



**Massachusetts Bay
Transportation Authority**

Social Media Strategy

Fiscal and Management Control Board

March 29, 2021

Danny Levy and Andrew Cassidy

Agenda

- MBTA Social Media Overview
- Campaign Highlights
 - Building a Better T
 - Ride Safer
 - Transit Driver Appreciation Day



Terminology

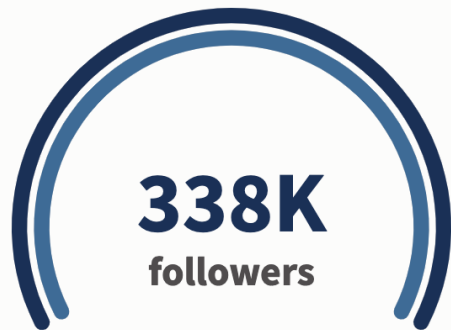
- **Application Programming Interface (API)** - A communication system that allows two applications or platforms to “talk” to each other.
- **Content** - Tweets, posts, videos, photos, animations, or any other media published on social media.
- **Engagements** - The total number of interactions (retweets, shares, comments, replies, and likes) received for the tweets published in the selected time frame
- **Hashtag** - A word or phrase preceded by the “#” sign. Hashtags are used on to tag posts as part of a larger conversation or topic.
- **Impressions** - The total number of times any organic or paid content appeared on someone's screen.
- **Reach** - The total number of people who have been exposed to a social post or ad.
- **Sentiment** - The tone of the mention: positive, negative or neutral.
- **Social Listening** - Finding and assessing what is being said about a company, topic, brand, or person on social media channels.
- **User Generated Content (UGC)** - Content created by the regular people on social media, rather than brands.



Primary Channels

Twitter [@MBTA](#)

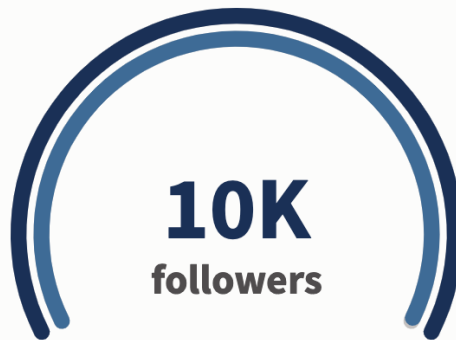
 Followers



60K
engagements

Instagram [@TheMBTA](#)

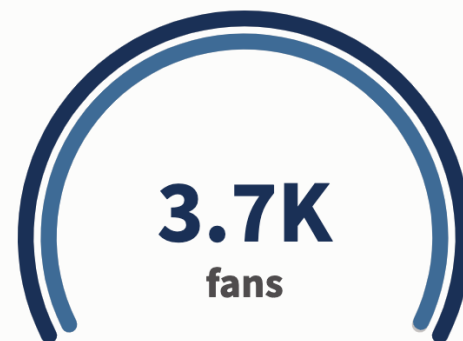
 Followers



121K
engagements

Facebook [@TheMBTA](#)

 Fans

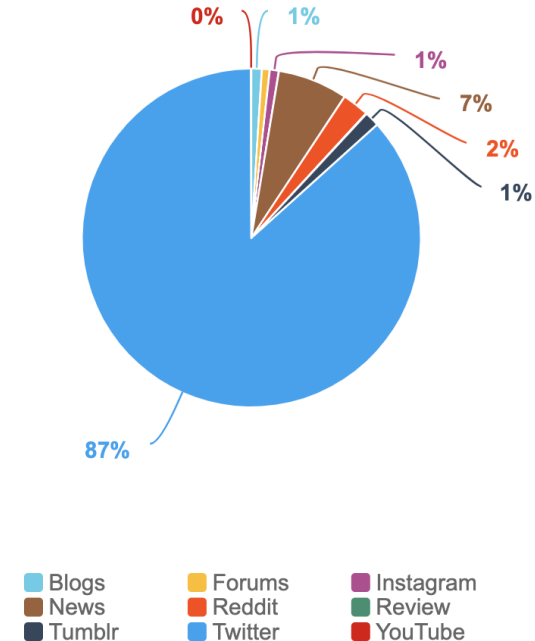


48K
engagements



By the Numbers

- **>90% of all online coverage** surrounding the MBTA takes place on social media, with the vast majority taking place on Twitter.
- The MBTA's Twitter account has **more followers** than the Governor's Office, State of MA, City of Boston, Marty Walsh, and many other major local entities and brands.
- MBTA accounts **published more than 20k posts** in 2020 alone.
- MBTA-created content receives more than **1 billion impressions**, and MBTA accounts are mentioned **>250k times per year**.

