



goDCgo

powered by d.

Content Rules:

Changing Behavior One Social Network At A Time

Today You Will Learn

- The 10 Content Rules for behavior change
- Why real-time content should be a key part of your TDM/employer outreach strategy
- How to plan for and produce content
- What success looks like



If Facebook
were a country

it'd be
the world's
3rd largest



The 10 Content Rules



content is still king



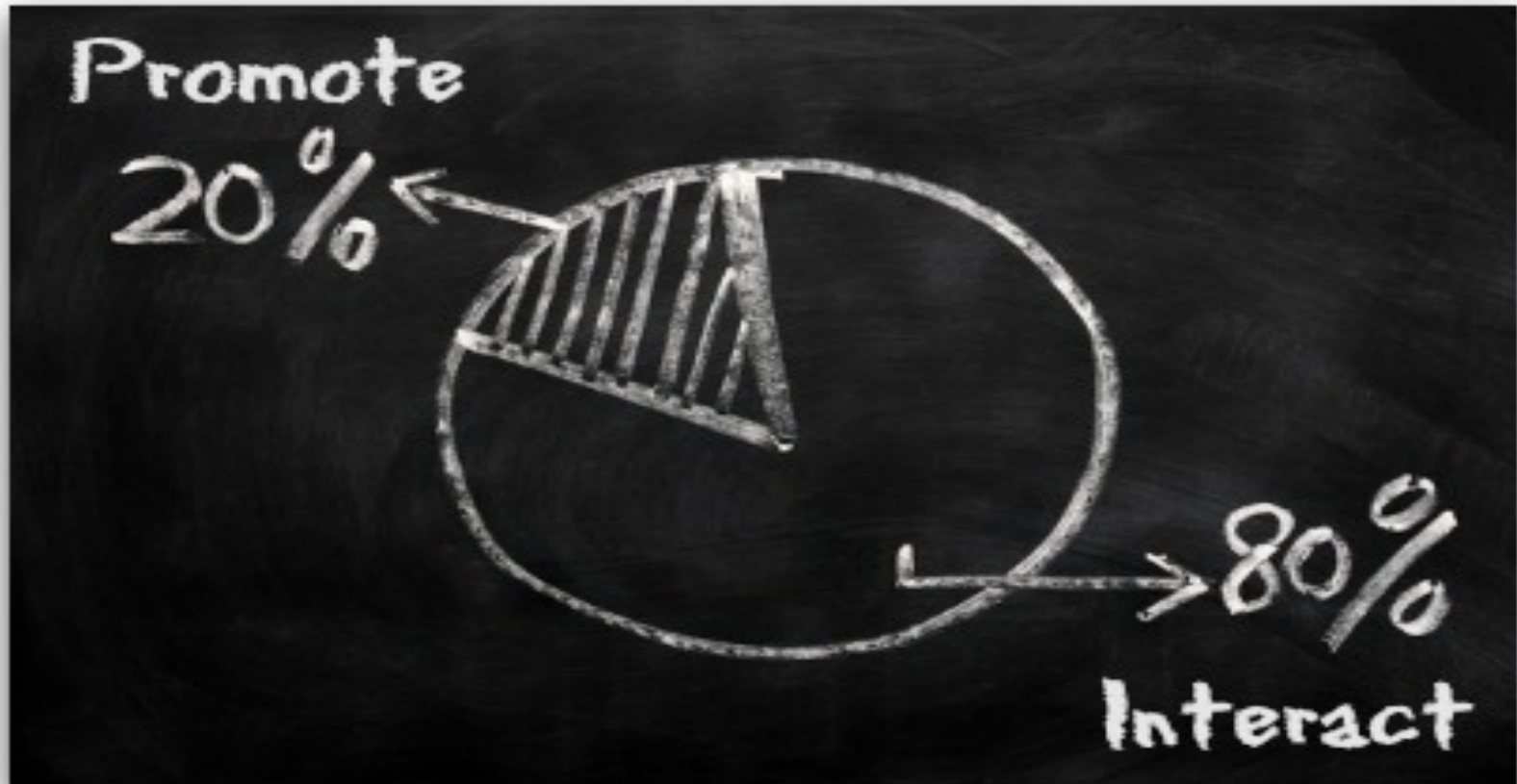
The 10 Content Rules

1. Embrace being a publisher.



The 10 Content Rules

2. Follow the 80/20 Rule.



The 10 Content Rules

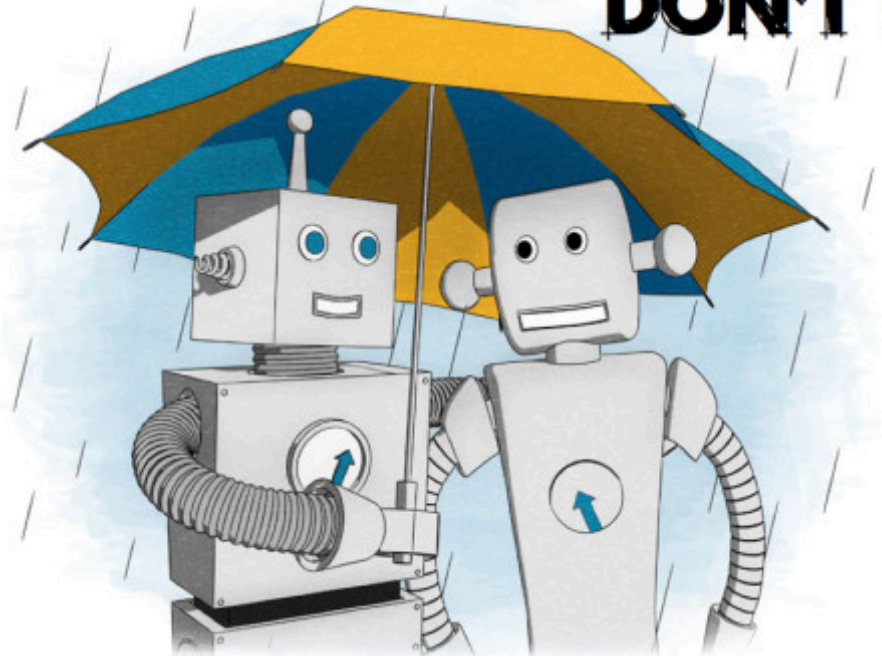
3. Reimagine. Don't recycle.



