

Social Media and Customer Communications

Christine Terin

Christine Terin

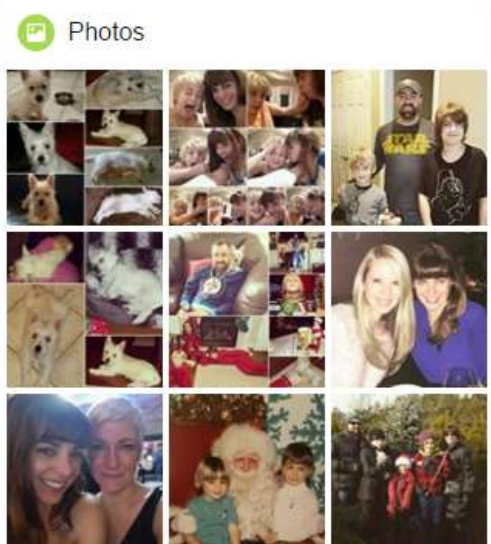
Christine Terin

Update Info
View Activity Log
...

Timeline
About
Friends 168
Photos
More

What did you study at Humber College from 1995 to 1997?

- Marketing and Communications Manager at York Region (The Regional Municipality of York)
January 2004 to present
- Studied at Humber College
Attended from 1995 to 1997
- Lives in Newmarket, Ontario
- Married to Craig Terin
Since May 26, 2001
- From Aurora, Ontario
- Born on March 9, 1976



Status Photo / Video Life Event

What's on your mind?

Christine Terin
January 18 at 11:47am · Instagram ·

#Piper 15 weeks old #cairnterriersofinstagram #cutie #love



Christine Terin
January 9 at 4:09pm · Instagram ·

I just wanted one nice picture together #myguys #selfies



Like Comment Share

Donna Aikman, Kathryn Goodchild Simon, Kirsten LeRoij Szczeszynski and 24 others like this.

- Grace Weening It's obvious to me that Matty is not the only one who's not cooperating. □
Like · Reply · January 9 at 4:24pm
- Vanessa Mounsey Karam So cute and fun!
Like · Reply · January 9 at 6:03pm

Write a comment...



tiner2014

EDIT PROFILE

Christine Terin

47 posts

42 followers

143 following





Christine Terin 
@terinCM

 Joined June 2013

TWEETS 8 FOLLOWING 67 FOLLOWERS 7 LIKES 1

[Edit profile](#)

Who to follow · Refresh · View all



Sparkling ICE® @Sparkling...
Followed by Jose Bautista
[Follow](#) 



Jennifer Brien @brien_jenn
Followed by Smart Commut...
[Follow](#)



Ken Turriff @KenTurriff
Followed by Smart Commut...
[Follow](#)

[Find friends](#)



Jose Bautista 
@JoeyBats19
Rightfielder, Toronto Blue Jays
[facebook.com/JoeyBats19](#)
[instagram.com/joeybats19](#)
[@bautistafund](#)



TRB
@TRBofNA
The Transportation Research Board,
part of the National Academies of
Sciences, Engineering, and Medicine,
facilitates innovation & progress...



Leonardo DiCaprio 
@LeoDiCaprio
Actor and Environmentalist




TIME.com 
@TIME
Breaking news and current events from
around the globe. Hosted by TIME staff.
Tweet questions to our customer service
team [@TIMEmag_Service](#).



The New York Times 
@nytimes
Where the conversation begins. Follow
for breaking news, special reports, RTs
of our journalists and more from
[NYTimes.com](#).



Tom Hanks 
@tomhanks
I'm that actor in some of the movies you
liked and some you didn't. Sometimes
I'm in pretty good shape, other times I'm
not. Hey, you gotta live, you know?



Smart Commute CY
@SmartCommuteCY FOLLOWS YOU
Promoting Choices, Creating Change.
We are dedicated to reducing single
occupant vehicle travel. Carpool -
Transit - Bike - Walk - Telework.



Craig Terin
@cterin4 FOLLOWS YOU



David Suzuki
@DavidSuzuki
Suzuki Robot! Feeding weekly Science
Matters and Small Steps from the man
himself.

York Region

Greater Toronto Area







Social Media

Goal 1:

Make deeper connections in the community and with YRT/Viva customers

Goal 2:

Improve rider experience through enhanced customer service

Goal 3:

Position YRT/Viva as a thought leader to the community and industry as a whole



Twitter

York Region Transit
@YRTViva

Official tweets from YRT/Viva, York Region's public transit system | Follow #RiderAlert for major service updates | 1-866-668-3978 (MOVE-YRT)

York Region, Ontario, Canada
yrt.ca
Joined September 2010

TWEETS 17.4K FOLLOWING 362 FOLLOWERS 5,402 LIKES 524 LISTS 2

Tweets Tweets & replies Photos & videos

Pinned Tweet

York Region Transit @YRTViva · 2 Nov 2015
Try the official YRT/Viva app for real-time service information. Available for iOS and Android.
cards.twitter.com/cards/qkc8hu/6...

