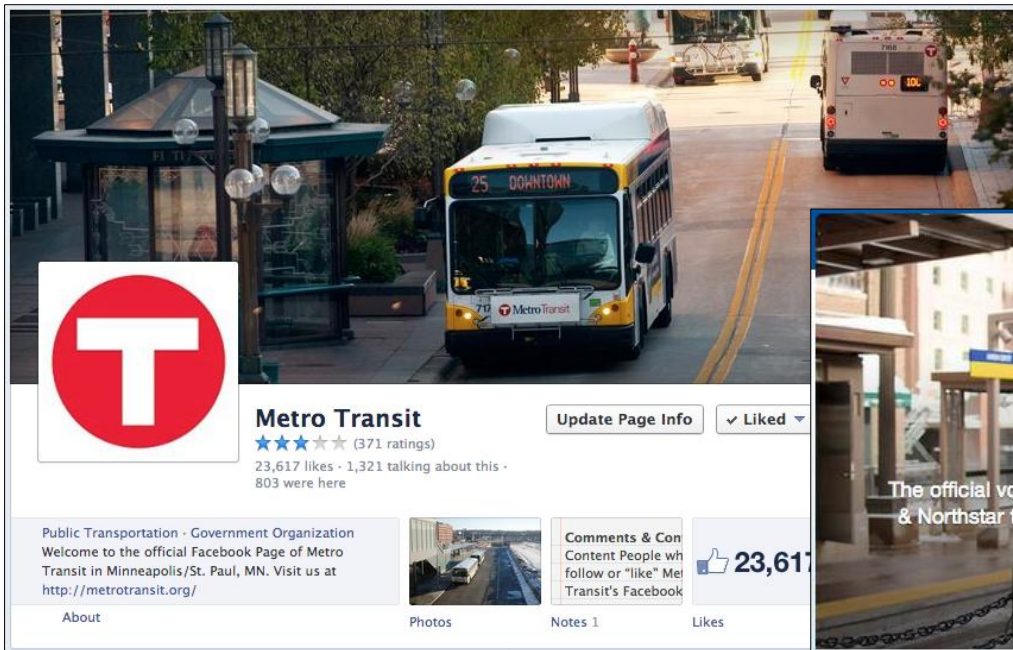




Metro Transit on Social Media



Metro Transit
 ★★★★★ (371 ratings)
 23,617 likes · 1,321 talking about this · 803 were here

Public Transportation · Government Organization
 Welcome to the official Facebook Page of Metro Transit in Minneapolis/St. Paul, MN. Visit us at <http://metrotransit.org/>

Comments & Content
 Content People who follow or "like" Metro Transit's Facebook

23,617 Likes

About Photos Notes 1 Likes



Metro Transit
 @MetroTransitMN

The official voice of Metro Transit in the Twin Cities. Tweeting about bus, LRT & Northstar train services. Customer Relations/Service Info: 612-373-3333.
 Minneapolis/St. Paul, MN · metrotransit.org

TWEETS 5,541 FOLLOWING 430 FOLLOWERS 11.2K

Edit profile

Eric Wheeler, Digital Communications Specialist

Drew Kerr, Public Relations Specialist

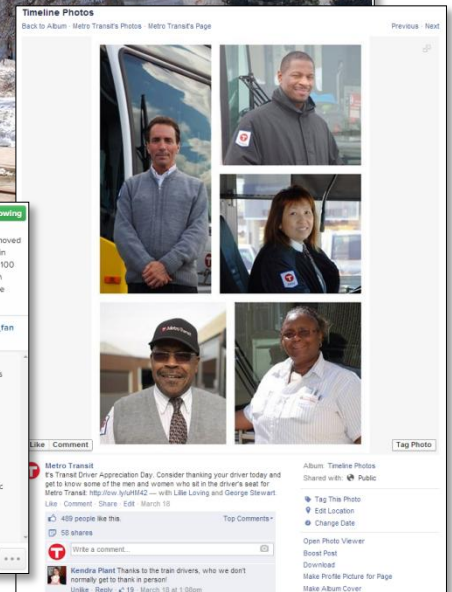
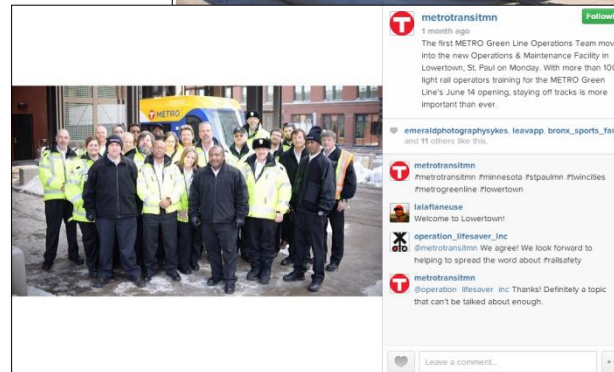
April 14, 2014





