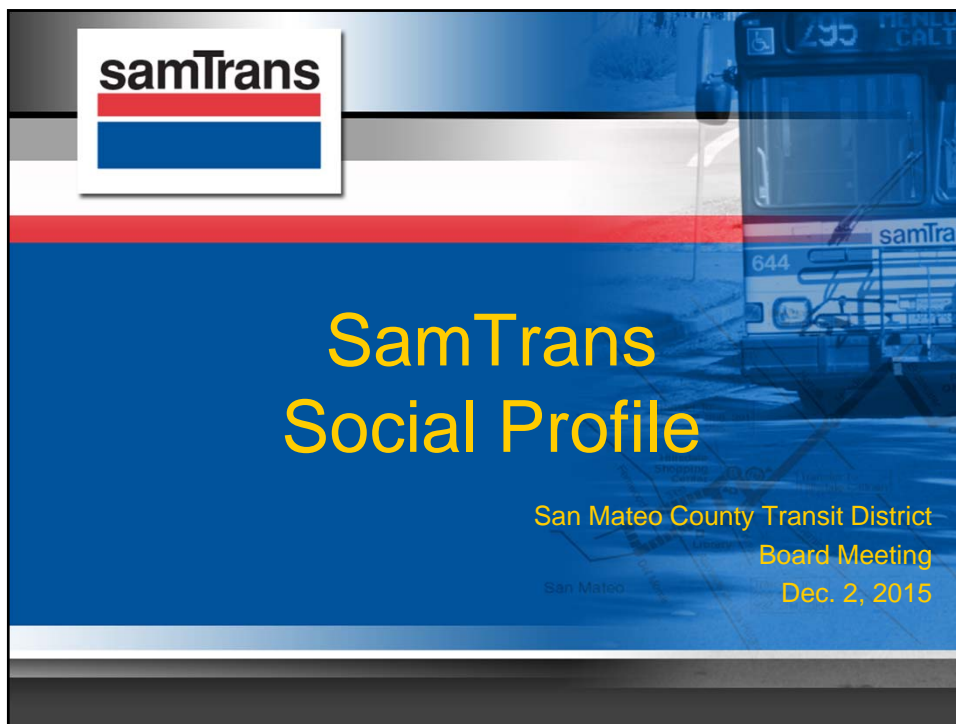


SamTrans Social Profile

San Mateo County Transit District
Board Meeting
Dec. 2, 2015




Social Properties




Total Followers: 3502
Total Monthly Impressions: 57,472
Total Monthly Clicks To Website: 1,359




Other Platforms






Total Subscribers: 2,280



Monthly Visitors: 2,749

Growth



Annual Growth = 30%

	October-15	September-15	August-15	July-15
SamTrans				
Total Followers	3502	3373	3279	3179
Monthly Gain	129	94	100	82
Year over Year	2377	2091	2033	1952

	June-15	May-15	April-15	March-15	February-15	January-15	December-14
SamTrans							
Total Followers	3097	3020	2911	2814	2735	2637	2512
Monthly Gain	77	109	97	79	98	125	59
Year over Year	1879	1809	1770	1699	1614	1548	1468

Campaign Results






#PumpkinFestival Paid Social Campaign

Total Spend	\$350
Total Impressions	33,068
Total Engagement	802
Total Clicks	272
Total Cost Per Click	\$1.27
Total Special Service Ridership	292

Paid Reach Performance vs. Organic Reach Performance

Paid Reach	22,061
Organic Reach	1,028

Next Steps



- Program Expansion
 - Hire Social Media Specialist
 - Purchase social media monitoring and response software
 - Increased use of social media to support marketing and service goals
- Customer Service Support
 - Social customer interactions = 10% of total monthly Interactions
 - Customer Service social monitoring and one-on-one response/customer support



Comments & Questions

