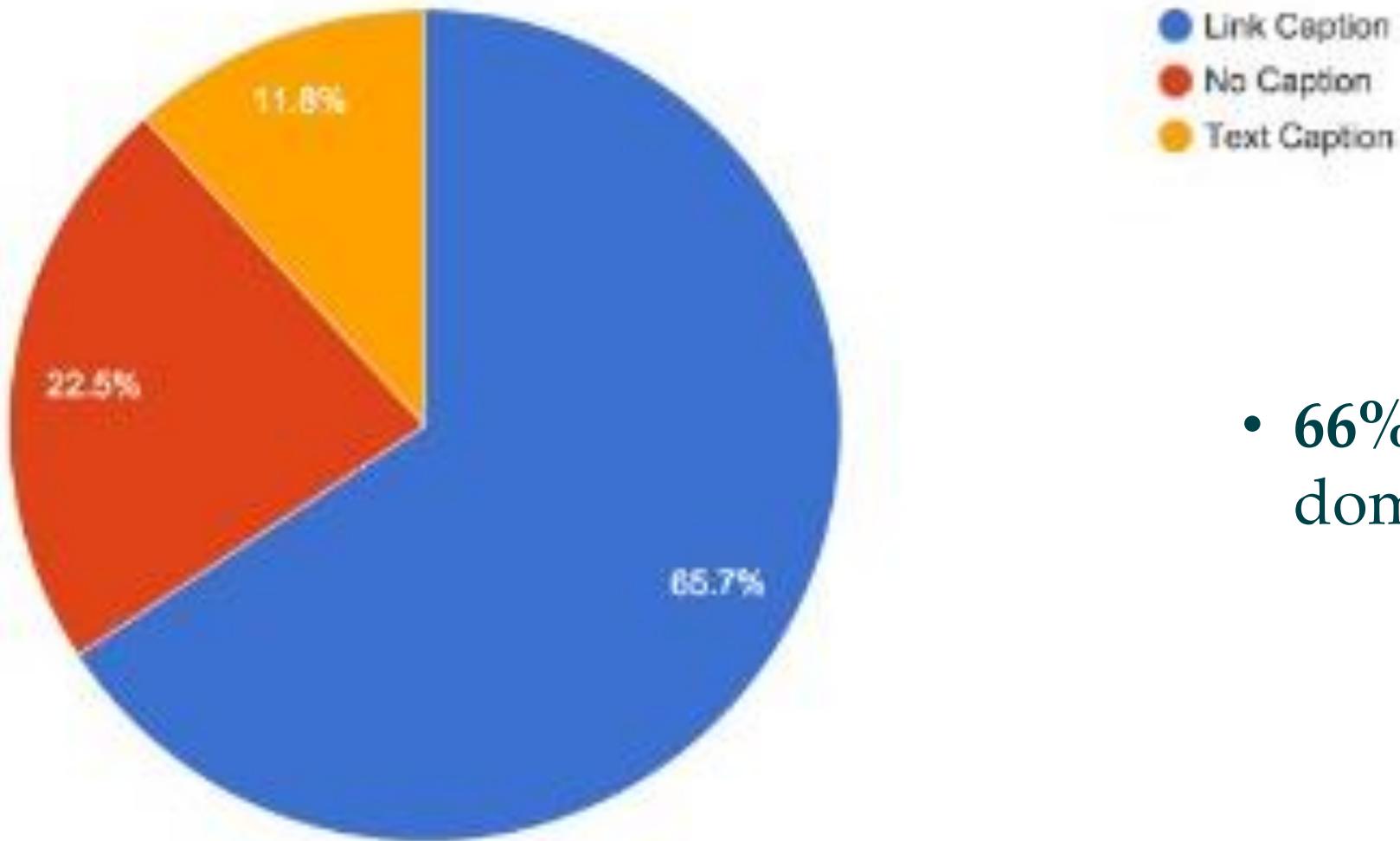


MOST POPULAR SENTIMENT



- Neutral or slightly positive

➤ MOST POPULAR LINKS



- 66% include domain URL



SOCIAL MEDIA RULES FOR SUCCESS

- You do not need a consultant for social media advertising but a passionate, knowledgeable team
- Success in social media cannot be determined by budget, content or vision
- Instead of promoting product features, focus on the benefits your products have to offer
- Go mobile or go home





