



09/06/2020

## **Social Media after COVID-19**

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

**Santiago, Chile; 8-11 June 2020**

**Alok Jain, Managing Director, Trans-consult Asia Ltd.**



**@transconsult1**



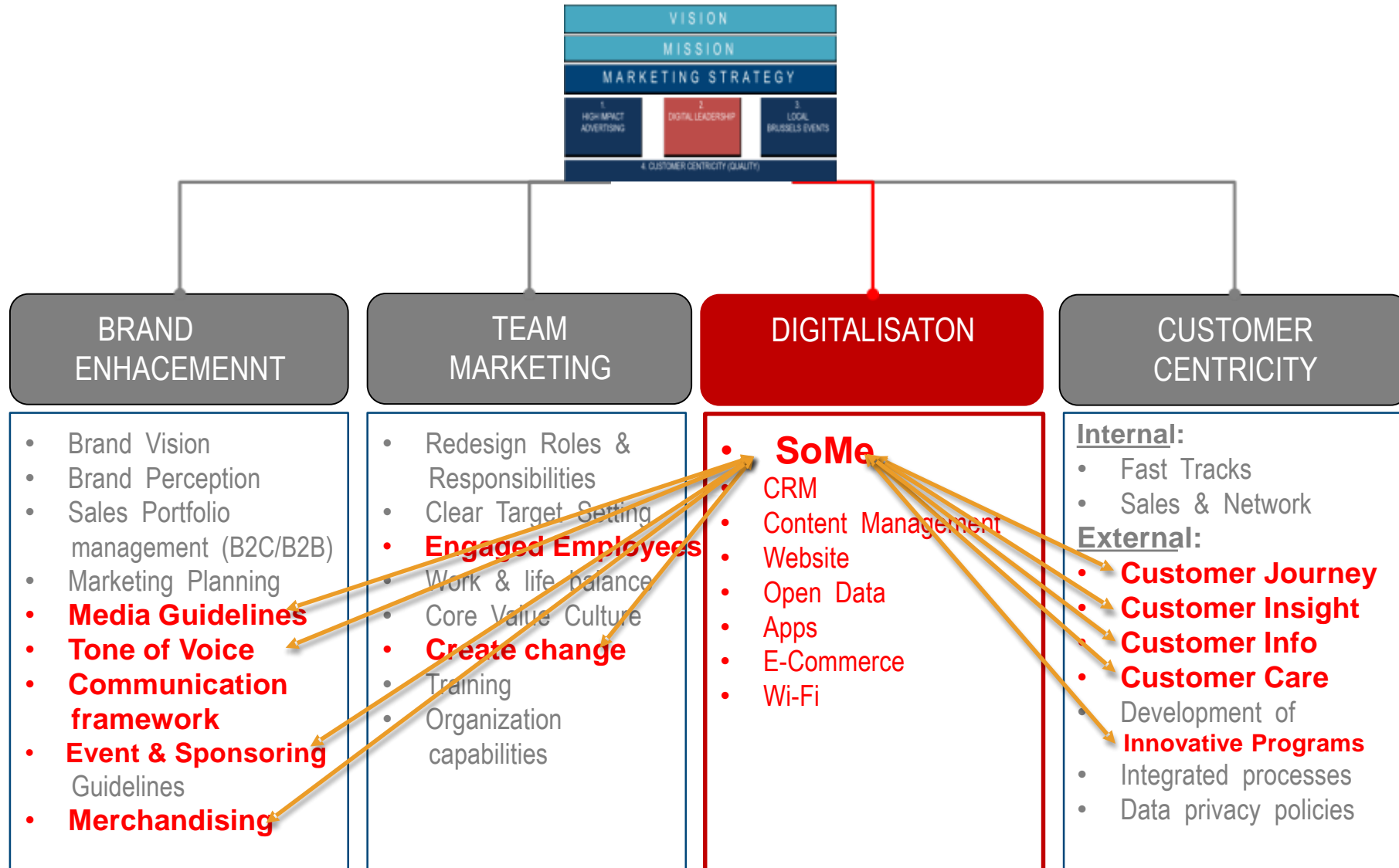
**/transconsult1**

# Innovative Communication Strategy



WE DO NOT NEED A TWEETER ACCOUNT...  
... WE NEED A STRATEGY !