York Region Transit @YRTViva · 2h
Set a reminder for when your bus is due using the @YRTViva mobile app! #YRTTech #RidingWithUs bddy.me/1IKP486

York Region Transit Retweeted
vivaNext @vivaNext · Jan 22
#Vaughan #Hwy7 Crews installing crane pad on Monday on CN Macmillan Bridge + light poles at Keele Hwy7 >> ow.ly/Xqfkl

York Region Transit @YRTViva · 3h
#RiderAlert UPDATE: Gates are now open at Rutherford GO. Detour for Routes 85/85C is over. However, some buses still experiencing delays.

Facebook

YRT/Viva
Community/Government

Timeline About Community Policy Events More

5,025 people like this

Invite friends to like this Page

ABOUT

50 High Tech Road, Richmond Hill, Ont. Save

1-866-MOVE-YRT (668-3978)

Typically replies within a day

<http://yrt.ca/>

APPS

Community Policy

Follow @YRTViva on Twitter

Follow @YRTViva on Instagram

UPCOMING EVENTS

YRT/Viva at Finch GO Bus Terminal
Wednesday at 2:30 PM

YRT/Viva at Welcome Centre Interm...
Tuesday, February 2, 2016 at 8 PM

YRT/Viva
January 23 at 1:00pm · 1h
Please remember our seats are not for your feet. Help us keep YRT/Viva clean 🙏
<https://www.youtube.com/watch?v=infoYnWabvM>

Bad Idea, Good Idea - Your feet, our seats
To help make your commute a little easier, follow our Bad Idea, Good Idea web series. <http://tl.ly/5tCo0d>

3 people like this

Write a comment...

Post your comment

YRT/Viva
January 22 at 1:33pm · 1h
Today we joined York Regional Police for their launch of the Say No to Hate campaign, to raise awareness of hate crimes and hate-related incidents.

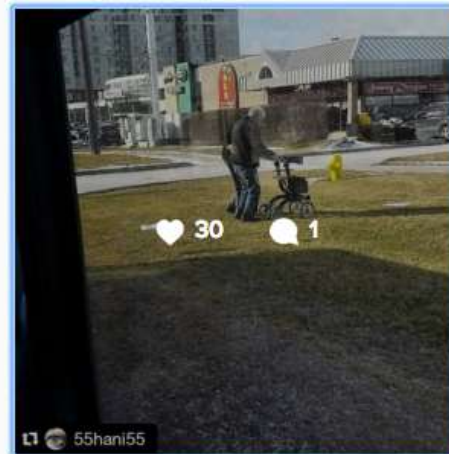


yrtviva [FOLLOW](#)







YRT/Viva Official Instagram for York Region Transit (YRT/Viva). Follow us on Twitter @YRTViva | Call us at 1-866-MOVE-YRT (668-3978) yrt.ca

302 posts 548 followers 97 following


40 cars: 1 bus



YouTube




York Region Transit (YRT/Viva)


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Uploads ▾


Date added (newest - oldest) ▾ Grid ▾




2015 Holiday Parades
144 views • 6 days ago
CC




Viva 10 Celebration
196 views • 6 days ago




YRT/Viva Operations Maintenance and Storage Facility
446 views • 5 months ago
CC




#MyRideStory - Toby
519 views • 5 months ago
CC




#MyRideStory - Emily
364 views • 5 months ago
CC




#MyRideStory - Sean
356 views • 5 months ago
CC




Buses holding at terminal stations
532 views • 5 months ago
CC




How do I validate my ticket?
611 views • 5 months ago
CC




2015 YRT/Viva Bus Roadeo
403 views • 6 months ago




Talk2yrt - YRT/Viva's question and answer website
159 views • 6 months ago




Bad Idea, Good Idea - Checking for service updates
643 views • 11 months ago
CC




Bad Idea, Good Idea - Dress with your safety in mind
575 views • 11 months ago
CC




Bad Idea, Good Idea - Watching for your bus to arrive
1,098 views • 1 year ago
CC




