

# Social Media *Toolkit*



# Summary

1. Join the campaign - Bus Line Redesign!
2. Start following our pages
3. Share, share, share
4. Sample Post
  - Upcoming Meetings
  - Engagement
5. Thank you



# 1. Join the campaign - Bus Line Redesign!

As you may know, **Bus Line Redesign** will rethink PRT’s entire bus network to better fit the needs and new travel of our riders. We are rethinking where PRT buses should go, and we need your help planning the best possible bus network!

We need your help to spread the word and encourage participation. There are a lot of ways that you can participate in raising awareness for the campaign. To help you join us we’ve packaged some information to make it as easy as possible for you to get the word out! Below you will find post samples and suggestions for how to create your own posts that reflect the project message. We have also included images and links for you to use. Of course, we are here to answer any questions, so please feel free to contact our engagement team by emailing [janai.smith@eholdingsinc.com](mailto:janai.smith@eholdingsinc.com) at any time.



The following information has been provided from an article published by **Forbes Advisor** on May 18, 2023.

 <p>In 2023, an estimated 4.9 billion people use social media across the world</p>	 <p>People in the U.S. have an average of 7.1 social media accounts</p>	 <p>Facebook commands 53% of all social media site visits in the United States</p>	 <p>Photo post get 39% more engagement</p>	 <p>Short-form videos capture the 66% of consumers</p>
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## 2. Start following our pages

### Facebook

<https://www.facebook.com/pghtransit>

Page tag: @pghtransit, @rideprt or @pghtransitcare

### Twitter

<https://twitter.com/PGHtransit>

Page tag: @pghtransit, @rideprt or @pghtransitcare

### Instagram

<https://www.instagram.com/pghtransit>

Page tag: @pghtransit, @rideprt or @pghtransitcare

### Youtube

<https://www.youtube.com/pghtransit>

page tag: @pghtransi, @rideprt or @pghtransitcare

## 3. Share, share, share

### ◆ Share our events

Uncoming meetings can be found at [buslineredesign.com](https://www.buslineredesign.com)

### ◆ Share infographics

Share our plan infographics and information flyers

### ◆ Share our surveys

Transit surveys are posted on our website and updated to follow our engagement themeschedule. You can link to our surveys at [buslineredesign.com](https://www.buslineredesign.com)

### ◆ Share our press release

You can promote NEXTransit by sharing our press release

### ◆ Tap into your professional network

Specifically ask employees, group members, or professional contacts to give their input and answer the surveys at [buslineredesign.com](https://www.buslineredesign.com)

### ◆ Tag us in your relevant created content

Tag us in your posts that relate to transit, we would love to be a part of the conversation!

### ◆ Create your own posts

Create posts about why transit is important to, or how it affects your specific company orgroup and tag [@pghtransit](https://www.facebook.com/pghtransit) or [@pghtransitcare](https://www.facebook.com/pghtransitcare)

## 4. Sample posts

### Upcoming Meetings



**Bus Line Redesign**  Pittsburgh Regional Transit

The Bus Line Redesign will rethink PRT's entire bus network to better fit the needs and new travel patterns of our riders.

Join our **PUBLIC MEETING!**  
To hear an update on the Bus Line Redesign planning process and what comes next.

**April 16 at 5:30 pm - 7:00 pm**  
Zoom Meeting ID: **849 3173 0336** | Passcode: 920825

**Register at [www.BusLineRedesign.com](http://www.BusLineRedesign.com)**

*Meetings are held online via Zoom or join by phone by calling 646-558-8656 and inputting the meeting ID. Registration is required.*

**Can't make the meeting? No worries! The meeting video and materials will be posted on the project website.**

Join us on April 16th at 5:30 pm for an online meeting about our Bus Line Redesign project. Learn about our goals, public feedback to date, and upcoming re-route scenarios. Your input matters! Register for the meeting today at [buslineredesign.com](http://buslineredesign.com)

#pghtransit #pghtransitcare #rideprt



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Attention Allegheny County! Join us online on April 16th at 5:30 pm to learn more about our project goals, what the community has been saying, and get a sneak peek at upcoming re-route scenarios. Let's build a better bus network together! Please register at [buslineredesign.com](http://buslineredesign.com)

#pghtransit #pghtransitcare #rideprt



 **Bus Line Redesign** Rethinking PRT's bus network to better fit the needs and new travel patterns of our riders.

JOIN OUR **UPCOMING MEETING**  
TO HEAR AN UPDATE ON THE PLANNING PROCESS AND WHAT COMES NEXT!

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Meetings will be held online via Zoom or call in by calling 1-646-558-8656 and inputting the meeting ID. Registration is required.*

**Can't make the meeting? No worries! The meeting video and materials will be posted on the project website.**

Mark your calendars! Don't miss our online meeting on April 16th at 5:30 pm. We'll be discussing the Bus Line Redesign project, sharing public feedback to date, and exploring our upcoming re-route options. Be part of shaping our county's transportation future! Register today at [buslineredesign.com](http://buslineredesign.com)

#pghtransit #pghtransitcare #rideprt



## 4. Sample posts

### Public Vision Board

**Bus Line Redesign** PRT Pittsburgh Regional Transit

### What you told us in Round 1:

**Top Three Transit Values:**

- Value #1: Frequency**  
Tradeoff: Willing to walk farther to a stop if the bus comes more frequently
- Value #2: Trip Time**  
Tradeoff: Willing to transfer more if the trip is faster
- Value #3: Service Coverage**  
Tradeoff: More service on weekends with less early morning service

**Did we hear you right: Let us know at [BusLineRedesign.com](https://BusLineRedesign.com)**

Share your vision for the future of public transit in Allegheny County! Visit [buslineredesign.com](https://buslineredesign.com) to see what the community has been saying about the Bus Line Redesign project and share your thoughts on the vision board and let's create a better bus network together!

Link to: [buslineredesign.com](https://buslineredesign.com)  
#pghtransit #pghtransitcare #rideprt

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Explore [buslineredesign.com](https://buslineredesign.com) to discover the community's feedback on the future of our bus network. Post your ideas on our vision board and be part of the conversation. Together, we can build a more efficient and inclusive transit system!

Link to: [buslineredesign.com](https://buslineredesign.com)  
#pghtransit #pghtransitcare #rideprt

**Bus Line Redesign** PRT Pittsburgh Regional Transit

### What we've heard so far

**Your network redesign goals:**

- Improve service quality and reliability
- Expand connections
- Prioritize equitable investment

**Did we hear you right? Let us know at [BusLineRedesign.com](https://BusLineRedesign.com)**

Ride on over to [buslineredesign.com](https://buslineredesign.com) to see what your fellow riders are saying about the Bus Line Redesign. Share your own vision for the bus network's future on our interactive vision board. Let's make commuting easier for everyone in Allegheny County!

Link to: [buslineredesign.com](https://buslineredesign.com)  
#pghtransit #pghtransitcare #rideprt

# Thank you

For helping us plan the best possible future for  
Pittsburgh Regional Transit with the Bus Line Redesign  
project!

Transit affects all of us and now, more than ever,  
it is crucial to provide, safe, equitable transit service.

We look forward to continuing this journey, and with you we  
know it will be great!



Bus Line  
Redesign