

San Francisco Bay Area Rapid Transit District

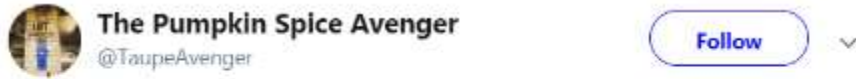


Alicia Trost, Communications Department Manager

@aliciatrost



#Trending Tips



The Twitter game is strong for [@SFBART](#) Now they need to fix the trains (which is harder).



BART itself has issues, but I think [@sfbart](#) is probably the best run social media account I've ever seen. Clear, firm, friendly, & human.

- When bad things go viral
- Free strategies to boost your reach
- Prioritizing influencers
- The power of brand affinity
- The perfect amount of funny
- Rethink how you provide customer service

Before Jumping In



- Take the time to workshop your brand
- Find your agency's tone
- Be authentic to your brand
- Don't be who you aren't
- Be savvy, but not juvenile

Set the Tone



BART is

- Optimistic, not exuberant
- Human, not elitist
- Competent, not cerebral
- Accessible, not edgy

When Bad Things Go Viral



- Acknowledge it and be really obvious about it
- Pin a statement to your profile
- Explain what's being done and where you will provide updates
- Correct inaccuracies and engage



...FRIDAY UPDATE: BPD has successfully identified the individual. BART will move forward with seeking a prohibition order that would ban this person from the system....

11 a.m. Wednesday Update: Our detectives have spoken to the victim and he does not want to press charges. We have shared the image of this suspect with all our officers.

We want to make sure our riders know we are aware of this deplorable video and are investigating.

BART Police Department dispatchers received three calls from riders onboard a Warm Springs-bound train last night (Monday) at around 10:10pm. We responded and boarded the train at Union City Station but none of the patrons on board the train were able or willing to point out the suspect. Initial reports indicate the suspect got off the train at the Union City Station.

Any witnesses and the victim are asked to please contact BART PD Investigations at 510-464-7040 or if someone has information and wants to remain anonymous they can call 510-464-7011.

The video captures an unfortunate, ugly scene. However, several things went right despite the belligerent and bigoted actions of one individual. Number one, passengers on board the train suggested contacting BART police. Contacting police is always the best course of action – the police are law enforcement professionals trained to handle situations such as this (save 510-464-7000 in your phone and download the free BART Watch app- it allows you to text dispatch when you don't want to draw attention).

Number two, the subject of the attack was deliberate in his response and reasonable in his actions.

Number three, fellow passengers voiced their support for the victim without actually physically intervening.

Number four, one of the passengers moved away from the attacker. This is always a good option – physically remove yourself from the threat until police arrive.

Now, to put this into context, our daily ridership is about 420,000 people each weekday. Our "crimes against person per million riders" rate during the most recent reporting period was 3.15 crimes per million riders. While we are hiring 40 extra officers to increase officer presence we also rely on our riders to notify us immediately if police response is needed. Just like your neighborhood, we can't have an officer on every corner- we can't have an officer in every car, every platform, every parking lot, and every entrance. But we can team up with our riders to keep our system safe!



This deplorable act is being investigated. We have the ability to ban violent riders- it's called a prohibition order and we issue them when appropriate. All of the details about this case can be found here: [facebook.com/bartsf/posts/1 ...](https://facebook.com/bartsf/posts/1...) #BayAreaRidesTogether



Stanley Roberts @StanleyRoberts
I was just tagged on this video via @fancynancy510 @instagram it was uploaded by @asianandproud454, I don't know much more that what was posted other than it was on @SFBART #racism #bart #Train #arguments #fight #caughtonvideo #peoplebehavingbadly

9:03 PM - 14 Nov 2017

136 Retweets 221 Likes



When Bad Things Go Viral



- We shared the original post and offered comments: “We want to make sure our riders know we are aware of this deplorable video.”
- Call to action: “Any witnesses and the victim are asked to contact BPD.”
- We offered an alternative narrative: “The video captures an unfortunate, ugly scene. However, several things went right despite the belligerent and bigoted actions of one individual.”
- We used it as an educational tool: “BART will move forward with seeking a prohibition order that would ban this person from the system.”
- We provided time-stamped updates.
- We engaged in the thread- even if off topic.