Bad Idea, Good Idea - Your feet, our seats
1,239 views • 1 year ago
CC




Bad Idea, Good Idea - Arriving at your stop
1,650 views • 1 year ago
CC




Bad Idea, Good Idea - Paying your fare
1,360 views • 1 year ago
CC




2014 YRT/Viva Holiday Bus
886 views • 1 year ago
CC




Behind the Wheel - YRT/Viva Customers
516 views • 1 year ago
CC




Behind the Wheel - YRT/Viva Staff
1,078 views • 1 year ago
CC




YRT/Viva Community Outreach
1,067 views • 1 year ago
CC




YRT/Viva Android Application
1,173 views • 1 year ago



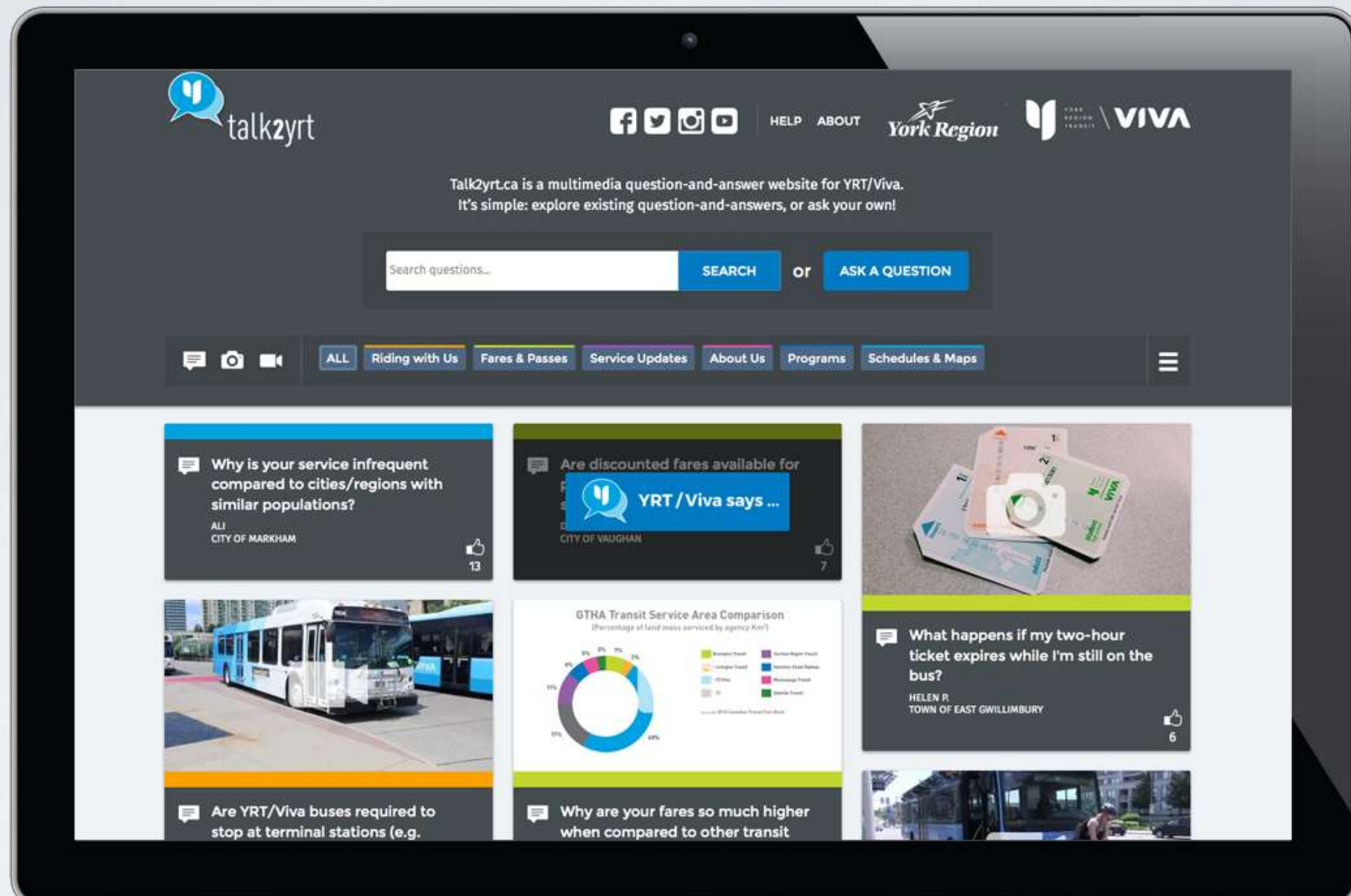
YRT/Viva iOS Application
803 views • 1 year ago



myRide Success Story - Dennis
363 views • 1 year ago



How to use PRESTO with YRT/Viva
6,241 views • 1 year ago
CC



Monitoring

Social Studio

social studioYRT/VivaPublishEngageAnalyzeFeedback

YRTViva

YRTViva

York Region Transit

@YRTViva

@jessicaleighmcc LOL :)

1h

YRTViva

vivaNext

#Vaughan #Hwy7 Crews installing crane pad on Monday on CN Macmillan Bridge + light poles at Keele Hwy7 >> [ow.ly/Xqfkl](#)

@vivaNext

1h

YRTViva

York Region Transit

#RiderAlert UPDATE: Gates are now open at Rutherford GO. Detour for Routes 85/85C is over. However, some buses still experiencing delays.

