

Metroplan's Social Media

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Public Outreach Planner



Why Social Media

Communicate with Public

Build awareness

- **Cities and Counties within the region**
- **ArDOT & Rock Region METRO**
- **Organizations**

Social Media Daily Themes

Monday	Mass Transit Monday
Tuesday	Transportation Tuesday
Wednesday	Wow Wednesday
Thursday	Throw Back Thursday
Friday	Fun Fact Friday

Post Examples



Metroplan

Published by YouTube [?] · January 29 at 12:00pm · 🌐

It's Mass Transit Monday! [Rock Region METRO](#) "contributes to our area's economic development by taking people to their jobs, education, healthcare, shopping and other activities. It's a great way to use your commute time for business or recreational activities (surfing the Internet, listening to music, and reading), save money, avoid traffic and parking hassles, and even achieve a healthier lifestyle." Why do you use public transit? #MassTransitMonday #PublicTransit



A Snapshot of METRO

We put together a video for our 30th anniversary; we're calling it a Snapshot of METRO. Check it out to see how we're...

YOUTUBE.COM

👤 136 people reached

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7

1 Share



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Metroplan shared [Conway, Arkansas, City of Colleges's](#) post.

Published by Lakesha Stewart [?] · January 29 at 8:37am · 🌐



Conway, Arkansas, City of Colleges

January 29 at 7:42am · 🌐

New pedestrian bridge coming to Dave Ward Drive.

<http://www.thecabin.net/news/20180128/pedestrian-bridge>



Pedestrian Bridge

If you've ever attempted to cross Dave Ward Drive on foot you know it's a daunting, almost impossible task. But not for long. A new, safe

THECABIN.NET

👤 243 people reached

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👤 Keith Dunn, Terry Kimbrow and 10 others

Chronological ▾

Social Media Report



595 Likes



1,788 Followers

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Together Let's Plan Smarter.

THANK YOU

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