

## Appendix C

### Social media reporting and website analytics

#### Metro Transit Twitter summary

Metro's @kcmetrobus Twitter handle was the source of periodic tweets to alert media and followers about public outreach events. These tweets generated retweets, "favorites" and clicks to websites.

At the November 7 launch:

- #kcmetrocuts was the top trending term in Seattle Thursday afternoon, ahead of "McGinn" who had just conceded
- 400+ total tweets (less than 50 from our accounts)
- 363 mentions of hashtag #KCMetroCuts—No. 1 trending topic in Seattle
- 400+ clicks to the Metro website
- 155,650 people reached
- 1.1 million total impressions on Twitter
- Key influencers who shared our messages—SCA, West Seattle Blog, Seattle DOT, Seattle Transit Blog, KPLU, Futurewise, Move King County Now



Here is a month-by-month snapshot of Twitter activity:

- **November 2013:** 37 @KCMetroBus tweets using #KCMetroCuts, for 29 Favorites, 148 Retweets, 40 Replies
- **December 2013:** 26 @KCMetroBus tweets using #KCMetroCuts, for 13 Favorites, 82 Retweets, 20 replies
- **January 2014:** 28 @KCMetroBus tweets using #KCMetroCuts, 13 Favorites, 60 Retweets, 11 replies (data Jan. 10-31).

**King County Metro**  
 @kcmetrobus

These reductions will bring Metro back to 1997 service levels. GM Desmond #KCMetroCuts  
[pic.twitter.com/AD8JsA3HYN](http://pic.twitter.com/AD8JsA3HYN)



RETWEETS: 12 FAVORITES: 3

11:31 AM - 7 Nov 2013 Flag media

**King County Metro**  
 @kcmetrobus

74 routes proposed for deletion.  
 #KCMetroCuts  
[pic.twitter.com/xtJ22cm1IE](http://pic.twitter.com/xtJ22cm1IE)



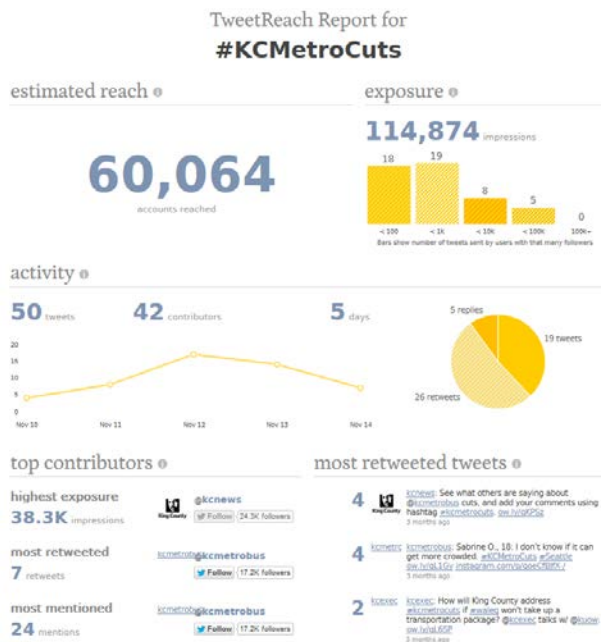
RETWEETS: 14 FAVORITE: 1

11:37 AM - 7 Nov 2013 Flag media

**#KCMetroCuts via Twitter**

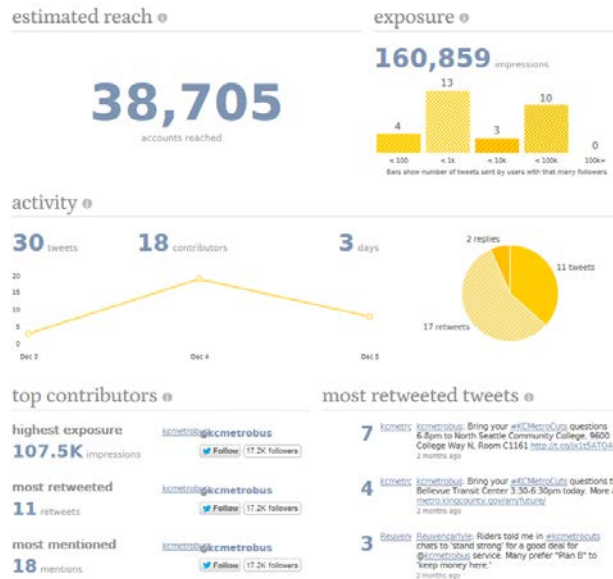
Snapshots throughout the outreach period demonstrate the reach of the hashtag #KCMetroCuts.

