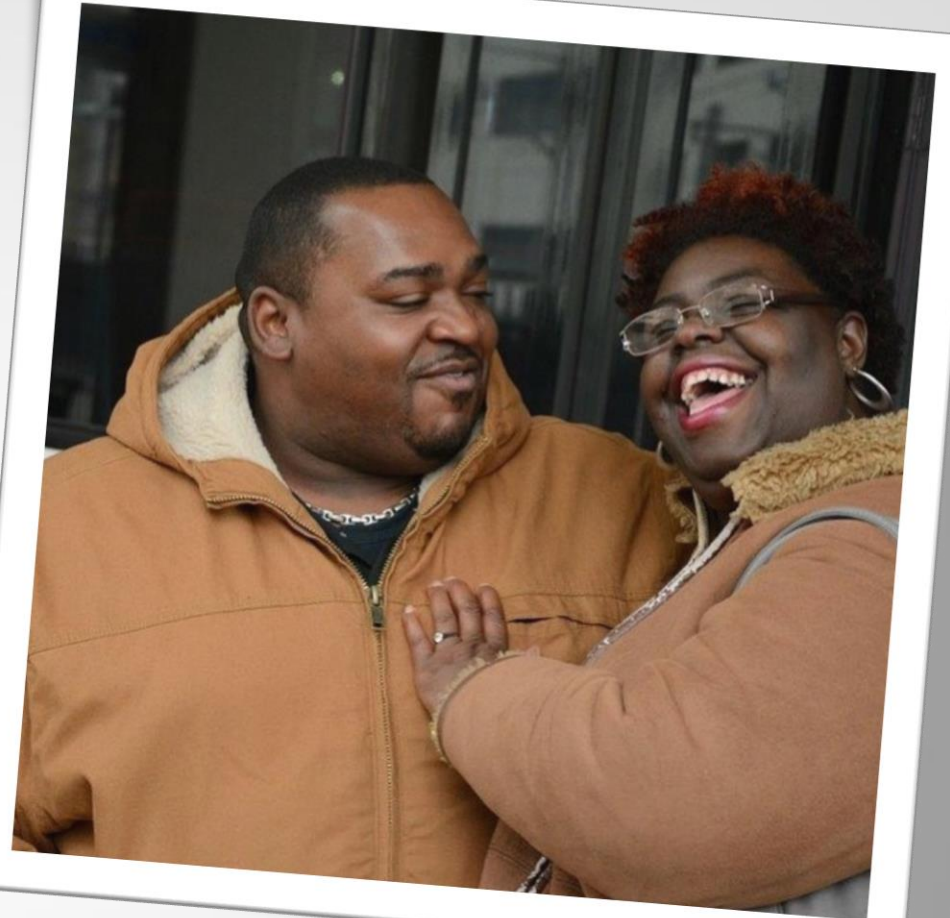




# A Metro Love Story



**Metro**

Category 5 : Social Media  
Subcategory: 5-B Social Media Single  
Event or Campaign  
Entry: Metro St. Louis – Metro On The  
Metro Love Story

# ABOUT THE BLOG

- Launched June 2009
- Updated daily; publish an average of about 25 blog posts per month
- The blog generates more than 12,000 page views per month
- Zero digital advertising
- Weekly Features, include: Passenger Profile, Flashback Friday, Construction

**nextstop**  
The Official Blog of Metro Transit - Saint Louis

Home About Contact

**METRO RIDERS**  
**Passenger Profile: Antonio**  
Customers, like Antonio, depend on Metro transit every day to get to work, school and other important destinations. We hope you enjoy his story, and we're interested in your transit ...

**CONSTRUCTION**  
**MetroLink Work Scheduled May 26 - 31**

**TRANSIT BENEFITS**  
**Spend Less, Ride More with the Commuter Advantage Program**

**METRO RIDERS**  
**Passenger Profile: Antonio**

You are here: Home

**Latest News**

May 22, 2015 | 0 Comments  
**MetroLink Work Scheduled May 26 - 31**  
Customers are encouraged to allow extra time for their evening commutes next week as maintenance work on the MetroLink system may result in delays for some Red Line passengers. To accommodate crews, MetroLink will operate on a single track at the College MetroLink

Search...

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Keep up with the latest news from Metro Transit-



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# PLANNING

- Targeted a wide demographic via various social media accounts
- Wrote a blog to encourage participation, create buzz
- Strategically started promotional efforts before the week of Valentine's Day
- The agency's planning efforts helped book media coverage



You are here: Home > Did you find your sweetheart on MetroBus or MetroLink?