@YRTViva

2h

YRTViva

York Region Transit

#RiderAlert All stops from Keele to Peter Rupert will be missed. 2/2

@YRTViva

2h

YRTViva

York Region Transit

#RiderAlert Route 85/85C EB trips detouring via Keele, Major Mackenzie, Peter Rupert. Reverse for WB. Gates are down at Rutherford GO. 1/2

@YRTViva

2h

YRTViva

York Region Transit

@MichaelSuddard @ladypingping @YRTViva @ThisCrazyTrain Hello. @PRESTOCards no longer expire. Expiry dates on older cards can be ignored.


@YRTViva

3h

Mentions and DMs

#saynotohate . Working together for a safer community. @YRTViva [pic.twitter.com/9d3liVXrzK](#)

Retweeted by Majid Jowhari



York Region Transit

@YRTViva

Ride to @georginaROC this weekend using your ROC season pass! Learn more: [bddy.me/1IDF00r](#) [pic.twitter.com/an03u8MwuS](#)

2d

York Region Transit

@YRTViva

Tomorrow is the launch of @YRP's Say No to Hate campaign: [bddy.me/23hiKvq](#) Look out for the ads on our buses :)

Retweeted by jess

2d

About Us

Jackson's Point BIA

@JacksonsPTBIA

Ride to @georginaROC today on YRT/Viva using your ROC season pass! Details and schedule: [bddy.me/236uVvc](#)

3h

York Region Transit

@YRTViva

@MichaelSuddard @ladypingping @YRTViva @ThisCrazyTrain Hello. @PRESTOCards no longer expire. Expiry dates on older cards can be ignored.

3h

Jessica McCarthy

@jessicaleighmcc

Pretty sure he didn't buy a ticket and he's standing in the paid fare zone. #yrt #cheeky #racoon [pic.twitter.com/KERTCTaNLp](#)

4h

nicolas bello

@nbellotoronto

[yorkregiontransit.com/en/farespasses...](#) hey #Toronto , get your #free @PRESTOCard this week. Jan 27 Finch @GOtransit Bus Terminal. 230pm-630pm!.

5h

Industry

You have 1 new post

'One Floor Below' plays with au...

www.digitaljournal.com

accident or emergency vehicle, people can't help but glance or even stare — it's called "rubbernecking." "People watching" is considered a pastime by some, while leaning in to better hear a neighbour's latest quarrel is just another form of eavesdropping that is a widely practiced amusement on public tran...

19

NC Student Life

@NewStudentLife

To help all attend, email [info@takingitglobal.org](#) if you need public transit funding. Dinner + a live performance a gift for attendees!

20

Carollna

@CarollnaHorna

I'm at Bridgeport Station - @translink in Richmond, BC [swarmapp.com/c/5dvHHjYhFFJ](#)

24

Mark Rejhon

@mdrejhon

@fightgridlock @COBMPalleschi @LindaJeffrey @medeiros_martin @Metrolin So, 1.5% for urban enhancements is a standard in section 8.B.ii

24

Reem Yangdon

@reemyang

Just trying to make it to class but stuck in another delay with a streetcar disablement. @Jayson_Parker @TTChelps [pic.twitter.com/iwodon4MBI](#)

