

SOCIAL MEDIA & MARKETING TRANSIT CAREERS TO THE MILLENNIAL GENERATION

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March 17, 2011

is social media a fad?



the MESSAGES WE NEED TO SEND ABOUT THE transportation industry:

GROWTH INDUSTRY!

GREAT SALARIES AND BENEFITS!

RESPONSIVE TO PUBLIC!

EMPOWERED EMPLOYEES!

OPTIONS FOR UPWARD ADVANCEMENT!

SMART CAREER MOVE!

CUTTING EDGE INDUSTRY!

INDUSTRY PRIDE!

Hi-TECH!

SO MANY DIFFERENT OPPORTUNITIES!

GREEN INDUSTRY!

A CAREER TO PLAN FOR!

EDUCATED WORKERS!

VALUED EMPLOYEES!

DIVERSITY ENCOURAGED!

EXCITING CAREER!



ARE WE SPEAKING the right LANGUAGE?

ARE WE SENDING the right MESSAGES?

**ARE WE USING the right CHANNELS
of COMMUNICATION?**

which social media do you use for recruiting?



78.3% use LinkedIn



54.6% use Facebook



44.8% use Twitter



18.7% use Blogs



13.7% use YouTube



5.4% use MySpace



social media is not optional.

**the transportation industry
needs to embrace it,
now.**

