



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?

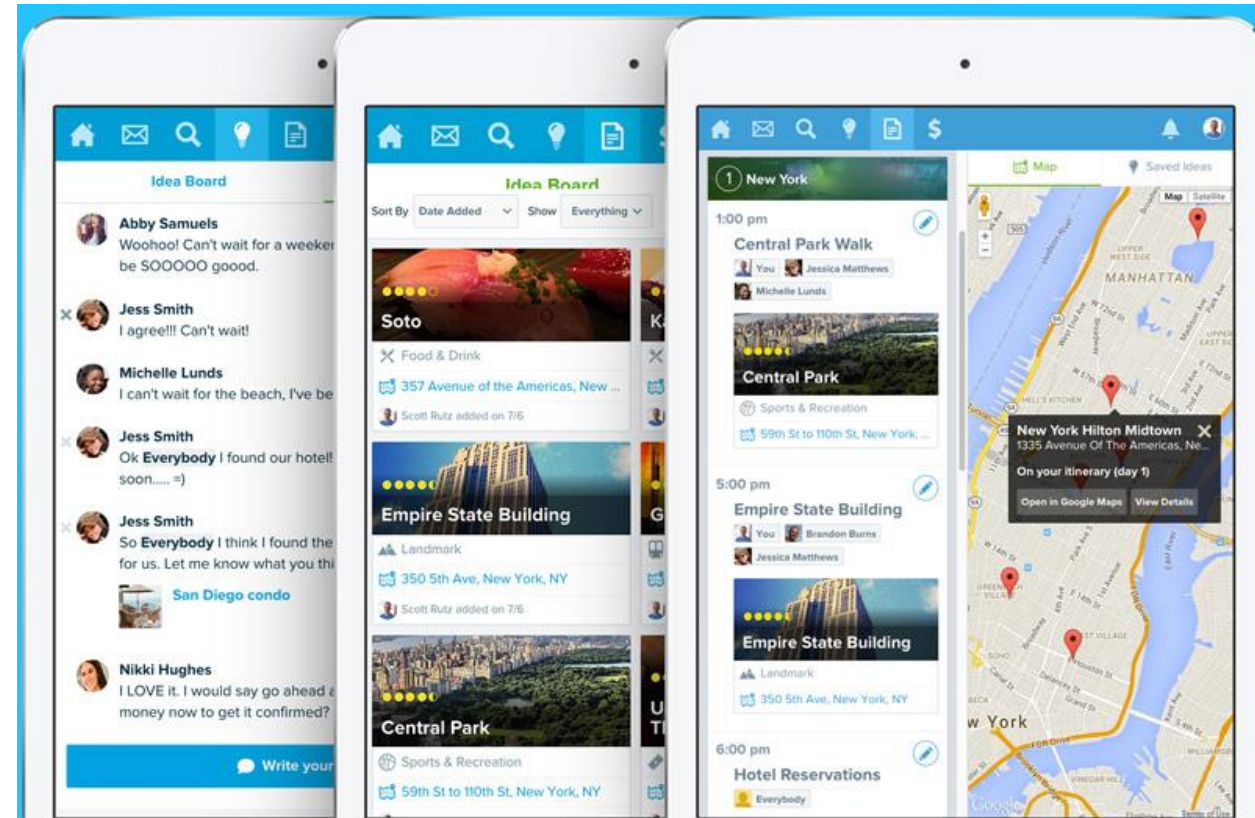
“Almost all communications between transport operators and their customers begin with a problem, frustration or failure.”

➤ 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.



JAN
2020

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%



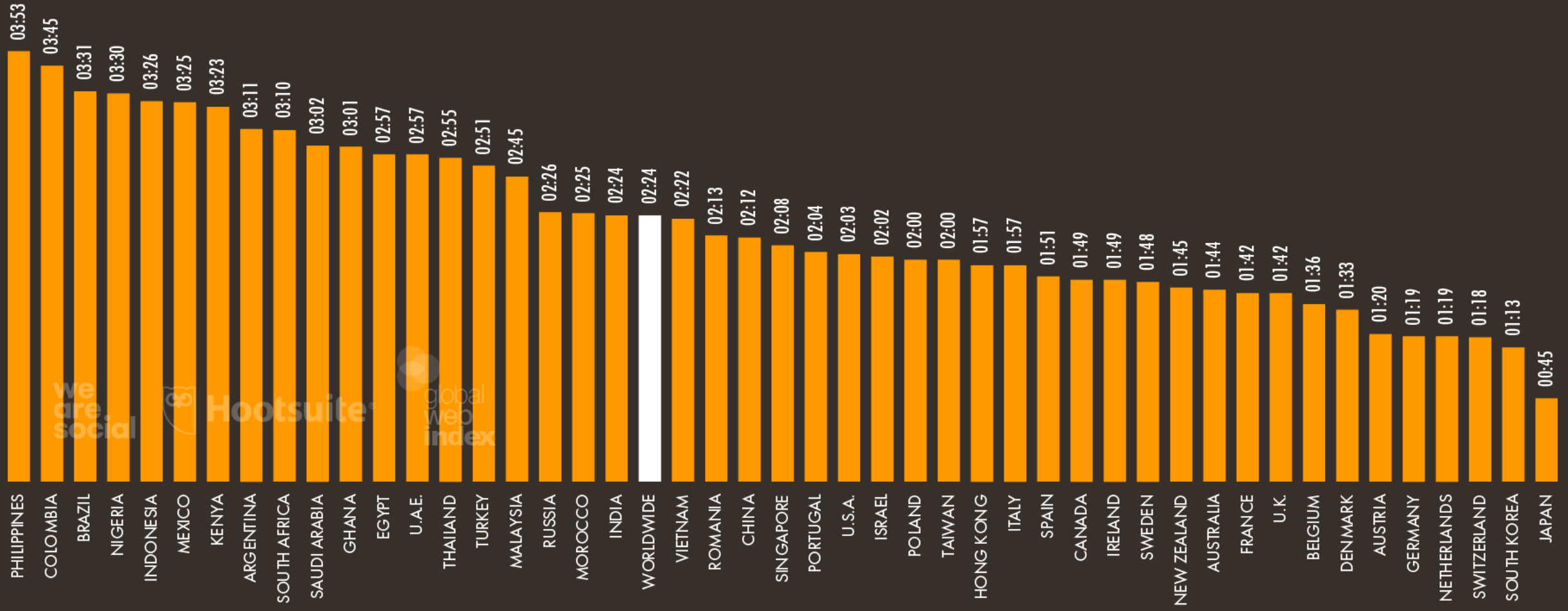
we
are
social



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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



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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