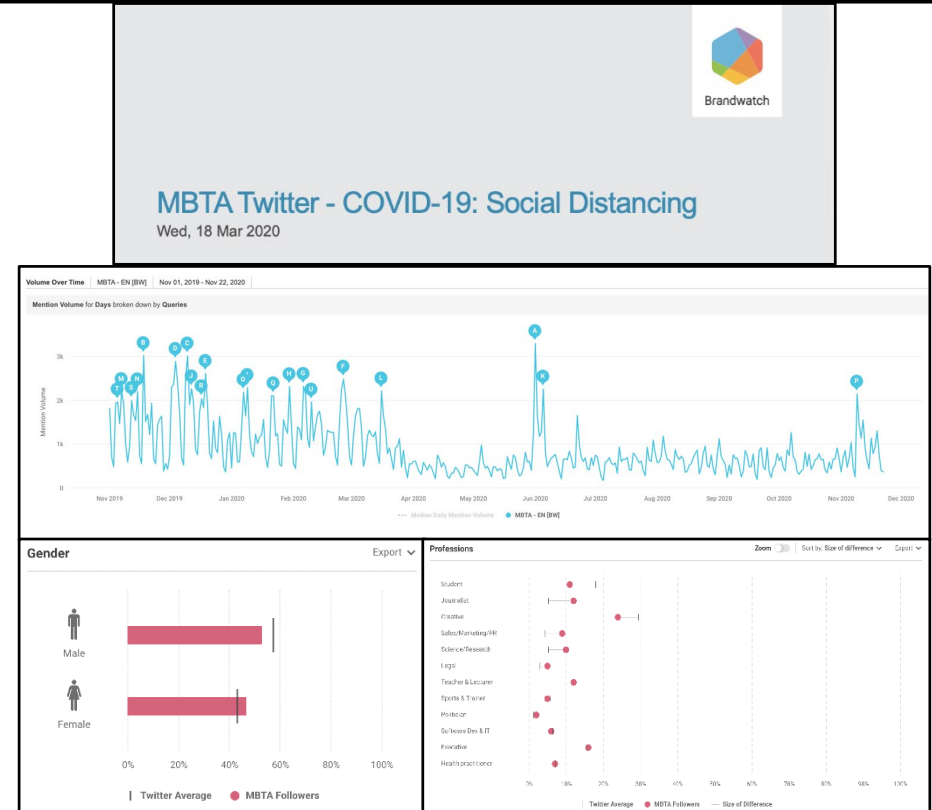


Data from 1/1-12/31, 2020



Capabilities

- Social Listening
 - Understanding rider experiences
 - Information sharing with Operations
- Audience Data
- Sentiment Analysis
- Segmentation & Categorization
- Real-Time Signal Alerts



Data from 5/8/20-2/14/20

Building a Better

Social Media Overview



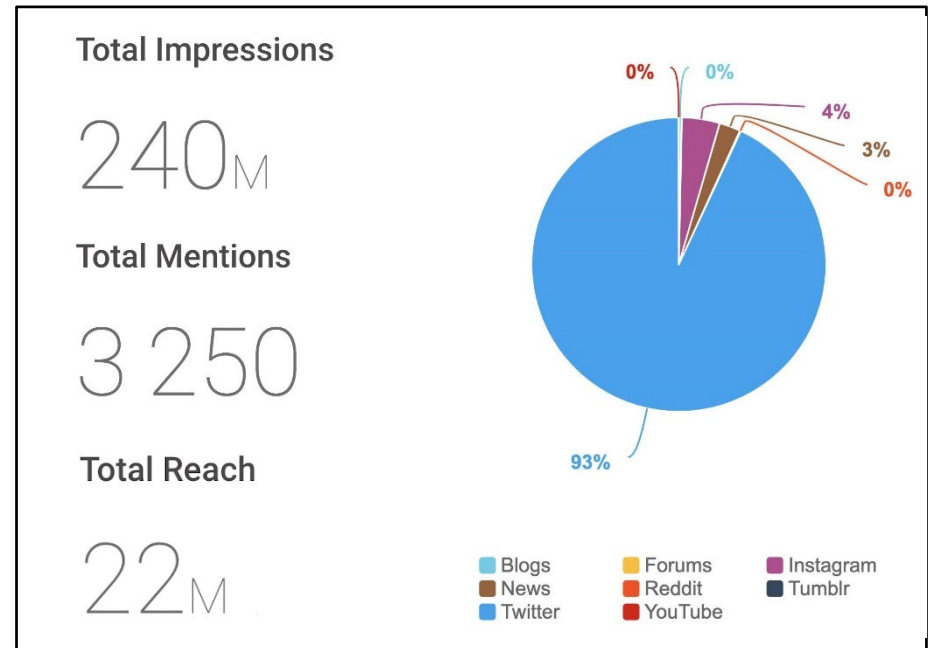
Building a Better T

- Launched on August 12, 2019
- First used to announce accelerated capital projects and associated diversions, as well as mark a **shift in tone and approach to the MBTA's communications efforts**
- #BuildingABetterT hashtag used across Twitter, Facebook, Instagram & YouTube to **increase transparency** and allow followers to see all related projects



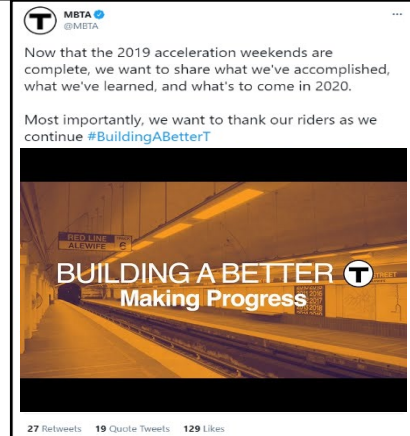
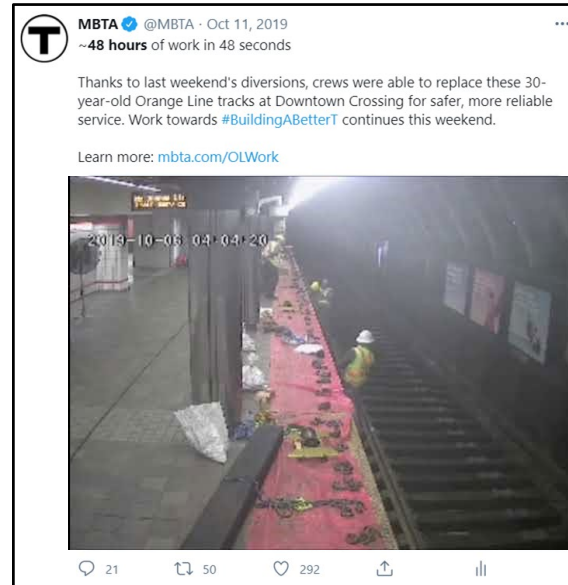
By the Numbers

