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

Jose Hernandez, Marketing Specialist





## **Social Media Stats**

Instagram – 700 million+ users

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- 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



### **40th Anniversary Campaign**

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**40th ANNIVERSARY** 

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

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# Omni

- Backbone of cam celebration
- Highlighted all a the campaign
  - Customer appre
  - Entering the sw
  - Trivia contests

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OmniNews www.omnitrans.org + 1-800-9-OMNIBUS - Enjoy a Free Ride During Rideshare Onunitrans Proposes Service Change to Week 2016 & Enter to Win Prizes! Celebrate With Us As Omnitrans Turns 40! OUTR 21C -Posted on Distorer 6, 2016 by Similarita / Leave a comment / Edit **Subscribe** ARCHIVES Select Month RECENT POSTS OmniTrans 40th ANNIVERSARY Beck to Route 66 You only turn 40 once, and we are making it count! Since first starting out in LIKE US ON FACEBOOK!

1975, Omnitrans has traveled nearly 300 million miles in the San Bernardino Valley - that's the equivalent of three round trips around Mars! More importantly, however, we have connected with our community along the ride and have been part of many people's lives. Be sure to follow us on social media to be part of all the fun as we celebrate this accomplishment all month long!



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- Veterans Rude Free on Veterans Day
- Celebrating art and community at the San Bernardino Transit Center
- Stress-fire traveling with Omnitrans bus service to CONT airport
- Detours scheduled due to Readervous
- Compete in the and Annual SETC Sidewalk Chalk Art Contest:





### **Engaging Users**



Omnitrans

Published by Hernandez J. Jose (?) Like This Page October 17, 2016 Edited @

### OMNITRANS TRIVIA TIMEI

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!

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/Omn/Tums40

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Tag Photo O Add Location / Edit

Write a comment.



# **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

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### 40 Yea

### 10 Duizool

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.

- Sweepstakes hos on social media a
- Entries on deadline record for Omnitre
- Resulted in hundress
  expanding our res

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Grand prize winn
 OmniNews blog



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

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- YouTube: 121% more video views
- Instagram: 46% more Followers

### **For More Information**

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