



09/06/2020

# **Social Media after COVID-19**

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

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

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# Innovative Communication Strategy

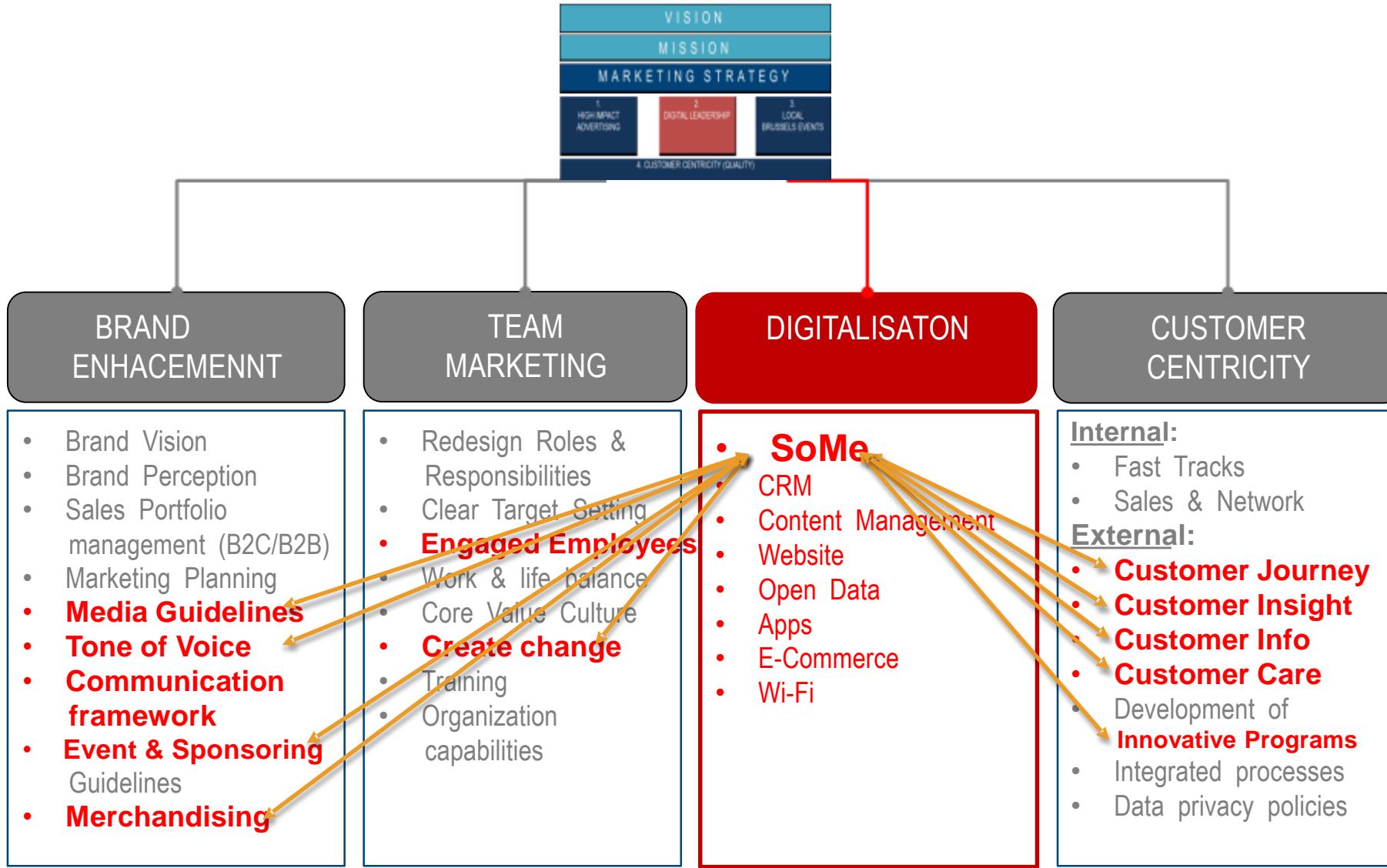




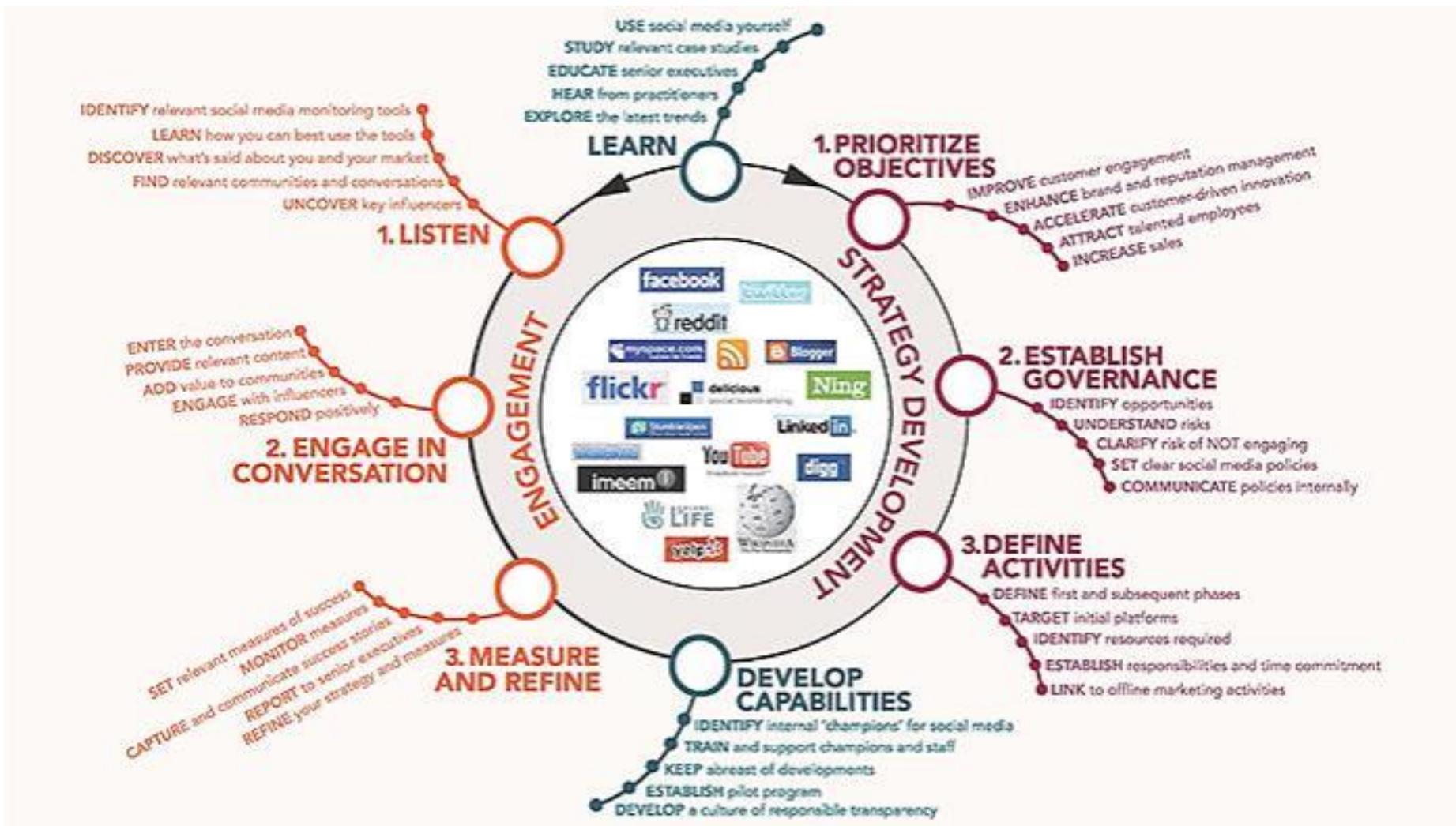
WE DO NOT NEED A TWEETER ACCOUNT...  
... WE NEED A STRATEGY !