- Since its launch, Building a Better T has reached more than **20 million people** and generated **>240 million impressions** online.
- MBTA-produced social media content is directly responsible for **>217 million impressions**.
- **93%** of all online conversation surrounding Building a Better T has taken place on Twitter.



Accelerated Diversions

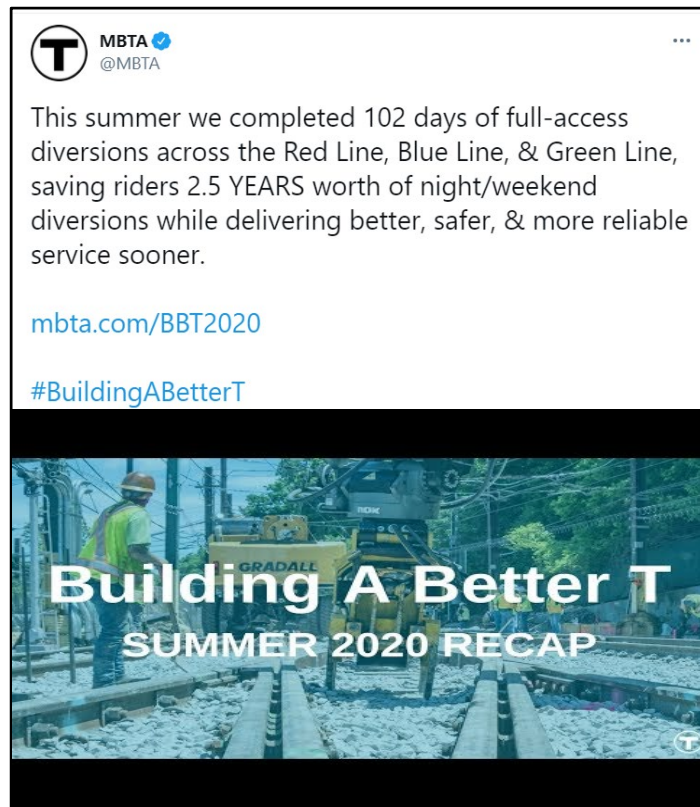
- Accelerated weekend diversions starting in 2019
- Provided weekly progress updates including GM videos, construction photos and timelapses
- Diversion alerts also used to show riders how work goes toward #BuildingABetterT



Project Updates

Since then, MBTA accounts share updates **at least twice a week** on any and all work that goes toward #BuildingABetterT

- “Over the Weekend” posts to show what weekend diversions accomplish
- Weekly project highlights, such as:
 - Green Line Extension
 - Commuter Rail PTC
 - Accessible technology
 - Fare Transformation
- Major milestones



Bus Lanes

Rapid Response Bus Lanes Program

T MBTA  @MBTA · Aug 27, 2020

We're partnering with @CityOfBoston, @SomervilleCity, @cityofeverettma, & @ChelseaGov_MA to lay out ~14 mi of **bus** lanes starting this fall. New lanes will improve travel time & reliability + reduce crowding in critical transit corridors. ow.ly/KfAX50Bb23l

#BuildingABetterT



ALT

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T MBTA  @MBTA · Jan 26

Over the weekend, work continued on Columbus Ave transforming the corridor into the first center-running **bus lane** in New England. Crews completed platforms for 4 bus stops, installed new traffic signals, & added pedestrian amenities.

 mbta.com/ColumbusAve

#BuildingABetterT



4 26 127

Sustainability

Series of posts focused on the T's sustainability programs:

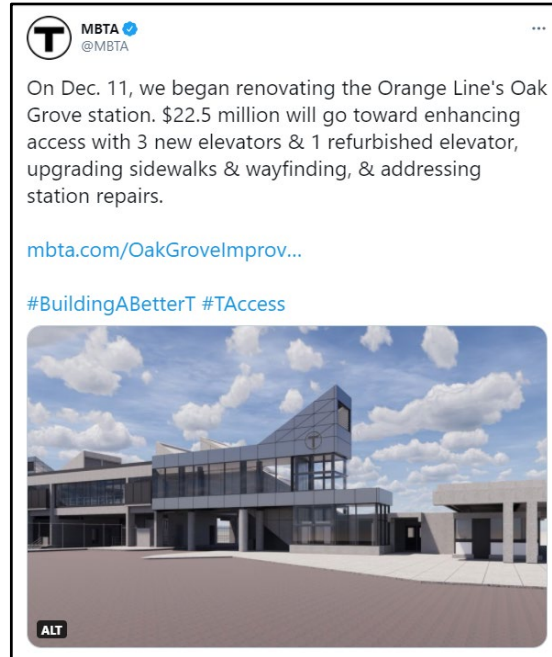
- 100% renewable energy contracts
- Greening the fleets
- Recycling and waste management
- Climate resiliency



