



Best Practices for Transportation Agency Use of Social Media

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Timely updates, increased citizen engagement, and more effective marketing are just a few of the reasons transportation agencies have already started to adopt social media networking tools. **Best Practices for Transportation Agency Use of Social Media** offers real-world advice for planning and implementing social media from leading government practitioners, academic researchers, and industry experts.

The book provides an overview of the various social media platforms and tools, with examples of how transportation organizations use each platform. It contains a series of interviews that illustrate what creative agencies are doing to improve service, provide real-time updates, garner valuable information from their customers, and better serve their communities. It reveals powerful lessons learned from various transportation agencies, including a regional airport, city and state departments of transportation, and municipal transit agencies.

Filled with examples from transportation organizations, the text provides ideas that can apply to all modes of transportation including mass transit, highways, aviation, ferries, bicycling, and walking. It describes how to measure the impact of your social media presence and also examines advanced uses of social media for obtaining information by involving customers and analyzing their social media use.

The book outlines all the resources you will need to maintain a social media presence and describes how to use social media analytical tools to assess service strengths and weaknesses and customer sentiment. Explaining how to overcome the digital divide, language barriers, and accessibility challenges for patrons with disabilities, it provides you with the understanding of the various social media technologies along with the knowhow to determine which one is best for a specific situation and purpose.

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