# STRATEGY

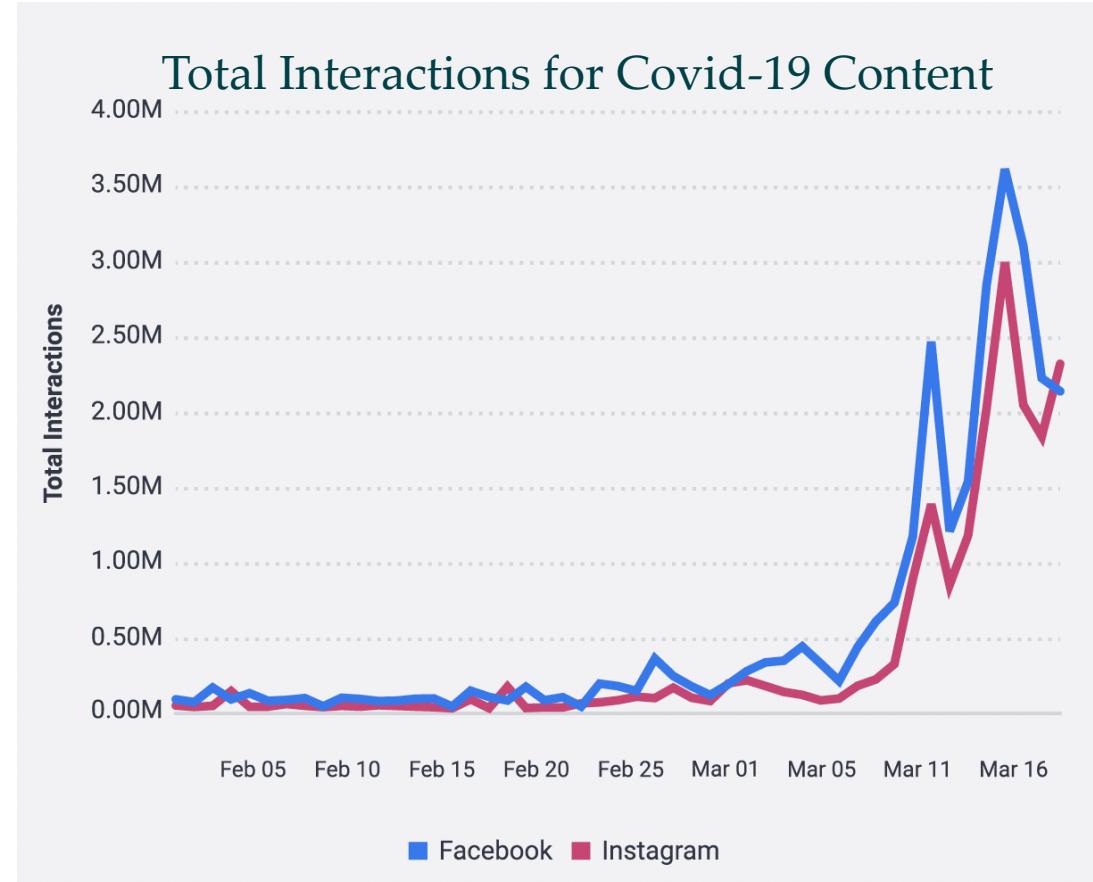
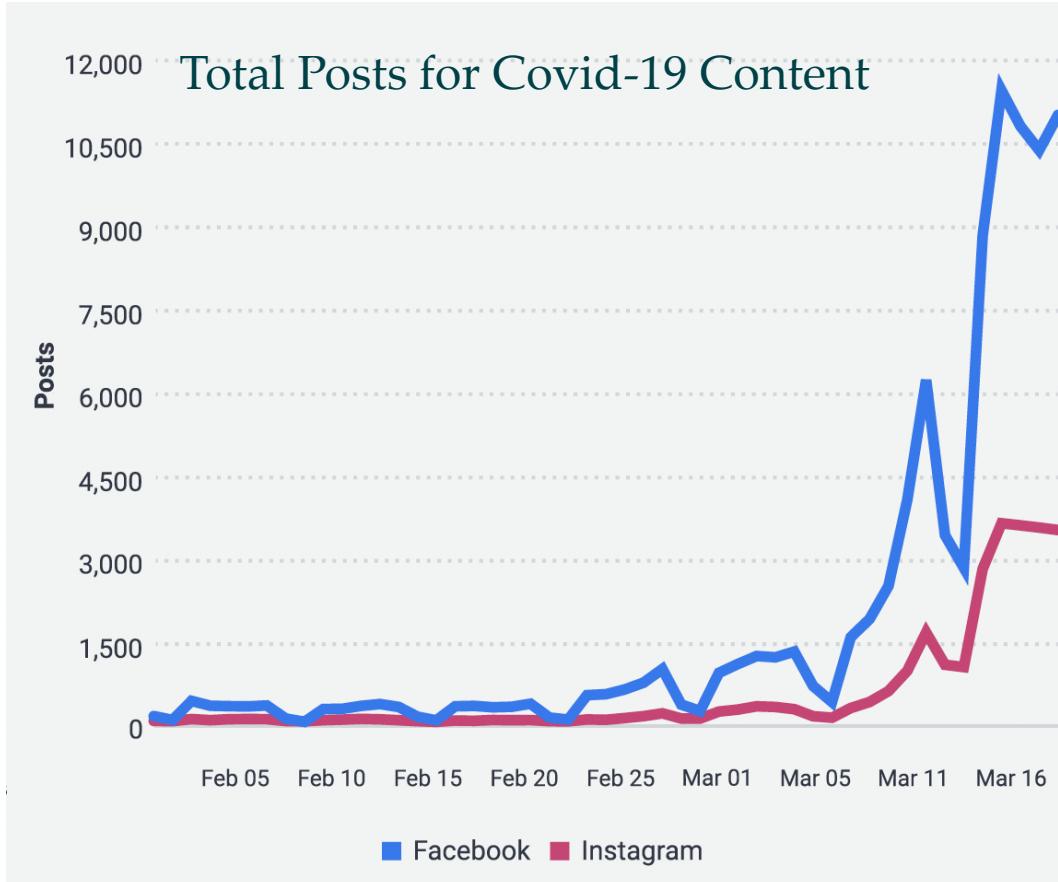