Accessibility

Oak Grove Station Accessibility Improvements Project

- Initial announcement on December 24, 2019
- Announcement on July 8, 2020 for upcoming construction
- First new elevator opened and announced on February 1, 2021
- Combines #BuildingABetterT and #TAccess stakeholders



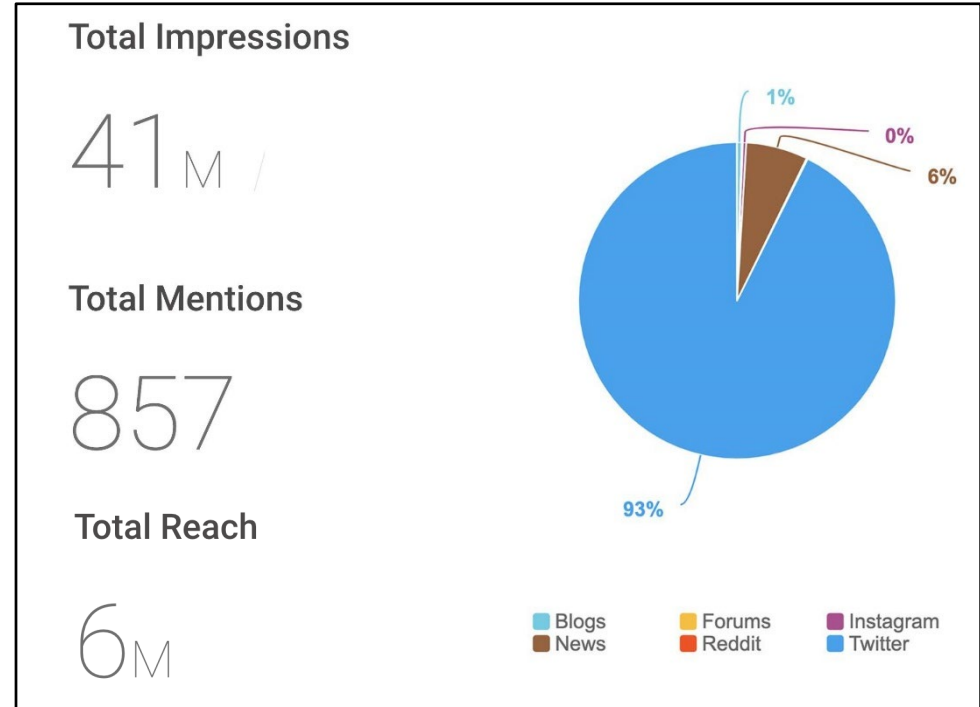
Ride Safer

Social Media Overview



By the Numbers

- Since the campaign's launch, Ride Safer has reached more than **6 million people** and generated **>41 million impressions** online.
- **93%** of all online conversation surrounding Ride Safer has taken place on Twitter.



Ride Safer

- Launched on May 8, 2020
- GM Poftak announced Ride Safer campaign in GM Update video
- #RideSafer used across Twitter, Facebook, Instagram & YouTube to allow followers to see all related posts



As this situation evolves, we must adapt our operations & behaviors to align with a new normal. Along with [@MassGovernor](#)'s order requiring face covers on public transit, we're launching the [#RideSafer](#) initiative to promote healthier, safer travel.

Watch for more from GM [@spoftak](#)