MEASURING THE IMPACT

Page Inbox Notifications 99 **Insights** Publishing Tools Settings Help ▾

Overview

Promotions

Likes

Reach

Page Views

Actions on Page

Posts

Videos

People

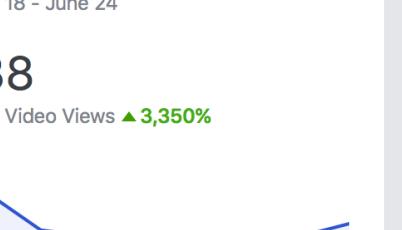
Messages

Page Summary Last 7 days ▾

Results from Jun 19, 2017 - Jun 25, 2017
Note: Does not include today's data

Export Data ↘

Organic Paid

Actions on Page June 18 - June 24 3 Total Actions on Page ▲ 50% 	Page Views June 18 - June 24 53 Total Page Views ▲ 382% 	Page Likes June 18 - June 24 12 Page Likes ▲ 200% 
Reach June 18 - June 24 2,405 People Reached ▲ 48,000% 	Post Engagements June 18 - June 24 858 Post Engagement ▲ 2,760% 	Videos June 18 - June 24 138 Total Video Views ▲ 3,350% 

Your 5 Most Recent Posts >

Emma Atta reacted to Amira Abd ElGawad's photo.

Kamlesh Sheth likes Abhishek Roy's post.

Alpana Rathi likes Gacetín

YOUR PAGES SEE ALL

City Sports 9+
City Kaitak 9+
Trans-Consult 9+

CONTACTS

Zareen Chiba
Manoj Misra
Neeraj Gupta
Aryaman Jain 1h
Hari Ram Shrestha
Prakash Jain
Kuldeep Singh

Search 

➤ ORGANISATION CULTURE

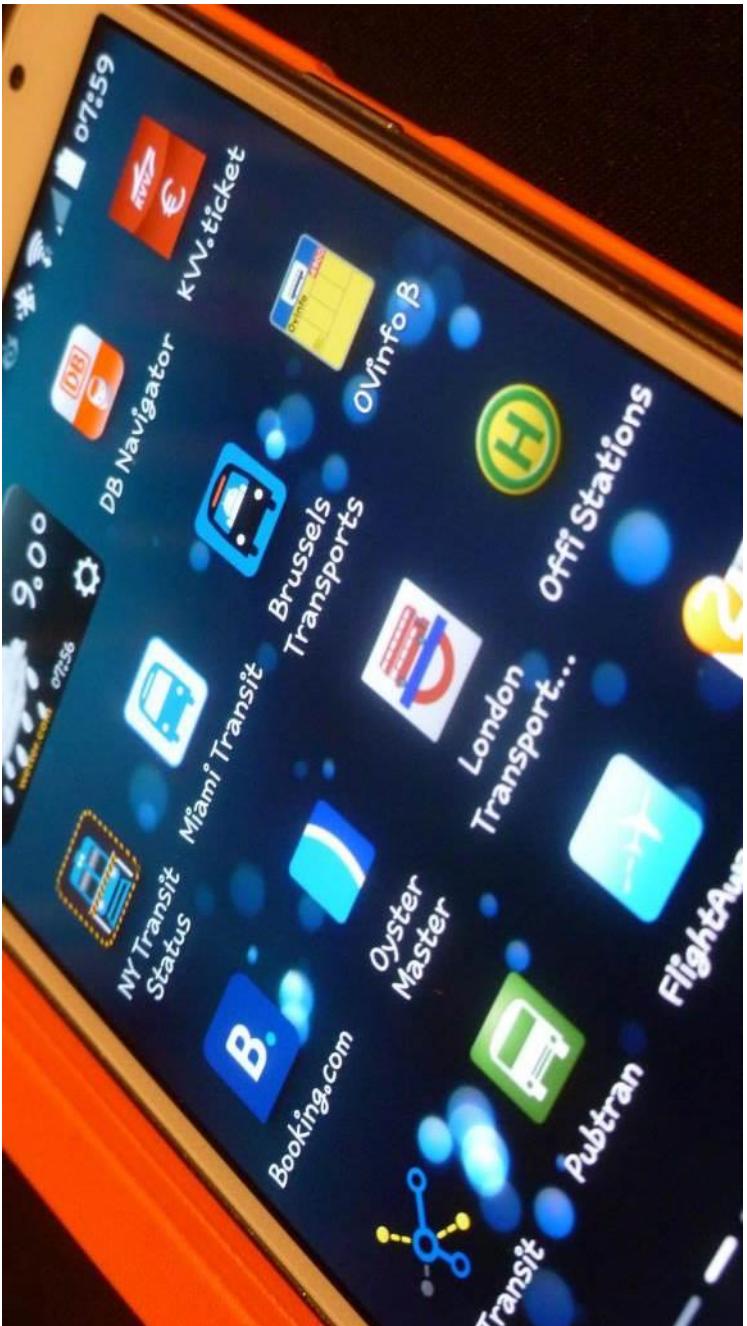
- **Must be a company culture to sustain and nurture social media**
 - Can you take the heat of negative comments?
 - Entertain?
 - Inform?
 - Or, because all your peers or competitors are doing it?
- **Must have a source of rich content that provides real value to customers**