The 10 Content Rules

4. Share or solve. Don't shill.

**SHARE OR SOLVE,
DON'T SHILL**



The 10 Content Rules

5. Speak human.




The 10 Content Rules

6. Insight inspires originality.



The 10 Content Rules

7. Calls to action build momentum.



Get your 25% off coupon here

Get It Now

Buy Now

Get Your Free Ebook

★ SHARE

f UPDATE

🐦 TWEET

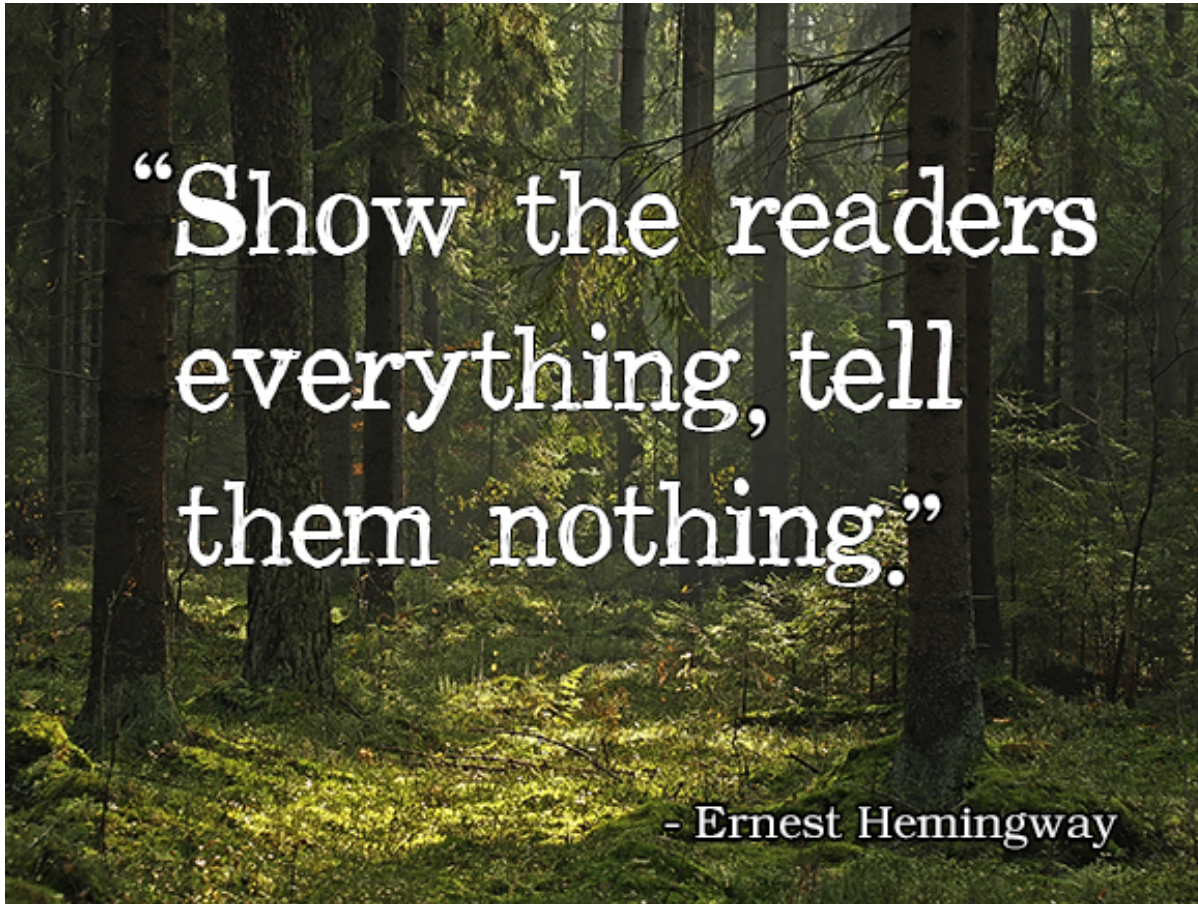
Sign up today and get 50% off your subscription to XYZ Magazine.

SUBSCRIBE

The image displays a variety of call-to-action elements. At the top, there are four buttons: a purple button for a 25% off coupon, an orange button for 'Get It Now', a green button for 'Buy Now', and a blue button for a free ebook. Below these are three social sharing buttons: a dark grey 'SHARE' button with a star icon, a blue 'UPDATE' button with the Facebook 'f' icon, and a light blue 'TWEET' button with the Twitter bird icon. At the bottom is a large banner for a magazine subscription. The banner features a collage of icons including a smartphone, a person's face, a magazine cover, a lightbulb, and a wrench. The text in the banner offers a 50% discount on a subscription to 'XYZ Magazine' and includes a prominent orange 'SUBSCRIBE' button.

The 10 Content Rules

8. Show – don't just tell.



The 10 Content Rules

9. Do something unexpected.



The 10 Content Rules



10. Play to your strengths.

 goDCgo
March 17 at 11:02am · Edited · 🌐