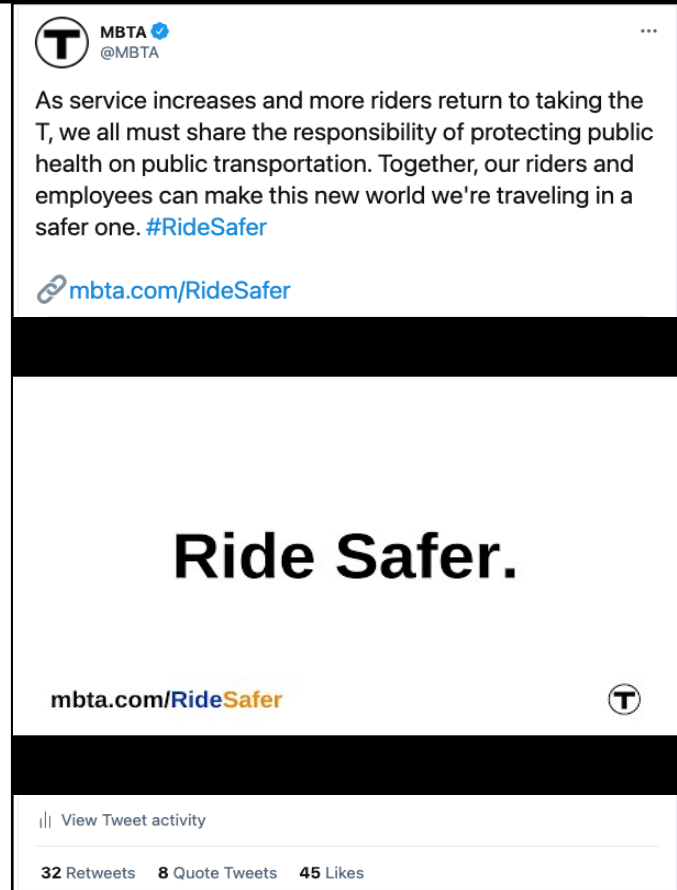


||| View Tweet activity

13 Retweets 4 Quote Tweets 18 Likes

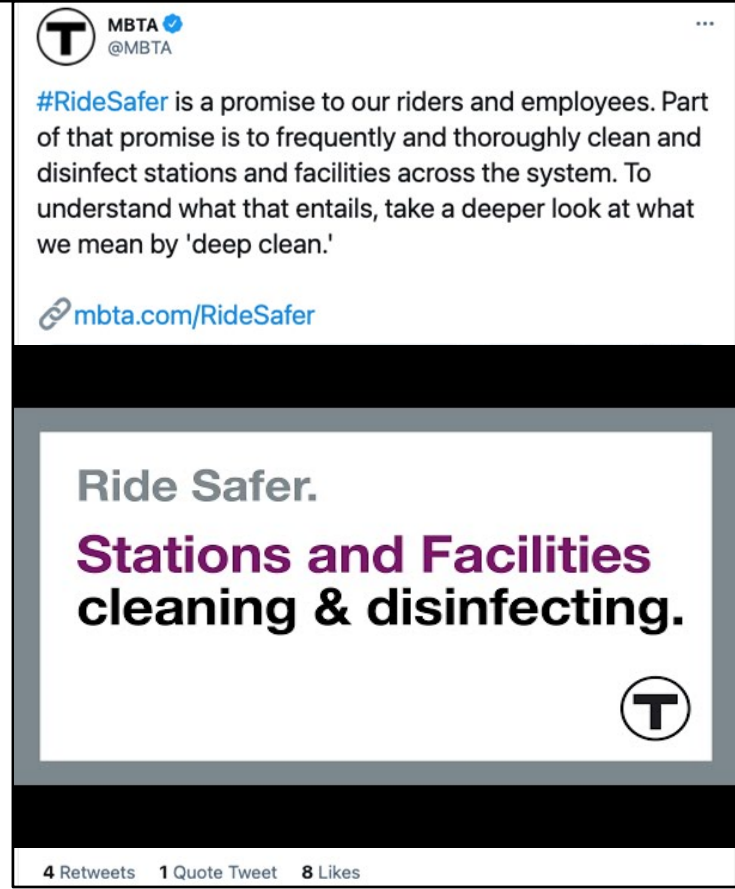
Ride Safer Video

- Video produced to **educate riders and shift behavior** to the new way of riding on the T during the pandemic
- Video informed riders about ways to ride safer while on the T, as well as spotlighted the MBTA's COVID-19 efforts
- Shared June 22, 2020 to coincide with the state entering Phase 2 of the reopening, and ridership was increasing



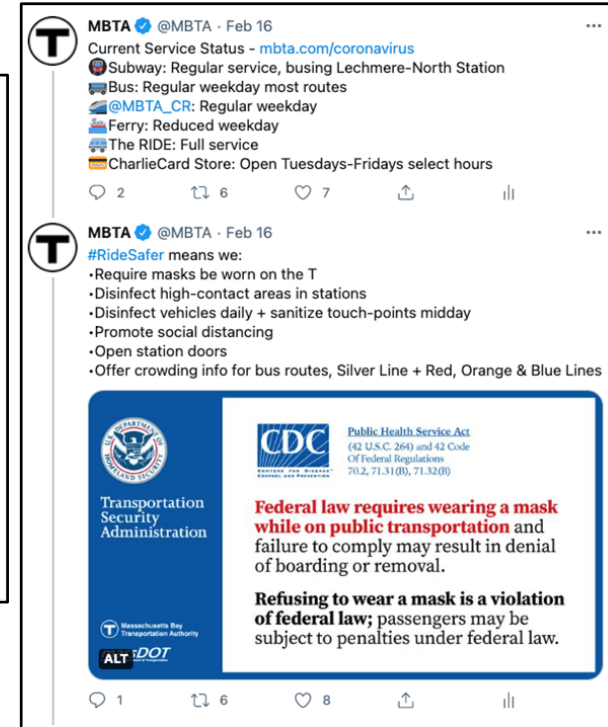
Cleaning & Disinfecting

- Informational videos showing the T's cleaning and disinfecting procedures for **stations and vehicles**
- All Ride Safer videos are shared across social media regularly to **remind riders of our ongoing efforts**



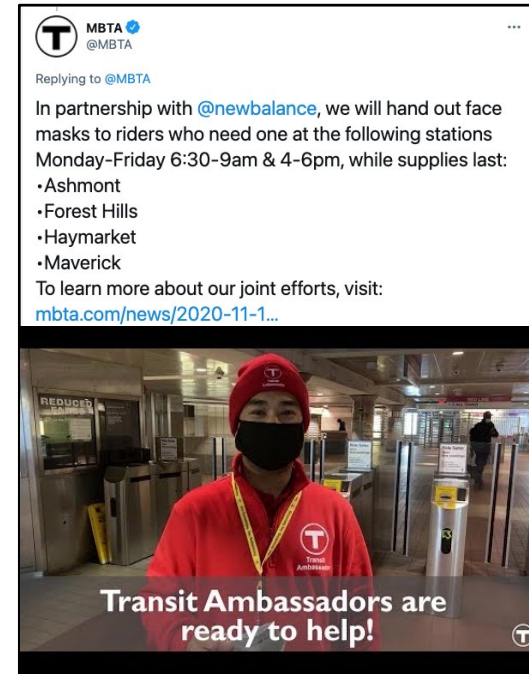
Weekly Status Update

- **Every Monday** a current status update is posted to inform riders of service levels, the MBTA's #RideSafer efforts, and the latest DPH guidelines



Mask Donations & Distribution

- Partnered with **New Balance**, **New England Patriots**, **New England Revolution**, and **Patriot Place** to distribute free face masks and hand sanitizers



