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%

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<th>September-15</th>
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<th>July-15</th>
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Campaign Results

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