The new DC Bike Map is available on our site! Join Sterling Stone and Willow from Gearin' Up Bicycles and get yours here: <http://gdcg.co/1EtzHps>



Like · Comment · Share


👍 Jackie Nichols, Capital Bikeshare, Tiera Harris and 3 others like this.

7 QUESTIONS · TAKEN 208 TIMES

On which DC Circulator route will you fall in love?

You may have never thought that you might meet your next sweetheart riding the bus. However, with DC Circulator's five routes running across the District, there's a chance your soulmate could be on board. (Seriously, there really is a chance, we've seen it happen before!)

[START](#)

 MADE BY
DC CIRCULATOR

<https://storify.com/public/templates/slideshow/index.html?src=//storify.com/goDCgo/employer-transit-ordinance-workshop#1>

Why real-time content should be a key part of your TDM strategy



What is real-time content?

Now: Unexpected Opportunities

- Breaking news and live events
- Social mentions

Near Now: Expected Opportunities

- Scheduled news (press release, survey/data report, etc)
- Industry events


Future Now: Created Opportunities

- News and data you publish yourself

Now: Unexpected Opportunities

Breaking News & Events




 goDCgo
December 16, 2014 · 🌐

Service has been restored on Orange/Silver/Blue line trains. Riders should expect residual delays as trains resume normal schedule & spacing.

Like · Comment


↪ 1 share

 goDCgo
December 16, 2014 · 🌐

Suspended service on Blue/Orange/Silver lines.


