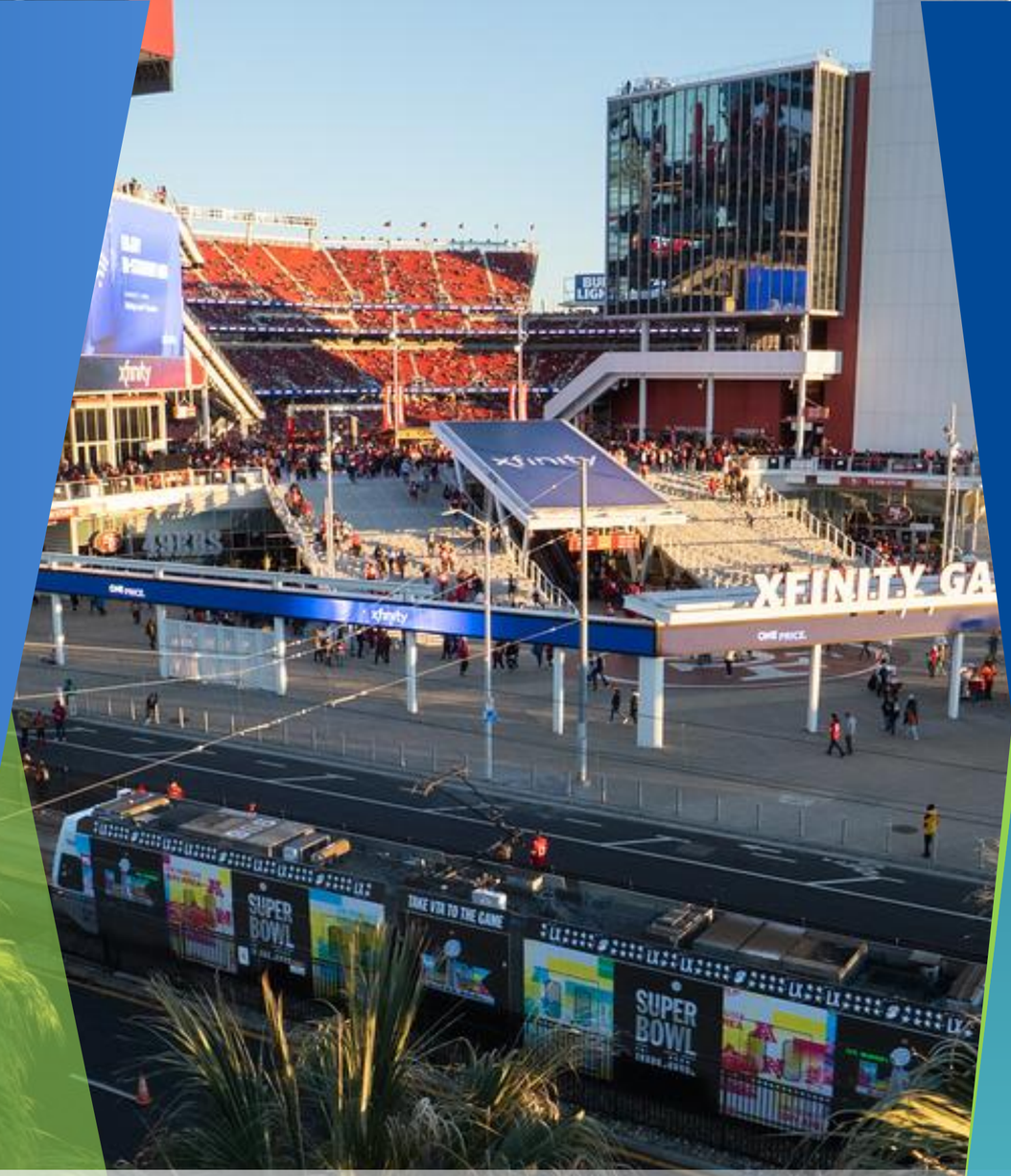
Mega Special Events

Building Trust with New Riders Using Social Media

Marina Chakmakjian
Communications and Media Spokesperson



Valley Transportation Authority

Santa Clara hosted the Super Bowl & 6 FIFA World Cup matches in 2026.



What VTA did

- Advertisements
- Ambassadors
- Customer Service
- Operations & Service Planning
- Security
- Social Media
- Station Activations
- Wayfinding Signage
- Web Page
- & More!



Social Media Strategy

A successful social media strategy for a mega special event relies on a three-phase timeline:

- **Pre-event**
  - Content: Navigating transit, audience-related hype
- **Live/during-event**
  - Content: Resharing pre-event content, user-generated content, event coverage, transit updates
- **Post-event:**
  - Content: Ridership milestone, staff & audience gratitude, media coverage



Amplifying the Message











Our pre-event outreach on Facebook Live reached beyond our own channels.