Why Metro Transit is on social media

- Support PR & marketing efforts
- Understand customers' experiences and needs
- Share our story and build understanding
- Build community
- Grow ridership



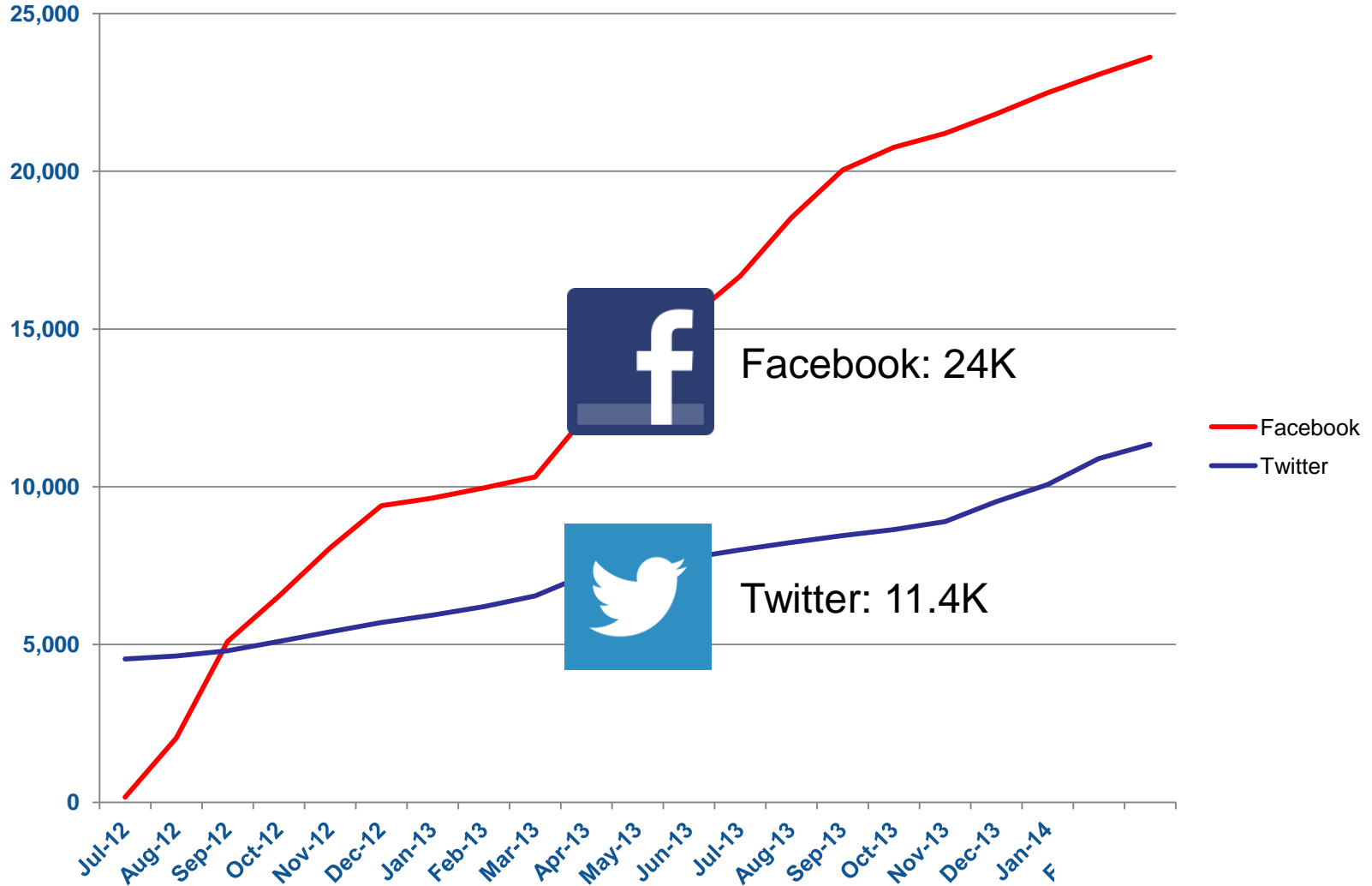
Metro Transit's social media presence

- Twitter (2010)
- YouTube (2010)
- Facebook (2012)
- Rider's Almanac Blog (2013)
- Instagram (February 2014)
- Flickr (February 2014)