Fixing water main break in downtown D.C. could take up to 12 hours, major disruption to Metro rail service by water main break; "tens of thousands" commuters impacted <http://wapo.st/131UQJs>

Like · Comment

 goDCgo @goDCgo · Dec 16


Use our interactive map for help finding alternate routes during the Blue/Orange/Silver lines outage:
godcgo.com/home/tools-for...


↩️ ↻ 3 ⭐ 📊 ⋮

 goDCgo @goDCgo · Dec 16

Fixing water main break in downtown D.C. could take up to 12 hours; "tens of thousands" commuters impacted wapo.st/131UQJs


↩️ ↻ 1 ⭐ 📊 ⋮ [View summary](#)


 goDCgo retweeted

 Metrorail Info @Metrorailinfo · Dec 16

Blue/Orange/Silver service remains suspended due to water main break near Metro Center. Expect major delays. Use alternates. #wmata


↩️ ↻ 51 ⭐ 1 ⋮


 goDCgo retweeted

 @wmata @wmata · Dec 16

Metrorail service remains suspended btwn Farragut West & L'Enfant Plaza. Details: wmata.com/about_metro/ne... #wmata


↩️ ↻ 49 ⭐ 4 ⋮

 goDCgo retweeted

 @wmata @wmata · Dec 16

Blue/Orange/Silver lines: consider alternates this AM. Major delays/suspended service due to water main break Metro Center #wmata


↩️ ↻ 85 ⭐ 8 ⋮

 DC Circulator
@DCCirculator

Unlike those #llamas our buses aren't hard to catch. Just \$1, no schedule needed.

↩️ ↻ ⭐ 📊 ⋮

RETWEETS 2 FAVORITES 3



8:44 AM - 27 Feb 2015

Now: Unexpected Opportunities

Breaking News & Events



goDCgo @goDCgo · Jan 12
Alternate options for your evening commute:
gdcg.co/1y6aL6h

goDCgo retweeted
Metrorail Info @Metrorailinfo · Jan 12
Orange/Silver/Blue lines: Trains are traveling through L'Enfant Plaza but are not stopping. L'Enfant Plaza Station is closed. 5:25p #wmata

goDCgo retweeted
DC Circulator @DCCirculator · Jan 12
No green line access? Take Circulator from Navy Yard to Union Station and transfer.

goDCgo retweeted
Dr. Gridlock @drgridlock · Jan 12
Metro advisory: Metrobus alternative between Navy Yard (New Jersey & M) & L'Enfant Plaza is Route P6 & V7.

goDCgo retweeted
Metrorail Info @Metrorailinfo · Jan 12
Orange/Silver Blue lines: Trains are BYPASSING L'Enfant Plaza due to fire department activity. L'Enfant Plaza Station is closed. #wmata

goDCgo retweeted
Metrorail Info @Metrorailinfo · Jan 12
Yellow Line trains TURN BACK at Pent City & Mt Vernon Sq. No service btwn Mt Vernon Sq & Pent City. Use Blue as alternate to/from VA #wmata

goDCgo @goDCgo · Jan 12
Green/Yellow lines: Rail service SUSPENDED between Navy Yard/Pentagon City & Mt Vernon Sq.

goDCgo January 13 · 🌐

Familiarize yourself with emergency procedures and know what to expect during the unexpected.



In Light Of L'Enfant Plaza Incident, A Reminder On How To Evacuate A Metro Car Properly

A reminder from WMATA about how to safely evacuate a Metro train.
DCIST.COM

Like · Comment · Share

👍 Noel Colón-Morales, Kevin Walsh, Søren Peterson and 3 others like this.

🔗 4 shares

DC Circulator @DCCirculator · Apr 7

No backup generators needed on our buses. We're offering regular service on all routes, so you can plan your trip home confidently.

🔗 10 🌟 2 ⋮

Now: Unexpected Opportunities

Social Mentions



Shashi Bellamkonda @shashib · Feb 2

Good resource for transportation information around Washington DC
b.shashi.co/1CpgsPn

8:30 AM - 2 Feb 2015 · Details



DowntownDC @DowntownDCBID · Feb 20

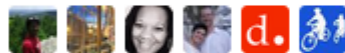
Tweet b4 WABA awards. Thanks to all our #bikedc partners @DDOTDC @goDCgo @WABADC -Even if we don't win, we are winners because of you #awww

RETWEETS

3

FAVORITES

5



3:46 PM - 20 Feb 2015 · Details



jlisle @jlisle · Nov 6

That guy is everywhere. Except on Twitter MT @goDCgo: .@samzimbabwe #transitbenefits yada, yada, yada...