3H 40M

SHARE OF MOBILE TIME
SPENT IN SOCIAL &
COMMUNICATIONS APPS



50%

SHARE OF MOBILE TIME
SPENT IN VIDEO &
ENTERTAINMENT APPS



21%

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



9%

SHARE OF MOBILE TIME
SPENT USING OTHER
KINDS OF APPS

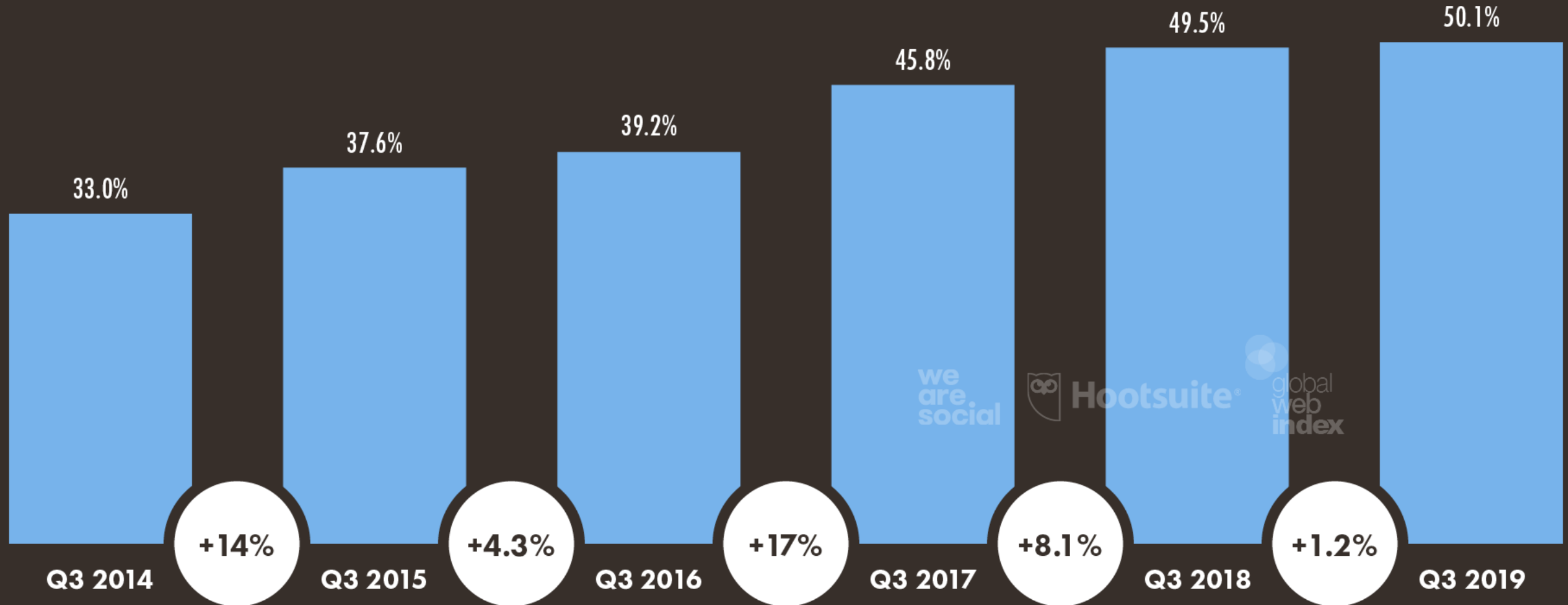


19%

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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