Eve Westvik Seems strange we'd have to see this from the New York Post and not BART itself.

Like · Reply · Message · 46w



↳ View 2 more replies



Bay Area Rapid Transit Eve Westvik we shared the video the moment we saw this! Our officer responded to the train and no one on the train wanted to help ID the man or press charges. Then this video was posted and we shared it right away and also circled back with the victim to make sure he still didn't want to press charges- he does not. We are being very public about it and are sharing updates.

Like · Reply · Commented on by Alicia Trost [?] · 46w



Francoise Corteis Thank you Bart for the thorough explanation. I don't agree with some of the negative comments on here. I take Bart daily and it's the fastest way to get to work (which I appreciate). Yes, there are germs and it stinks sometimes. I'm sure Bart isn't going to discriminate on someone getting on if they stink? If they have no money to pay for the ride that is a different story. Like with everything there will be issues and sure there could be improvements but I'm glad Bart is available.

Like · Reply · Message · 46w



774
Engagements
on the
Facebook
post

Strategy to Boost Your Reach (For Free!)



Step 1: 1pm- Send out a tweet or thread

Step 2: Pin to your profile

Step 3: Engage with comments

Step 4: 7pm- Retweet another user's quote tweet



Strategy to Boost Your Reach



**Step 6: 10am- next day-
Retweet your original
Tweet**



**Step 7: 4pm- Quote tweet
your original tweet with
something new to say**



Then Create a Twitter Moment



Step 8: 8am (3rd Day)- Create a Twitter Moment

Step 9: 9pm- Retweet someone's quote tweet of the Twitter Moment

Step 10: 11am (4th day) Retweet your Twitter Moment

1 Tweet = 10 bites at the apple!

Today's Moments

Amazing · 3h

The incredible world of men with beards looking upwards

1,256 Likes



SFBART · 14h

SF Transit needs a strong #SFSeawall

From your network



Bryan Haggerty

@bhaggs

Follow

The team at @SFBART is always on top of their Twitter game. Great use of Moments ⚡



SF Transit needs a strong #SFSeawall

SFBART @SFBART

The SF Seawall is key to regional transportation

Moments

Playing Off Others



A well played quote tweet is often more successful than a tweet

The screenshot shows a tweet from the verified account SFBART (@SFBART). The tweet text reads: "Take BART instead but please, please, please don't hot box our cars. Smoking is not allowed. Not even on #420". Below this is a quote tweet from Captain Chris Sherry (@CHPChrisSherry) which includes a photo of a sign that says "DRIVE HIGH GET A DUI" and the text: "Driving while under the influence of marijuana is never tolerated and always illegal. Make it to your future!". The tweet from SFBART was posted at 9:50 AM on April 20, 2018, and has 196 retweets and 626 likes. The interface shows icons for replies (22), retweets (196), likes (626), and a share icon.

Playing off others



+ 3,500 new Twitter followers



A screenshot of a Twitter post from the verified account SFBART (@SFBART). The post text reads: "Ridership for 4/20 was almost 420,000 (it was 421,578 exits). That's *high* for a Friday." Below the text is a quote tweet from the same account: "Take BART instead but please, please, please don't hot box our cars. Smoking is not allowed. Not even on #420 twitter.com/chpchrisherry...". The tweet is timestamped "12:56 PM - 21 Apr 2018" and shows engagement metrics: 308 Retweets, 1,160 Likes, 18 replies, and 1.2K retweets. A row of profile pictures of users who interacted with the tweet is visible below the engagement metrics.

SFBART @SFBART

Ridership for 4/20 was almost 420,000 (it was 421,578 exits). That's *high* for a Friday.

SFBART @SFBART
Take BART instead but please, please, please don't hot box our cars. Smoking is not allowed. Not even on #420 twitter.com/chpchrisherry...