What is driving social media





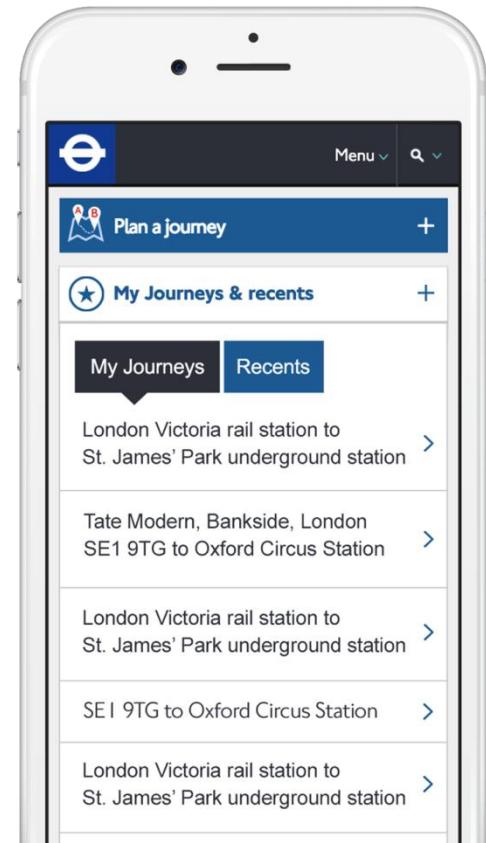
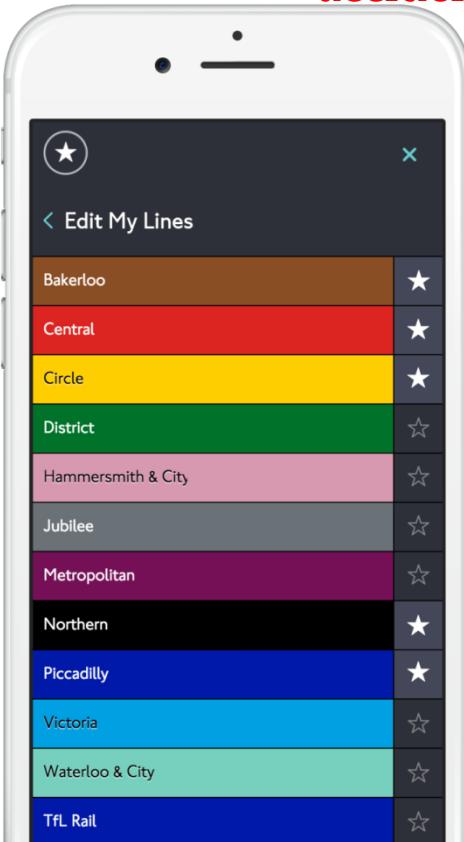
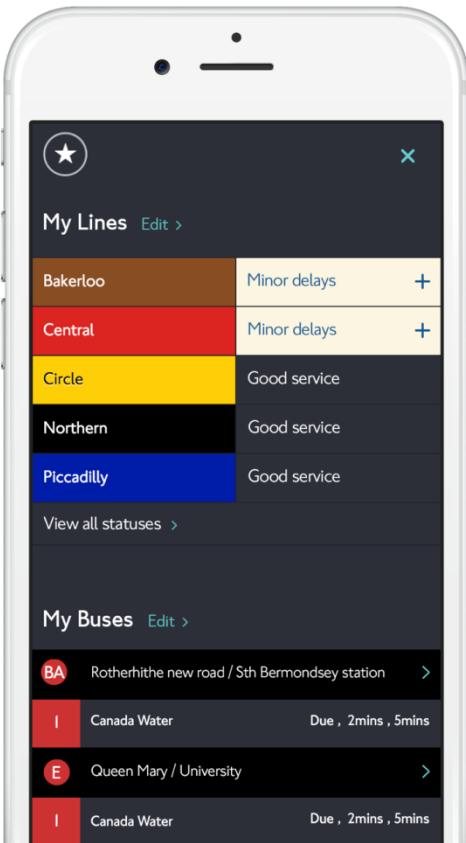


