



Namaskar!

#AaliApliMetro #MahaMetro #PuneMetro

Introduction! Pune Metro Rail's Social Stations & Website

Thursday, 29th December 2016 – Today, social media is quick, most convenient mode of communication, which allows to connect with friends globally and share information at fast speed. It is a two-way communication and makes it possible for like-minded individuals to discuss important topics, widen their personal knowledge and discover things they never knew before. For example, lakhs of students pursue their higher education in our city. It is important that they get updates on the designs & infrastructure development of the Metro Rail Project. Social Media channels will contribute in a big way to reach out to these curious minds and act as a forum to share their thoughts & suggestions.

City of Pune holds a prominent place on the world map and is one of the Smart City under the Government of India's 100 Smart Cities Project. By introducing an interactive website & using social media channels we would like to build an effective channel of communication with the smart citizens. Right information, on right time will make the citizens smart, knowledgeable and contribute in building "apli metro".

As per the world population review, currently city has approx. over 6 Million people with an average population density of ~10,000 people per square kilometer. In Pune, 62% of the population is under

30 with a larger-than-average share of people in the 25-34 age group. Also, being one of the IT hub there is a good internet penetration, hence it becomes a matter of prime importance that various social media channels to be maintained for better communication with the citizens and seek maximum support to meet the timelines of the projects.

We want to share the elements of our project with the citizens in the form of photos, videos, regular updates and project status. It is like being a part of that person's world, even though the person may not be directly involved but will be one of the commuter in the future. We plan to use English, Marathi & Hindi language for communication over these channels. Our goals for using Social Media channels for Pune Metro, are

- Effective & timely communication with the citizens.
- Channel for addressing queries & garner suggestions.
- Increase engagement & develop regular contributors.

A prompt and precise communication is expected and our strategy is defined on these lines. As per Mr. Brijesh Dixit (MD, MahaMetro), it is imperative to maintain the transparency and create a cohesive and consistent experience for the citizens and activists group. Under his guidance, we started working on our social media strategy and made our channels active.

Currently we are active on Facebook, Twitter with our Google+ page in the making and YouTube channel already streaming videos.

Below is the descriptive list,



<http://www.punemetrorail.org>

A Pune Metro website will cater the interests of masses. A website is built by following GIGW Guidelines, will provide a detailed information about the project, Tender information, Vendor registration, and list career opportunities. Citizens could also read news and watch photos & videos.



[Facebook \(@metrorailpune\)](#)

Facebook, has ~ 2.8 Million Facebook users ranging from age 13 – 65+ years, in the Pune region. This is mostly dominated with over 1 Million users from IT and ICT companies many still use 2 wheelers, bus or auto-rickshaws for daily commute. This group of people is the right audience to connect and collect suggestions.

The native Pune-kars, would like to witness the cities facelift. Approx. 2-3 Lakhs students come to city every year. They are going to be the best audience and regular users of the metro rails. They too occupy a primary place in our focus area.



[Twitter \(@metrorailpune\)](#)

Twitter is used for news consumption and sharing quick update. Twitter's bulk users are in urban region. For Pune and State of Maharashtra we have over 1 Million Twitter users with primary interest in travel, education, information technology, science, etc.

Twitter supports multiple languages and allows to share video, images, infographics and GIF images for more interactivity.



[YouTube](#)

The video sharing website is the world's best and highly popular amongst all age groups. A dedicated channel to feature all the videos, interviews, designs patterns, architectural explanation, etc. to be part of the channel.



[Google+](#)

A social platform from Google, not much popular, but still contributes to some share on the social platforms.

Key Activities on Channels:

Apart from the general operations of the channels, some key activities will be performed. Considering the mixed and enthusiastic audience for various social gatherings it is important aspect to have citizen participation and involvement at all time. For this to happen some key activities must be performed to make the audience connected with the type of content curated.

- Share route maps and structures which will undergo some major structural changes.
- Targeted content for citizens/audience around each station.
- Share new routes with traffic diversions with timely regret messages to citizens.
- Route updates during various grand public gatherings and festivals are celebrated like Ganesh Festival, Pandharpur Vari, etc.
- Close co-ordination of information sharing by various civil authorities like Pune Police social media channels.
- Conduct online surveys and circulate suggestions forms.
- Seek and Promote various competition like photography competition, marathon's etc.
- Give recognition to the citizens for their valuable inputs and suggestions.
- Maintain a regular, seasonal and festival theme, using cover images.