



**STARK AREA REGIONAL
TRANSIT AUTHORITY**

Social Media and Marketing

How To Enhance And Use Your Social Media
Platforms Effectively

SARTA Social Media Platforms

- Facebook
- Instagram
- Twitter
- LinkedIn
- YouTube



Facebook- 4,378 Likes 4,700 Followers

Created: April 2011

- **What We Post**

- Everything SARTA

- Apps and Tools (Mystop, EZfare, SARTA Buzz, SARTAonline.com)
 - Route Info-Detours, service interruptions, changes in routes
 - Events- Our events, us at other marketing events, sharing other organizations.
 - Campaigns-Marketing Campaigns that we are running
 - The Fun Stuff- Contests, national days/awareness months



Instagram- 718 followers

- Marketing Campaigns
- Events
- Contests
- National Day/Holidays
- Partnerships
 - Stuff the Bus with Akron-Canton Food Bank
 - Vaccination Buses (Stark County Health Dept., Canton City Health Dept. and Life Care Family Health Center)



Business Suite



- This app allows you to manage Facebook and Instagram in one place
 - You can publish your post for both platforms
 - Post in real time or schedule out your post
 - Messaging- receive your direct messages and notifications of comments from your post.
 - Track your Metrics/Analytics (reach, engagement, impressions)





STARK AREA REGIONAL
TRANSIT AUTHORITY

Business Suite

Meta Business Suite

SARTA - Stark Area...

Home

Notifications

Inbox

Posts & stories

Planner

Ads

Insights

All tools

Settings

Help

SARTA - Stark Area Regional Transit Authority

Audience: 4.4K

Instagram followers: 719

Create post Create story Create ad

To-do list

Check unread messages, comments and other things that may require your attention.

Messages

Q92 Sent a post

Kerr Conkle

Comments

Tasks

Manage your marketing content

Planner Posts Stories Ads

Scheduled posts

You have 5 posts scheduled to be shared.

See all

SARTA Paper Transfer Changes

Beginning January 2nd, 2023, SARTA will no longer issue or accept paper transfer tickets.

ATTENTION ALL SARTA RIDE...

Aug 1, 2022, 4:00 PM

1 comment

441 people reached

Boost post

EXACT CHANGE ONLY

As of January 2nd, 2023, using exact change is recommended on ALL SARTA Services.

Change made with no longer be issued or accepted as payment.

ATTENTION ALL SARTA RIDE...

Aug 1, 2022, 2:00 PM

13 comments

1.5K people reached

Boost post

All Day Fares

Beginning November 1st, 2023, All Day fares will no longer be sold on SARTA. Fareboxes on ANY SARTA Vehicle.

ATTENTION ALL SARTA RIDE...

Aug 1, 2022, 12:00 PM

4 comments

601 people reached

Boost post

PROLINE 31-DAY PASS

SARTA'S 31-day

DETOUR

UPCOMING CHANGES

IMPORTANT SARTA DATES



STARK AREA REGIONAL
TRANSIT AUTHORITY

Twitter- 921 Followers

- Route Detours
- SARTA Services
 - SCORE Cards/Tap Cards
 - Public Meetings
 - Hiring Posts
 - Holiday Closings
 - Proline Scheduling



SARTA @SARTAonline · Aug 1

DETOUR ALERT: The 110/114 will not be able to go through Skyline Terrace due to construction and will last for the remainder of the day. We're sorry for the inconvenience.



SARTA @SARTAonline · Aug 1

ATTENTION ALL SARTA RIDERS: Please check out these important upcoming dates.

IMPORTANT SARTA DATES

With the launch of SARTA's SCORE Card, here are some important dates to remember:

- November 1st, 2022 -

SARTA will **NO LONGER SELL ALL** paper passes.

- January 2nd, 2023 -

SARTA will **STOP DISTRIBUTING** and **ACCEPTING** change cards and paper transfer tickets.