mobile apps and realtime data

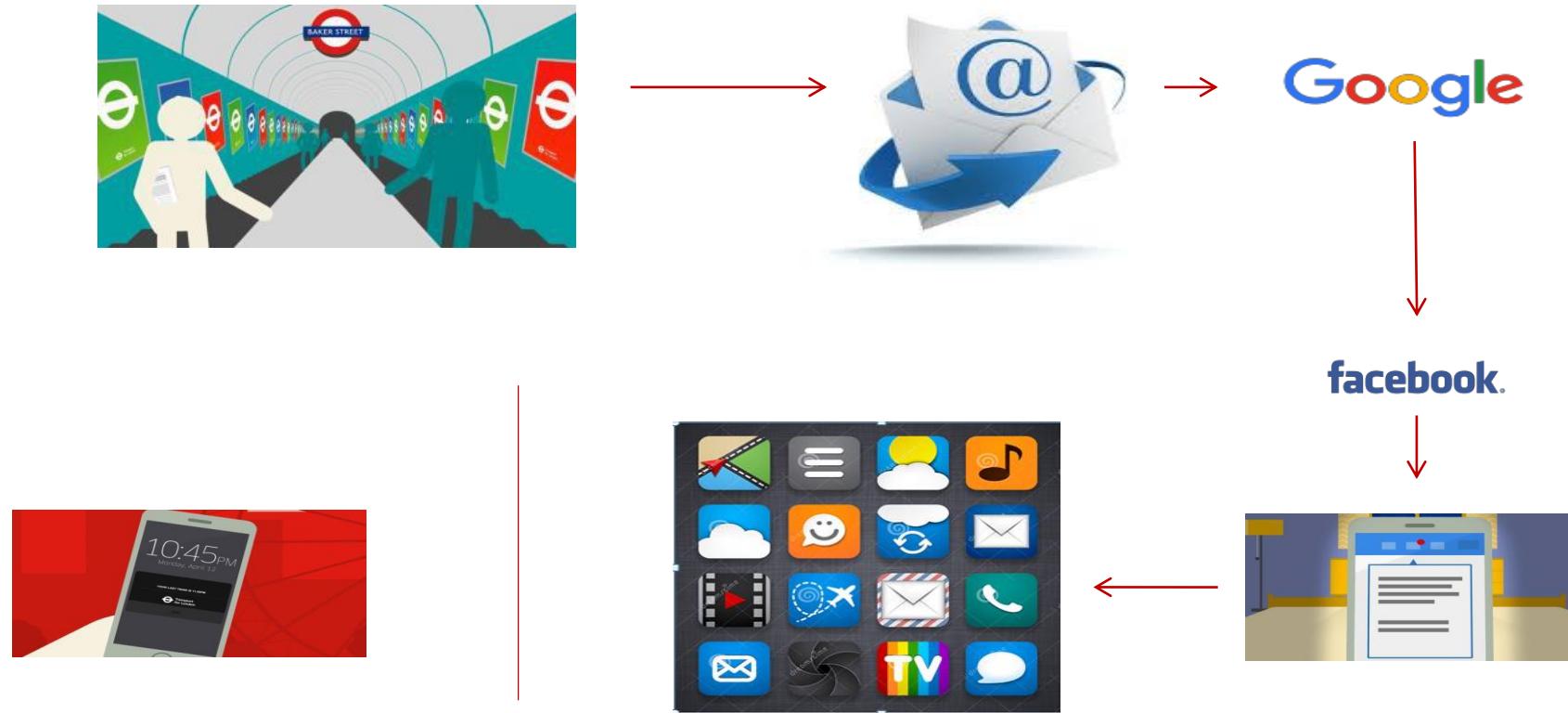
Personalisation

- All about personalisation - tailored info for the customer direct to their phone
- OPEN DATA POLICY

Personal space – treat it with respect
60% of mobile advertising accessed by people by accident



What does this mean for targeting the customers?



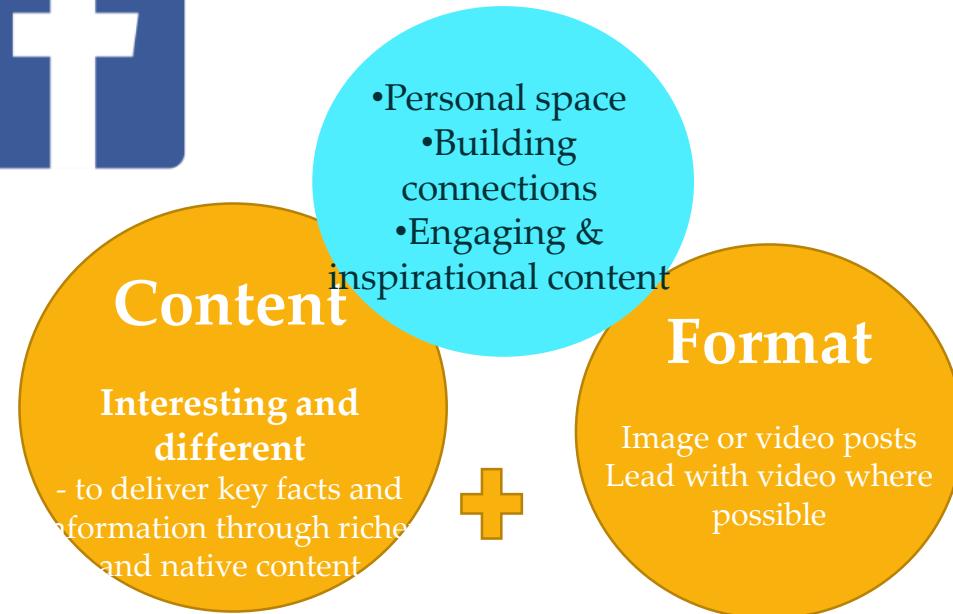
1. Planned closures on the weekend → Digital OOH sites in advance
2. Internal data can find customer who normally travel on weekend and they can be sent an email
3. Layer internal data with third party data from Google allows a display advertising alerting the customer.
4. On Facebook, an ad can be shown to encourage app download for checking alternative travel options (and share it with her friends).
5. Google Maps locates the customer heading to station. A mobile ad advising about the line closure and alternative travel options.