24

Industry

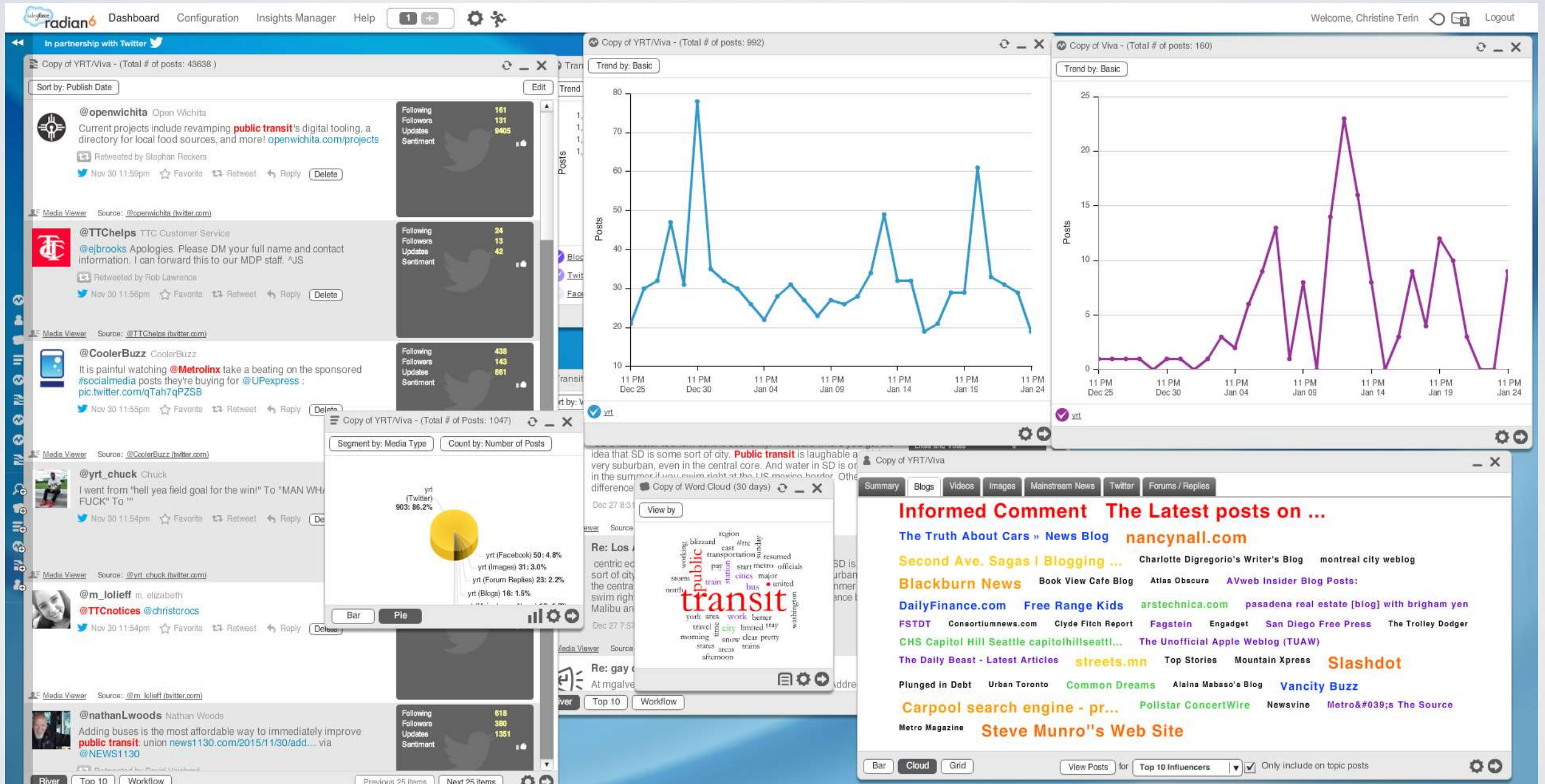
Topic Profile Column

Filter

Edit Topic Profiles

Remove Column

radian6

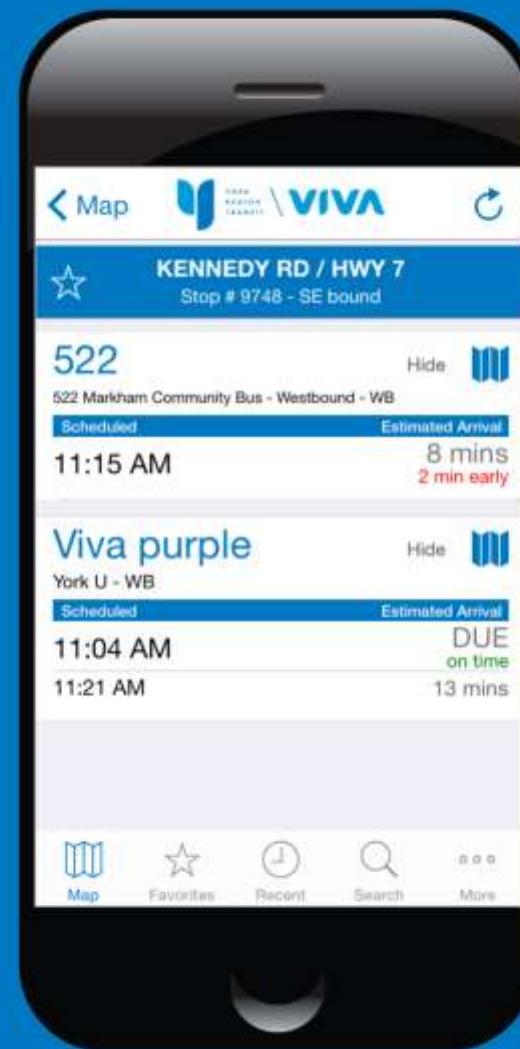


The App

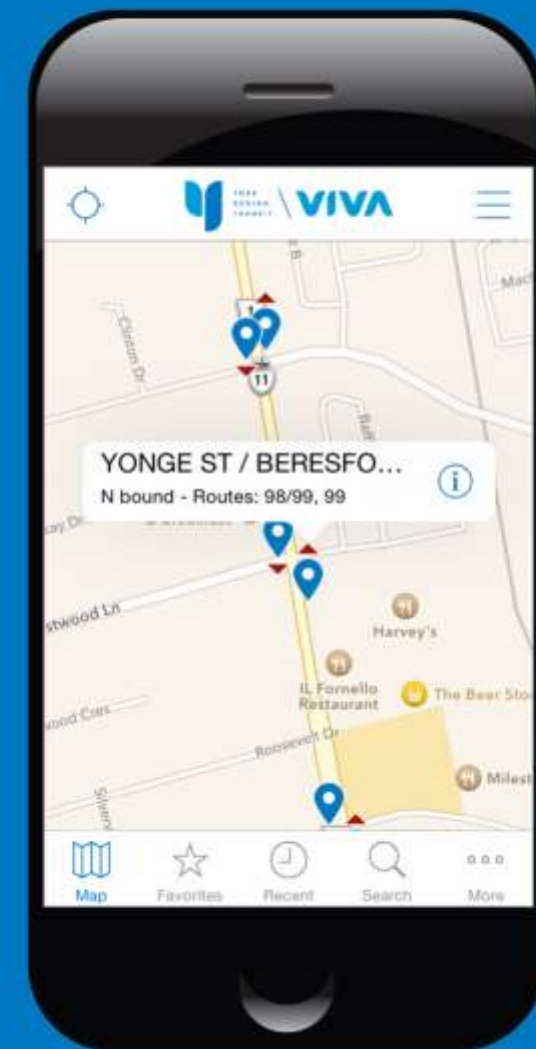
Get **real-time** information
for YRT/Viva services

