



TransLoc Social Media Guide & Checklist

Reach riders where they already are.

Social media is one of the most effective ways to build awareness, share service updates, and educate riders about how to use your transit service. This guide helps agencies use social channels in a clear, consistent way for both Fixed Route (FR) and OnDemand (OD) services.

What to Use Social Media For

- Announcing new or updated services
- Sharing launch dates and service availability
- Educating riders on how to use the app
- Providing reminders and real-time updates
- Reinforcing flyers, posters, and QR code campaigns

Best Practices

- Keep posts short, clear, and visual
- Focus on rider benefits, not internal details
- Use QR codes and landing page links to reduce confusion
- Repeat key messages across multiple days
- Align posts with flyers and posters used in the field

Why This Works

- Riders check social media frequently
- Messages can be updated quickly
- Reduces customer service calls by sharing clear instructions
- Works alongside print materials to expand reach

Social Media Checklist

Use this checklist to stay consistent and organized.

Before Launch

- Confirm which platforms you will use (Facebook, Instagram, X, LinkedIn as applicable)
- Update profile bios, links, and service descriptions
- Create a simple content plan tied to your launch timeline
- Prepare posts that explain what the service is and who it is for

Two Weeks Before Launch

- Share awareness posts about the upcoming service
- Post rider education tips (how it works, where it operates)

Coordinate post messaging with flyers and posters in the community

Avoid pushing app downloads until the service is live

Launch Day

Post launch announcement across all channels

Share where to find service details and updates

Include QR codes or links to the landing page

Monitor comments and questions throughout the day

After Launch

Share reminders and usage tips

Highlight common rider questions and answers

Reinforce app downloads and tracking features

Track engagement to adjust future posts

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Impact Summary

- Increases rider awareness by meeting users on platforms they already use daily.
- Reinforces key service messages alongside flyers, posters, and QR codes.
- Helps riders understand how to use Fixed Route and OnDemand services before their first trip.
- Reduces confusion and repeat questions by sharing clear, visual instructions.
- Provides fast, flexible communication for launches, reminders, and service updates.

Questions or Support?

We're here to help. Email marketing@transloc.com to connect with our team.