Social media content and formats:

Facebook

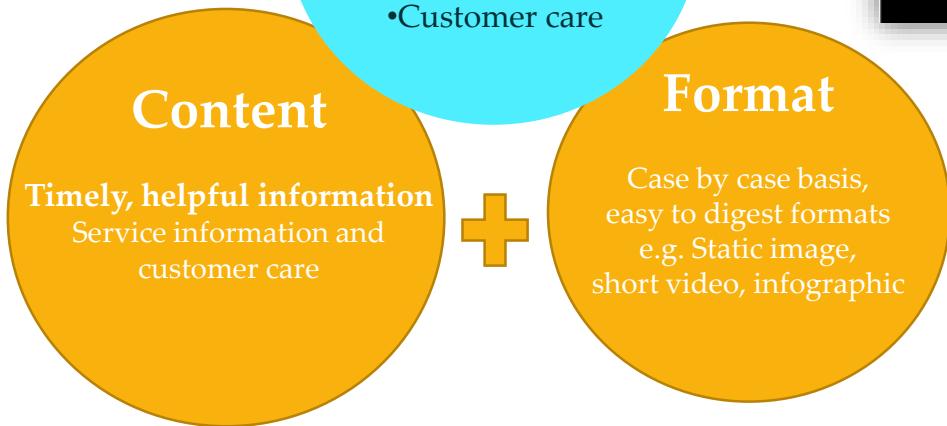
Delivering campaigns using content and formats **tailored** to each social media platform maximises engagement

- Playing to the **strengths** of each platform enables smarter and more effective communications



Facebook is a personal space, where the audience builds connections and the content should be engaging & inspirational – delivered through richer/original content, preferably images or video posts. Video achieves higher engagement.

Social media content and formats:



- Seeing and engaging conversations
- Relevant information to daily life such as real-time information
- Customer care

Check Your Travel campaign

Travelling on Christmas Eve?

Thursday 24 December 2015

Below is a summary of the main service changes and planned works on Christmas Eve. For full details, search TfL Festive.

 TfL's Tube and Rail services will operate a normal service until 20:00. Fewer trains after, and services will finish earlier than usual so please check your last train time.

 National Rail timetables will begin to change from 13:00, with services finishing earlier than usual. Please check nationalrail.co.uk/christmas for detailed information.

 London buses will operate

 TfL Ways to Pay [@TfL_WaysToPay](#) · Feb 21 Contactless fares are capped for Monday –Sunday travel at the price of a weekly Travelcard tfl.gov.uk/fares-and-pay...

Contactless Monday – Sunday capping 4 second vine video



Twitter is primarily used for seeing & engaging conversations, finding out relevant information to their daily lives (such as real-time information) and customer care.

Content should be timely; helpful information such as service information & customer queries – Fares and closure information.

Ideal formats range from images, short videos or infographics - the choice of format should be aligned with the message and timed effectively to ensure its relevance

Campaign example - Weekly capping

YouTube

YouTube GB Search Upload Sign in



Monday to Sunday cap 7 Day Travelcard

0:26 / 0:52

TFL E7188 TFL V9 - New VS audio

MarioTakesTheTube 10 views

Subscribe

Add to Share More

0 0

Surprise Eggs Nursery Rhymes | Old MacDonald Had A Farm | Learn Colours & ChuChu TV Nursery Rhymes 10:07