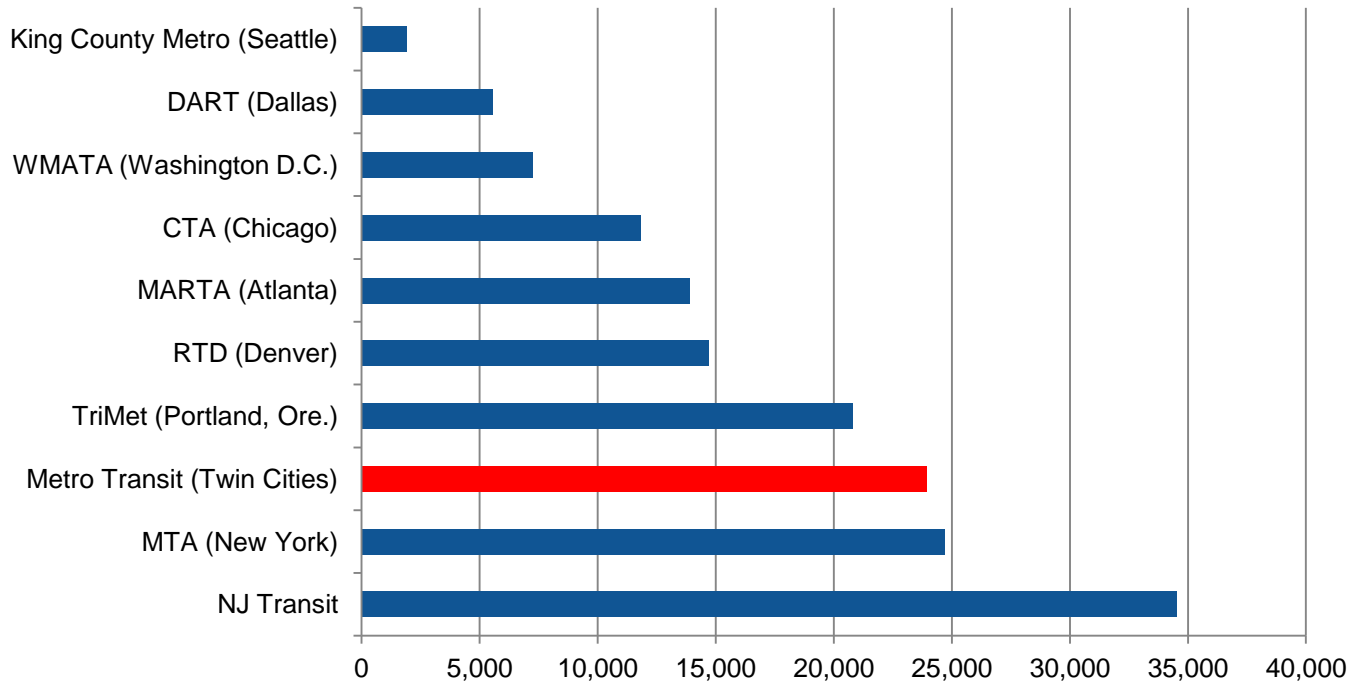
Same username for all accounts: **MetroTransitMN**

Metro Transit's social media growth



Metro Transit compared to peer agencies

Number of Facebook followers






How Metro Transit uses social media

- Real-time service updates – detours, winter weather, rail disruptions
- Customer service – address questions, complaints, suggestions
- Amplify messages from other departments – marketing, human resources, safety
- Promote Rider's Almanac blog posts and drive traffic to metrotransit.org



Facebook ads and promoted posts

T Metro Transit
 Now seeking mechanics for the METRO Blue & Green Lines. Browse open positions & apply now!



Now Hiring Mechanics
 metrotransit.org

Work at Metro Transit! We are hiring light-rail mechanics for the METRO Blue and Green lines. You could earn \$27.93 per hour after three years - plus we offer great benefits!