# SOCIAL MEDIA STRATEGY





# OPPORTUNITY IN CRISIS

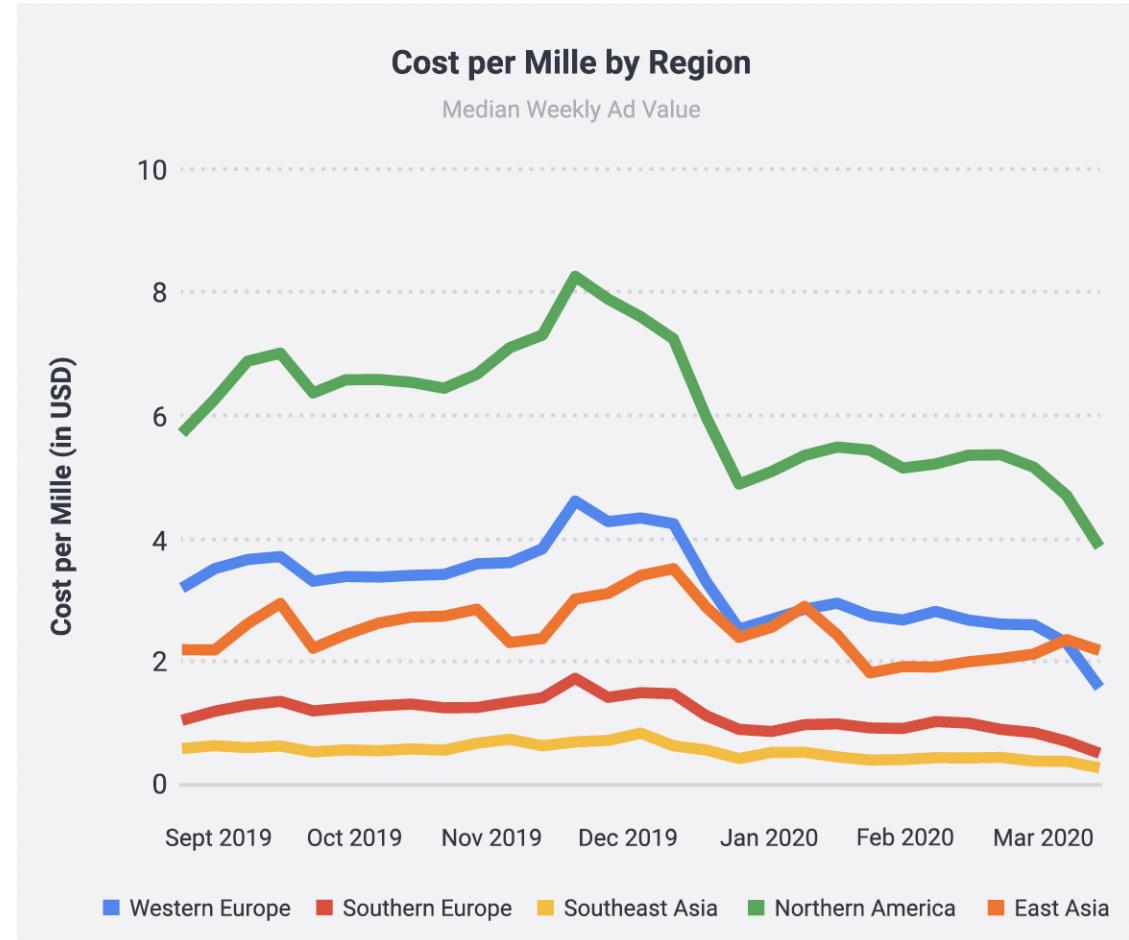
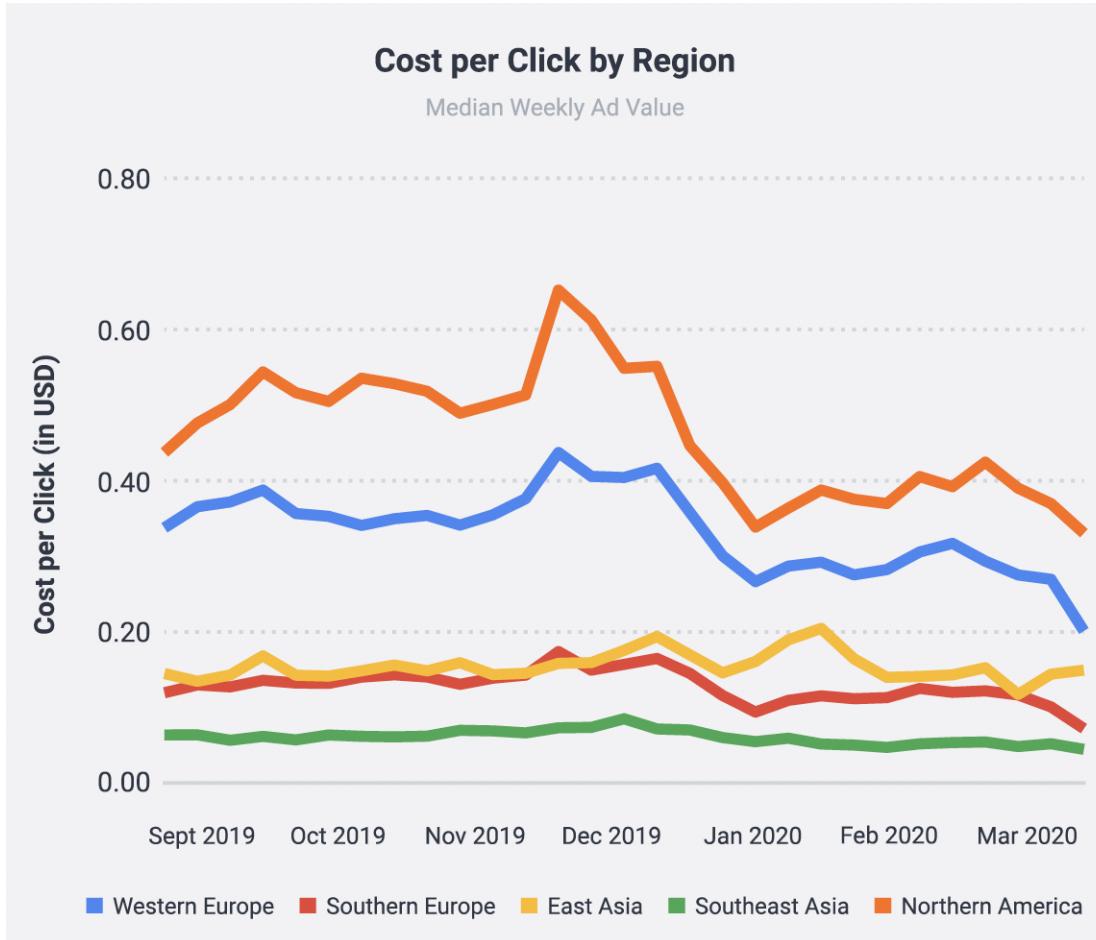