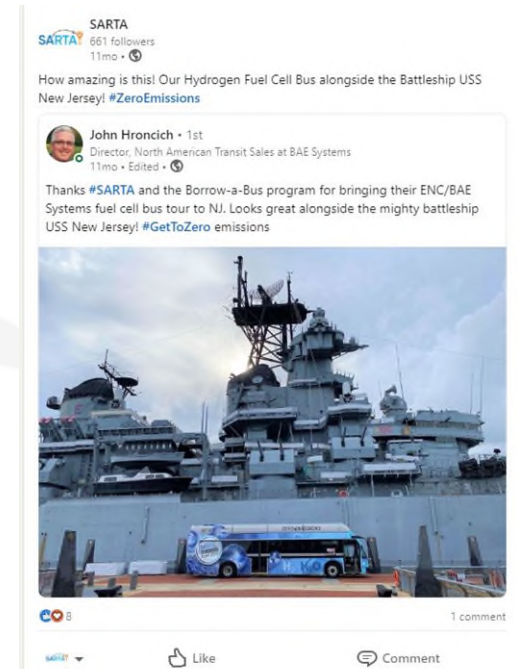
EXACT CHANGE ONLY is recommended on ALL SARTA Services.

SARTA will **STOP ACCEPTING ALL** paper passes.



LinkedIn- 661 Followers

- Everything about our Hydrogen Fuel Cell Fleet
- Job Openings
- News Articles
- Press Releases
- National Holidays



YouTube- 133 Subscribers

- SARTA Videos
 - SARTA Mysteries
 - Transit Talk with Jack and Nina
 - SARTA Safety Spots





STARK AREA REGIONAL
TRANSIT AUTHORITY

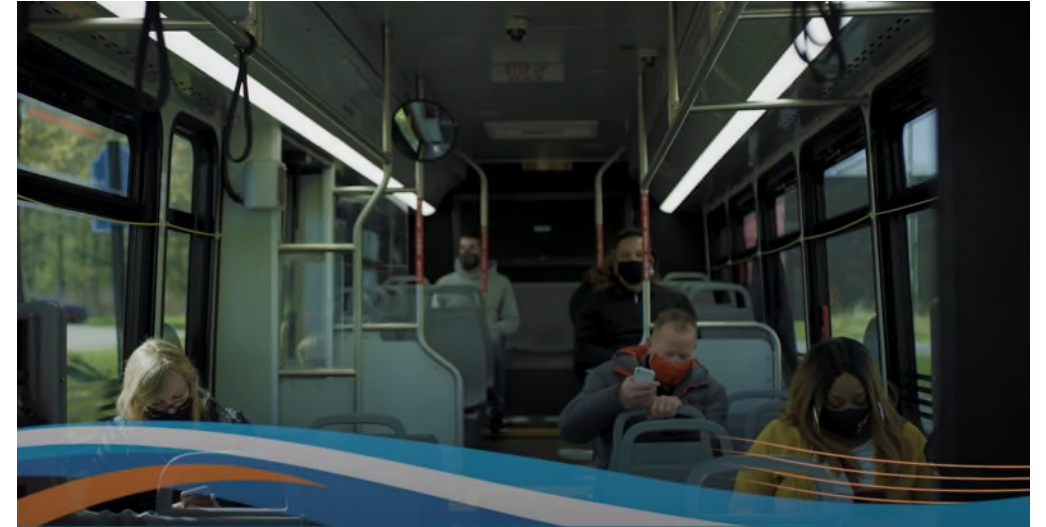
Videos





STARK AREA REGIONAL
TRANSIT AUTHORITY

Videos



Marketing Campaigns

- Where does SARTA take you?
- Ohio Loves Transit
- Ride Easy OHIO
- Free Fare Friday's
- I Love My Driver
- Veterans Ride Free Day



2020 APTA AdWheel Awards




- Thank You Rider/Driver Campaign for “Best Social Media to Support Ridership”
 - **Innis Maggiore**
- Ohio Loves Transit Campaign won for “Best Partnership to Highlight Transit Needs and Funding”
 - **Canton Charge**
- Winning entries were selected from among 343 submitted by transit agencies across the United States.




STARK AREA REGIONAL TRANSIT AUTHORITY

2020 AdWheel Awards

**SARTA - Stark Area Regional Transit Authority**
Published by Innis Maggiore · October 26 ·

WIN A FREE BUS PASS!

Simply comment below with your story of how SARTA has helped you through the challenges of 2020, and you'll be entered into a drawing to win a free bus pass issued to your EZfare account!



Comment FOR A CHANCE to Win!

WIN A FREE BUS PASS!

SARTA!

12,404
People Reached

806
Engagements

Boost Again

Boosted on October 26
By Veronica Waite Smith

Completed

People Reached	11.6K
Post Engagements	750

View Results

👍👍👍 200

72 Comments 36 Shares

Like

Comment

Share

Comment as SARTA - Stark Area Regional T...