9:58 AM - 6 Nov 2014 · Details

Near Now: Expected Opportunities

Scheduled News



Mobility Lab
March 26 at 10:01am · 🌐

Here are 2 major reasons DC Metro has decreasing ridership.

2 Main Reasons D.C. Transit Ridership is Decreasing — Mobility Lab

Americans took a record 10.75 billion trips on public transportation in 2014, according to annual ridership statistics released this month by the American...

MOBILITYLAB.ORG

Like · Comment · Share

DC Circulator
February 10 · Edited · 🌐

Who needs a car when you have a bus system that runs every 10 minutes for just \$1? That's way lower than any gas prices we've seen.

Report ranks best cities to live without a car - TheTransitWire.com

A new report from US PIRG and the Frontier Group ranks the availability of 11 technology-enabled transportation services in 70 U.S. cities.

THETRANSITWIRE.COM

Like · Comment · Share

Justin Wong, Georgia Avenue Business Alliance (GABA) and Circe Torruellas like this.

1 share

YouTube

Alexandria Commuter Challenge Kickoff 2015

AlexandriaVA.gov

Near Now: Expected Opportunities

Industry Events





 goDCgo @goDCgo · Sep 22




It's #CarFreeDay! Visit us @UnionStation_DC west carriage port for free coffee and stickers!




  3  1  [View more photos and videos](#)


 goDCgo added 3 new photos. September 22, 2014 · 



Some happy DC commuters on Car Free Day!



[Like](#) · [Comment](#)

 Bike and Roll DC, Susan Korycan, Monica Hernandez and 9 others like this.

 2 shares

 Shawn Gallagher thanks for the coffee!
 1 · September 23, 2014 at 12:56pm

 **Commuter Connections**
21 hrs · 

What are you doing for #EarthDay? @RegionForward is launching the 2015 #ClimateAwards



RECOGNIZE
ENCOURAGE
FOSTER
LEARN

MWCOG.org - Climate Awards

PurposeThe Metropolitan Washington Council of Governments (COG) Board of Directors adopted the ambitious greenhouse gas (GHG) emission reduction goals of 20% by 2020 and 80% by 2050 (below 2005 levels). To meet these goals, COG

MWCOG.ORG


[Like](#) · [Comment](#) · [Share](#)


 Brandon Franklin likes this.

Near Now: Expected Opportunities

Industry Events



 **DASH Bus** @DASHBus · Apr 7
We're busy prepping for #StandUp4Transportation Day Thursday 4/9. Show your support & sign the petition! standup4transportation.org #SU4T

 **Arlington TransPrtnrs** @ATPcommutes · Apr 7
Our national infrastructure needs a long-term investment. Join us April 9 & #Standup4transportation standup4transportation.org #SU4T



VRE @VaRailXpress · Apr 7
4/9 is #Standup4transportation Day! Support #transportation infrastructure & act now @ Standup4transportation.org #SU4T


MAP-21, THE FEDERAL SURFACE TRANSPORTATION BILL,
EXPIRES ON MAY 31st


TIME REMAINING
07
WEEKS

On April 9, more than 260 organizations, community groups and citizens across the country are "Standing Up for Transportation" and calling on Congress to commit to investing long term in public transit and road infrastructure before the May 31 funding program deadline.

#SU4T

  AMERICAN PUBLIC TRANSPORTATION ASSOCIATION

  2   [View photo](#)



 ACT retweeted



APTA @APTA_info · Apr 9

Here's to what we are sure will be a very successful Stand Up 4 Transportation Day! #SU4T



  51  33 

[View more photos and videos](#)

Future Now: Created Opportunities



Find out when the new 7000 series train will arrive at your Metro stop tomorrow.



Want to ride the first 7000 series train? Here's when it will be at your stop

Tomorrow morning at about 7:12, the first 7000 series Metro train will depart Franconia-Springfield bound for Largo. If Franconia is too far afield for you, you'll...