January 6, 2015 | 1 Comment

## Did you find your sweet MetroLink?

Tweet 6 Like 61 G+

Did you originally meet your spouse on Metro transit or are you dating someone you met on MetroLink or MetroBus on your way to work or to school?

For the month of February, we would like to change up Passenger Profiles just a bit. We'll still profile riders from Missouri and Illinois, but we want to feature passengers who met on MetroBus or MetroLink and have since become a couple! Is that you?

If you are one of those lucky couples or you know of a couple who met onboard one of our Metro transit or are you dating someone you met on your way to work or to school? Email [mrhibbard@metrostlouis.org](mailto:mrhibbard@metrostlouis.org) and we'll be happy to feature you in a future Passenger Profile.

And even if you haven't found your special someone yet, we'd love to hear from you. Email [mrhibbard@metrostlouis.org](mailto:mrhibbard@metrostlouis.org) and we'll be happy to feature you in a future Passenger Profile.



Posted by Matthew Hibbard [?] · January 28 ·

For the month of February, Metro is changing up Passenger Profiles just a bit. We'll still profile riders from Missouri and Illinois, but we want to feature passengers who met on MetroBus or MetroLink and have since become a couple! Is that you?



Our blog will share the love this February. Here's how you can contribute. [nextstopstl.org/13937](http://nextstopstl.org/13937)

11:56 AM - 13 Jan 2015



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# PROMOTION

- Published blogs at various times during the week
- Shared on Facebook, Twitter and Instagram accounts.

**St. Louis Metro** @STLMetro

Tonya and Darryl met on a MetroBus and told Metro & @DanaDeanKSDK how their love story began. [ksdk.com/story/entertai...](http://ksdk.com/story/entertai...) @ksdknews  
12:32 PM - 13 Feb 2015

**KSDK NewsChannel 5** @ksdknews



**Next stop: Love on the #30**

Valentine's Day is Saturday and we've been looking to tell unique love stories about how people met.

[View on web](#)

1 3

**St. Louis Metro** @STLMetro

RT @FOX2now: St. Louis couple meets on MetroBus, falls in love and gets married [bit.ly/1B3Kms8](http://bit.ly/1B3Kms8)  
4:40 PM - 12 Feb 2015

**FOX2now** @FOX2now



**St. Louis Couple meets on Metro Bus , falls in love and gets married**

ST. LOUIS, MISSOURI - You never know where or when you will meet the person who will change your life or become your significant other. FOX 2 News introduces you a St. Louis couple who met on their...

[View on web](#)

2 2

**St. Louis Metro Transit**

Posted by Matthew Hibbard [?] - February 13 ·

Fox2Now picked up our transit love story of Ted and Amy. Want the back story? Check out our blog --> <http://www.nextstopstl.org/13965>



**St. Louis Couple meets on Metro Bus, falls in love and gets married**

ST. LOUIS, MISSOURI - You never know where or when you will meet the person who will change your life or become your significant other. FOX 2 News...

FOX2NOW.COM

**St. Louis Metro Transit**

Posted by Matthew Hibbard [?] - February 4 ·

#PassengerProfile: When Tonya boarded the #30 Soulard in October 2010, she didn't realize it would be a ride she'd always remember.



**Passenger Profile: Tonya & Darryl**

In celebration of Valentine's Day next week, we're sharing the stories of couples who met on MetroBus or MetroLink.

NEXTSTOPSTL.ORG




**stlmetro**

3 months ago

"It was a 30-minute ride, and every day we got to know each other a little better." #travel #transit #ValentinesDay

leadergatelogistics, Johnshirkey, igers.zone and 27 others like this.

Leave a comment...



**stlmetro**

3 months ago

#PassengerProfile: When Tonya boarded the #30 Soulard in October 2010, she didn't realize it would be a ride she'd always remember. #travel #transit #bus

chathamareatransit, melissamtaylor36, baileygraycraft and 26 others like this.

dortundhier Like it!

Leave a comment...



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# ANALYTICS

- The two blogs recorded more than 1,120 blog page views
- TV Broadcast exposure
  - KSDK ad value \$278.64; audience 26,401
  - KTVI ad value \$1,022.36; audience 124,560
- Online exposure
  - [KSDK.com](http://KSDK.com) ad value \$385.79 with 1,677,332 unique views
  - [Fox2news.com](http://Fox2news.com) ad value \$863.11 with 1,876,319 unique views
- Marketing costs = \$0



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# THANK YOU

It would mean a great deal to the Marketing and Communications Team at Metro transit and the organization as a whole to win an AdWheel Award.



Metro®

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