🗨️📷📧🔗

View comments



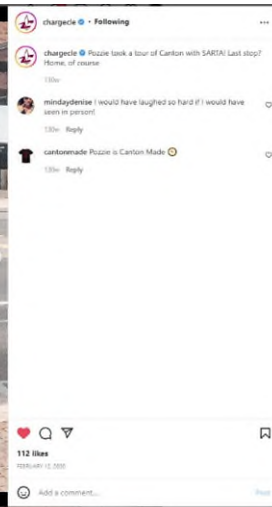
- Rose Yuhas**
There on time and very good drivers to get you were you have to go I ride the bus to work and home every day thank you very much
[Like](#) · [Reply](#) · [Message](#) · 5w 1
- Batbara Moen**
I use SARTA Proline, all drivers are very nice and polite I am able to go shopping for myself. Thank You.
[Like](#) · [Reply](#) · [Message](#) · 5w
- Rosanne Miller**
Great service! Only way my husband can get to doctors' appointments.
[Like](#) · [Reply](#) · [Message](#) · 6w 2
- Michelle Fitzgerald**
Sarta gets me too work and my surgery's. Thank you.
[Like](#) · [Reply](#) · [Message](#) · 6w 1
- Tasha Conrad**
Sarta gets me to work n anywhere else I need to go
[Like](#) · [Reply](#) · [Message](#) · 6w 1
- Shaylla Smith**
Thank you Sarta
[Like](#) · [Reply](#) · [Message](#) · 6w 1
- Robin Jackson**
If it was not for SARTA i could not get to and from work each day and go shopping for my family thank you
[Care](#) · [Reply](#) · [Message](#) · 6w 1
- Barbara Goetz**
SARTA gets me to and from work.
[Like](#) · [Reply](#) · [Message](#) · 6w 1
- Stacy Mccord**
Sarta has help me with getting to work and to my son doc apt.
[Care](#) · [Reply](#) · [Message](#) · 6w 1
- Marqueis Newell**
Sarta got me to work and shopping and of course Akron I'm so glad to be ride sarta everywhere
[Like](#) · [Reply](#) · [Message](#) · 6w 1
- Shirley Jarvis**
Sarta bern their for me threw the years i am so thankful they take me to my doctors and hospital and to the stores to get food i am so thank ful for sarta to be here for us in alliance and the bus drivers are so nice but some left to do other routs i w... [See More](#)
[Like](#) · [Reply](#) · [Message](#) · 5w
- Billie Nichols**
Helped me to go back and forth to work
[Like](#) · [Reply](#) · [Message](#) · 6w 1
- Sherrie Ann**
Yes I want one
[Like](#) · [Reply](#) · [Message](#) · 6w 1
- Margaret Collins**
Sarta is my only means of transportation. It has helped me tremendously with getting to appointments and such
[Love](#) · [Reply](#) · [Message](#) · 6w 2

- Deanna Jones Rastetter**
Sarta helps me get to & from work. it helps me get to my multiple Dr.'s appointments, it helps me get to the pharmacy to get my insulin & supplies and it helps me get to the store. I wouldn't be able to do any of these things without Sarta! ❤️🙌
[Like](#) · [Reply](#) · [Message](#) · 6w 2
- Laura Zinn**
Love Sarta on time friendly help on off the bus if we need it if were cold or hot they are good about the heat and air I love the Bus I ride for years 102 my favorite Bus always been Bless with nice Bus Drivers 80s to now love the new updates the Buse... [See More](#)
[Like](#) · [Reply](#) · [Message](#) · 6w 3
- Pat Trunick**
I fractured my femur on February 1. SARTA made it much easier for me to get to doctor's appointments and physical therapy while I was using a walker and only partial weight bearing. My family doesn't live close enough to take me where I need to go. Pro... [See More](#)
[Care](#) · [Reply](#) · [Message](#) · 6w 4
- Shantilla Dejanae Davis**
SARTA helps me with grocery shopping and trips to the doctors when needed
[Like](#) · [Reply](#) · [Message](#) · 6w 2
- Annamay Carter**
Sarta Proline Service Is Superb..I Don't Go Very Far Just To Massillon Walmart Mostly But They Help Me Get To & From The Store When Necessary.
[Like](#) · [Reply](#) · [Message](#) · 6w 3
- Niles Friday**
Sarta gets me where i need to go, the Akron route is great
[Like](#) · [Reply](#) · [Message](#) · 6w 2
- Michael Mcnemar**
Sarta has gotten me to all my doctors appointments and my surgical procedures this year. I could have had my back worked on with out your kind drivers at Sarta. Also I go to new job at Walmart which I started due to the pandemic.
[Care](#) · [Reply](#) · [Message](#) · 6w 2
- Michaela Weber**
SARTA is great gets you allover stark and connect with akron metro. Keep up to good driving. Thank you
[Like](#) · [Reply](#) · [Message](#) · 6w 3
- Darlene Richmond**
I take the proline and all the drivers have been fantastic. They are polite and remember you if you've risen with them. Again great program
[Like](#) · [Reply](#) · [Message](#) · 5w
- Tracie Reeves**
It has helped me with going to the doctor. I dont go too many places because my comprised immune system and I have emphysema. So during a this I limit where I go. Sarta has helped make it safer to travel.
[Care](#) · [Reply](#) · [Message](#) · 6w 1