Source: The impact of Covid-19 Report; Socialbakers data from 1 Feb 2020 to 21 March 2020





# 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





Wong Tai Sin Station



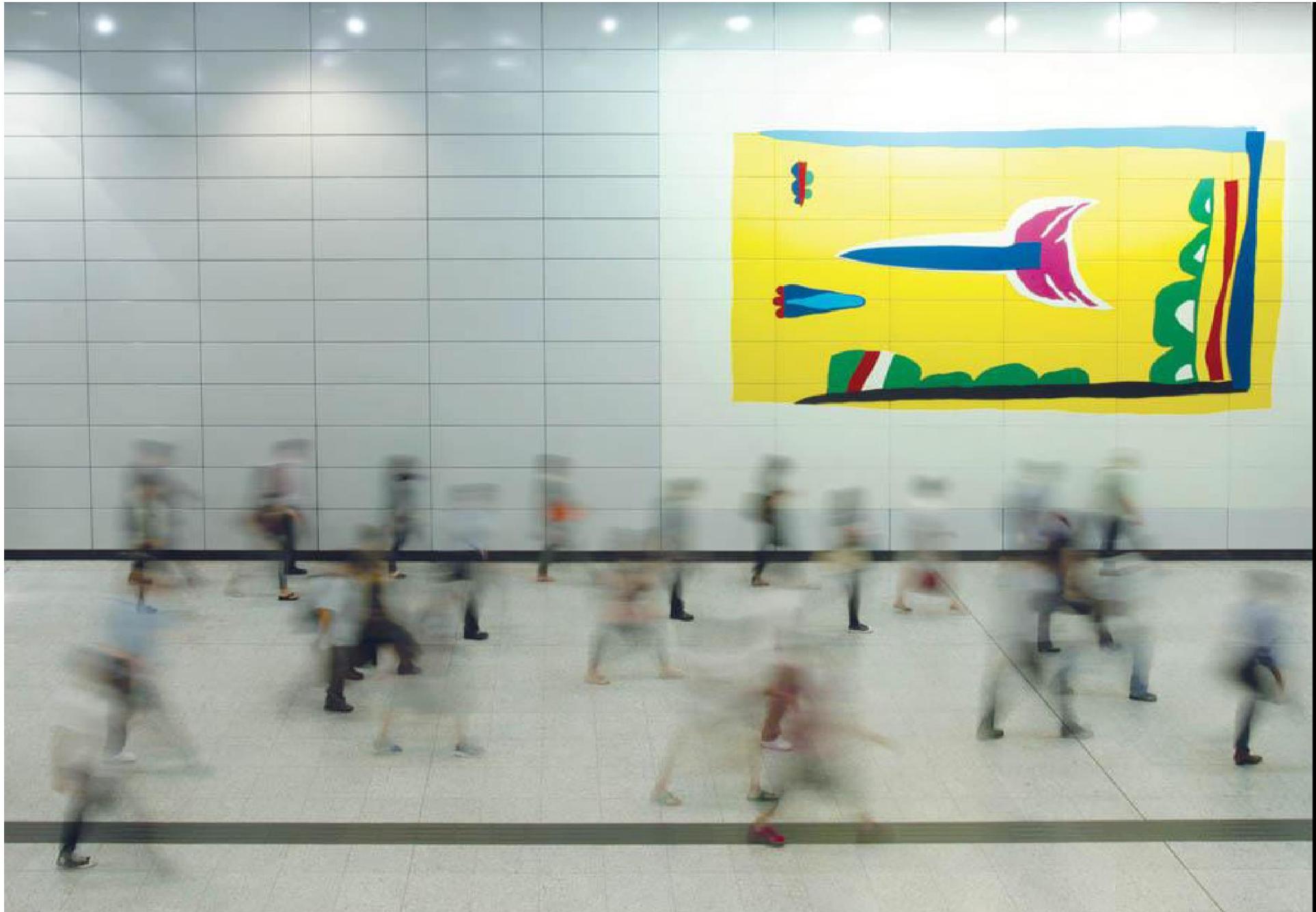
Choi Hung Station