we
are
social

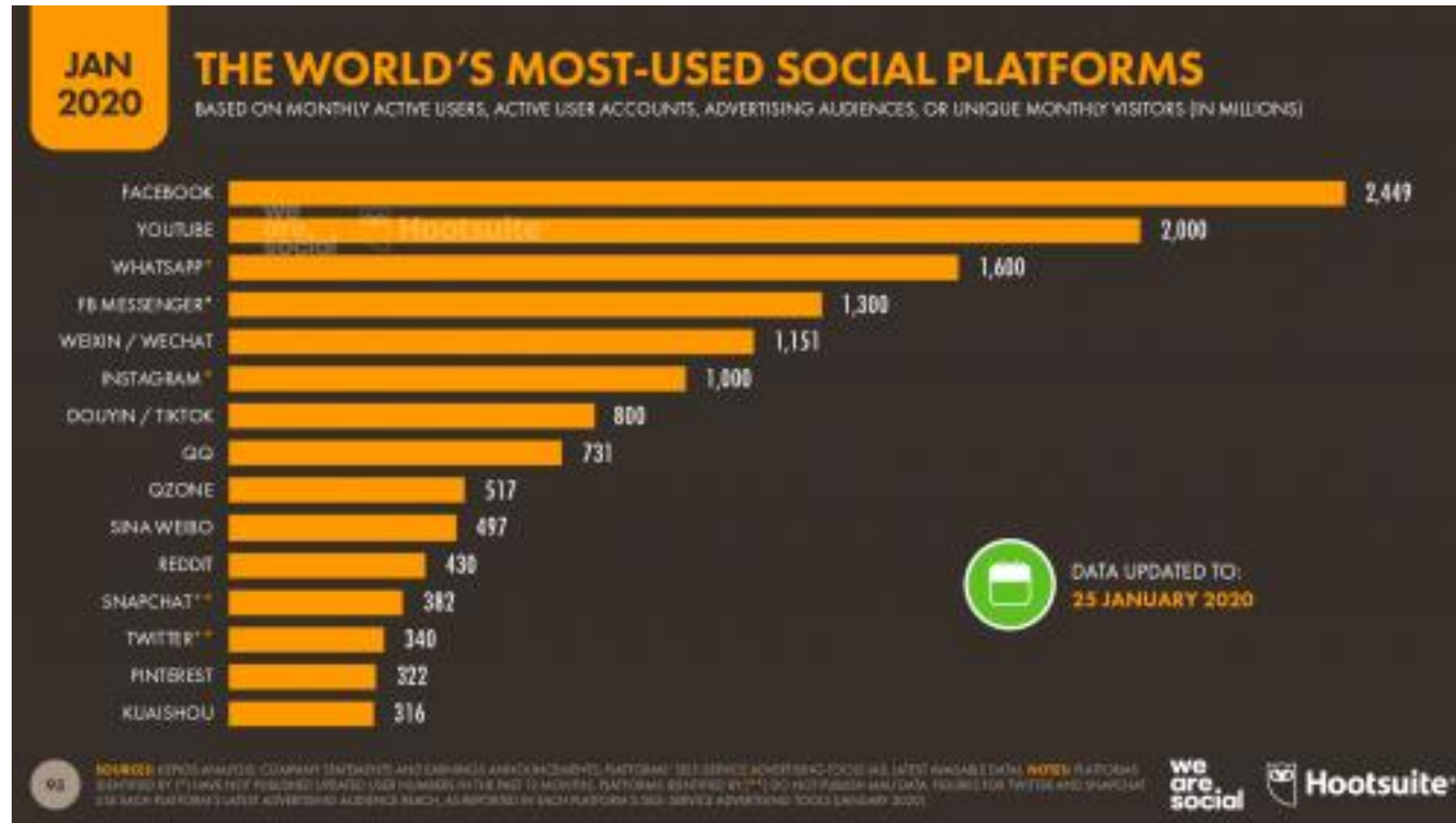


Hootsuite®



> 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



MAYOR
OF LONDON



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



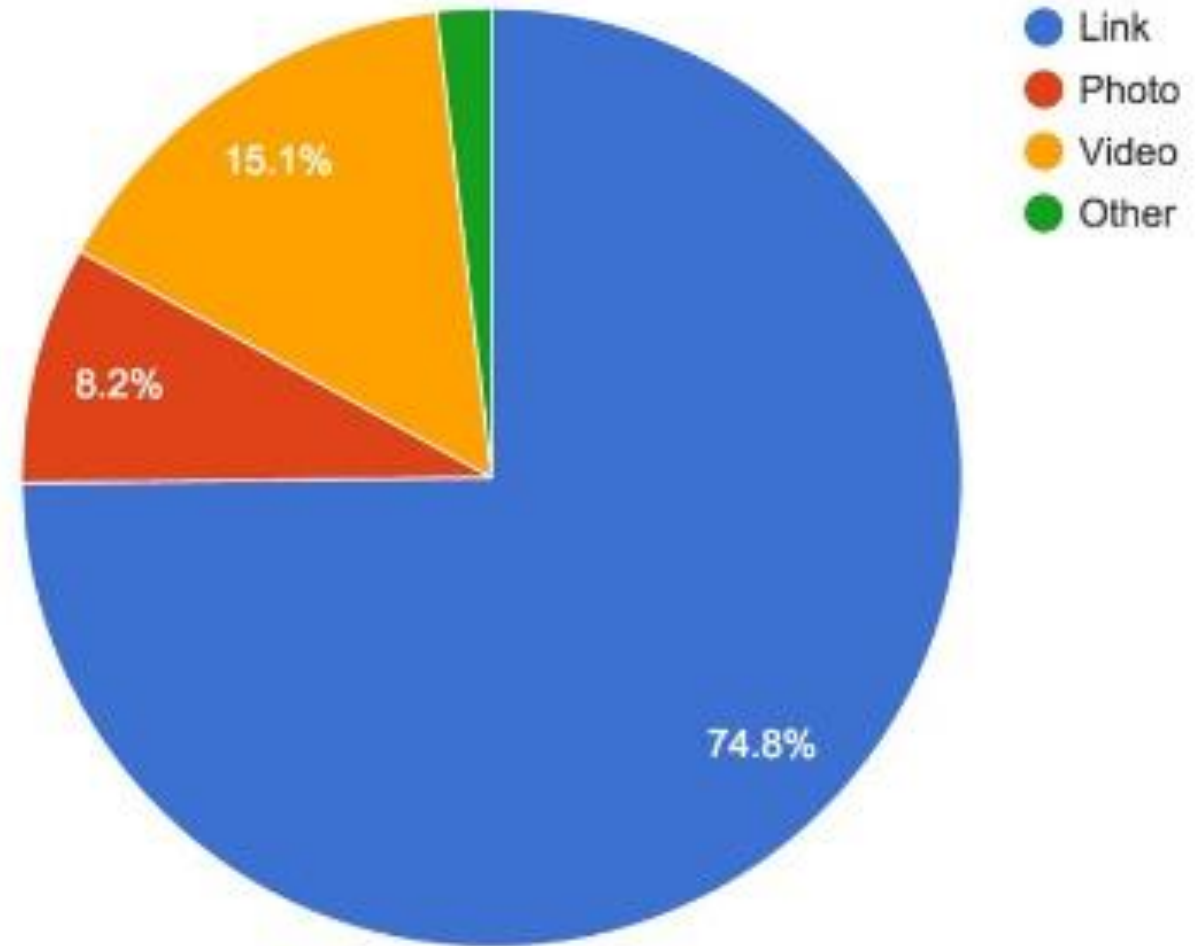
SOCIAL MEDIA REAL ESTATE

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**

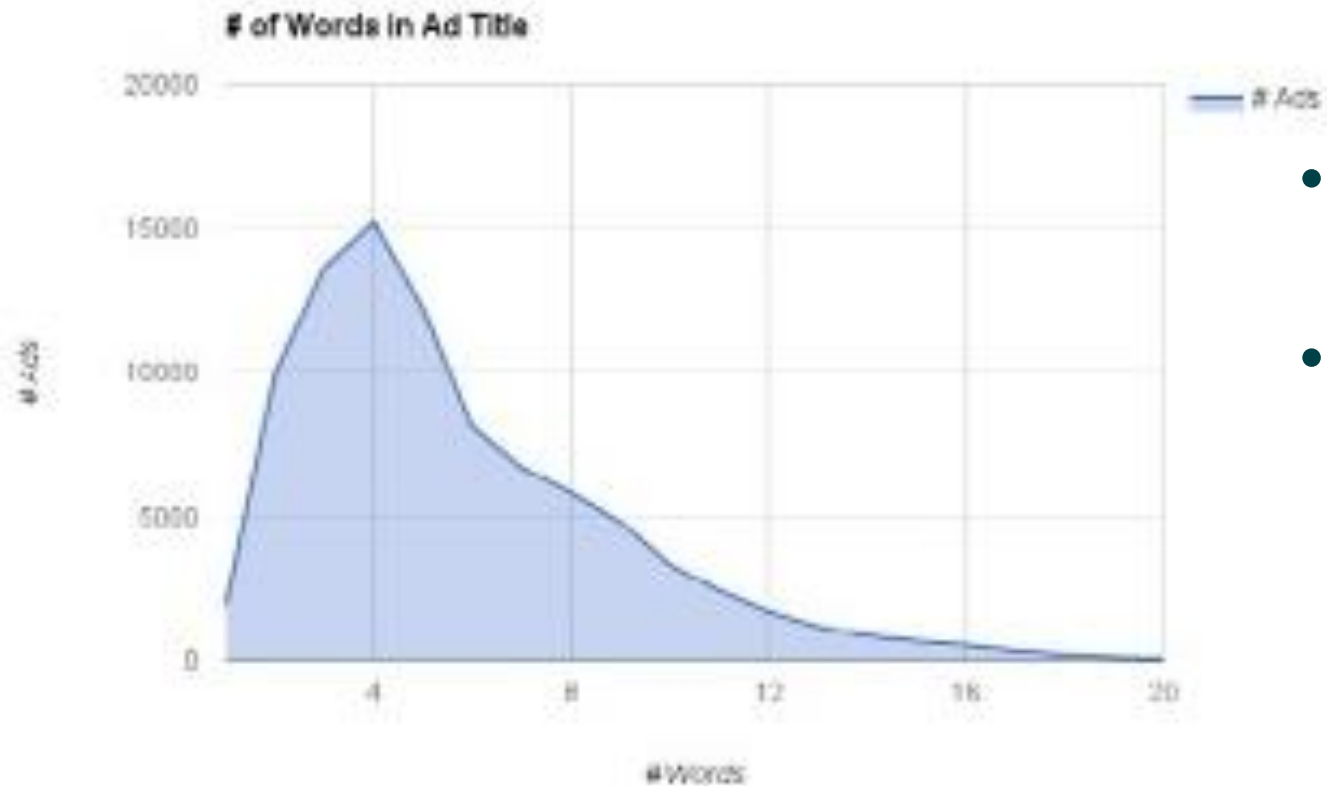


MOST POPULAR TYPES OF AD

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

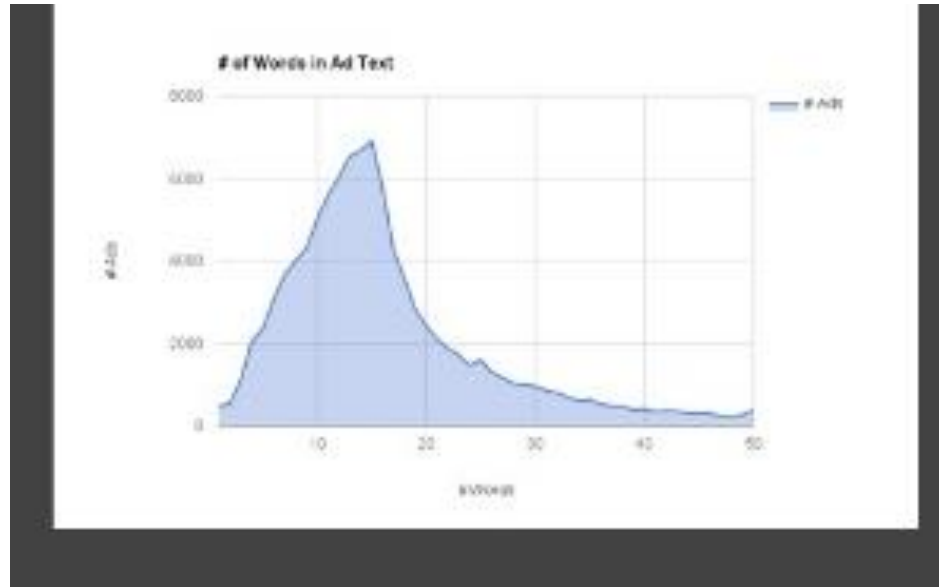


➤ HEADLINE LENGTH