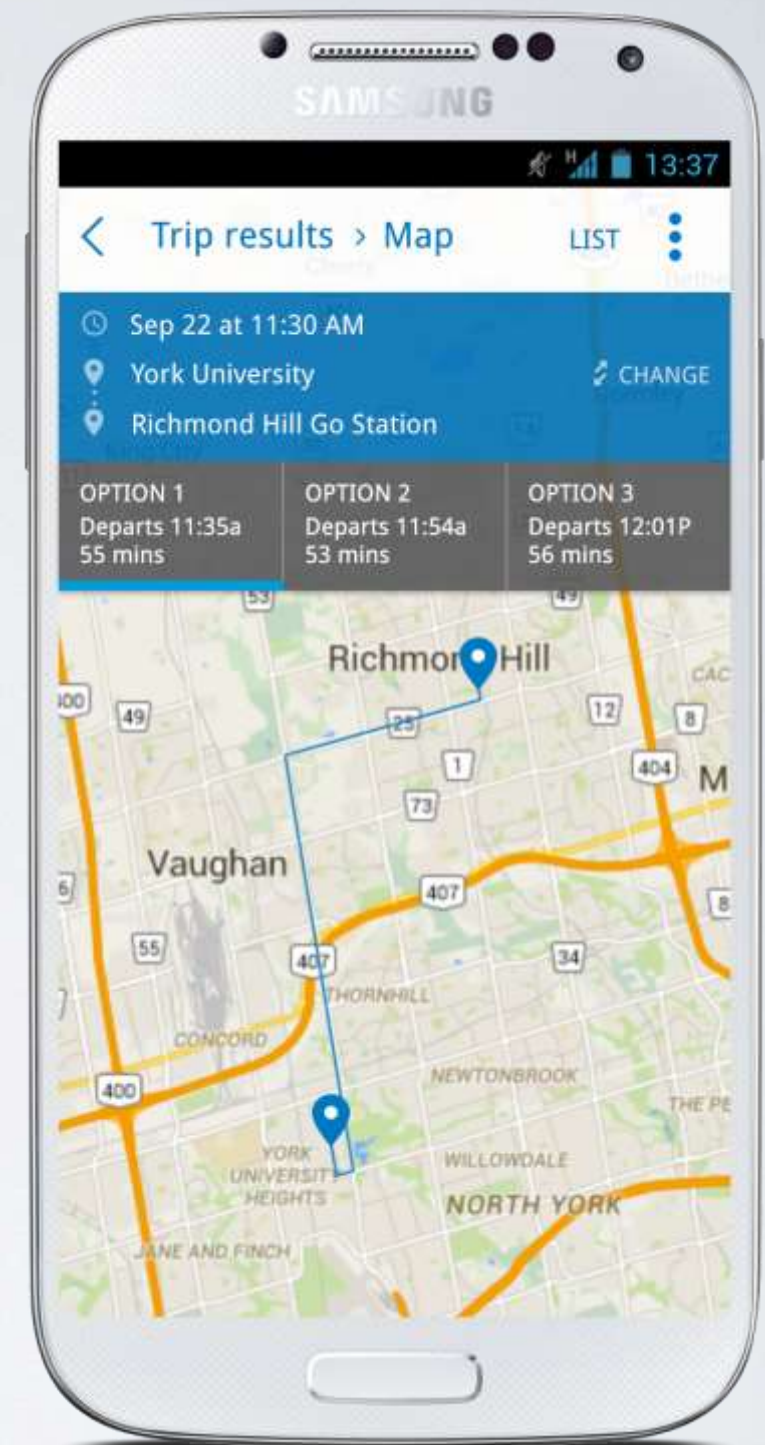
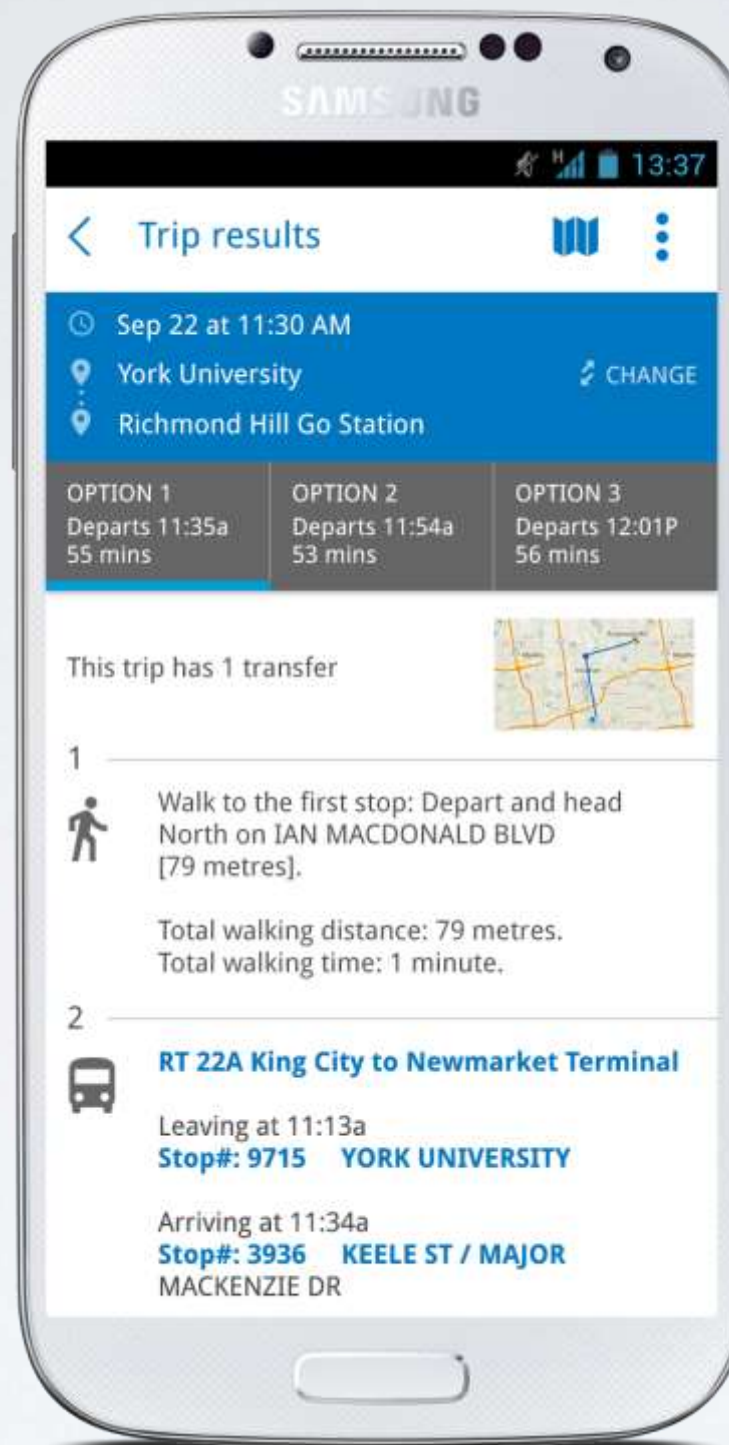
