



Social Media Sharing

A Guide for RideShare Riders

DART RideShare
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Transit Authority**

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General Guidelines

Please do not pull images from ridedart.com for use with posts. DART images are copyrighted material to be used in official capacity by DART.

Please advise the DART team when you share on community pages. A short FYI email sent to rideshare@ridedart.com including a screen shot of the post is ideal. Knowing the when, where and what content is running/available helps our staff be more informed in our customer service and marketing obligations.

With regard to replying to comments or questions on posts:

- Riders may address: Vanpool meeting locations, commute times, number of riders in vanpool, number of open seats (minivans seat six, passenger vans, depending on model, seat 11, 12 or 15).
- Riders should refer people to DART regarding: Fares, policies, other routes in the area, other vanpool options in other areas or that travel at different times, or other items that riders may not have the answer to.

And remember, if a new rider mentions your name when they sign up, you will receive the \$50 referral bonus after they have completed 90 days of riding.

Sample Posts

SAMPLE FACEBOOK POST: PERSONAL PAGE

My DART RideShare vanpool traveling from <City> to <City> has seats available for new riders. It's a low-cost, stress-free way for me to commute to work. Ask me more about ridesharing! Or check out www.ridedart.com/vanpoolsreferral.

SAMPLE FACEBOOK POST: COMMUNITY PAGE

My DART RideShare vanpool traveling from <City> to <City> has space available for additional riders. We meet at <location> at <departure time> and return there at <return time.>

I ride in this vanpool and love that <enter reasons>.

If you want to save money and reduce your commute stress contact DART RideShare by phone at 515-288-7433 or email at rideshare@ridedart.com.



SAMPLE TWITTER TWEET

I <3 ridesharing! Join my @ridedart vanpool from <City> to <City>. Learn more @www.ridedart.com/vanpoolsreferral