Five Little Monkeys Jumping On The Bed Nursery Rhyme By FLYING CUBES 2:16

Recommended for you

Chewbacca Mom Takes James Corden to Work 1:31

The Late Late Show with James Corden 13,708,866 views

IT STARTS NOW! 17:12

RomanAtwoodVlogs 2,152,855 views | NEW

TMNT Surprise Chase w/ POWER WHEELS! 7:01

Teenage Mutant Ninja Turtles Ride-On Car FUNnel Vision 1,795,804 views | NEW

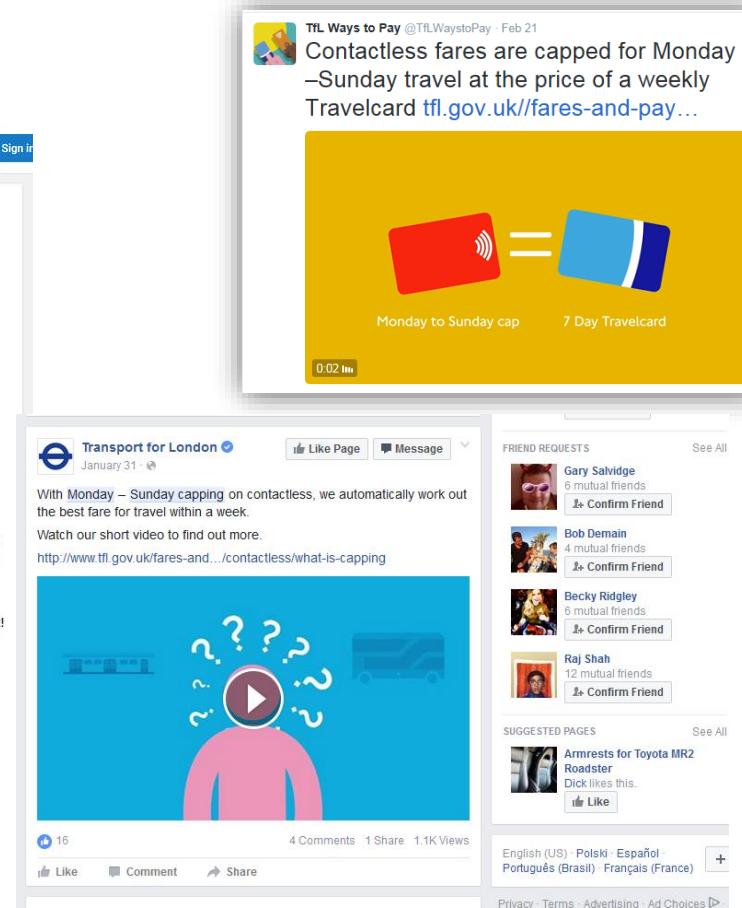
French Bulldogs excited about the dog park! 0:43

Frenchie Quest 253,478 views | NEW

Get ready to...

Transport for London January 31

With Monday – Sunday capping on contactless, we automatically work out the best fare for travel within a week. Watch our short video to find out more. <http://www.tfl.gov.uk/fares-and.../contactless/what-is-capping>



16 4 Comments 1 Share 1.1K Views

Like Comment Share

FRIEND REQUESTS See All

- Gary Salvidge 6 mutual friends [Confirm Friend](#)
- Bob Demain 4 mutual friends [Confirm Friend](#)
- Becky Ridgley 3 mutual friends [Confirm Friend](#)
- Raj Shah 12 mutual friends [Confirm Friend](#)

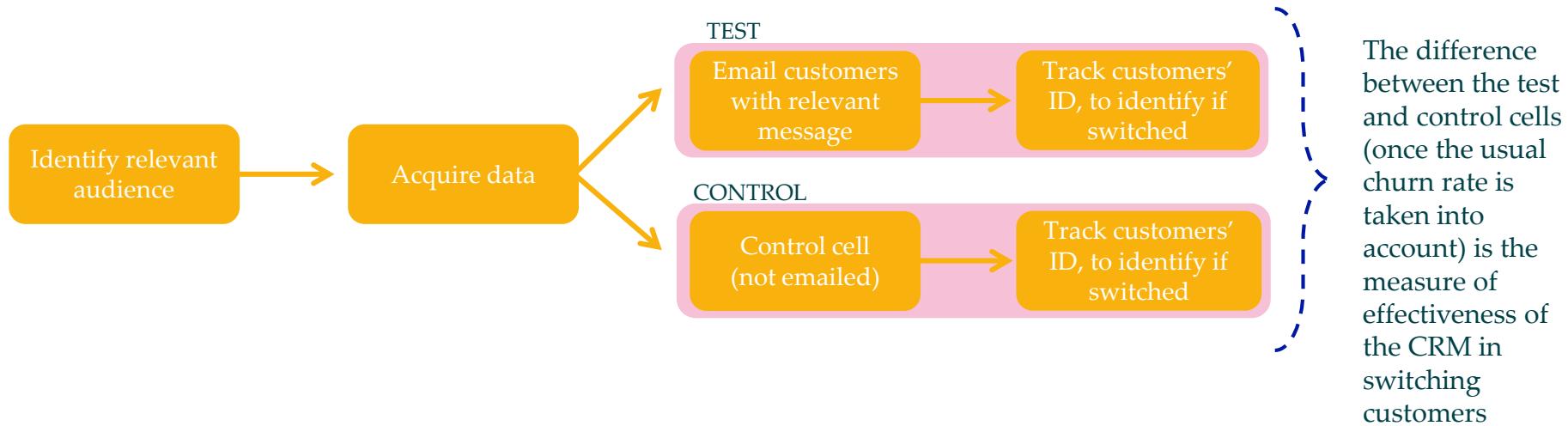
SUGGESTED PAGES See All

- Arrests for Toyota MR2 Roadster Click likes this. [Like](#)

