

# Celebrating Our 40<sup>th</sup> Anniversary

**Jose Hernandez, Marketing Specialist**



***OmniTrans***

Connecting Our Community.





# Social Media Stats

- Instagram – 700 million+ users
- Facebook – 1.15 billion daily active users
- Twitter – 320 million, and top option for social customer service
- YouTube - 85% of the US internet audience watches videos online





– Access



# 40<sup>th</sup> Anniversary Campaign

- To celebrate 40 years of Omnitrans serving San Bernardino Valley
- Raise awareness, recognition, and say thank you
- Elevate reputation of Omnitrans service



**Omnitrans**  
40th ANNIVERSARY



# OmniNews

- Backbone of campaign celebration
- Highlighted all aspects of the campaign
  - Customer appreciation
  - Entering the sweepstakes
  - Trivia contests



# Engaging Users



**Omnitrans**

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## OMNITRANS TRIVIA TIME!

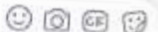
This month marks 40 years since the first Omnitrans bus first hit the routes! For reference, it was the same year that Sylvester Stallone first appeared on the blockbuster \_\_\_\_\_, pumping his fists at the top of the museum steps and then going on to win three Oscars that year. Omnitrans has also become a transit heavyweight, having traveled nearly \_\_\_\_\_ million miles in the San Bernardino Valley. That's the equivalent of \_\_\_\_\_ round trips around Mars! #OmniTurns40

Send a Message to us with all the correct answers to the blanks in this post and you will be entered into a drawing for a \$40 Visa gift card this Friday! Hint: Brush up on your trivia knowledge by reading our 40th Anniversary blog! And don't forget to enter our sweepstakes: <http://bit.ly/OmniTurns40>

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# Leveraging Social Media Trends

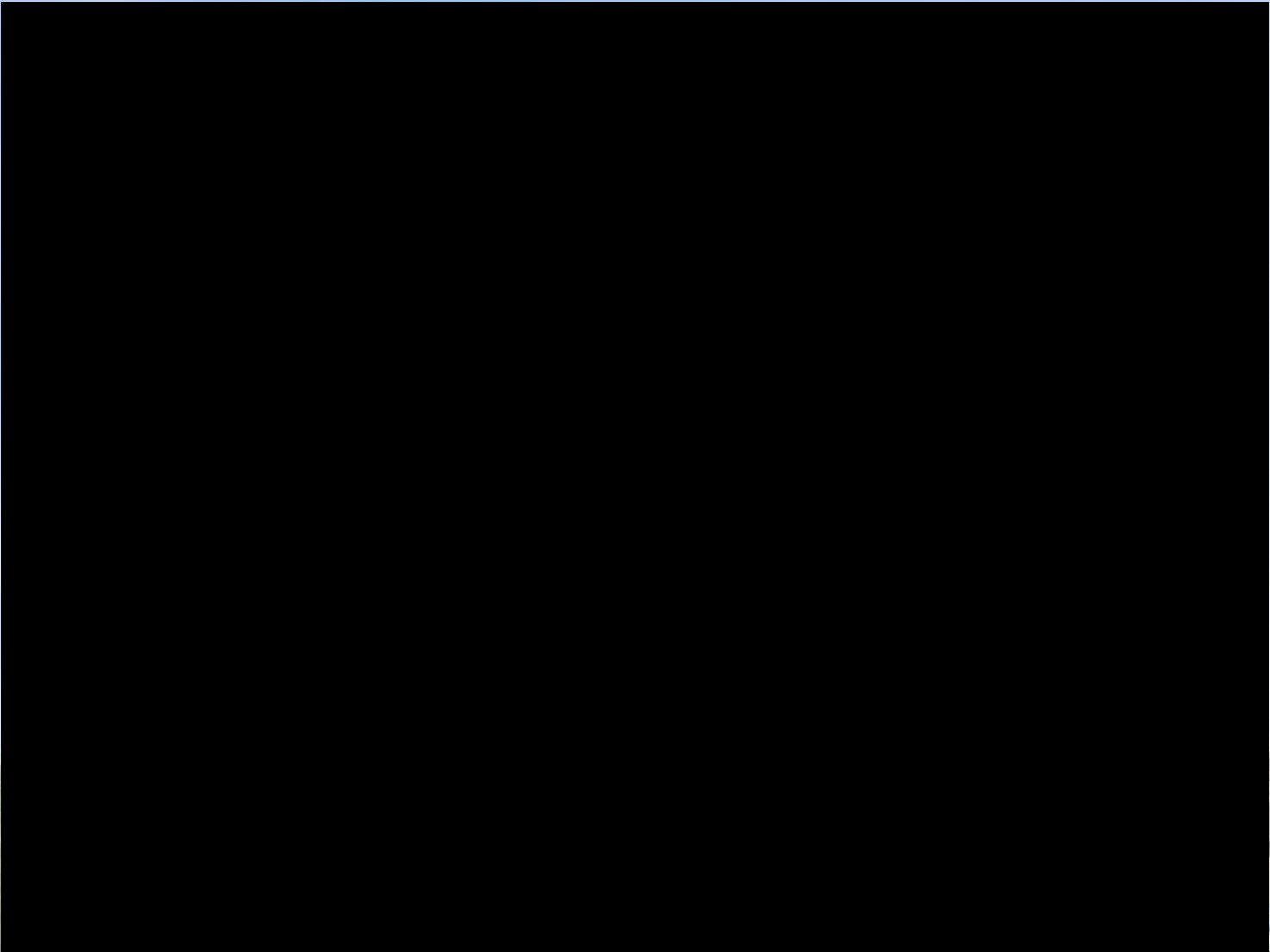




# Playing with YouTube

- Collaboration with our ad agency, CEO, Board of Directors, staff, drivers and riders
- A closer look at the growth of Omnitrans over the last four decades
- Shared across all our e-newsletters and on social media
- To date, our 3<sup>rd</sup> most viewed video (1,262 views)
  - A year later, continually our highest viewed video m/m





# 40 Years 40 Prized

- Sweepstakes hosted on social media and
- Entries on deadline record for Omnitrans
- Resulted in hundreds expanding our reach
  - Grand prize winner on OmniNews blog

Winners were chosen at random from our pool of 700-plus sweepstakes entries, and the grand prize winner of a \$400 Visa gift card and twelve 31-day bus passes is Juan Perez of Fontana! Thanks to all who entered.



Juan Perez of Fontana, the grand prize winner!

“When you first called me, I didn’t know who it was. I was at work and didn’t believe it,” Juan tells us of the surprise congratulatory phone call from Omnitrans. “After I heard the voicemail message and called back, then I thought ‘Okay, this is legit.’”

# Takeaways

- Find what each platform can do for you to communicate your message (e.g.: Instagram for visuals, Facebook for conversations)
- Have a foundation to social campaigns – what do you want your tweets or Facebook posts to lead back to? Enter a sweepstakes, download and redeem a coupon?
- Find ways to retain the audience you captivate beyond the duration of your campaign



# Omnitrans, By the Numbers

- By employing these best practices, we've seen growth spurts year over year
- Compared to October 2016:
  - Facebook: 7% more Page Likes
  - Twitter: 11% more Followers
  - YouTube: 121% more video views
  - Instagram: 46% more Followers



# For More Information

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