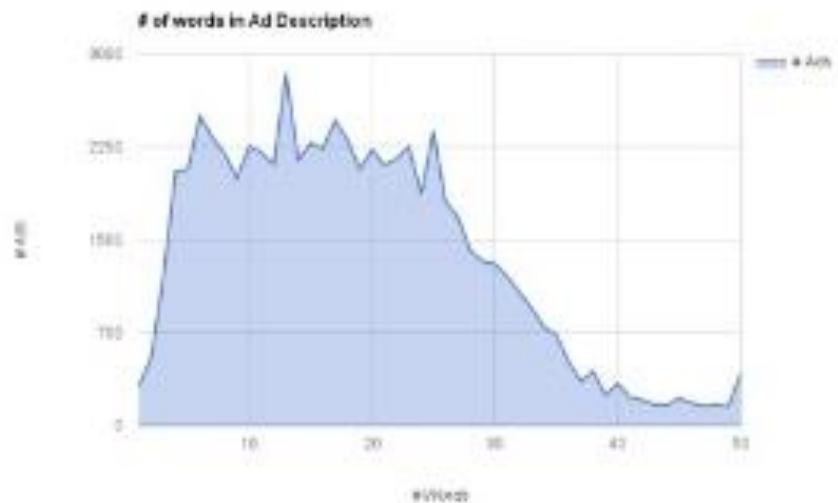


- Most popular Facebook ad **headline** length is 4 words
- Short **headline** grabs attention easily.

➤ TEXT & DESCRIPTION LENGTH



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

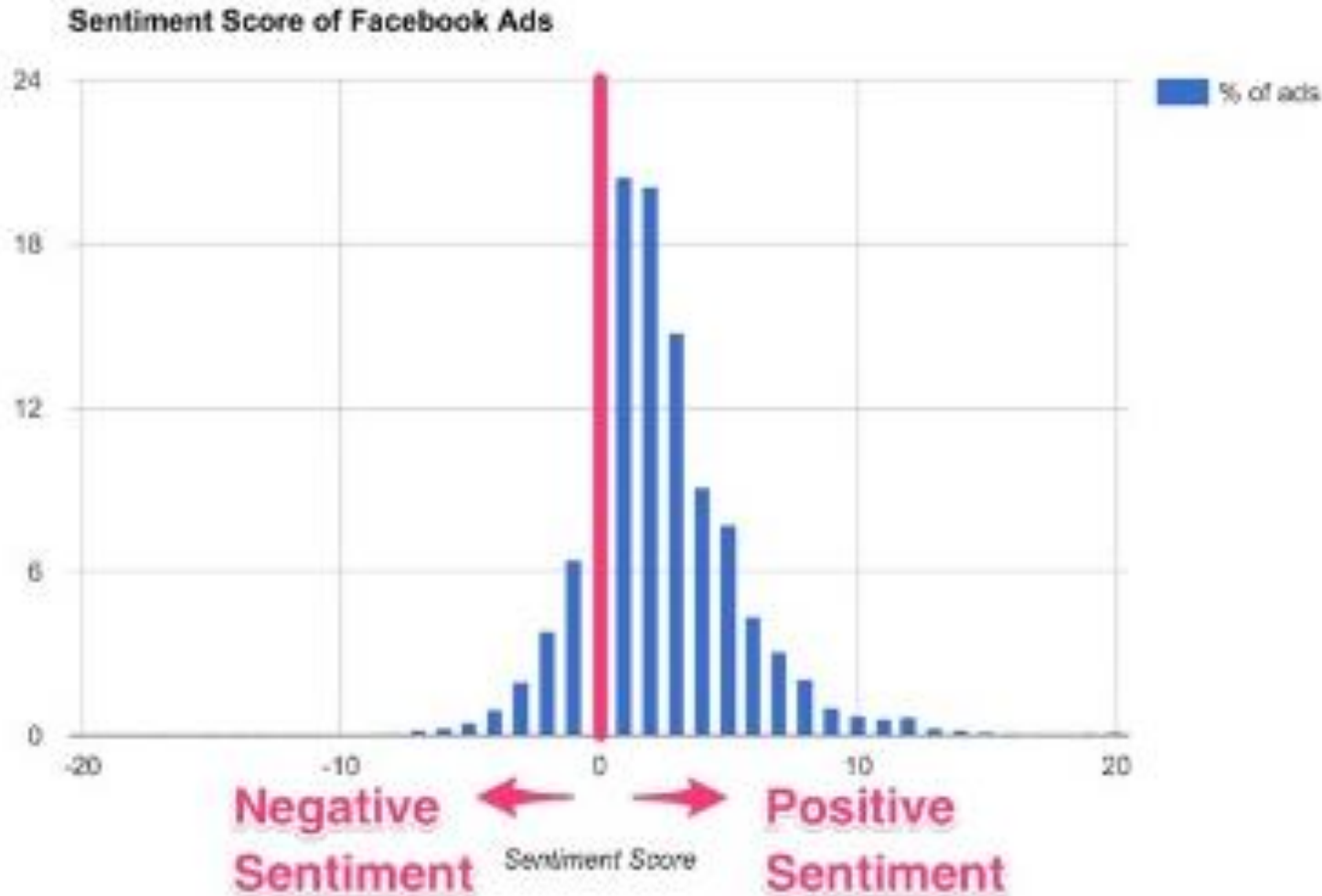


MOST POPULAR WORDS

- **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](#) ▾

[Export Data](#) 

Results from Jun 19, 2017 - Jun 25, 2017

Note: Does not include today's 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.