**Hashtag snapshot: Nov. 10-14**



## Hashtag snapshot: Dec. 3-5

### TweetReach Report for **#KCMetroCuts**



## Hashtag snapshot: Feb. 6-12

### TweetReach Report for **#KCMetrocuts**



## **Metro Transit Facebook summary**

Metro Transit's Facebook page has about 1,800 followers. Between Nov. 5 and Feb. 7, Metro had 19 Facebook posts, reaching an estimated 7,500 people, generating nearly 900 clicks to web links to addition service reduction or meeting information and 250 likes/shares. The interest on Facebook was highest Nov. 7 at the beginning of the proposed service reductions with about 1,500 reached, tapering to a steady engagement rate in 175-400 range through February.

At the Nov. 7 launch:

- Total figures: 4,345 people reached, 155 interactions, 20 shares, 439 clicks to the Metro website
- King County, WA
  - 2,935 people reached
  - 79 interactions, 20 shares
  - 217 clicks to the Metro website
- Executive Constantine
  - 351 people reached
  - 17 interactions
  - 27 clicks to the Metro website
- King County Metro Transit
  - 1,059 people reached
  - 57 interactions
  - 195 clicks to Metro website
- Influencers for Metro on various pages: Save King County Metro, Move King County Now, Futurewise, Transportation Choices

## **Website Analytics Totals, 11/4/13-2/7/14**

- [253,066 pageviews](#)
- [1:17 average time on site](#)
- [Most viewed page: proposed changes](#)
- [Top sources: Google, direct entry of URL, GovDelivery alerts, King5.com, Seattle Transit Blog, Bing, Facebook, Reddit.com](#)

### Twitter, Instagram, Facebook outreach meeting promotions

Graphic online ads below were used to promote the outreach meetings on Twitter, Instagram and Facebook.





### Instagram posts (via <http://instagram.com/kcmetrobus>)

Three vignette photos/videos were used at the beginning of the outreach effort to introduce the question of how proposed Metro service reductions might affect riders differently (Nov. 7-12). Other photos and videos were posted to Instagram were made at outreach meetings to educate riders on proposed reductions and demonstrate Metro staff engagement.



Nov. 7: <http://instagram.com/p/gbsAL3JfWx/>



Nov. 8: <http://instagram.com/p/geZCP1JfbH/>



Nov. 12: <http://instagram.com/p/goeCfBJfX-/>



Nov. 13: <http://instagram.com/p/graHfypfbM/>



Nov. 20: <http://instagram.com/p/g9gy1ypfVd/>



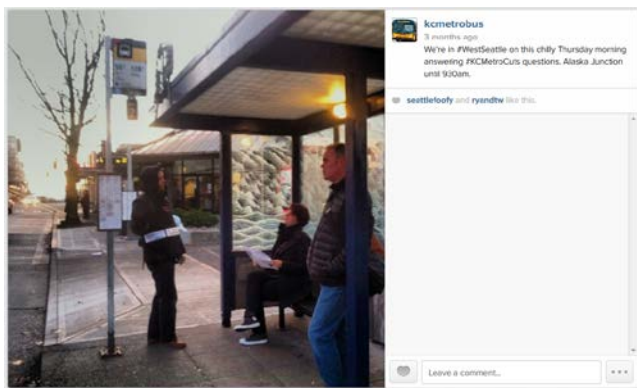
Nov. 20 <http://instagram.com/p/g9hRBjJfV3/>



Nov. 20: <http://instagram.com/p/g9ljAkJfbJ/>



Nov. 20: <http://instagram.com/p/g9nFQGpfc5/>



Nov. 21: <http://instagram.com/p/g-2hwFJfc-/>





Dec. 3: <http://instagram.com/p/he-bFPJfbL/>



Dec. 5: <http://instagram.com/p/hkEPQBpfR5/>



Dec. 5: <http://instagram.com/p/hkJTneJfad/>



Dec. 6: (video) <http://instagram.com/p/hmVOT-pfUV/>



Dec. 9: <http://instagram.com/p/htT7rlpfW5/>



Dec. 10: <http://instagram.com/p/hvljz5JfV6/>



Dec. 10: <http://instagram.com/p/hwSM6eJfUV/>



Dec. 16: [http://instagram.com/p/h\\_6kHNpfRA/](http://instagram.com/p/h_6kHNpfRA/)



Jan. 13: (video) <http://instagram.com/p/jHa7GvpfYI/>