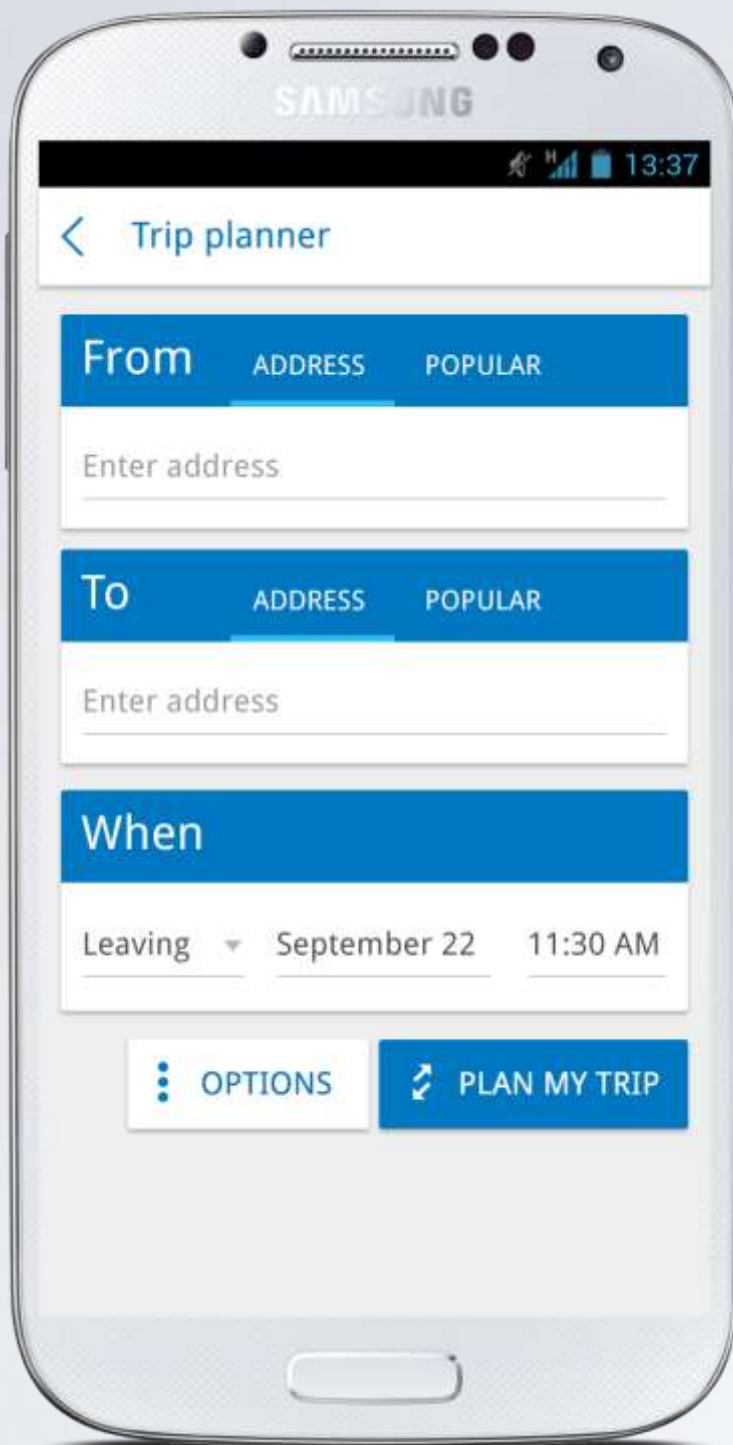