Alpina Rathi likes Gacetrin's post.

YOUR PAGES

[SEE ALL](#)

City Sports 9+



City Kaitak 9+



Trans-Consult 9+

CONTACTS



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Prakash Jain ●



Kuldeep Singh ●



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

Up to 3 children, 44 inches tall and under, RIDE FREE when accompanied by a fare-paying adult.

44"

New York City Transit

DEPARTURES			
TIME	TK	DESTINATION	REMARKS
10:43	34	Poughkeepsie	Tarrytown
10:47	112	Southeast	White Plains
11:04	24	New Haven	Conn. to N. C.
11:07	17	Stamford	Mount Verno
11:20	28	Croton-Harmon	YANKEES-E. 1
11:25	105	N. White Plains	Melrose-1st
11:30	38	YANKEES-E 153rd	SPECIAL TRA
11:37	20	Stamford	Mount Verno
11:43	30	Poughkeepsie	Tarrytown-1
11:47	112	Southeast	Connection t
11:51	32	Croton-Harmon	Marble Hill-1
11:54	109	N. White Plains	Fordham-1st
12:04	26	New Haven	Conn to New
12:07	19	Stamford	Mount Verno
12:20	28	Croton-Harmon	YANKEES-E. 1
12:25	106	N. White Plains	Fordham-1st

1 2 3	PLANNED WORK	1 2 3	PLANN
4 5 6	PLANNED WORK		
7	GOOD SERVICE		
A C E	PLANNED WORK		
B D F M	PLANNED WORK		
G	PLANNED WORK		
J Z	PLANNED WORK		
L	GOOD SERVICE		
N Q R	PLANNED WORK	3	No trains running
S	GOOD SERVICE	2	Trains and free buses provide alter
SUB	GOOD SERVICE		

47-50 Sts Rockefeller Center

FASTRACK
Planned Service Changes

B **WEEKNIGHTS**
Mon to Thu, May 19-22

**Service ends early
Take the D instead**

Travel alternative:
Take the D to Atlantic Av-Barclays Ctr and transfer to the E through the passageway.

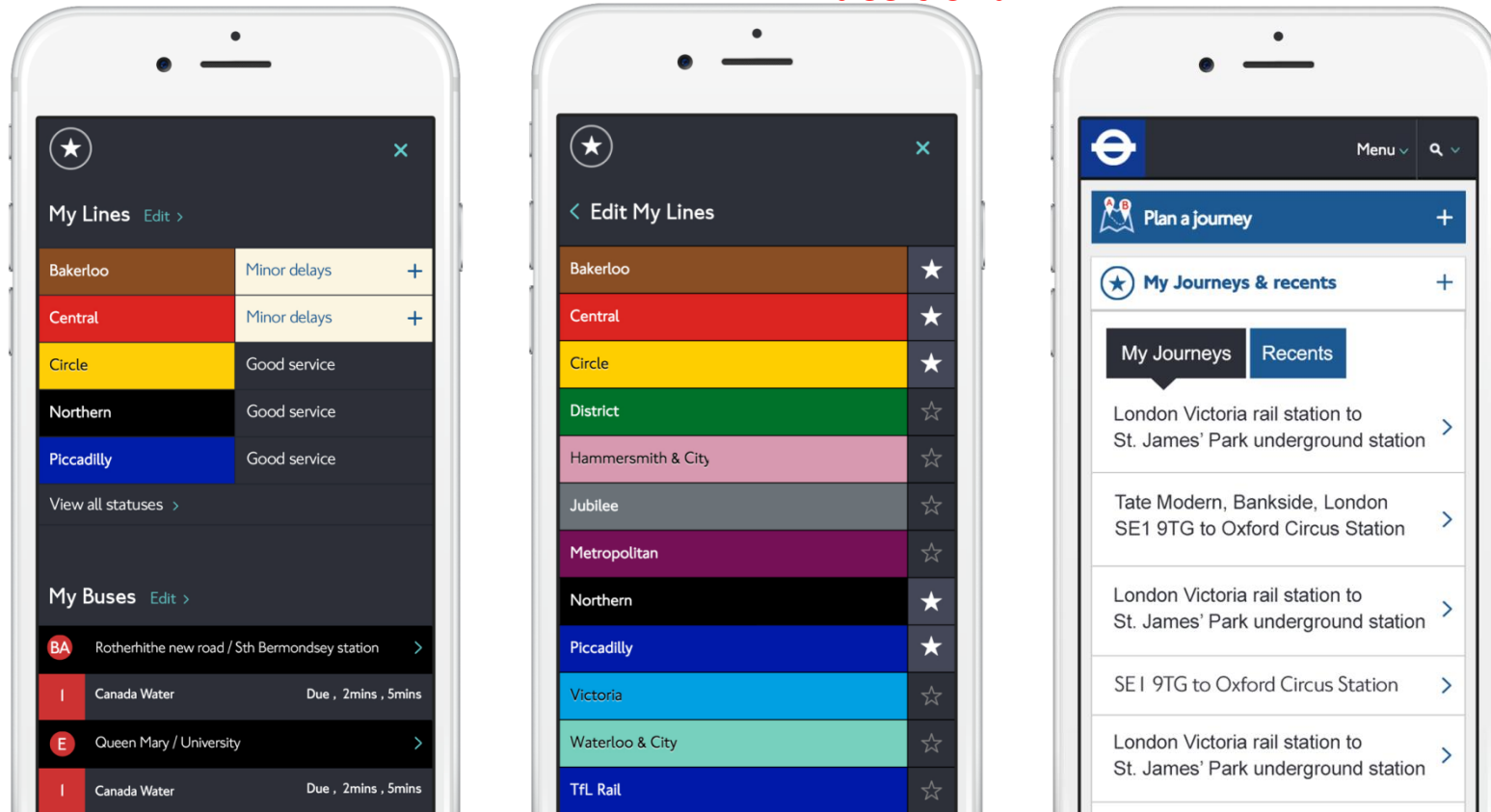
Final D departures to Brighton Beach:

Station	Approximate Time
58 St	10:06 PM
42 St	10:06
W 4 St	10:11
Grand St	10:15
DeKalb Av	10:20