# > STRATEGY

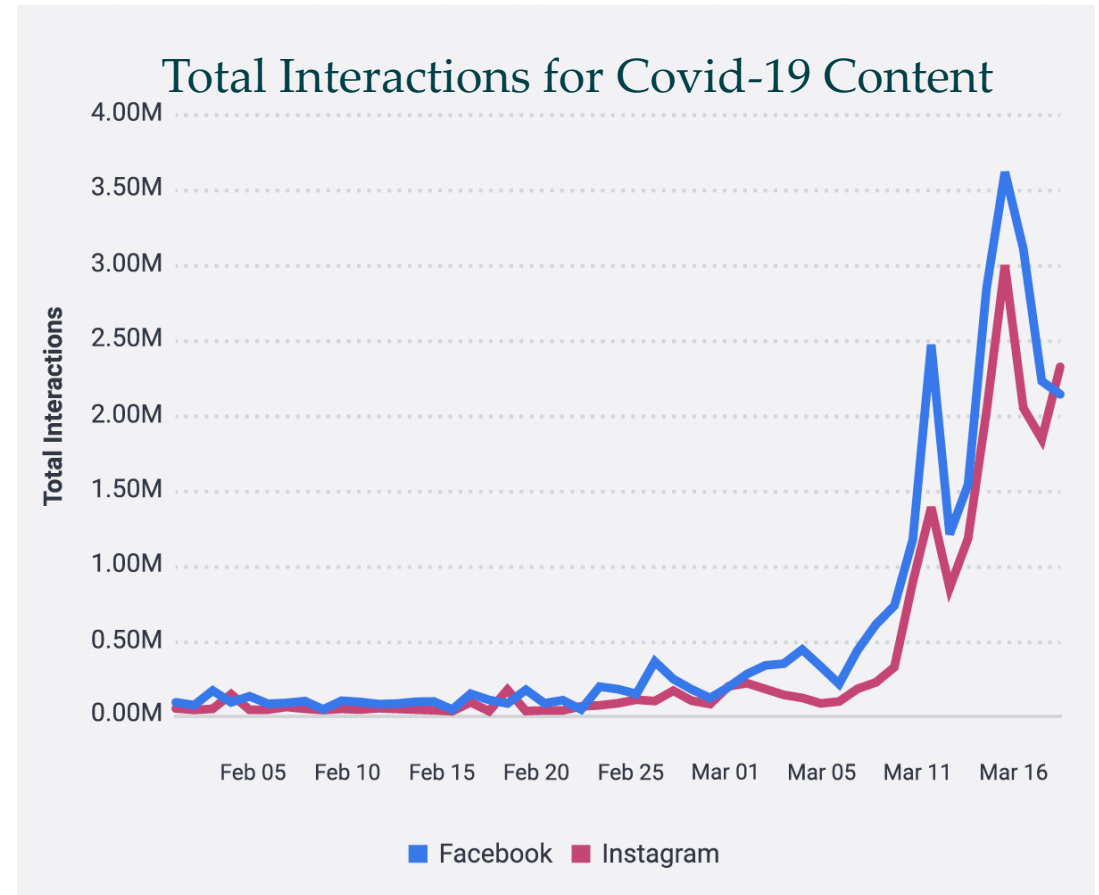
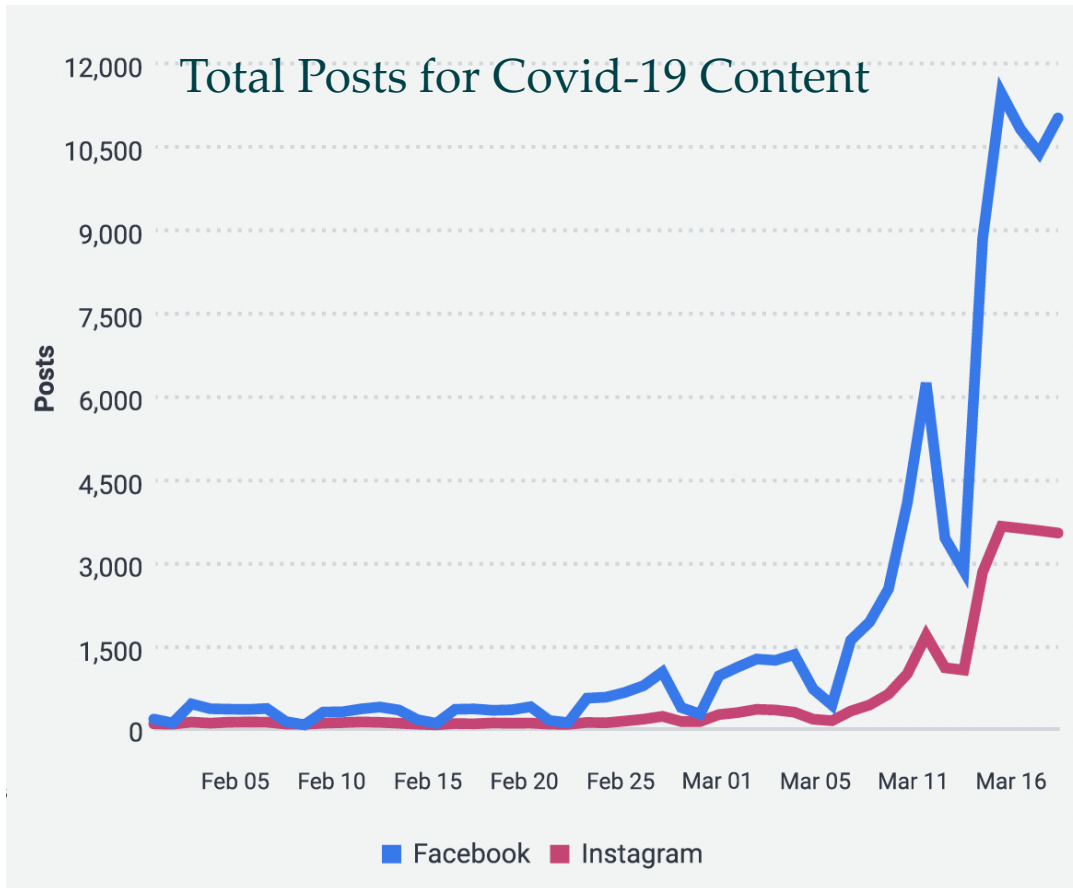




