



# Caltrain Social Profile

Board of Directors  
Dec. 3, 2015



## Social Properties



Total Followers: 52,009  
Total Monthly Impressions: 3,425,610  
Total Monthly Clicks To Website: 8,000





## Other Platforms



Total Subscribers: 2,280

Monthly Visitors: 2,749

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## Growth

Expected Growth = More Than 100%

	October-15	September-15	August-15	July-15	June-15	May-15
<b>Caltrain</b>						
Total Followers	52009	49068	46001	44148	41372	39076
Monthly Gain	2941	3067	1853	2776	2296	1782
Year over Year	25018	22812	21797	21065	20009	19300

	April-15	March-15	February-15	January-15	December-14
<b>Caltrain</b>					
Total Followers	37294	35386	32817	29766	27877
Monthly Gain	1908	2569	3051	1889	1502
Year over Year	18609	17989	17168	15805	15063

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# Campaign Results

## Media Interaction

RTAS  
Caltrain redoubling outreach and education efforts to curb crossing accidents  
@Caltrain\_news #CaltrainSafe ow.ly/TstSr



Caltrain is working to identify and promote new strategies for encouraging safe behavior around its tracks by following a series of guidelines.

Caltrain to ramp up safety strategy following crossing accidents  
Caltrain is working to identify and promote new strategies for encouraging safe behavior around its tracks by following a series of guidelines.

Paio Alto Weekly  
@Caltrain\_News takes steps to prevent trains from hitting cars: tinyurl.com/pg3db7u #CaltrainSafe

## Direct Reach

### #CaltrainSafe Campaign : October

Total Spend	\$200
Total Impressions	12,650
Total Engagement	259
Cost Per Engagement	\$0.77



# Cutting Through The Noise

Caltrain @Caltrain\_News  
"Just look up from your phone, say 'hey,' and give a smile."  
peninsulamoves.org/2015/11/10/...  
#HumansOfCaltrain



Garth Davies  
One of the best series going for a twitter account RT @Caltrain\_News: Tweets of The Week!!

Caltrain Tweets of the Week

Twitter Wheel Award  
Weekly Transit Award (Sub/Transit)

press

SPECIAL REPORTS ON AIR ABOUT

tweets for immediate



## 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

- For every one call to Caltrain's customer service line, nearly 17 customers interact with the agency using social media.
- Customer Service social monitoring and one-on-one response/customer support

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## Questions

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