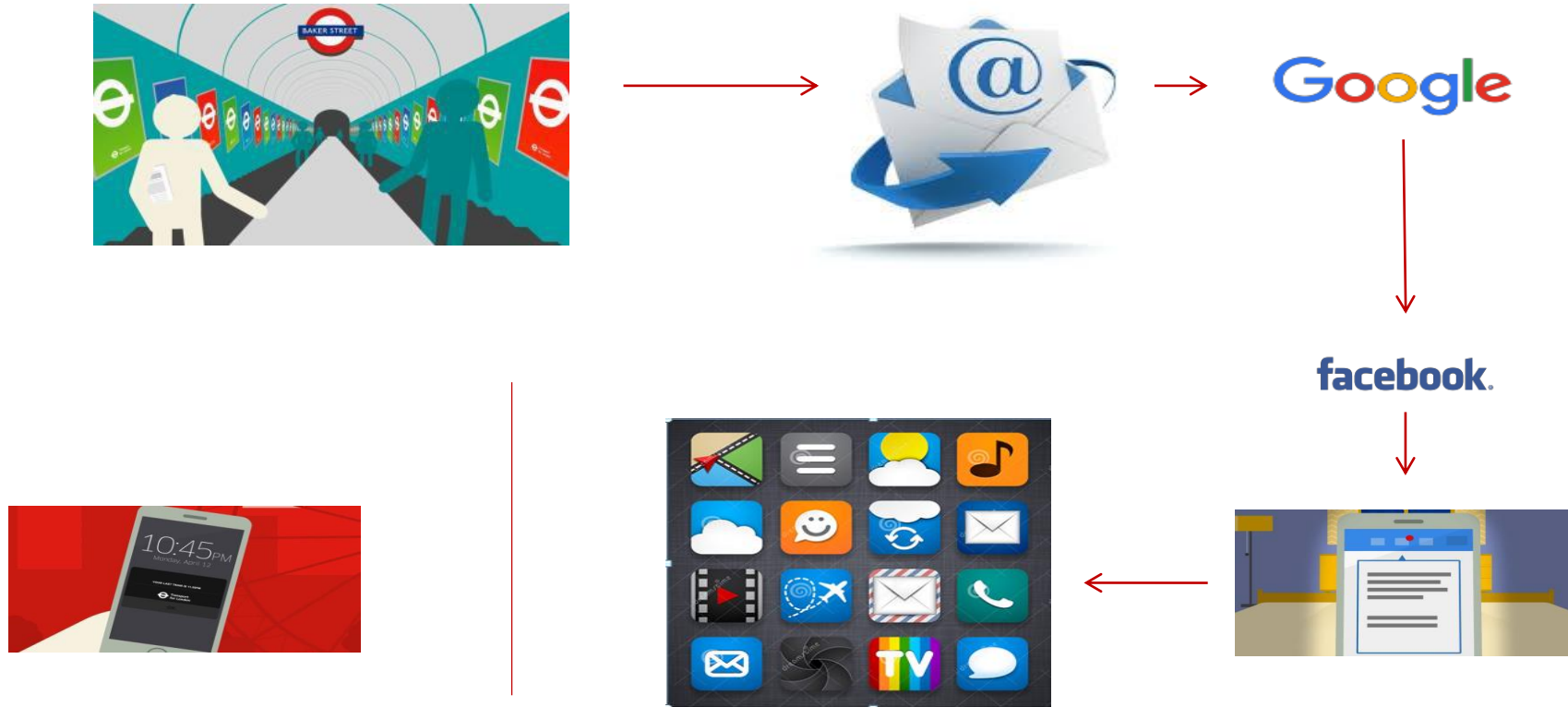
Personalisation

- 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?



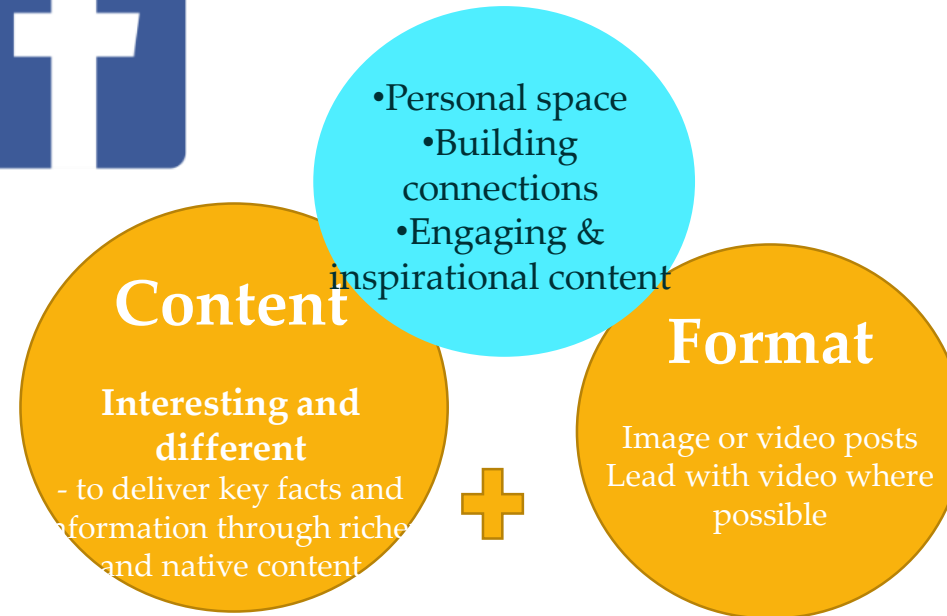
1. Planned closures on the weekend → Digital OOH sites in advance
2. Internal data can find customer who normally travel on weekend and they can be sent an email
3. Layer internal data with third party data from Google allows a display advertising alerting the customer.
4. On Facebook, an ad can be shown 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

Content

Timely, helpful information
Service information and customer care



Format

Case by case basis,
easy to digest formats
e.g. Static image,
short video, infographic

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 Festival.



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 @TfLWaysToPay - Feb 21

Contactless fares are capped for Monday – Sunday travel at the price of a weekly Travelcard tfl.gov.uk/fares-and-pay...



Monday to Sunday cap

7 Day Travelcard

0:02

**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 GB Search Upload Sign in

Monday to Sunday cap = 7 Day Travelcard

TFL E7188 TFL V9 - New VS audio

MarioTakesTheTube

10 views

Add to Share More

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

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

Chewbacca Mom Takes James Corden to Work

IT STARTS NOW!!

TMNT Surprise Chase w/ POWER WHEELS! Teenage Mutant Ninja Turtles Ride-On Car

French Bulldogs excited about the dog park!

TfL Ways to Pay @TfLWaysToPay · Feb 21

Contactless fares are capped for Monday – Sunday travel at the price of a weekly Travelcard tfl.gov.uk/fares-and-pay...