# SOCIAL MEDIA STRATEGY

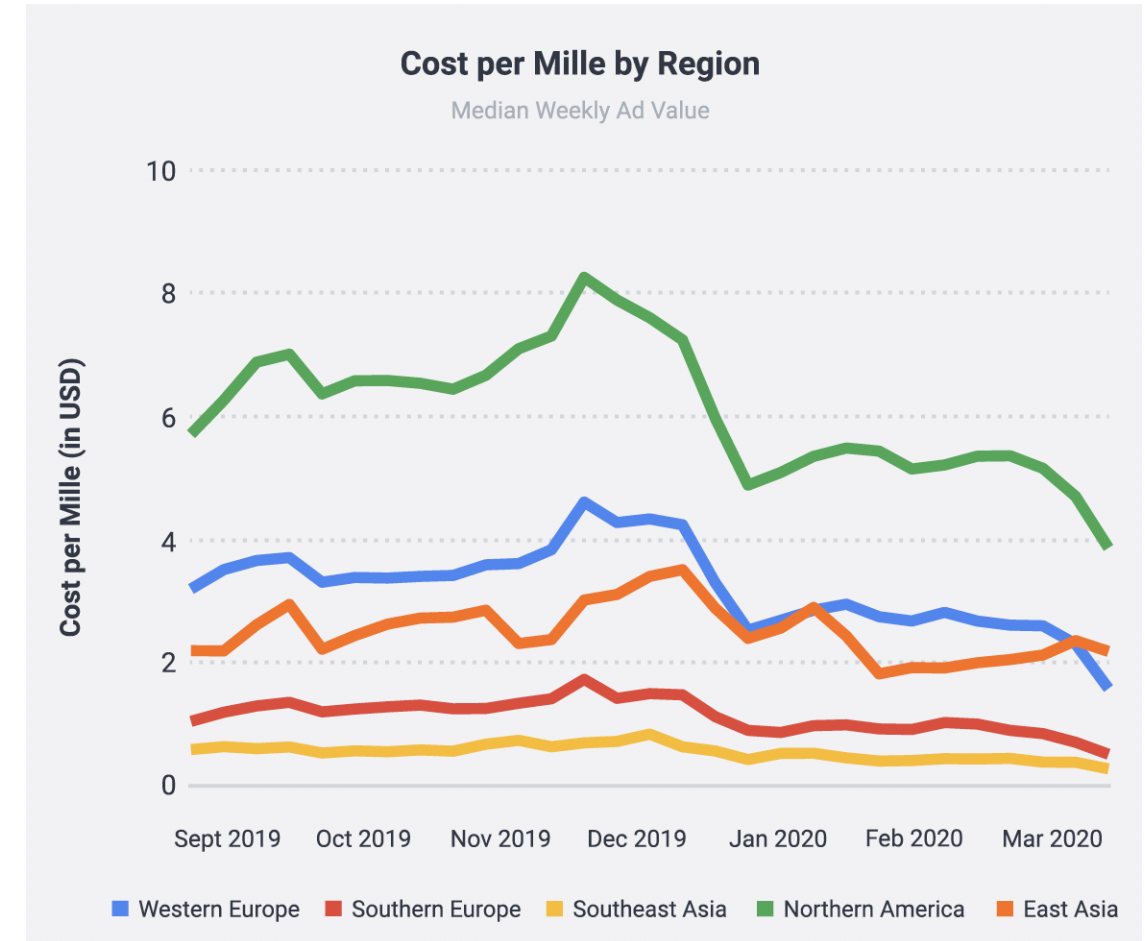