English (US) · Polski · Español · Português (Brasil) · Français (France)

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DEMONSTRATING EFFECTIVENESS



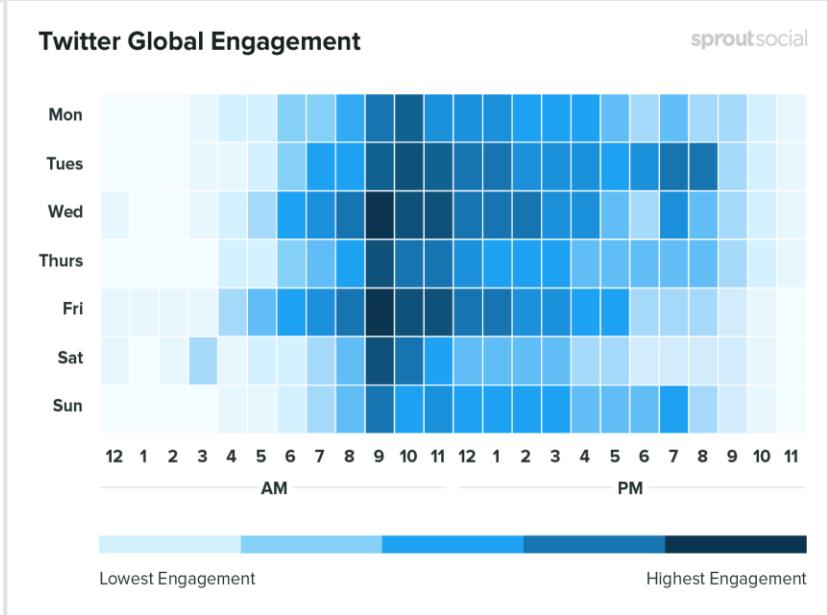
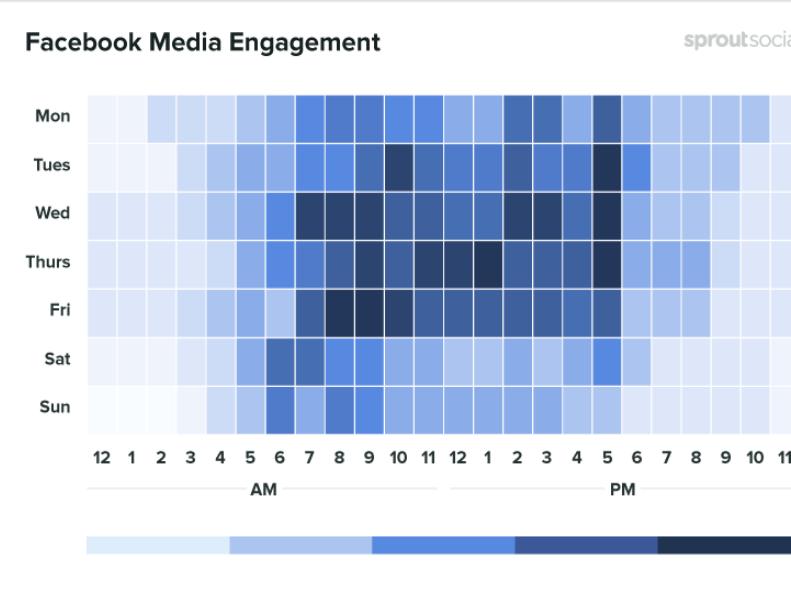
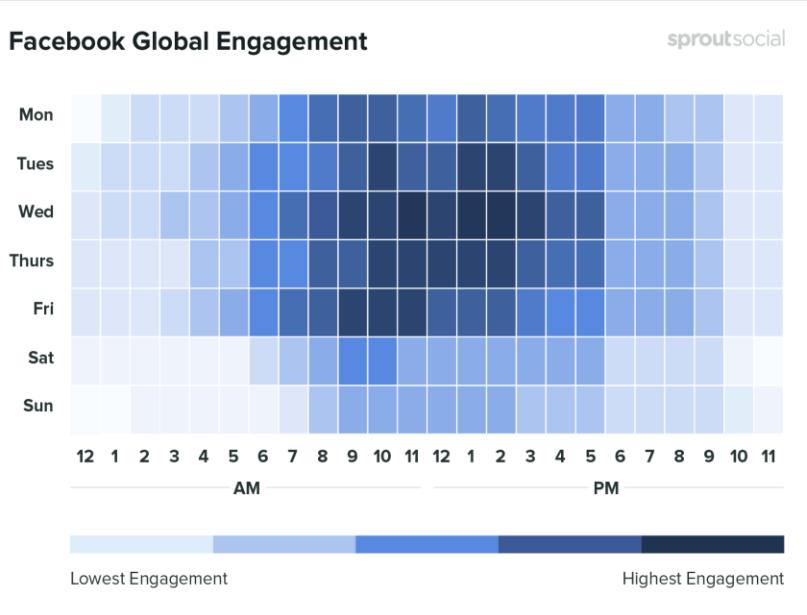
Integrated team support