Like · Comment · Share · 231 · 13 · 99 · Sponsored

T Metro Transit
 @MetroTransitMN

Planning for bus service improvements for the next 10-15 years is underway. Help by taking a survey: ow.ly/tt2m6

Reply · Delete · Favorite · Buffer · More · Assign To

RETWEETS 16 FAVORITES 5




11:15 AM - 10 Feb 2014

T Metro Transit

Like or comment on this post to win a pair of tickets to Thursday's **Minnesota Wild** game! As always, take the Wild Ride - use your game ticket for free rides to and from the game on buses and light rail. <http://ow.ly/pqaUT>

The winner will be picked at noon 10/23 and notified in the comment section. This promotion is in no way sponsored, endorsed or administered by, or associated with, Facebook.



about 3 weeks ago

Like Comment Share 856 Likes 296 Comments 26 Shares

92,384 people saw this post

Boost Post

92,384 People Reached

1,249 Likes, Comments & Shares

FROM YOUR PAGE AND POSTS		
856 Likes	296 Comments	26 Shares

FROM LIKES, COMMENTS & SHARES		
43 Likes	24 Comments	4 Shares

TOTAL		
899 Likes	320 Comments	30 Shares

899 Post Clicks

883 Photo Views	16 Link Clicks	0 Other Clicks
-----------------	----------------	----------------

NEGATIVE FEEDBACK

0 Hide Post 0 Hide All Posts
 0 Report as Spam 0 Unlike Page

Organic Facebook posts

Metro Transit
Excited about the METRO Green Line opening on June 14, obviously.

Posted by Eric D Wheeler [?] · about a week ago

Like Comment Share 612 Likes 31 Comments 111 Shares

24,032 people saw this post

Boost Post

24,032 People Reached

1,469 Likes, Comments & Shares

FROM YOUR PAGE AND POSTS

612	31	111
Likes	Comments	Shares

FROM LIKES, COMMENTS & SHARES

627	83	5
Likes	Comments	Shares

TOTAL

Metro Transit
Who's ready for spring? <http://www.metrotransit.org/>

Posted by Eric D Wheeler [?] · on Friday

Like Comment Share 1,764 Likes 54 Comments 1,151 Shares

111,648 people saw this post

Boost Post

111,648 People Reached

8,069 Likes, Comments & Shares

FROM YOUR PAGE AND POSTS

1,764	54	1,151
Likes	Comments	Shares

FROM LIKES, COMMENTS & SHARES

4,358	715	27
Likes	Comments	Shares

TOTAL

6,122	769	1,178
Likes	Comments	Shares

8,074 Post Clicks

2,516	66	5,492
Photo Views	Link Clicks	Other Clicks

NEGATIVE FEEDBACK

0 Hide Post 0 Hide All Posts
0 Report as Spam 0 Unlike Page



Metro Transit

To show his congratulations, President Obama purchased the first "honorary" ticket for the METRO Green Line during his visit to St. Paul on Wednesday. Read more about his trip on our blog: <http://ow.ly/u4sE1>



Like · Comment · Share · 407 23 67 · February 28 at 12:35pm ·

15,792 People Reached

684 Likes, Comments & Shares

FROM YOUR PAGE AND POSTS

407 Likes	23 Comments	67 Shares
---------------------	-----------------------	---------------------

FROM LIKES, COMMENTS & SHARES

168	19	0
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Metro Transit

Getting closer... Just 100 days until the #metrogreenline officially opens! Join us on June 14, 2014 for free rides and day-long celebrations. <http://www.metrotransit.org/greenline>