Lam Tin Station













**Jordon Station**



Tseung Kwan O Station



**Yau Ma Tei Station**



North Point Station

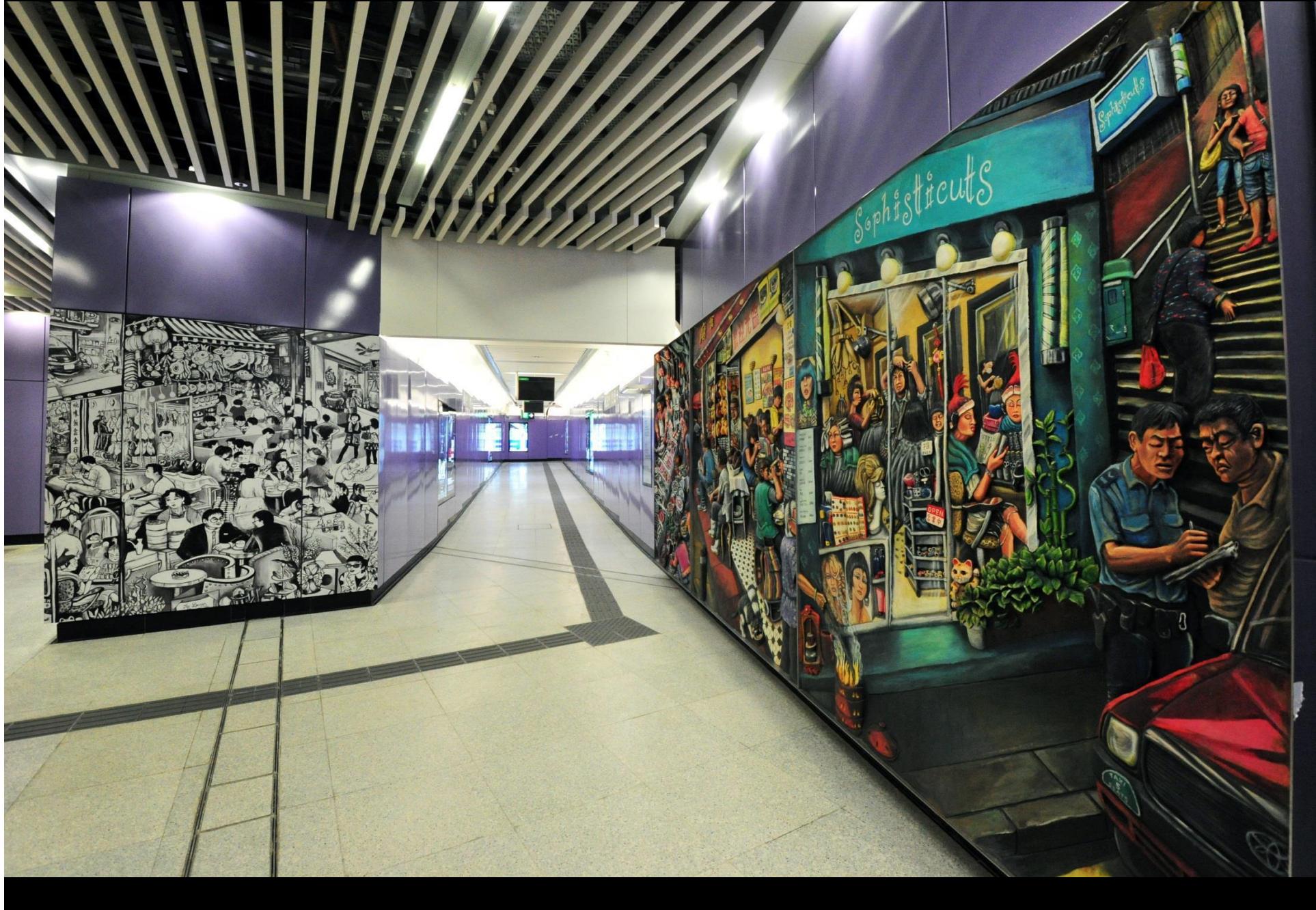








“Streets & Alleys of the Western District” by Stella So & Students at HKU Station







