

SOCIAL MEDIA IMAGES GUIDE

Purpose

Social media is the biggest tool we can take advantage of to reach potential and current riders—an essential audience for real-time tracking information. These images will need to be posted with content similar to the suggestions below, through your agency's various social media accounts (primarily facebook and twitter).

Posting Guidelines:

- Use a pre-composed tweet/post below or create your own
- Make sure to link to translocrider.com or transloc.com/app to send them to the app store
- You can also use this bitly link to send them to translocrider.com - <http://bit.ly/1LYyhJq> (trackable by us)
- Final stop, upload one of the images in our collection (or create your own) to the post to attract attention – everything is better with visuals!
- Post away!

SOCIAL MEDIA EXAMPLES





Tweets/Posts:

- “Hey {location name}, love using Rider? Share the love! #RiderGameStrong or learn more here: bit.ly/1LYyhJq” – with [lovetheride.png](#)
- “We want you to love your ride. Get on the bus with the Rider app today! bit.ly/1LYyhJq” – with [getonthebus.png](#), or [getonboard\(1 or 2\).png](#)
- “Don’t stress—KNOW when to leave to catch the bus with alerts from our Rider app. bit.ly/1LYyhJq” – [nevermissyourbus.png](#)
- “Stay informed—Track your bus LIVE with Rider. bit.ly/1LYyhJq” – [trackyourbus\(1, 2, or 3\).png](#)
- “Leave the car at home today and get on board with Rider. bit.ly/1LYyhJq” – [getonboard\(1 or 2\).png](#)
- “Traffic sucks. Get on board with the Rider app and get there now. transloc.com/app” – [getonboard\(1 or 2\).png](#)