12:56 PM - 21 Apr 2018

308 Retweets 1,160 Likes

18 308 1.2K

Playing off others



Follow @LawrenceKS_PD

 **Lawrence Police** 
@LawrenceKS_PD Follow

I'm sorry Blake, this is awkward, but that's not a police car. You vaped in front of a water service vehicle.
ㄟ(ˉ▽ˉ)ㄟ

 **Blake Albert** @BlakeAlbert228
@LawrenceKS_PD

12:32 PM · 19 Aug 2017

164,033 Retweets 529,220 Likes

2.5K 164K 529K

 **Lawrence Police** 
@LawrenceKS_PD Follow

If you have to blow into a Tostitos bag to know if you're intoxicated, for the love of all that is holy, DO NOT DRIVE

 **KCTV5 News** @KCTV5
New Tostitos bag acts as breathalyzer, will tell you if it is safe for you to drive on Super Bowl Sunday. Story >>
[ht.ly/mijb308o3HM](https://t.ly/mijb308o3HM)

11:34 AM - 26 Jan 2017

78,566 Retweets 137,974 Likes

596 79K 138K

People Love Data



Did you know we carry more people from the East Bay to San Francisco than the Bay Bridge? The bridge carries 14,200 people in cars over the bridge per hour at rush hour. BART carries 27,000 per hour under the bay at rush hour.



SueHallTraffic @SueHallTraffic
Bay Br a mess this morning. MC ACC incline. 3 lanes blocked. #SigAlert. #Sky7 over span. Take @SFBART

8:22 AM - 9 Apr 2018

178 Retweets 651 Likes



Andrew Pofahl
@DaBigPol17



Check the replies where @SFBART flames people with hard facts

SFBART @SFBART

Did you know we carry more people from the East Bay to San Francisco than the Bay Bridge? The bridge carries 14,200 people in cars over the bridge per hour at rush hour. BART carries 27,000 per hour under the bay at rush hour. twitter.com/suehalltraffic...

Prioritize Influencers



Use topics that elicit brand affinity and take advantage of accounts with a large following

SFBART @SFBART

Just BART.

Recode @Recode
Uber CEO @dkhos: "We want you to be able to say, 'Should I take the BART? Should I take a bike? Should I take an Uber?' All of it to be real time information, all of it to be optimized for you, and all of it to be done with the push of a button." #RevolutionCode

5:45 PM - 10 Jun 2018

217 Retweets 1,829 Likes

63 217 1.8K

260,072 impressions
665 profile clicks

Prioritize Influencers



Kara Swisher 

@karaswisher

Follow 

I love when public transit trolls techies. Go [@SFBART](#)

SFBART  @SFBART

Just BART. twitter.com/recode/status/...

9:51 AM - 11 Jun 2018 from [Manhattan, NY](#)

7 Retweets 64 Likes



Jump at Customer Service Opportunities



 **Christian Keil**
@cdkeil

Following

Happy Friday to my @apple airpod, who left me for @SFBART today. I hope they love you as much as I did.



8:29 AM - 5 Jan 2018

392 Retweets 2,959 Likes



Fold in Media Relations



Alicia Trost ✓

@AliciaTrost

Following



👁️ @Kantrowitz It was only a matter of time....but luckily he didn't go into the track. We're gonna try and send staff to recover and reunite the AirPods with @cdkeil



Christian Keil @cdkeil

Happy Friday to my @apple airpod, who left me for @SFBART today. I hope they love you as much as I did.

Show this thread

9:01 AM - 5 Jan 2018

81 Retweets 835 Likes





Replying to @cdkeil @Apple

Never go in the trackway to retrieve an item,
let us know and we will get it for you!