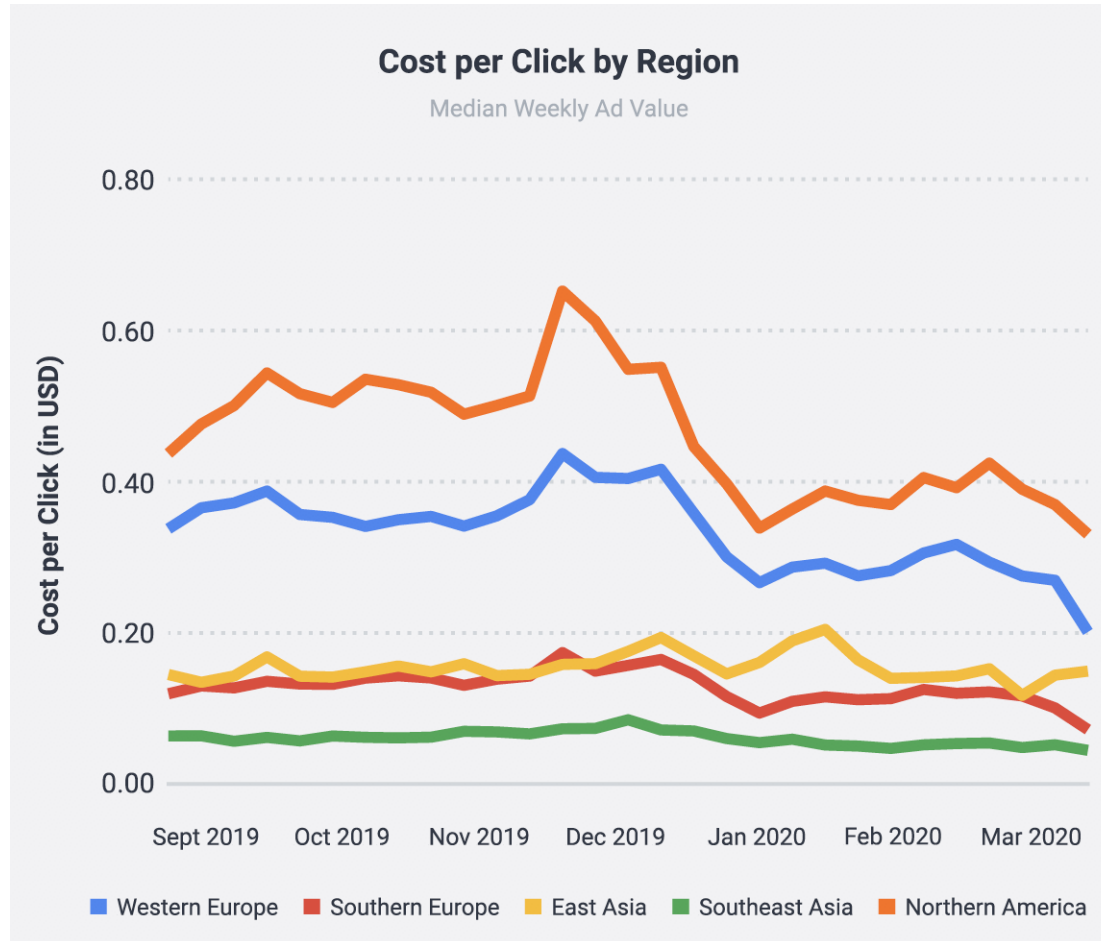