Like · Comment · Share · 232 21 214 · March 6 at 8:05am ·

29,408 People Reached

1,363 Likes, Comments & Shares

FROM YOUR PAGE AND POSTS

232 Likes	21 Comments	214 Shares
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FROM LIKES, COMMENTS & SHARES

752 Likes	130 Comments	14 Shares
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TOTAL

984 Likes	151 Comments	228 Shares
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1,172 Post Clicks

647 Photo Views	128 Link Clicks	397 Other Clicks
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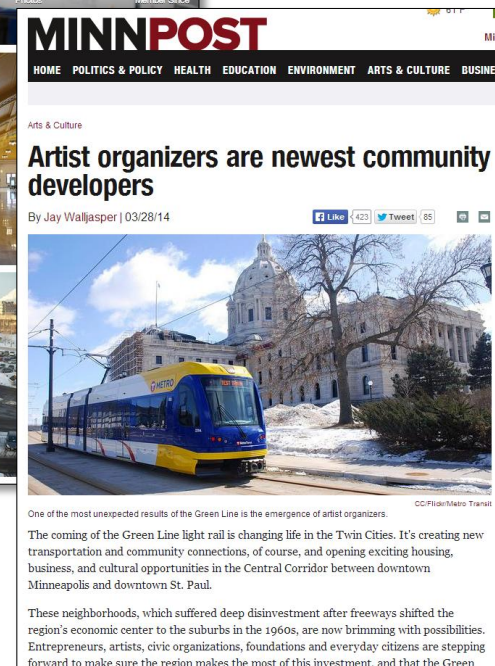
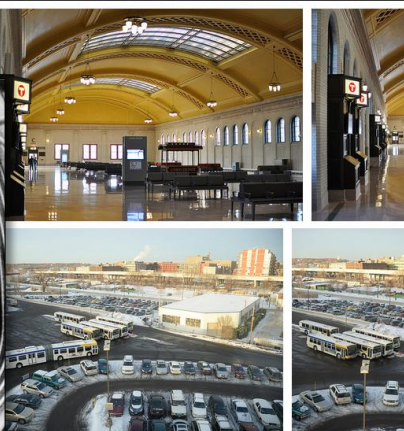
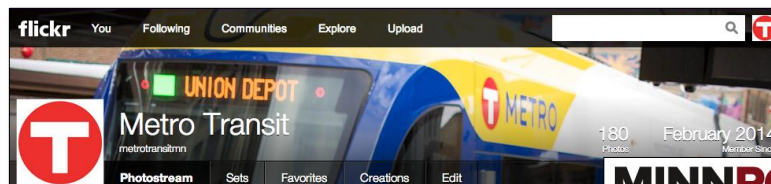
NEGATIVE FEEDBACK

0 Hide Post	0 Hide All Posts
0 Report as Spam	1 Unlike Page



Flickr and Instagram

- Launched February 2014
- Professional-grade photography available to the news media and the public





Rider's Almanac blog

- Launched January 2013
 - 150-plus posts
- **Mission Statement:** Stories on Rider's Almanac illuminate connections between Metro Transit service, personnel and the communities we serve.
- **Content**
 - Original Reporting
 - Route of the Week
 - Station Spotlights
 - Know Your Operator
 - Good Question



Route 53: Limited stops from Lake Street to Lowertown Edit

Thursday, March 13, 2014 12:00:00 AM Categories: Bus, METRO Green Line, Midtown Corridor, Minneapolis, Route of the Week, St. Paul

Jeff Nelson likes to be productive – even when he's commuting.

That's why, for nearly a decade, he's been taking the bus to his job at the Department of Employment and Economic Development in St. Paul. In the summer months, he combines short bike trips with a ride on Route 94. In the winter, when his routine includes morning visits to a gym near Nicollet Avenue and Lake Street, he catches Route 53.

One of the main reasons he can use the time on the bus to squeeze in a little more work at the beginning and end of each workday, reading and catching up on e-mail while moving to and from the office.

"One of the biggest reasons I take the bus is that driving on I-94 can be such a pain," Nelson said during a recent morning trip on Route 53. "Sitting in traffic, I'm just burning gas and wasting time."



- Categories**
- A Line BRT (3)
 - Bicycle (4)
 - Bus (102)
 - Bus Rapid Transit (9)
 - Carpool (2)
 - Community (16)
 - Express Bus (24)
 - Fares (8)
 - From the GM (9)
 - Go Green (9)
 - Good Question (12)
 - In the News (25)
 - Know Your Operator (11)
 - Light Rail (24)
 - Links of Interest (6)
 - METRO Blue Line (28)
 - METRO Green Line (35)
 - METRO Orange Line (5)
 - METRO Red Line (5)
 - Metropass (1)



Know Your Operator: Melanie Benson Edit

Thursday, October 24, 2013 2:20:00 PM Categories: Bus, Community, Know Your Operator, Minneapolis



Waiting for a city bus in a driving, icy rain, Melanie Benson found her calling.

"When that red bus came over the hill it looked like my savior and I just thought, 'Wouldn't it be nice to have a job where everyone's glad to see you all the time?'" she said remembering the moment recently.

That flash of inspiration – Benson calls it an "epiphany" – occurred in late 1974. It led the then-student at Macalaster College to apply following her graduation two years later for a job as a Metro Transit driver. She started on Oct. 11, 1976, and hasn't looked back since.