STARK AREA REGIONAL
TRANSIT AUTHORITY

2020 AdWheel Awards



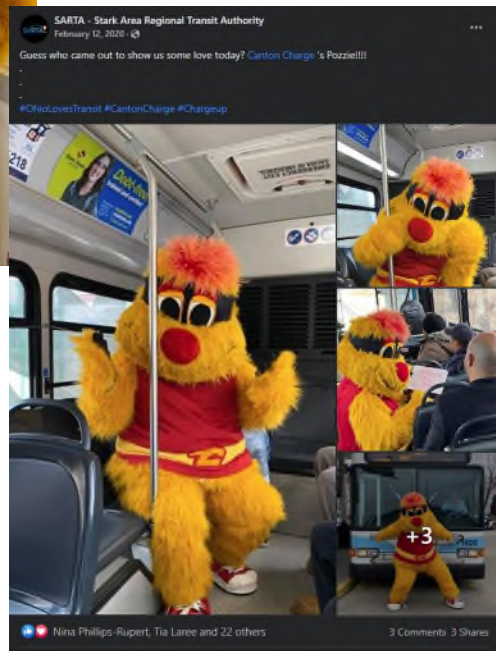
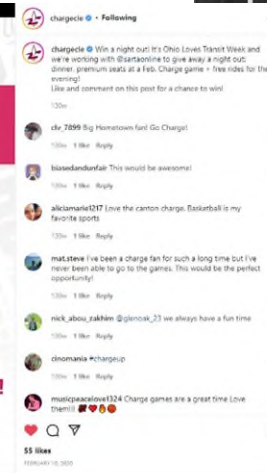

WIN A NIGHT OUT IN CANTON!

hi loves transit

IN ASSOCIATION WITH THE CANTON CHARGE AND

SARTA!

**\$25 CANTON BREWING GIFT CARD
+ 2 PREMIUM SEATS AT A CHARGE GAME!**





STARK AREA REGIONAL
TRANSIT AUTHORITY



Projects/Campaigns

- Tap and Go Smart Cards
 - SCORE Card
 - Touchdown
- Stark County Fair- Tap Card and EzFare Contest
 - SARTA Promotional Raffle Basket
- Veteran's Day
 - Free Rides for Veteran's
- SARTA's 25th Year Anniversary



UPCOMING CHANGES IMPORTANT DATES:



Beginning **November 1st, 2022**, SARTA will **no longer sell** paper/magnetic stripe passes.

Paper/magnetic stripe passes that "dip" or "swipe" on the farebox will **no longer be accepted** as fare payment beginning **January 2nd, 2023**.



EXACT CHANGE ONLY

As of **January 2nd, 2023**, using exact change is recommended on ALL SARTA Services.

Change cards will no longer be **issued** or **accepted** as payment.



Change will not be given on any SARTA vehicle or at any SARTA Transit Center if cash greater than your fare amount is used for a purchase on the farebox.



SARTAonline.com





STARK AREA REGIONAL
TRANSIT AUTHORITY

SARTA

Social Media Platforms



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



<https://twitter.com/SARTAonline>



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



<https://www.linkedin.com/company/sarta>



<https://www.youtube.com/user/RideSARTA>