Monday to Sunday cap = 7 Day Travelcard

0.02 min

Transport for London January 31

Like Page Message

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

Gary Salvidge 6 mutual friends Confirm Friend

Bob Demail 4 mutual friends Confirm Friend

Becky Ridgley 6 mutual friends Confirm Friend

Raj Shah 12 mutual friends Confirm Friend

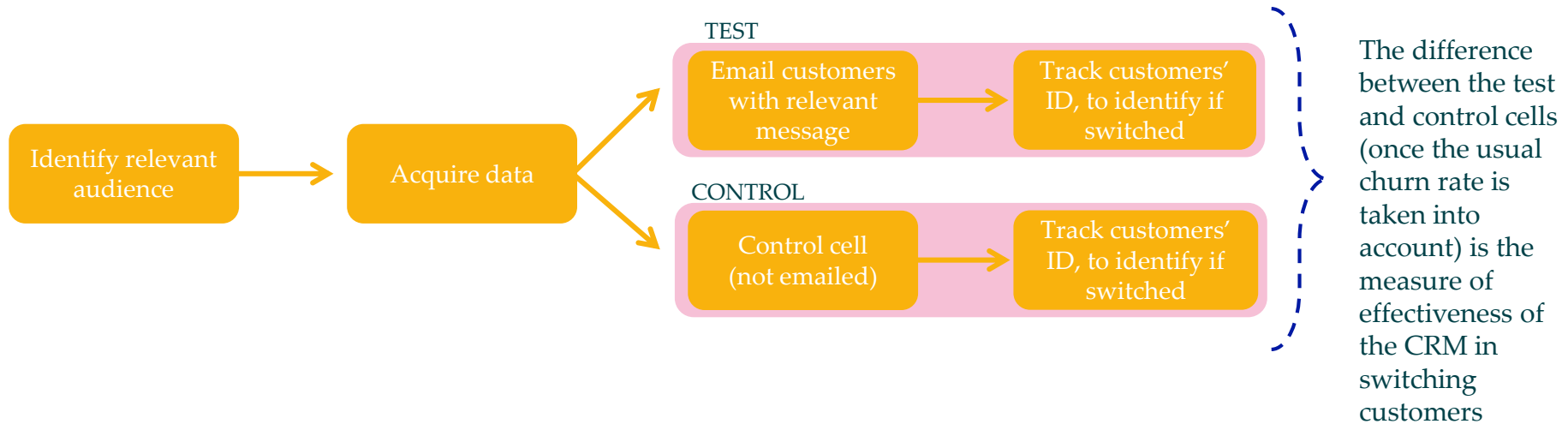
SUGGESTED PAGES

Armrests for Toyota MR2 Roadster Dick likes this. Like

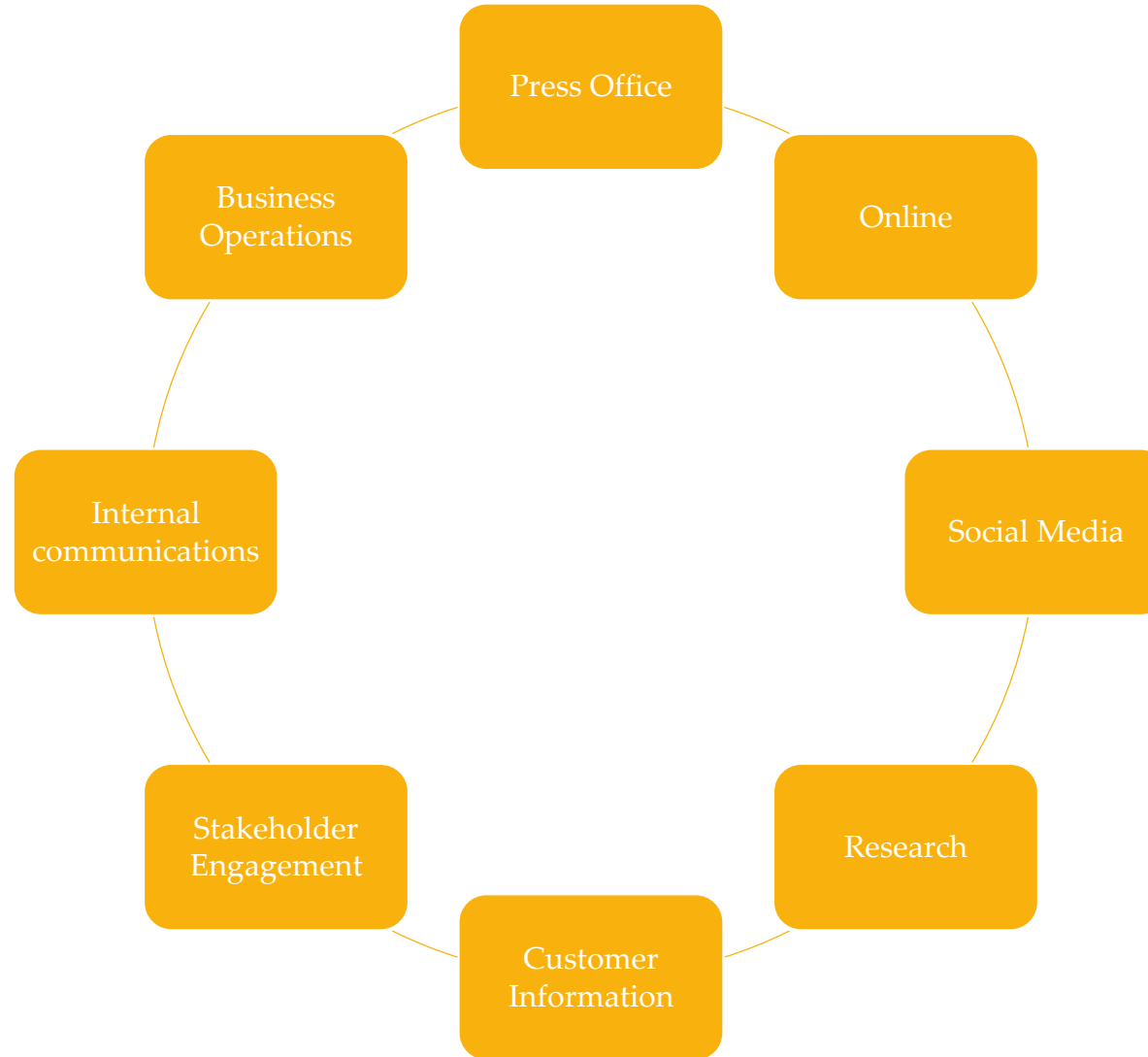
English (US) Polski Español Português (Brasil) Français (France)