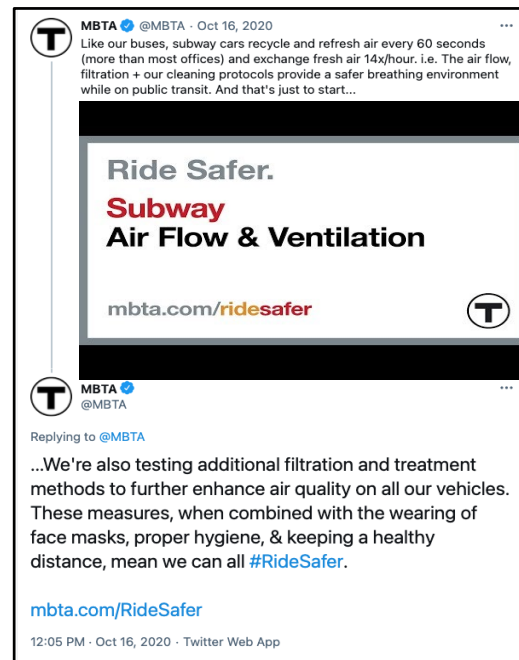
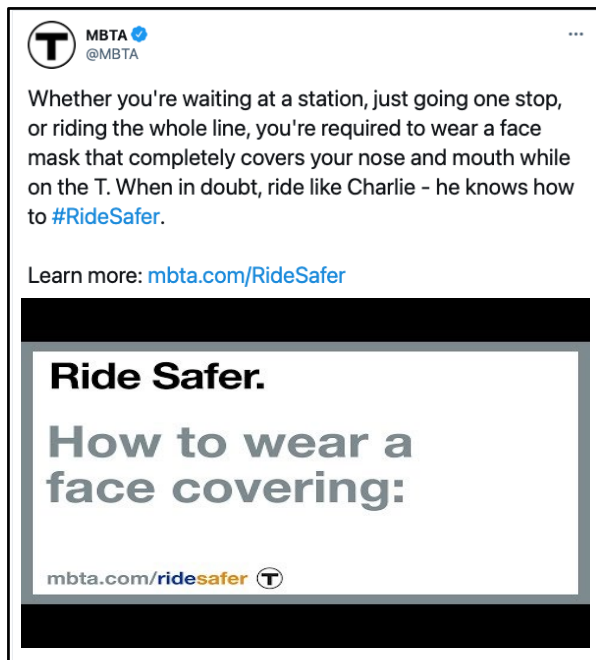
Adaptive Messaging

- Incorporated updates pertaining to seasonal travel, CDC/TSA guidance, pandemic fatigue, and rider trends into the Ride Safer campaign.



Adaptive Messaging

- Messaging is guided by social listening to address issues and alleviate concerns



Transit Driver Appreciation Month

Social Media Overview



Transit Driver Appreciation

- Celebrate and thank our transit drivers and operators **each March** for the essential role they play in keeping the state moving
- Especially **proud and grateful** this year for their continued dedication throughout the pandemic

Transit Driver Appreciation Month 2021



Have you thanked your bus driver or train operator lately?

Help us celebrate our essential transit drivers throughout the month of March by sharing your own kind words and stories.

[Share a note about your transit driver](#)

More than 3,000 drivers and operators help power the MBTA. They work across various modes of transit that include bus, subway, rail, ferry, and shared transportation. They provide a critical service that keeps the Commonwealth in motion and ensures residents and visitors get where they need to go. Without drivers and operators, public transportation would not be possible.

Transit Driver Appreciation Day

Each year, March 18 marks Transit Driver Appreciation Day. This date was selected to commemorate the first "Five Penny Coaches" bus line established in Paris in 1662. On this day, we celebrate public transit vehicle operators across the world and recognize the essential service they provide.

The MBTA honors these essential workers—not only on this day, but throughout the entire month of March—in recognition of Transit Driver Appreciation Month.

Thank You, Transit Drivers

We are always thankful for the critical service provided by our transit drivers. This year in particular, we are especially proud of their strength and dedication. Our drivers and operators continued to work tirelessly in the face of the ongoing challenges posed by the COVID-19 pandemic.

Thank you to our essential transit drivers who power the MBTA and keep us running.

Operator Profiles



MBTA
@MBTA

Each March we celebrate our dedicated operators for Transit Driver Appreciation Month. This past year has proven more than ever that operators are essential workers providing an essential service.

To our drivers like Blue Line operator Zahir Elmouhsine, thank you for all you do!



MBTA
@MBTA

Throughout the pandemic, our operators have continued to serve riders across Massachusetts day in & day out. This March, we honor & thank our essential workers for Transit Driver Appreciation Month.

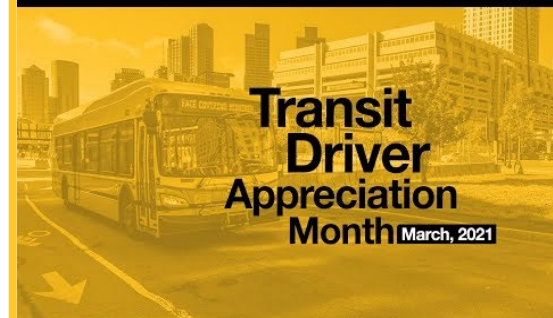
To our drivers, like Green Line operator James Manley, thank you for all you do!