Now among Metro Transit's most senior bus drivers, Benson said being a driver is the "only thing that ever clicked" and that she's never considered doing anything else. The affinity for the job comes in part because Benson has built such strong and enduring relationships with her customers.

Though she has worked more than a dozen routes over her 37-year career, Benson has driven Route 23 for the last 15 years. The longevity on the south Minneapolis route (which runs primarily on 38th Street) has allowed her to serve multiple generations of the same family and put her on a first-name basis with many of her regular riders.

"I compare it to driving a neighborhood around," Benson said in a recent interview at Nicollet Garage, where she has spent all but a few months of her career. "It's almost like a family. People look out for each other and care for each other – that's huge."

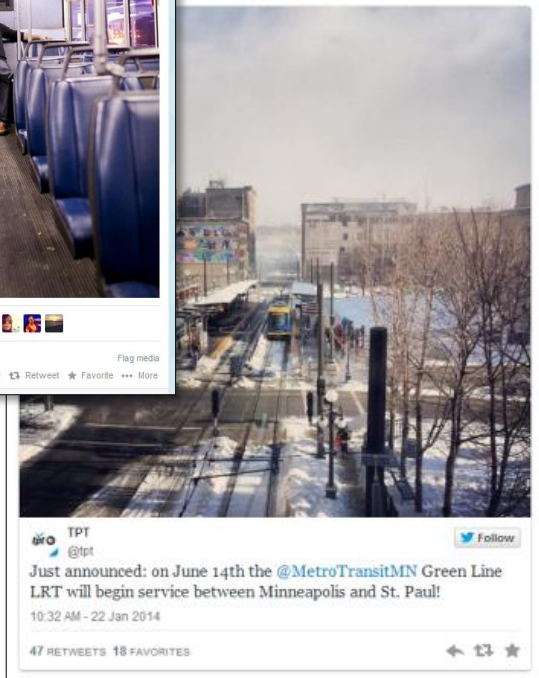
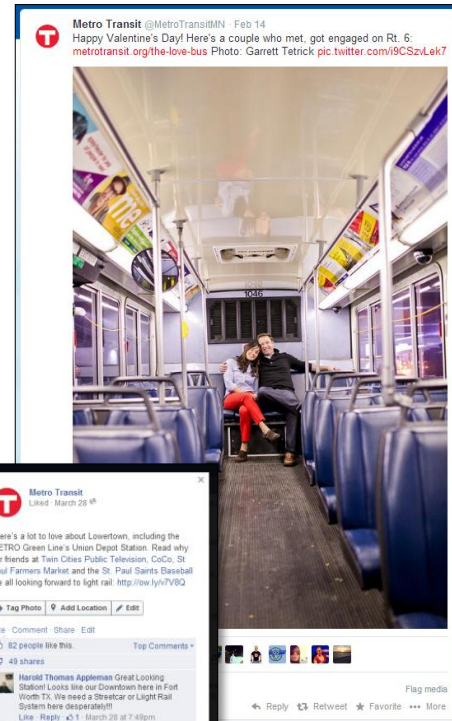
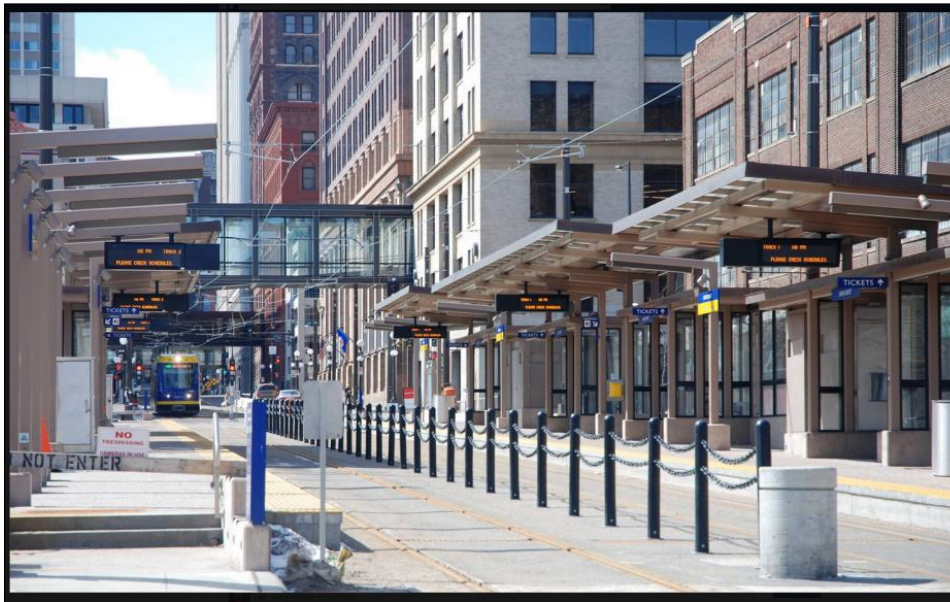
Barb Kaufman is among those who have grown close to Benson. Kaufman lives near 38th Street and rides Route 23 several times a week with her service dog Puzzle. When the bus stops for its scheduled layover at the Minnesota Veterans Home near the Mississippi River, Benson and Kaufman will often visit and toss a toy with Puzzle, rewarding the dog with apples and treats before making the return trip to Uptown.