GREATERGREATERWASHINGTON.ORG

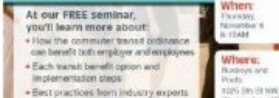
Like · Comment · Share

👍 Roland Williams, Dustin Tyler Joyce, Rashida Dinkins and 20 others like this.

🔗 13 shares

goDCgo Join us November 6 for a complimentary employer services seminar. Employers and HR professionals are invited to learn how implementing a transit benefit program can help reduce the drive-alone rate, help reduce employer payroll costs, and improve ... more

Employer Transit Ordinance Workshop: Benefits for Your Organization



Employer Transit Ordinance Workshop: Benefits for Your Organization

godcgoemployerseminarfall2014.eventbrite.com · Join Us!

Employer Transit Ordinance Workshop: Benefits for Your Organization Learn how implementing a transit benefit program to employees in the District can help reduce single occupancy vehicle travel, expand opportunities for public transit...

Like (5) · Comment · Share · 5 months ago

👍 Yvonne Roy, Sandy Fournier +3

Add a comment...



DC Circulator shared District Department of Transportation's post.

March 24 at 1:11pm · 🌐

Help us make your bus rides smoother. Join Mayor Bowser to kick off Potholepalooza tomorrow.



District Department of Transportation

The 2015 Potholepalooza, the District's "War on Potholes," is set to kick off this week. Stay tuned.

Like · Comment



Potomac and Rappahannock Transportation Commission

April 10 at 1:11pm · 🌐

Ride with PRTC to see the Cherry Blossoms on Saturday!



With the Cherry Blossoms expected to be at peak bloom this weekend, maybe you're planning an excursion to D.C. this weekend? You can avoid the hassle of traffic and parking in D.C. when you ride the Saturday Prince William Metro Direct bus service between eastern Prince William and the Franconia-Springfield Metro Station!

...
See More

Like · Comment · Share

👍 Ingrid Thomas, Potomac and Rappahannock Transportation Commission and Bridget Rice Rose like this.

How to Plan for & Produce Content



1. Create (or update) your editorial calendar

	A	B	C	D	E	F	G	H	I	J	K
1	Editorial Calendar										
2											
3	PUBLISH DAY	VENUE	MEDIA	CATEGORY	TAGS	AUTHOR	TOPIC / TITLE	ASSETS NEEDED	REPACKAGED & REMERCHANDISED	NOTES OR DEPENDENCIES	
4	example	Blog	Case study	Direct Marketing	Email marketing	Fiala	How Stamats helped XX College improve recruitment quotas 3 straight semesters with sequenced mail drops.	Write post, images, cite results.	Serves as one section of a "Why choose Stamats" video to be planned and produced.		
5	example	LinkedIn Group	Q&A	Brand Marketing	Image	Smith	How well defined is your university's crisis communications plan?	Prep talking points for Q&A discussion.	Gather intelligence from Q&A discussion. Develop content for concentrated tutorials for small groups (fee based).		
6	example	You Tube	Video	Digital Marketing	Mobile media	Davis	Demonstrate mobile-ready and non-mobile web sites. Include statistics of mobile use by target demo and best-practice usability requirements.	Variety of mobile phones, pre-select appropriate web sites, statistics.	Add video to Facebook.		
7	example	Scribd	Report	Marketing Research	Research report	Brock	Recent findings of year-over-year retention rates for 2 institutions implementing a Stamats strategic plan. (redact names if necessary.)	PDF with text, graphics, images	Write eNewsletter article, share with LinkedIn Group.		
8	example	Facebook	Poll	Social Media	Community	Smith	What role does the institution have in fostering community-mindedness among enrollees? What ways is your university building community?	Facebook poll application	Link within eNewsletter to Survey Monkey survey. Collect data; use to create a new report.		
9	example	Slideshare	Powerpoint	Digital Marketing	Writing for the Web	Benson	Presentation on eye tracking, readability, user-centeredness, tone, voice, etc.	Powerpoint with text, graphics, images	Concentrated tutorials for small groups (fee based).		
10	example	Select from list of strategic sites	Post	Blog Commenting	NA	Rotating 3 people	Comment on industry and trade blogs, providing Stamats' POV on relevant topics.	NA	NA		
11	example	Twitter	Storify	Digital Marketing	Storytelling	Cunniff	How to use Storify to help your prospects experience campus life.	Image, intro text, prep questions	Blog post and/or webinar		
12	example	Blog	Post	Social Media	Facebook, Twitter	Smith	Examine recent study that reviews use of Twitter and Facebook by professors in the classroom.	Access to study, write post, include link to Survey Monkey poll allowing readers the opportunity to weigh in.	If enough poll results are received, write mini-report and publish to Facebook and Twitter, eNewsletter.		
13	example	Blog	Podcast	Digital Marketing	Web analytics	Dodson	Review 3 most common GA set-up errors that can cost you valuable insight.	Research topic, sketch out script, practice and record. Use Burberry or other plugin to add to WordPress.	Share via LinkedIn Group and Twitter.		
14	example	Select from list of strategic sites	Post	Blog Commenting	NA	Rotating 3 people	Comment on industry and trade blogs, providing Stamats' POV on relevant topics.	NA	NA		
15	example	Flickr	Infographic	Digital Marketing	Web site design	Foster	Graphic depicting site audit, planning, development, implementation, ongoing improvement phases. Include stakeholders, milestones, etc.	Well-planned and laid out graphic.	Blog post that's shared on Twitter and Facebook.		
16	example	eNewsletter	Article	Direct Marketing	Strategy	Fiala	Design and production on a budget.	Write post, images, mock budget and goal scenario.	Blog post that's shared on Facebook		

