# STA Social Media Strategy

## I.    Situation:

The STA to date has not been active on social media, an increasingly important communications channel for growing numbers of stakeholders. The STA's overall community awareness is low, as reflected most recently in the October 2013 poll, when 45 percent of those surveyed said they had "no opinion" when asked if they were satisfied or dissatisfied with how the STA is performing its job. Implementing a proactive STA social media strategy will help the STA to elevate its community presence and increase its ability to engage with a larger stakeholder audience throughout Sacramento County.

It's important to note in developing and implementing an STA social media strategy that:

- Twitter's fastest growing demographic is 55 to 64 year olds.
- According to social media research firm The Social Habit, Twitter users are 33 percent more likely to be Democrats. Forty percent of Twitter users are Democrats, compared to 30 percent of the U.S. population overall.
- 32 percent of internet users are using Twitter.
- 40 percent of Americans are active Facebook users.
- 60 percent of Facebook and Twitter users are women.
- The average Facebook user has 130 friends.
- The average Twitter user has 208 followers.

## II.    Objectives:

- Increase the STA's visibility with Sacramento County residents.
- Drive traffic to the Sacramento Go website.

## III.    Strategies:

1. Set up and proactively post content to STA Twitter and Facebook accounts. Updates will include STA news, photos, video and content from other news generators and transportation stakeholders.

2. Link STA social media accounts to Sacramento Go website for simultaneous updates.

3. Research and implement social media advertising program(s).

4. Investigate additional potential STA social media communications channels (YouTube, Instagram, Pinterest, LinkedIn, etc.)

**Proposed 2014 Metrics:**
- Increased website traffic against baseline to be established.
- 200 e-mail list sign-ups.
- 200 Twitter followers.
- Number of Twitter mentions (specific target to be developed later).
- Number of Twitter retweets and @replies (specific target to be developed later).
- 200 Facebook likes.