

# RESEARCH SUMMARY

<b>Title</b>	Social media satisfaction 2015		
<b>Objective</b>	To measure satisfaction with TfL social media channels and to understand their impact on travel behaviour		
<b>Date</b>	December 2015	<b>Agency:</b>	Future Thinking
<b>Methodology</b>	Online survey of users via invitation provided on Tweets/posts on all TfL Twitter feeds and Facebook page		

## Abstract

Followers of our social media channels are generally less satisfied compared to previous years, and also less likely to think that the channels regularly provide accurate or interesting information. More followers are using the social media channels to obtain information on disruptions now and also to ask questions.

## Key findings

Satisfaction levels in 2015 are highest among followers of the Buses, Roads and @TfLTravelAlerts Twitter feeds, with satisfaction levels for each feed felt to be *quite good*. However, satisfaction is significantly lower than last year for a number of feeds, namely Roads, Tube lines, @TfLTravelAlerts, London Overground, Trams and the @TfL Twitter feeds.

Additionally, followers are now generally less likely to think that we regularly provide accurate or interesting information via our social media channels (ie at least *most* of the time).

These lower levels may potentially be a sign of a growing struggle we face to maintain the presence of our channels in a social media landscape that is becoming increasingly saturated, potentially also reflected in the lower response rates this year.

Our social media channels appear to be fulfilling a different purpose this year compared to previously, with more followers using them to find out information on disruptions, while use for regular trips or commuting now appears to be less common. It also seems that more followers are asking questions of our social media channels, perhaps an indication that they are increasingly expecting the channels to interact with them in a responsive and engaging manner.

It may also be that followers feel the 'human' response from our channels is less consistent compared to the social media offerings of other organisations, which could potentially be affecting satisfaction with our channels. Meeting these rising expectations through increased engagement with followers could help to return their perceptions of our channels to the levels seen in previous years.

**Job number:** 15050