2. Identify 3-5 topics to follow & join the conversation



- 1) Commuter Benefits
- 2) Transportation Apps
- 3) Ridesharing & Carsharing
- 4) Bikeshare
- 5) Surface Transit



3. Plan in Advance. Act in the Moment.



What does success look like?



Always Start with Strategy: Goals & Objectives

ROI

Investment \$\$\$

- Time
- Manpower
- Technology
- Guidance / Expertise

Implementation

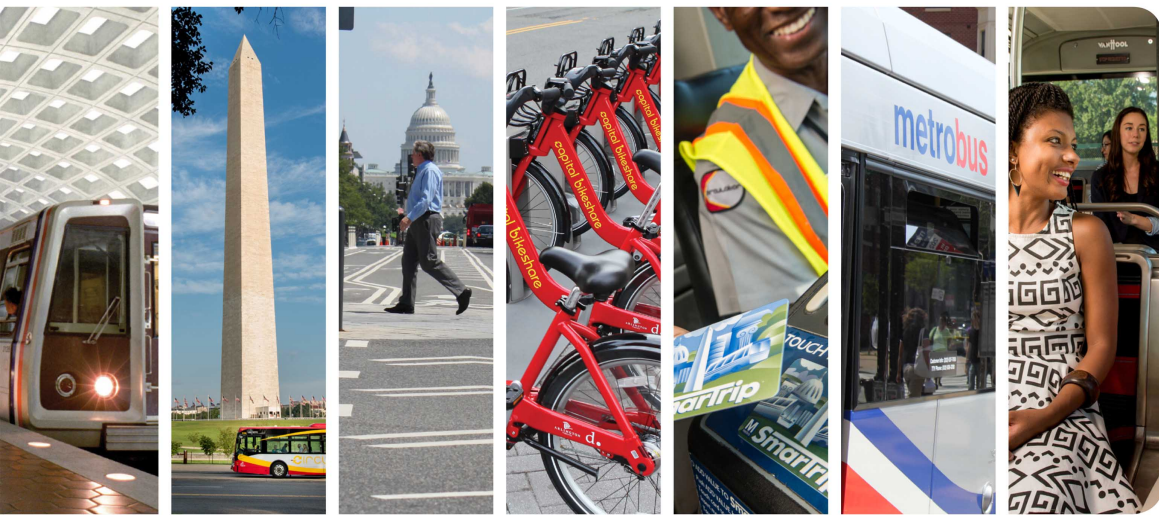
- Developing strategy
- Embedding social media in integrated marketing campaigns
- Blogging
- Tweeting
- Building relationships
- Learning

Impact

- Click thru rates
- Retweets
- Web traffic
- Conversations
- Impressions
- Social mentions
- Followers / Fans / Friends
- Press

Financial Gain \$\$\$

- Revenue
- Transactions
- New Customers



goDCgo
powered by **d.**

Join the Conversation...

#transitbenefits



@goDCgo



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powered by **d.**

Meredyth Jensen
Program Director
@goDCgo