- **Super Bowl:** Press conference reached national news, including CNN
- **FIFA:** Consulate collaborations extended our message through their social platforms and news coverage

More ways to reach new riders before the major event day.

Navigating Transit: Take VTA

Everything started w/ high energy overview that highlighted key transit moments:

- Boarding
- Fare Payment
- Transit app
- Off boarding

& amplified our ***call to action***.



Navigating Transit: Regional Connectors

Our regional partners brought thousands of riders from across the Bay Area. VTA transported them directly to Levi's Stadium.









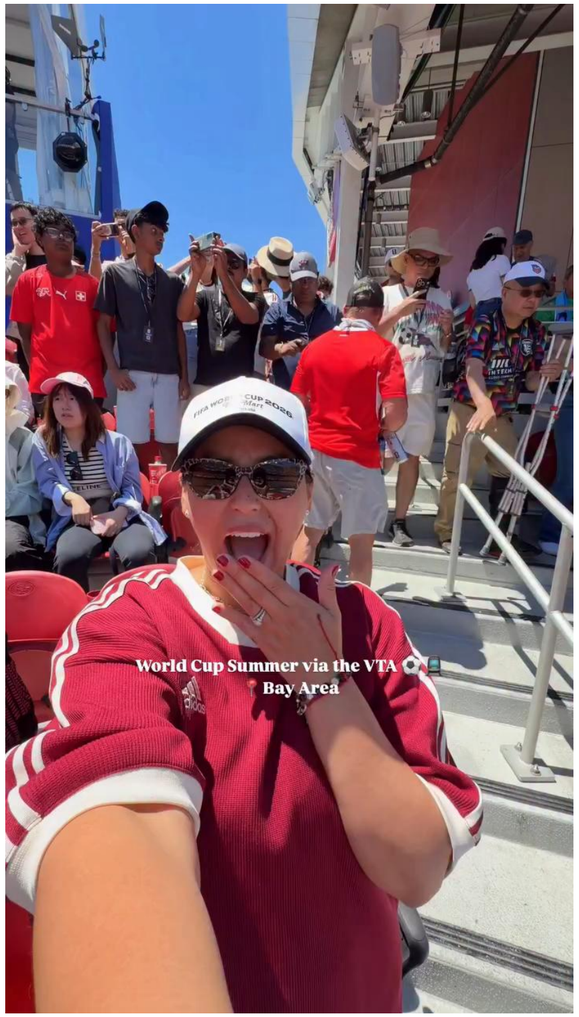


Video carousel videos on Instagram that broke down clear step-by-step breakdowns guiding riders straight to Levi's Stadium.

Navigating Transit: Influencer Marketing

People trust people.

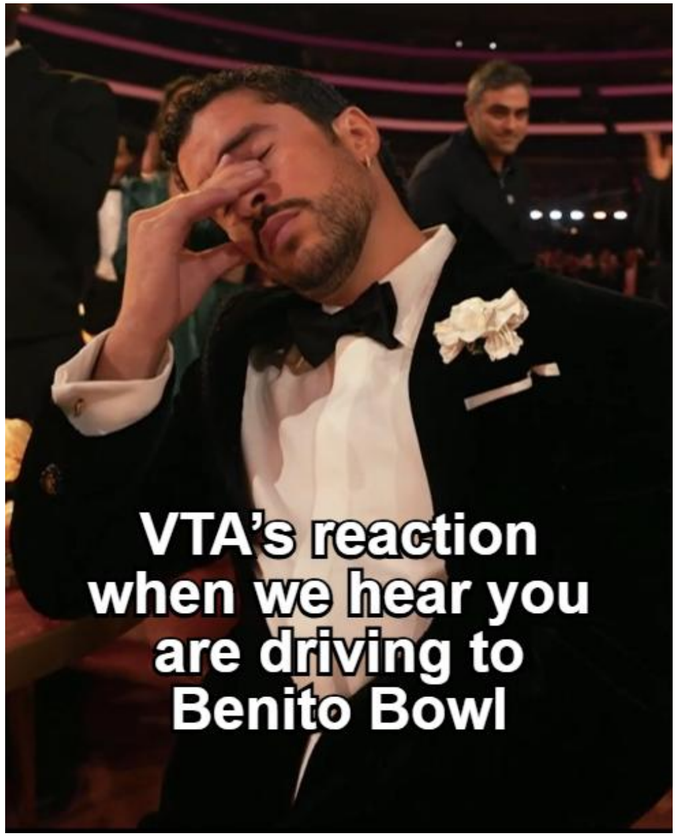
Micro-influencers were deployed to showcase navigating transit to the games & watch parties.



TikTok: @monica.morales17

We had fun with it

Keeping content lighthearted, engaging, and audience-first.







Small Team.
iPhones.
Canva.
Big Results.



Valley Transportation Authority