



## Use Facebook to Advocate for Public Transportation

Chances are, you're already using Facebook. The world's largest online social network, Facebook has more than 1 billion registered users, and more than half of the U.S. population has a Facebook account.

But Facebook is more than just an online tool to socialize. It's a great place to share your views about public transportation and help build the Voices for Public Transit community.

Here are just a few ways you can use Facebook to build support for public transportation:



### Tell Others When You Ride

If you're using public transportation, let your friends know by posting a status update.

### Post Photos and Memes

Whether you snap a photo from the window of a train, bus, or streetcar as you travel, or add your own caption to other images you find online, photos and memes are great tools to help our messages about public transportation go viral.

### Share News about Public Transportation

If your local transit system adds service, changes routes, or has other news, share it on Facebook. Link to photos and videos whenever possible.

### Comment and Like Other Posts

Engage with other people around the topic of public transportation. If someone posts about a terrible commute, mention public transportation options. If someone posts about an upcoming event, recommend getting there on public transportation.



### Participate on the Voices for Public Transit Facebook Page

Our advocates share information and lead discussions on our Facebook page. Join the conversation by sharing your views and experiences, and sharing our content with others in your online networks.

### Set Up a Page for Your Local Community or Blog

If you've started a blog that discusses public transportation or you lead a local group of Voices for Public Transit advocates, set up a Facebook page for your blog or group. You can manage the page by yourself or invite others to serve as moderators and discussion leaders as well.



## Share an Event

It's easy to create an event listing on Facebook and invite others. If you organize a local event to advocate for public transportation, use Facebook to promote it.

## Post a Poll

There are numerous apps—including survey tools—that can be used on Facebook. Engage friends by setting up a poll with a question about public transportation, such as, "How often do you ride the bus?"

Facebook is an evolving platform, so adjust your activities to make the most of new features. And if you have a great idea for using Facebook to promote public transportation, share it by posting on the Voices for Public Transit Facebook page!

## If You're New to Facebook

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### Sign Up!

It takes about one minute to sign up for a Facebook account. Once you've registered, you can personalize your Facebook timeline, post a profile picture, share information about yourself, and more. Facebook walks you through your first steps, and there is plenty of information on the site to help you along the way.

### Add Friends

Look for friends on Facebook—searching by name or email—and invite them to connect with you.

### "Like" the Voices for Public Transit Facebook Page

Visit our organization's Facebook page and click "Like." Visit our page often, share transit-related information, and engage in the discussion.

### Invite Your Friends to "Like" Voices for Public Transit

You can invite others to like our page, too.

Keep in mind that whatever you post on Facebook can be seen by your friends, friends of friends, and sometimes the public at large. Be civil and courteous, even if you disagree with people. It's okay if your messages about public transportation are heard widely—or even go viral. When it comes to promoting public transportation, the more people who hear your message, the better.

Once you've set up your account, added friends, and liked the Voices for Public Transit page, you're ready to be a public transportation advocate on Facebook!