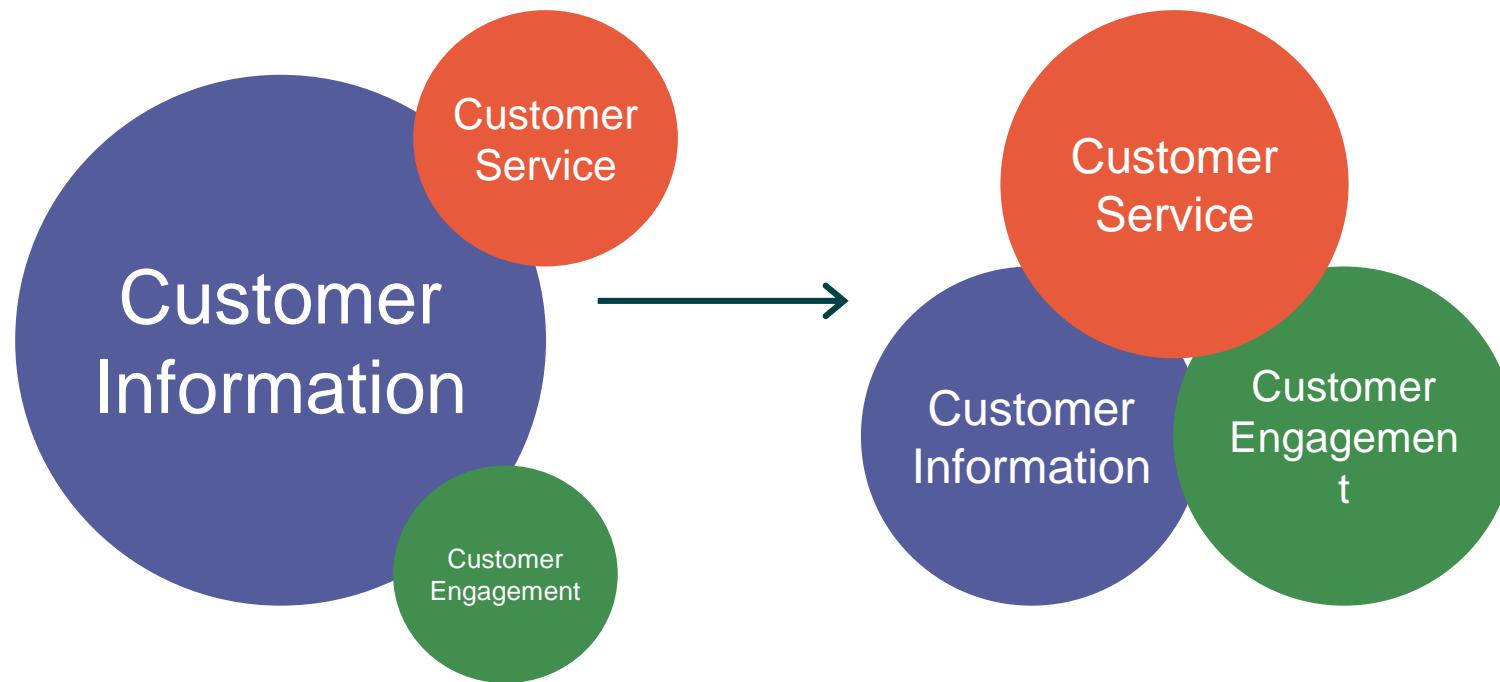


TIMING FOR THE ADVERTISEMENT

- The best time to post on social media is between 9am and 12 noon, early in the workweek (i.e., Monday to Wednesday)
 - Best times: Wednesday, 11 a.m. and 1–2 p.m.
 - Best day: Wednesday
 - Worst day: Sunday



Social media strategy





QUESTIONS?



THANK YOU!

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