Privacy Terms Advertising Ad Choices

DEMONSTRATING EFFECTIVENESS



Integrated team support

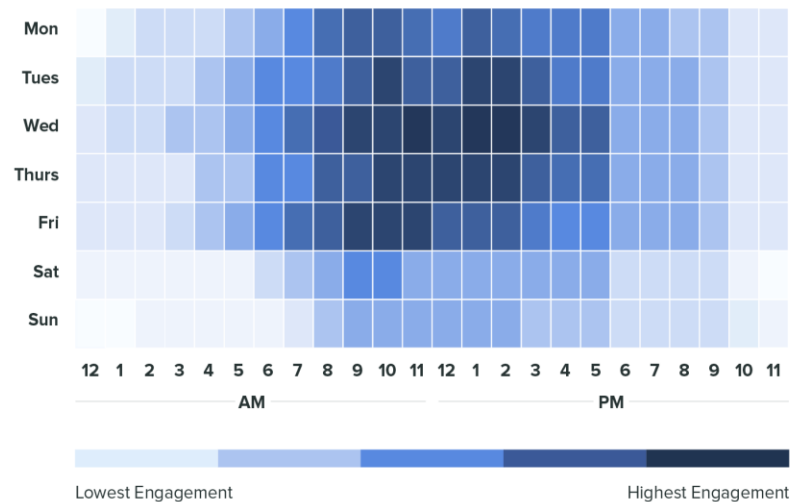


> TIMING FOR THE ADVERTISEMENT

- 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

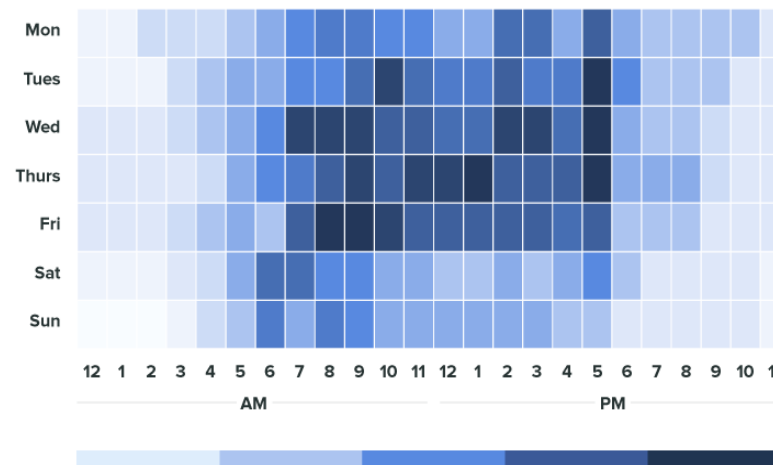
Facebook Global Engagement

sproutsocial



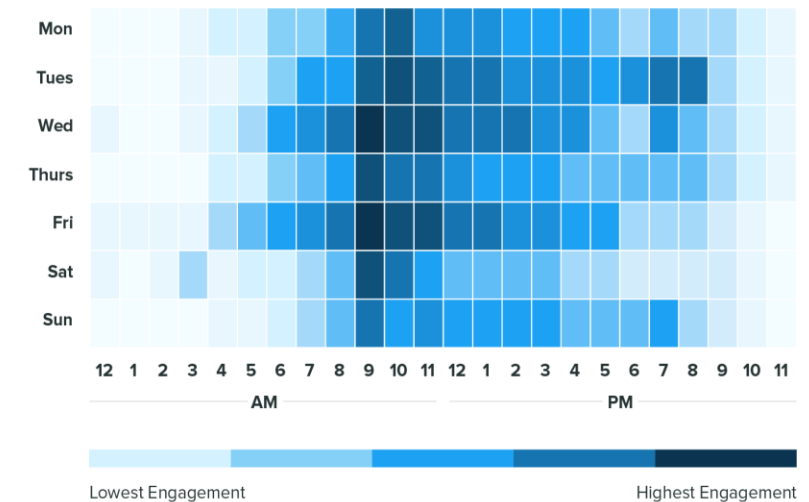
Facebook Media Engagement

sproutsocial

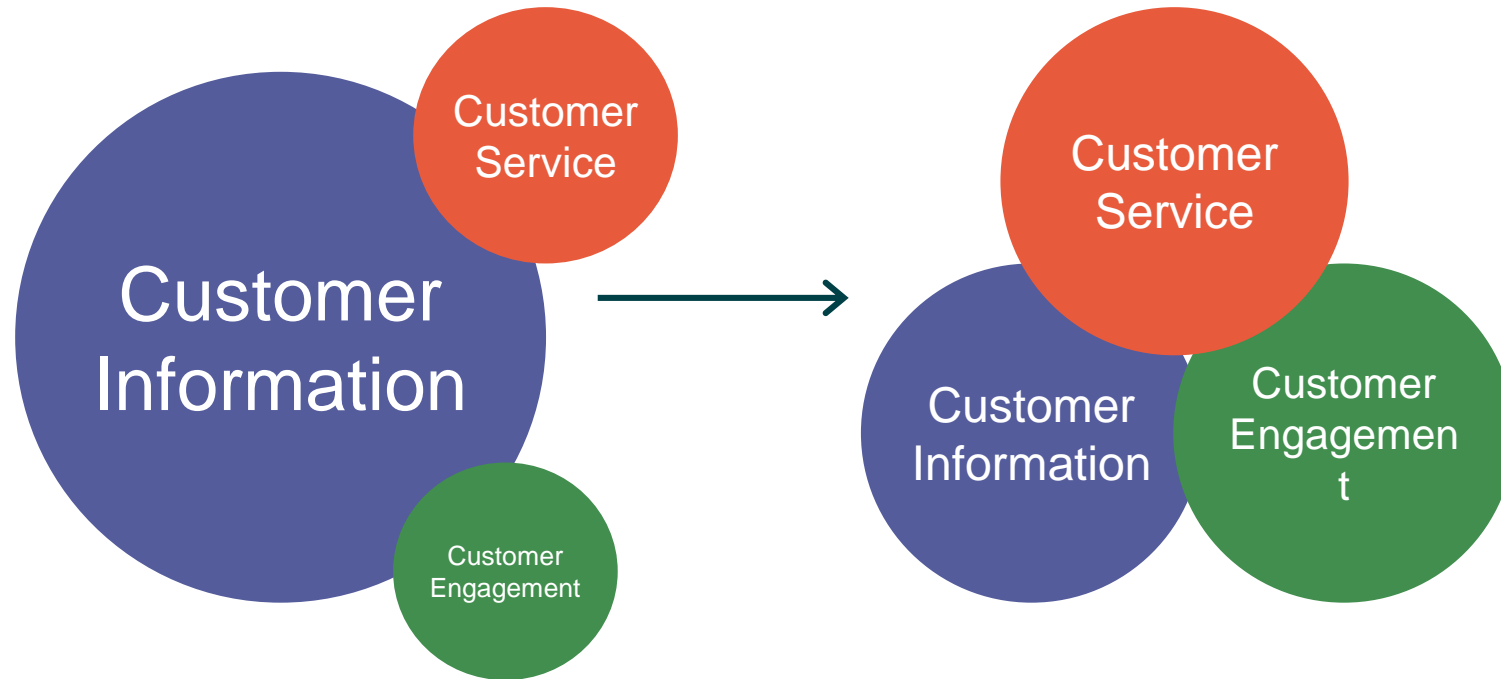


Twitter Global Engagement

sproutsocial



Social media strategy





QUESTIONS?



THANK YOU!



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www.transconsultasia.com