# OPPORTUNITY IN CRISIS



Source: The impact of Covid-19 Report; Socialbakers data from 1 Feb 2020 to 21 March 2020

# > OPPORTUNITY IN CRISIS



Source: The impact of Covid-19 Report; Socialbakers data

# WHAT'S NEXT FOR SOCIAL MEDIA

- Any technology is only as good as the intentions of those using it
- Confluence of people using social media for good *and* networks rallying to support their efforts
- Whether it will last remains unclear. But this can mark a turning point in the reinvention of a transformative technology.
- Networks must embrace the responsibility. Letting lies spread isn't different from spreading lies.
- Social media truly can be — edifying, entertaining, even inspiring!

***“We’ve always hoped that our digital tools would create connections, not conflict. We have a chance to make it happen,”***

**- NYT's Kevin Roose**



# Making PT social media friendly





Central Station





Tin Hau Station





Sai Wan Ho Station





黃大仙  
Wong Tai Sin

Wong Tai Sin Station





Choi Hung Station





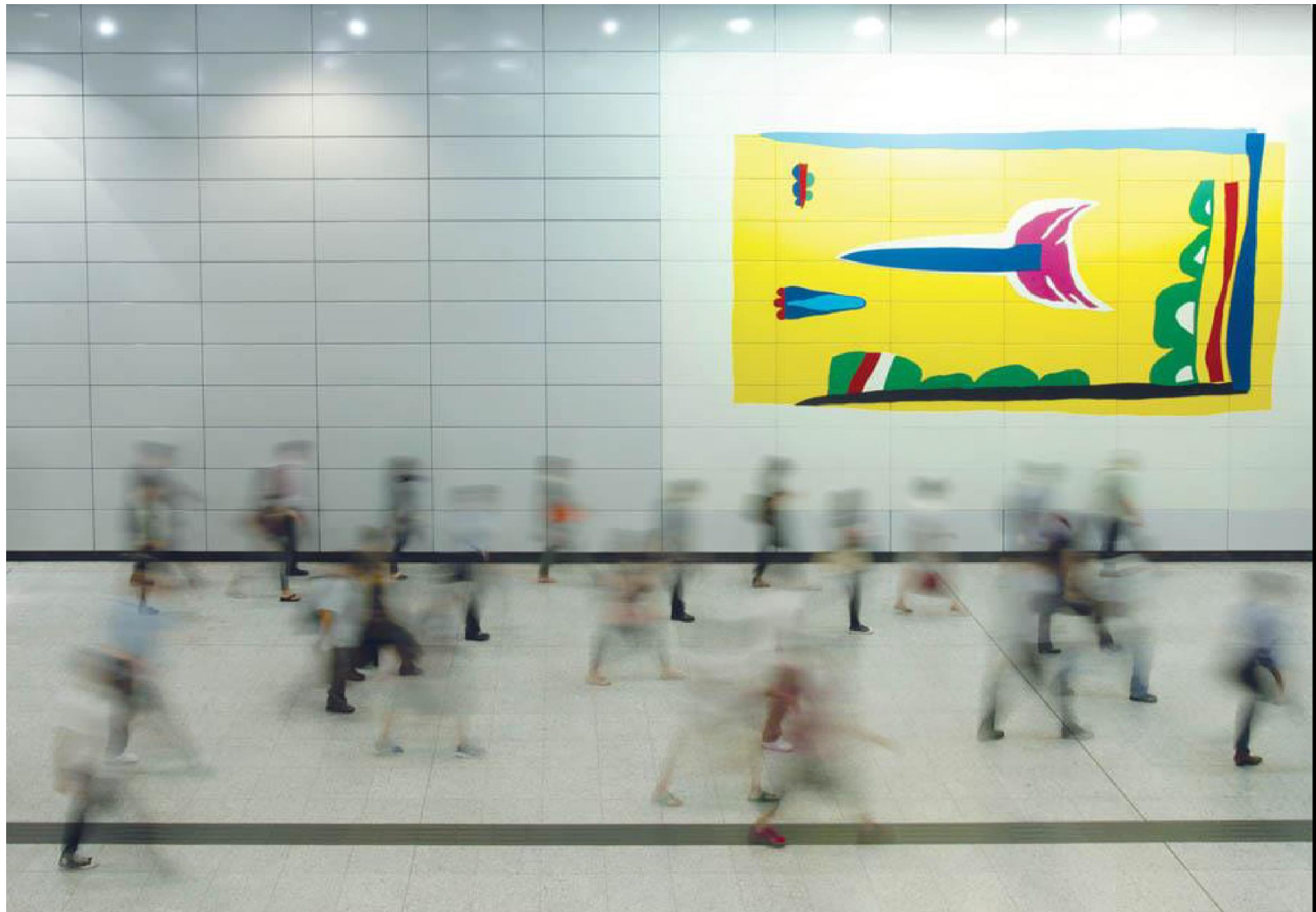
Lam Tin Station



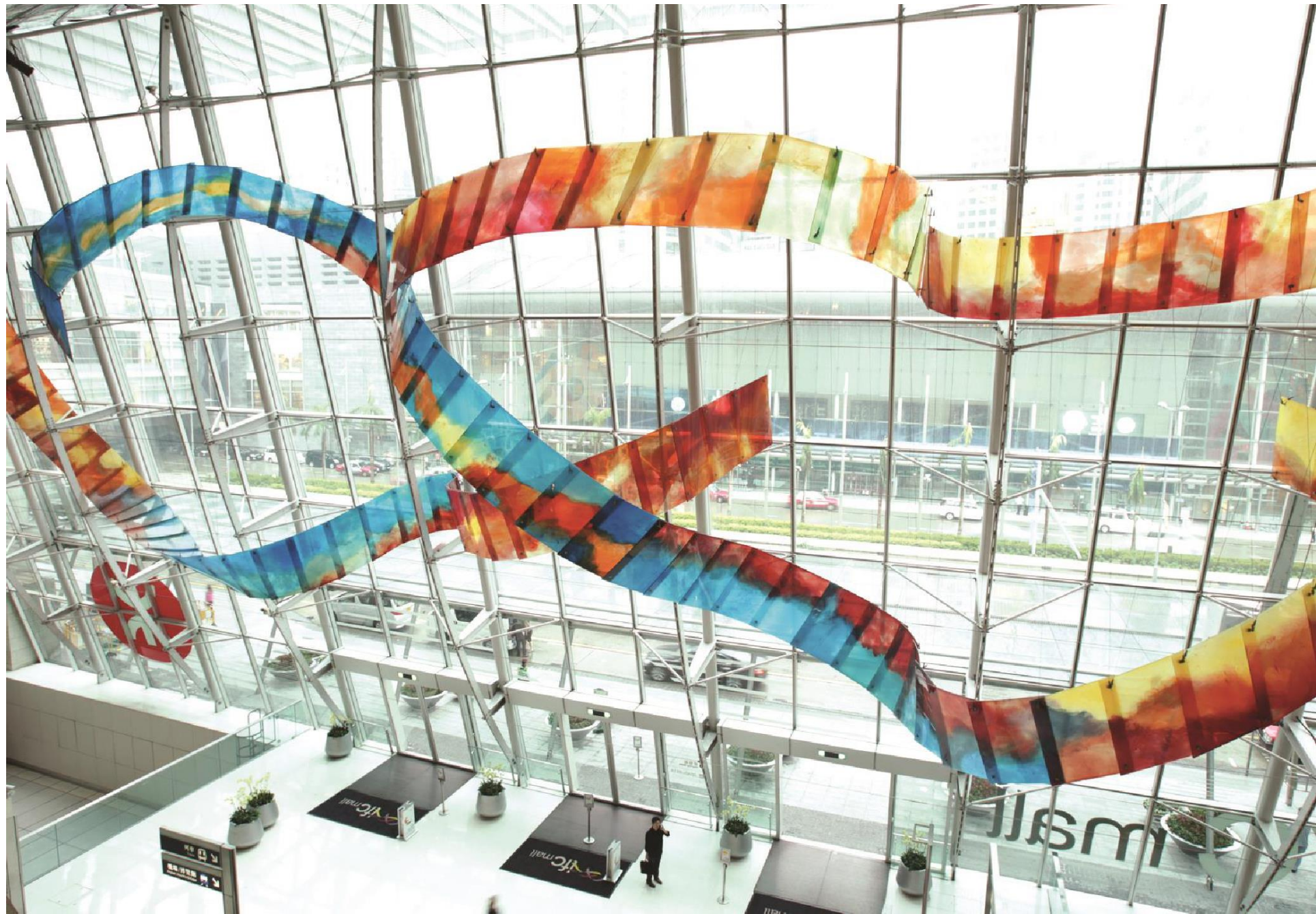




















Jordon Station





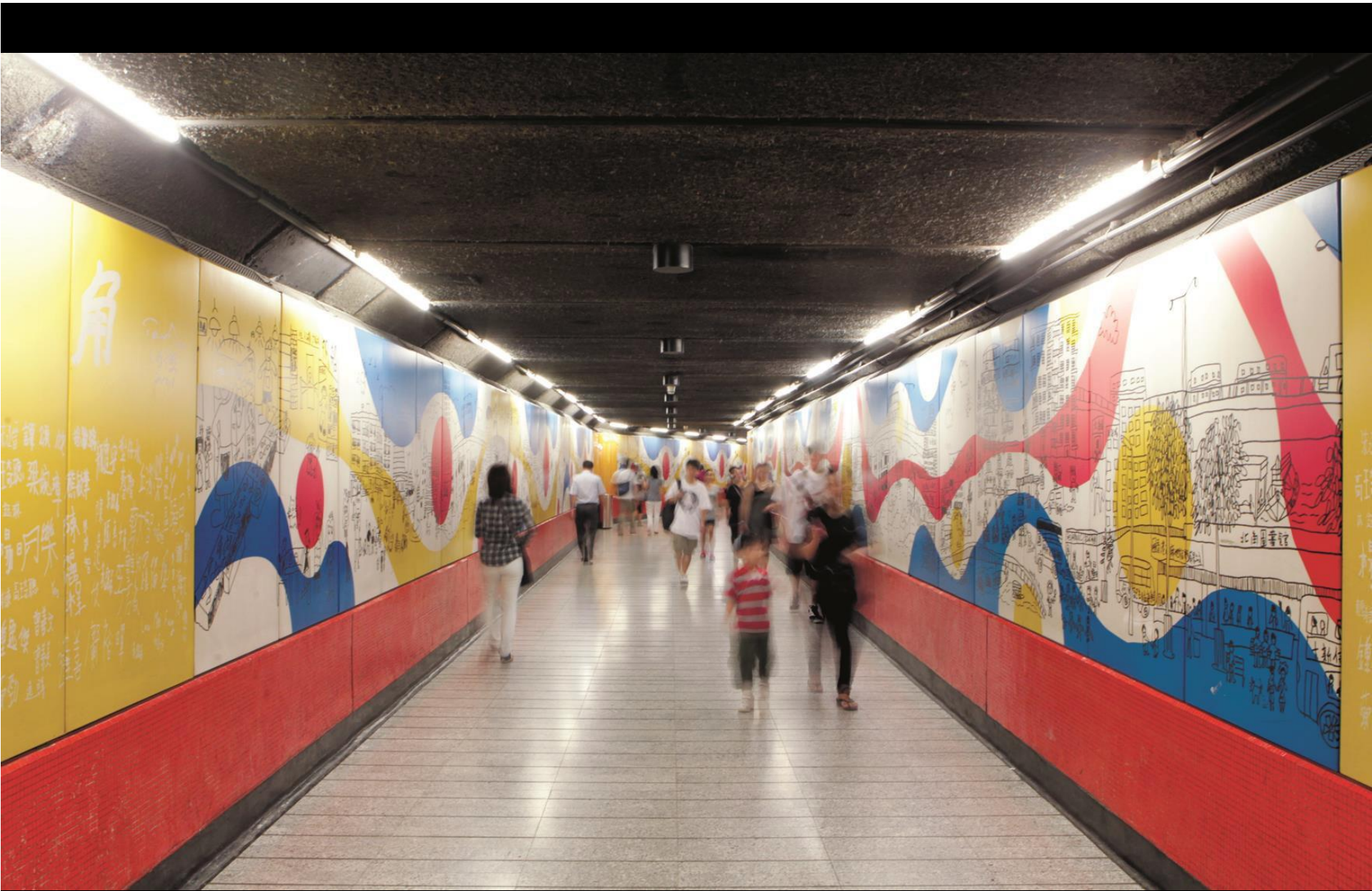
Tseung Kwan O Station





Yau Ma Tei Station





North Point Station







薄扶林道  
Pokfulam Road

薄扶林道  
Pok Fu Lam Road

列車  
Trains



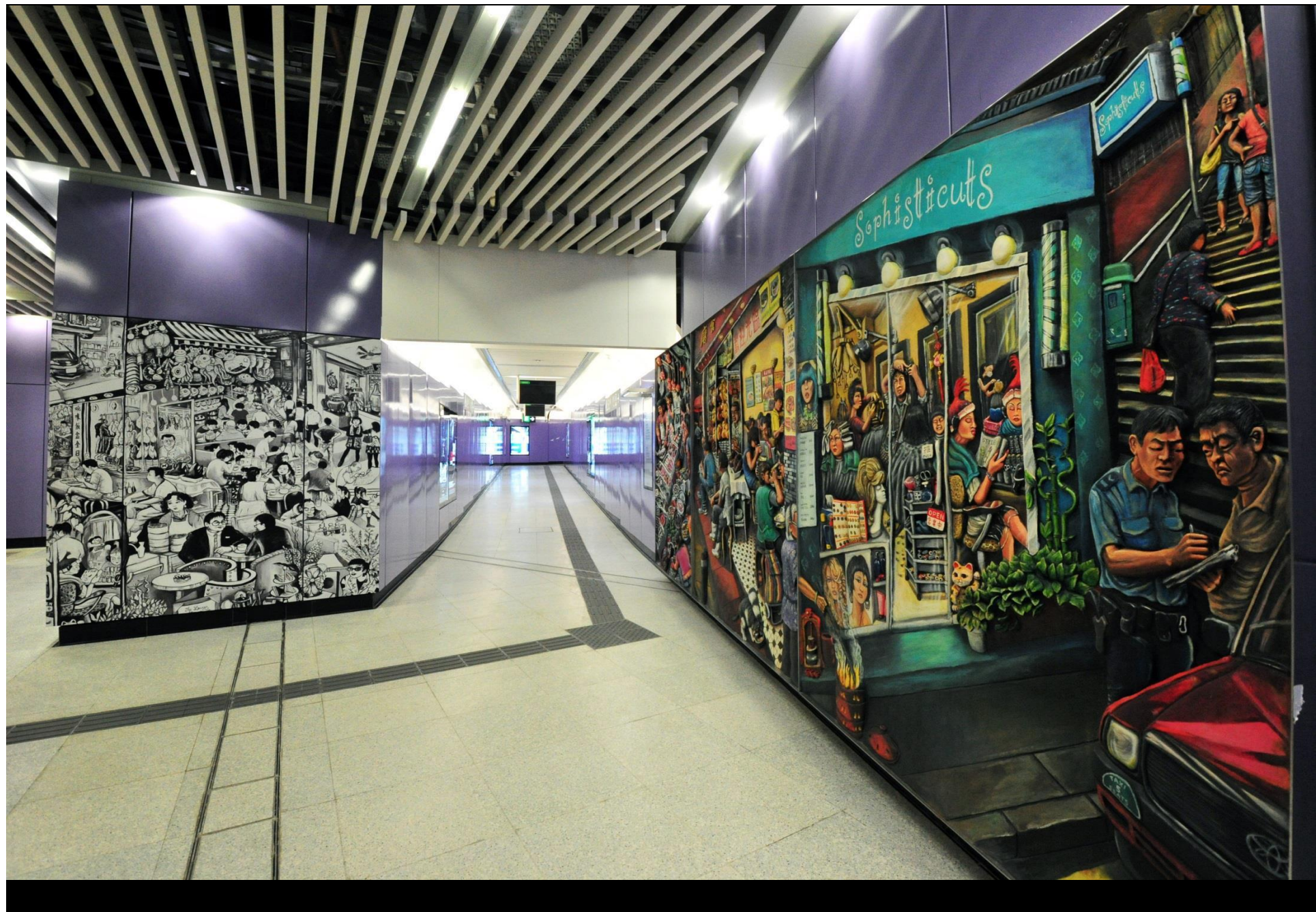