MBTA
@MBTA

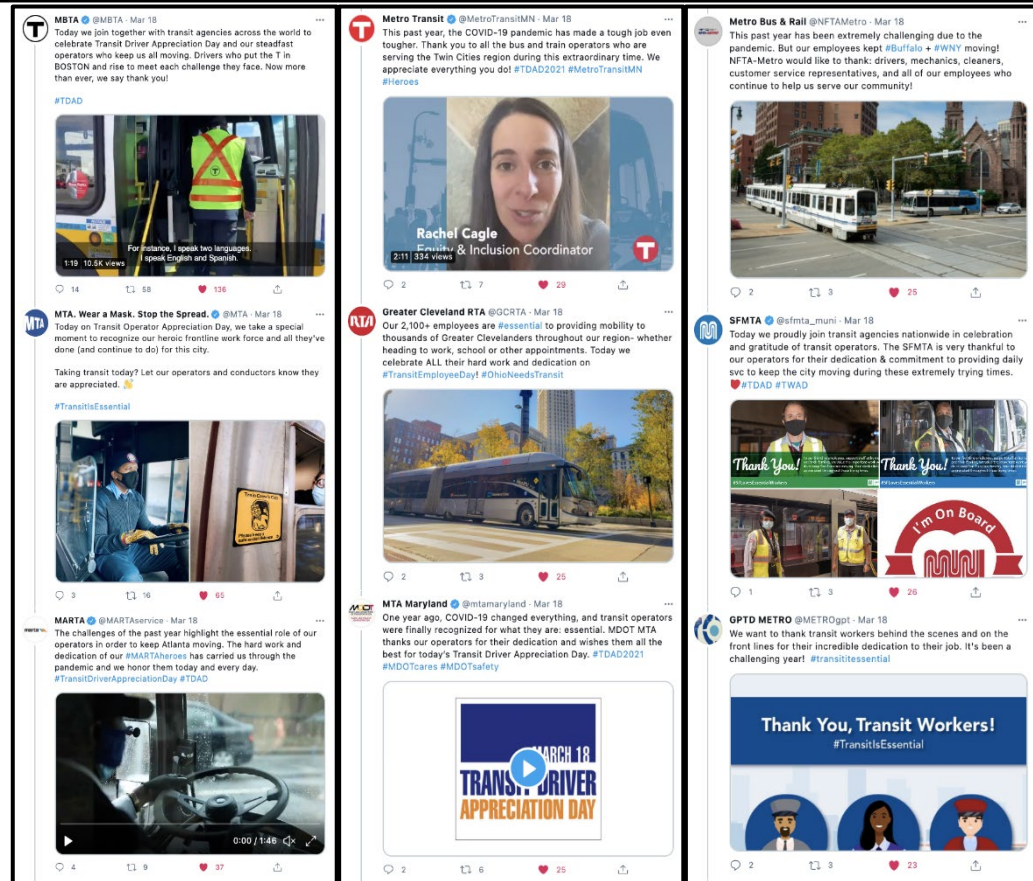
Today we join together with transit agencies across the world to celebrate Transit Driver Appreciation Day and our steadfast operators who keep us all moving. Drivers who put the T in BOSTON and rise to meet each challenge they face. Now more than ever, we say thank you!

#TDAD



Twitter Megathread

- Partnered with more than **40 transit agencies** across the US including MTA, CTA, and BART
- MBTA took point and kicked off the thread as well as helped coordinate the flow and timing of content
- Retweeted by FTA, APTA, transit advocates, and more



Appendix

Social Media Overview



Building a Better T

Social Media Overview



Building a Better T Sentiment

95% of online content surrounding Building A Better T has **positive sentiment**.



Station Renovations

North Station Terrazzo Flooring



Park Street Mosaic Restoration



New Vehicles

Red Line New Train Launch on December 31, 2020

T MBTA  @MBTA · Dec 31, 2020

🎉 We're ringing in the New Year with a new train! The first new Red Line train is now in service. Wider interiors & doors, automated visual & audio announcements, & modern, efficient operations are just a few of the many upgraded features on these cars.

[mbta.com/RLcars](https://www.mbta.com/RLcars)



ALT

14 42 233

T MBTA  @MBTA · Dec 31, 2020

As with all new trains, we will monitor the new Red Line train's performance & bring it in & out of service so we can optimize its operations. Thanks to the first new Orange Line trains, we have learned more about these trains & can make any needed adjustments more efficiently.



ALT

1 9 42

T MBTA  @MBTA · Dec 31, 2020

Replying to @MBTA

The new train marks the start of the full replacement & expansion of the Red Line fleet. These and the new Orange Line trains are all part of our commitment to #BuildingABetterT that's modern, safer & more reliable. We look forward to delivering more new vehicles in the new year!