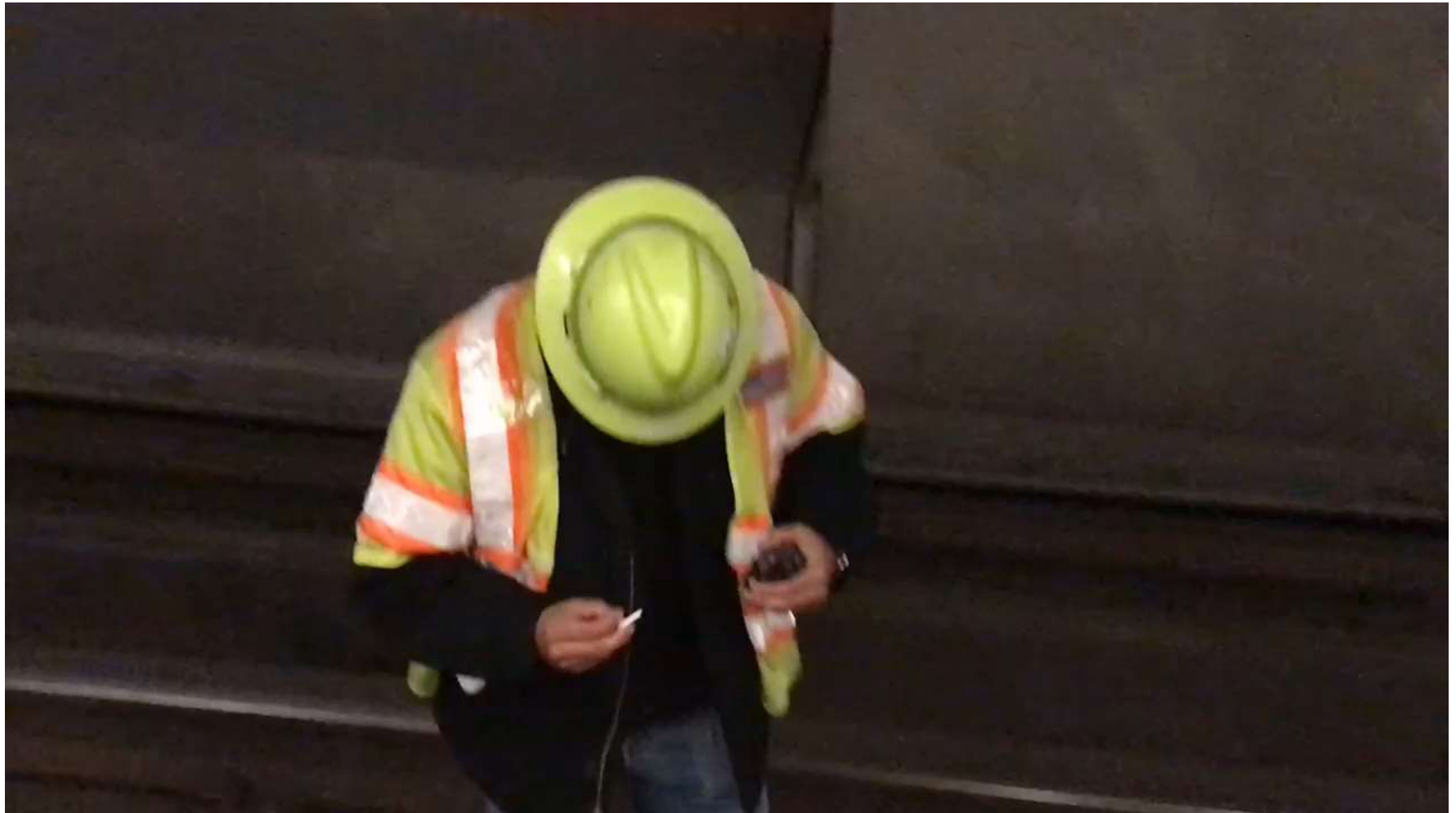
11:37 AM - 5 Jan 2018

793 Retweets 5,578 Likes

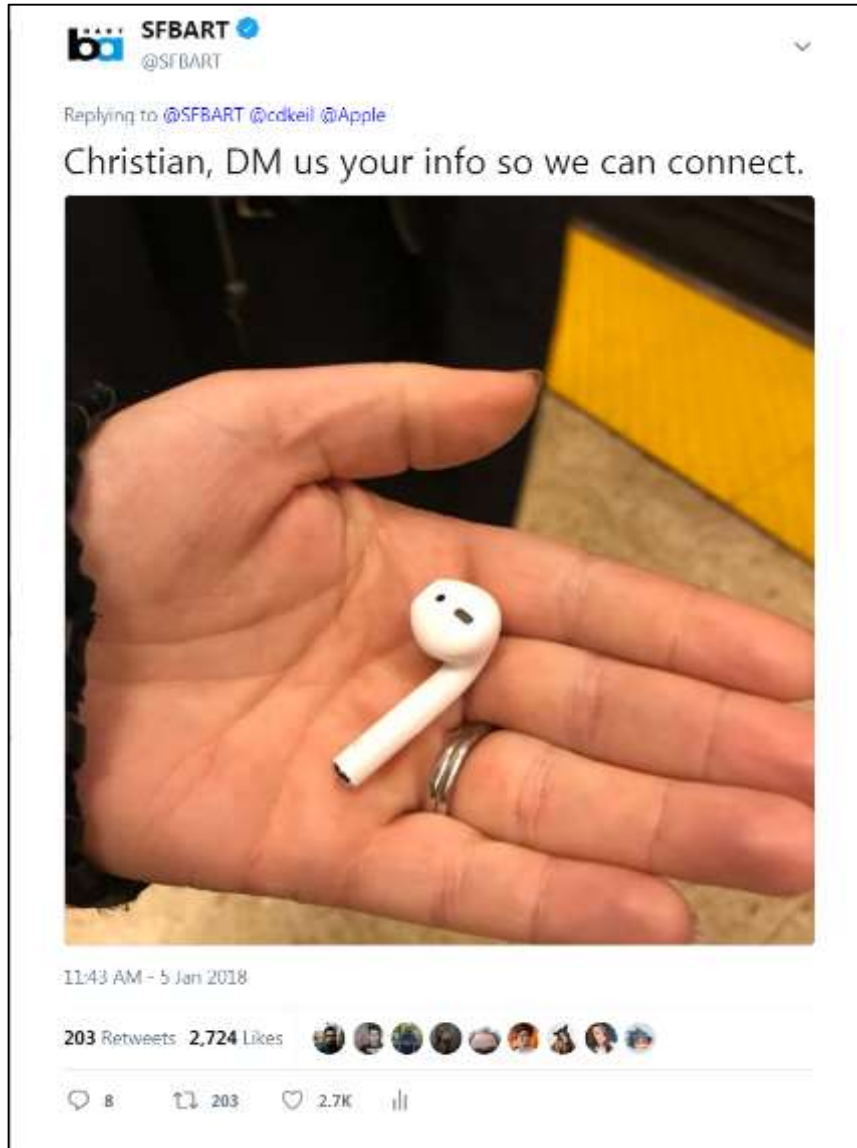


54 793 5.6K

iPhone Video



Always Think About The Visual



1.3 million impressions



Alex Kantrowitz ✓

@Kantrowitz

Follow



⚡ "The Great AirPods Rescue Miracle Of 2018"



The Great AirPods Rescue Miracle Of 2018

Alex Kantrowitz ✓ @Kantrowitz

Christian Keil dropped his AirPods into the tracks while waiting for a train in Berkeley, California. A cry of despair on Twitter led to its miracle return.

⚡ Moments

5:03 PM - 6 Jan 2018

45 Retweets 152 Likes



6



45





152




Quality Tweets Get Earned Media




 **Alex Kantrowitz** 
@Kantrowitz Follow

When the odds look long. When the challenges seem insurmountable. Don't give up. There's still a chance. As this guy who dropped his AirPods in the tracks today found out:


 **Christian Keil**
@cdkeil Follow

Happy Friday to my @apple airpod, who left me for @SFBART today. I hope they love you as much as I did.



This Guy Got The AirPod He Lost On The Tracks Back After He Tweeted Abo...
A cry of despair, followed by an act of good faith by a rail system that uses social media.
buzzfeednews.com

3:46 PM - 5 Jan 2018

486 Retweets 2,493 Likes 

The Great AirPods Rescue Miracle of 2018



 **Jon #MadeOnAMobile**
@OnTheSuperFly Follow ▼

Great example of realtime
[#responsivecomms](#), customer service and
social video coming together to provide a
great service and promote subway safety
[#filmmaking](#) [#madeonamobile](#) Well done
[@SFBART](#) [#comms](#)

 **John Manooch**
@jmanooch Follow ▼

Replying to [@SFBART](#) [@cdkeil](#) [@Apple](#)

THIS IS HOW CITIES SHOULD BE. Transit as
responsive supportive funny informative - on
top of essential. The amount of stuff that
could be achieved by a society with public
infra that was funded and supported! as e.g.
[@mokka](#) [@alon_levy](#) [@devonzuegel](#)
[@ptroughber](#) all know.

3:05 PM - 6 Jan 2018 from San Francisco, CA

4 Retweets · 81 Likes 

Contact Me



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