**“Streets & Alleys of the Western District” by Stella So & Students at HKU Station**











# THIS IS WAN CHAI

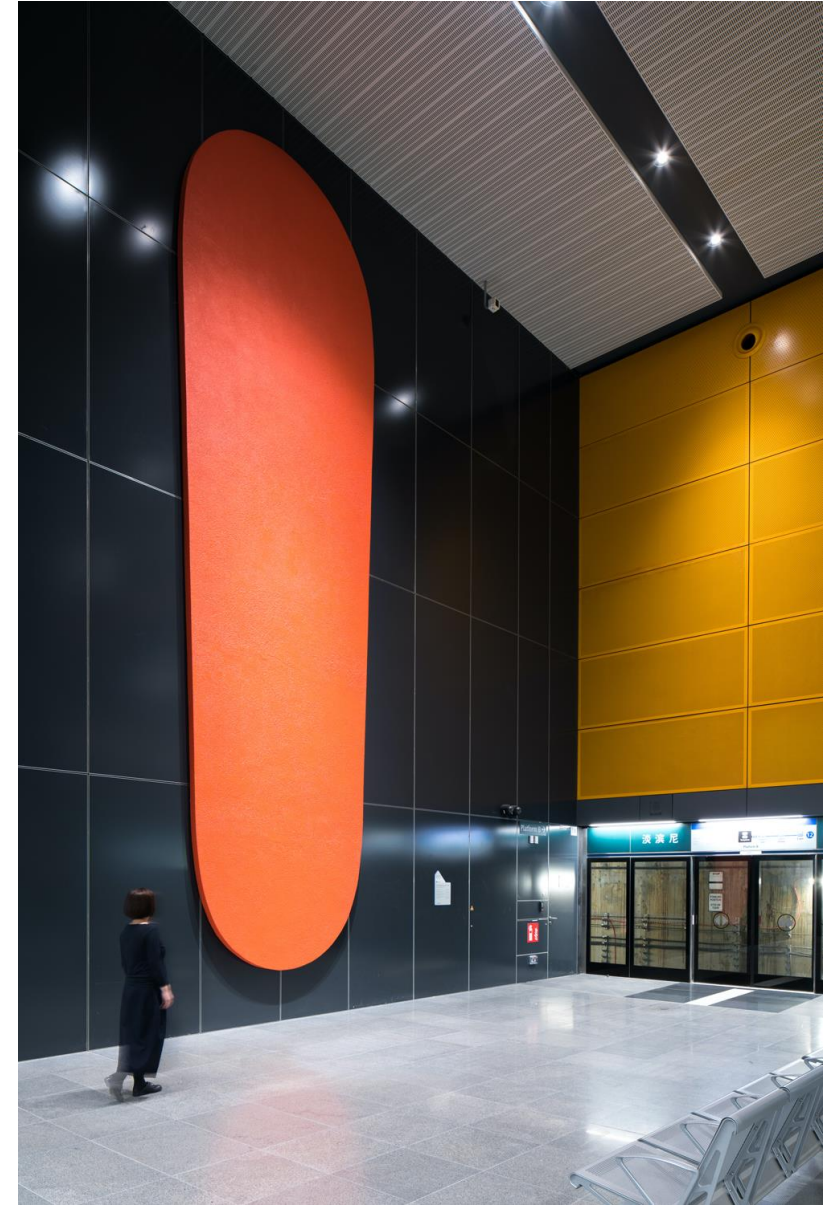


<https://conranandpartners.com/article/This-is-wan-chai/>





# ➤ TALL LONG – TAMPINES MRT STATION



<http://studio-juju.com/works/tall-long/>





# QUESTIONS?



# THANK YOU!



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**[www.transconsultasia.com](http://www.transconsultasia.com)**