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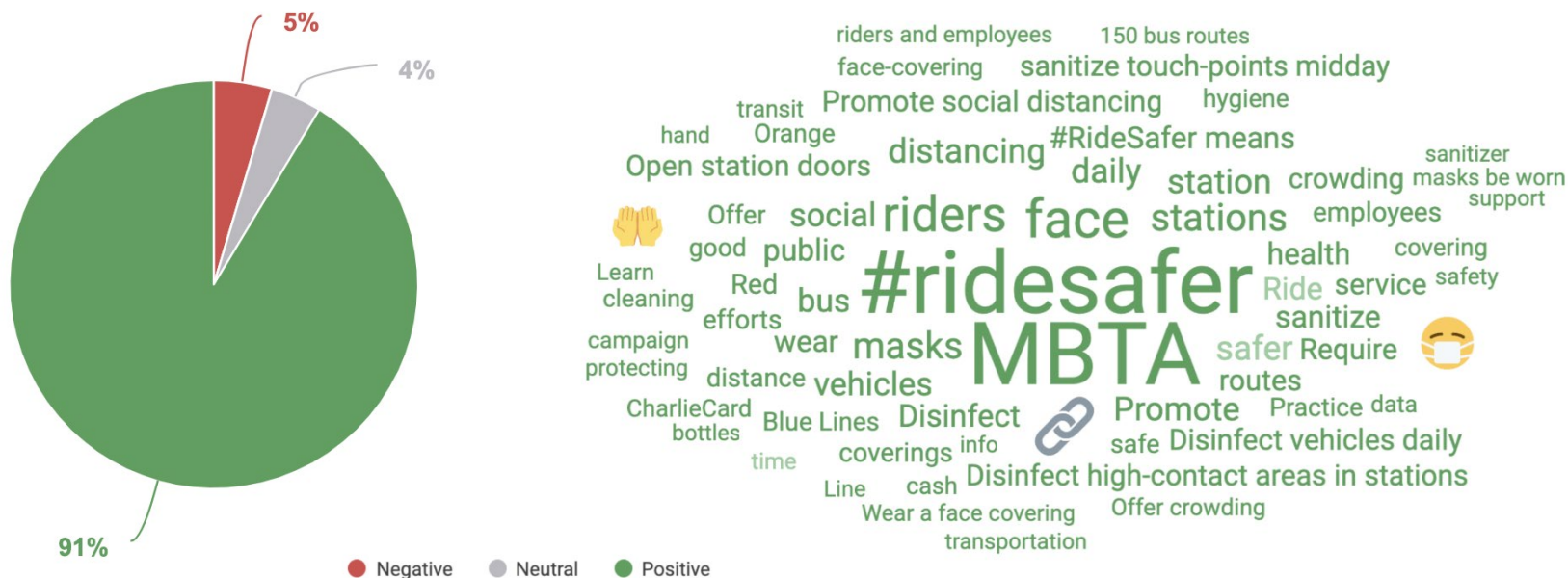
Ride Safer

Social Media Overview



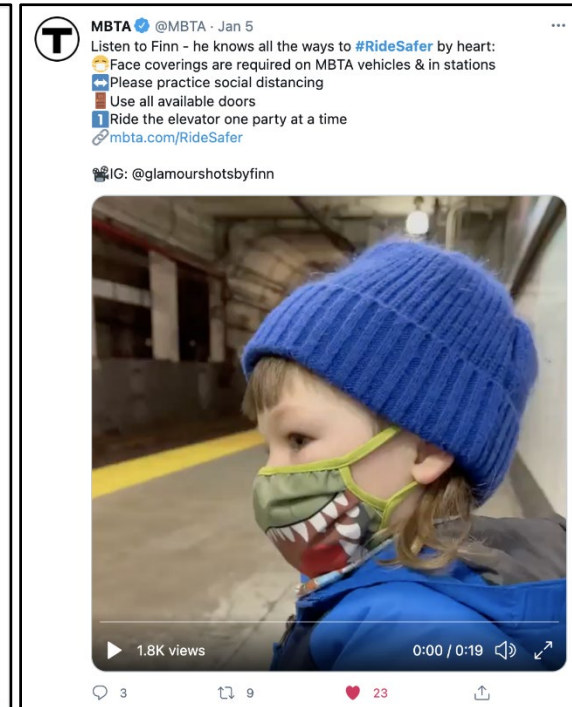
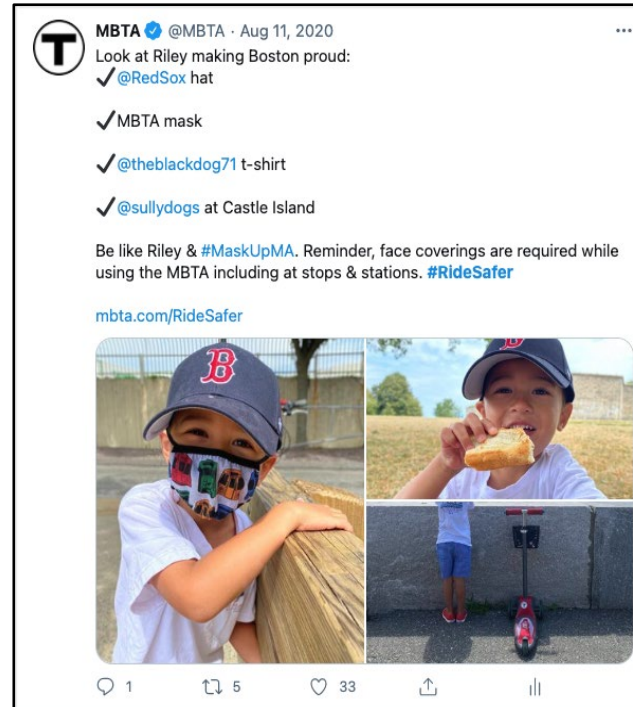
Ride Safer - Sentiment

91% of online content surrounding Ride Safer has **positive sentiment**.



User-Generated Content

- Shared user-generated content to show how our riders exemplify #RideSafer, and remind people that public health is a shared responsibility
- Connected to the State's #MaskUpMA campaign



Ride Safer 2.0

- Refreshed the Ride Safer video with **new tips, updated guidelines, and additional MBTA efforts** to inform riders returning to the T
- Re-launched alongside announcement of **New Balance** face mask donation and distribution thereof at select stations