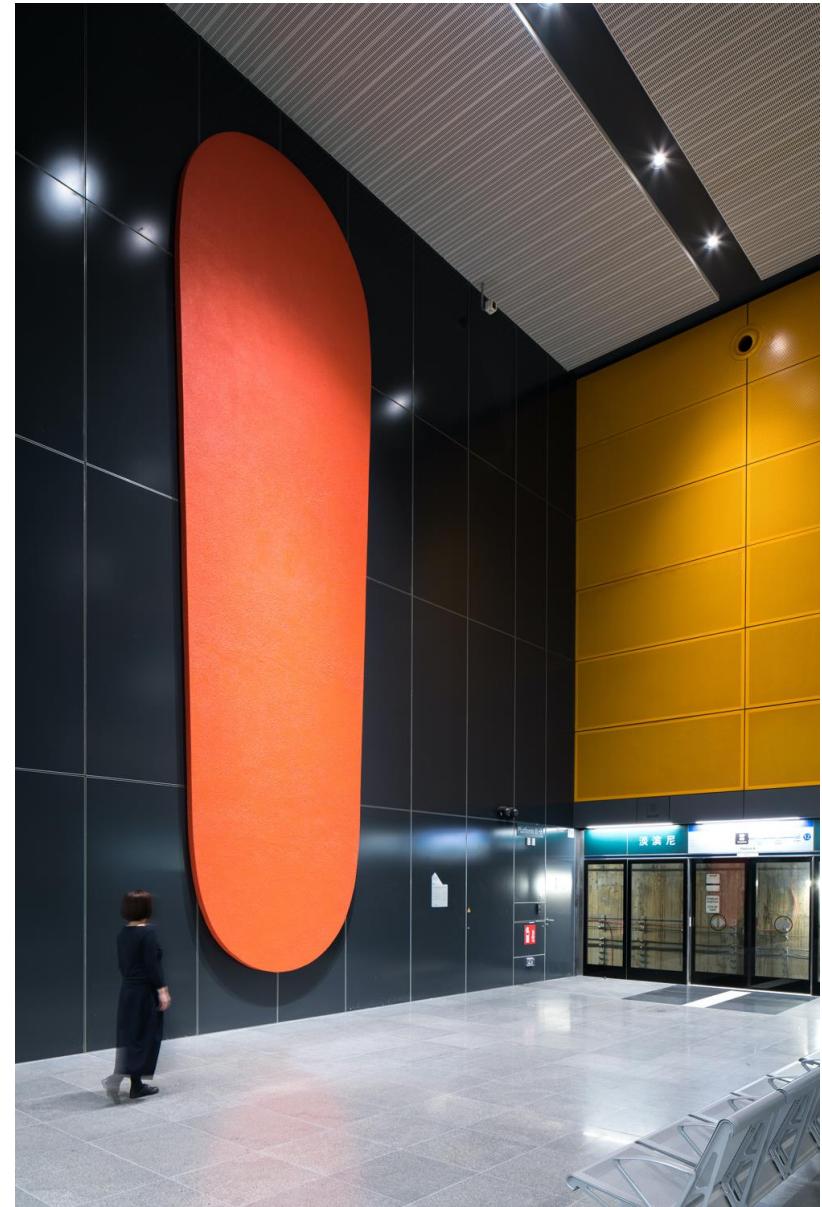
# THIS IS WAN CHAI



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



# TALL LONG – TAMPINES MRT STATION





# QUESTIONS?



# THANK YOU!

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