- Categories**
- A Line BRT (3)
 - Bicycle (4)
 - Bus (102)
 - Bus Rapid Transit (9)
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 - METRO Red Line (5)
 - Metropass (1)
 - Midtown Corridor (2)
 - Minneapolis (37)
 - Northstar (11)
 - On the METRO (8)
 - Promotions (5)
 - Route 53 (1)



Rider's Almanac on social media

- All posts promoted on social media
 - 230,000 impressions
 - 22,000 clicks
 - 5,600 likes, shares and comments
- Shared by Met Council, partners
- Embedding social media in posts



Rider's Almanac impact

- Earned media
- Permanent resource for customers, employees and stakeholders
- Personalize transit
 - [Video](#)

Covering Twin Cities metro traffic with Tim Hazlow

The Drive will keep you up to speed with the latest on Twin Cities commuting.

resize text | subscribe via RSS

Looking Inside The Metro Transit Lost And Found Hall Of Fame

May 20, 2013 @ 1:15 AM

Like 72 | Tweet 8 | Share 13

View Comments

Related Tags: Bicycles, Hall Of Fame, Jamie Yuccas, Lost And Found, Metro Transit, Minneapolis

Jamie Yuccas
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LifeLock Ultimate® Helps Keep you Protected. Learn More

Extended Stay America
Get Fantastic Amenities

New Metro Transit route to connect north, northeast Minneapolis and St. Paul's Midway area

Posted by: Tim Hazlow | Updated: March 4, 2014 - 1:29 PM

comments | print

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MINNEAPOLIS people ride Metro Transit. They're leaving according to off riders lost last bikes. WCCO-TV got found hall of fame. Tony Taylor has years. He said

Did you know Metro Transit has its own blog? Take a look at the first two stories below for examples of writing that makes transit interesting. Just one thing missing from my point of view — could they give credit to the writers? Seems to me, that's one of the features of a blog.

Central Corridor News TC Daily Stance

Bus service changes coming this summer (sort of)

North Minneapolis bus riders will have a direct neighborhood starting Monday when new Route 30 begins service. The route will run on weekdays only along Grand Avenue from the Mississippi River, and on Broadway Street from the Mississippi River to the Shopping Center, then continue on Broadway Street to Hwy. 280.

In St. Paul, buses will follow Como Avenue as far as the Raymond Avenue Station, which will begin on June 14. Created with funding through a federal grant, the new Route 30 will now allow riders to get across the city to the Route 61 Hennepin-Larpentez transfer. Here are a couple excerpts from Metro Transit's blog:

Articles from around the Twin Cities

Sign up for the Central Corridor News!

Transit Unites Twin Cities together at Westgate Station
Kirk Postnik spent nearly two decades living in Mexico can-nea. So when he moved back to the Twin Cities three years ago, he looked to maintain that lifestyle by living somewhere he could easily use transit.

Events

I'll get to the details in a moment. But to avoid confusion, I'll start with the main giveaway: Basically, everything will be the same, except the bus will have a 62 on it instead of a 67. I've created a handy photo illustration below.

What's happening to the 67, you ask? Currently, when the 67 arrives downtown, it continues west along Thomas and Minnehaha and dumps you out in Midway somewhere. After June 14, that western portion of the route will continue and combine with the Route 8 bus serving Franklin Avenue in Minneapolis. You can see a map here.



Metro Transit

a service of the Metropolitan Council