View **schedule** and
estimated arrival times



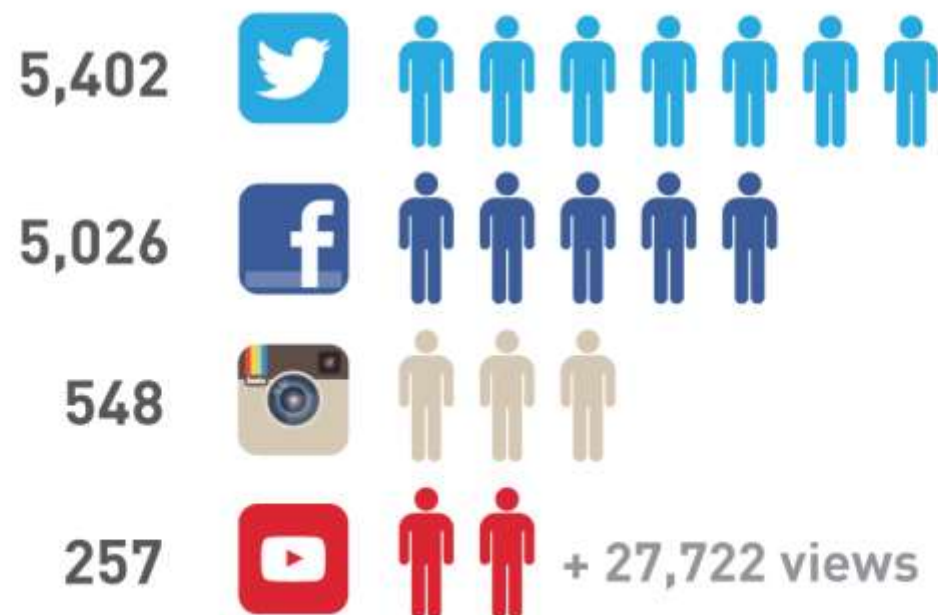
Find the **closest stops**
to your location



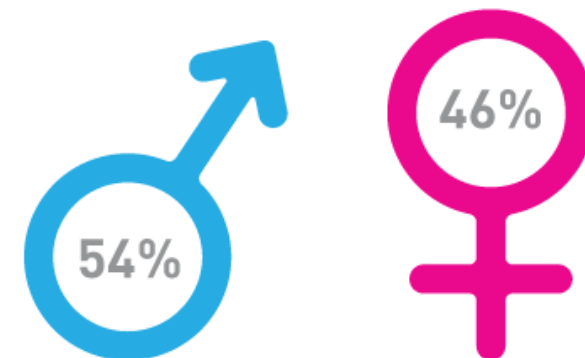


How are we doing?

Direct reach of over **11,100**
from December 2012 to January 2016



Majority of social media followers are 18-24 and align with YRT/Viva's ridership demographic



Income:



\$22,800 / year

Twitter Activity

They tweet: 9 times a week

They have: 106 followers

They follow: 338 accounts

Moving Forward



Thank you