

ENGAGEMENT WITH FACEBOOK LIVE

Super T Transport

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THE IMPORTANCE OF PERSONAL INTERACTION

- We recognize our **drivers, office and shop personnel, and customers as keys to our success**. We always want them to know how much we value them.
- We strive to maintain **open communication** between management, operations, customers, future employees, and drivers about how every aspect of business is doing and what is up ahead.
- **We do more than just talk business**: we care about how our people and their families are doing.
- Frequent, meaningful interaction **fosters a respectful environment** where drivers are treated as the skilled professionals they are, and **encourages retention** in a notoriously high-turnover sector.

THE GROWTH PROBLEM

As our company has grown, we have recognized the **challenges** of keeping communication open between our drivers, management, customers, and office staff...

...but every time we recruit new drivers, we hear **constant reminders** of why this is something a growing fleet cannot sacrifice.

"I'm unhappy with my current company because...

management doesn't keep me in the loop anymore."

they stopped listening to me."

lately, I feel like a number instead of a person."



REACHING A SOLUTION

Q: How do you maintain personal and professional communication with a growing fleet when you have...

- limited management resources?
- growing operational and administrative needs?
- other business relationships that need tended to?

A: By using a tool that...

- is free.
- allows for streamlined communication in real-time.
- does not interfere with the flow of business.
- can reach an unlimited number of people at once.

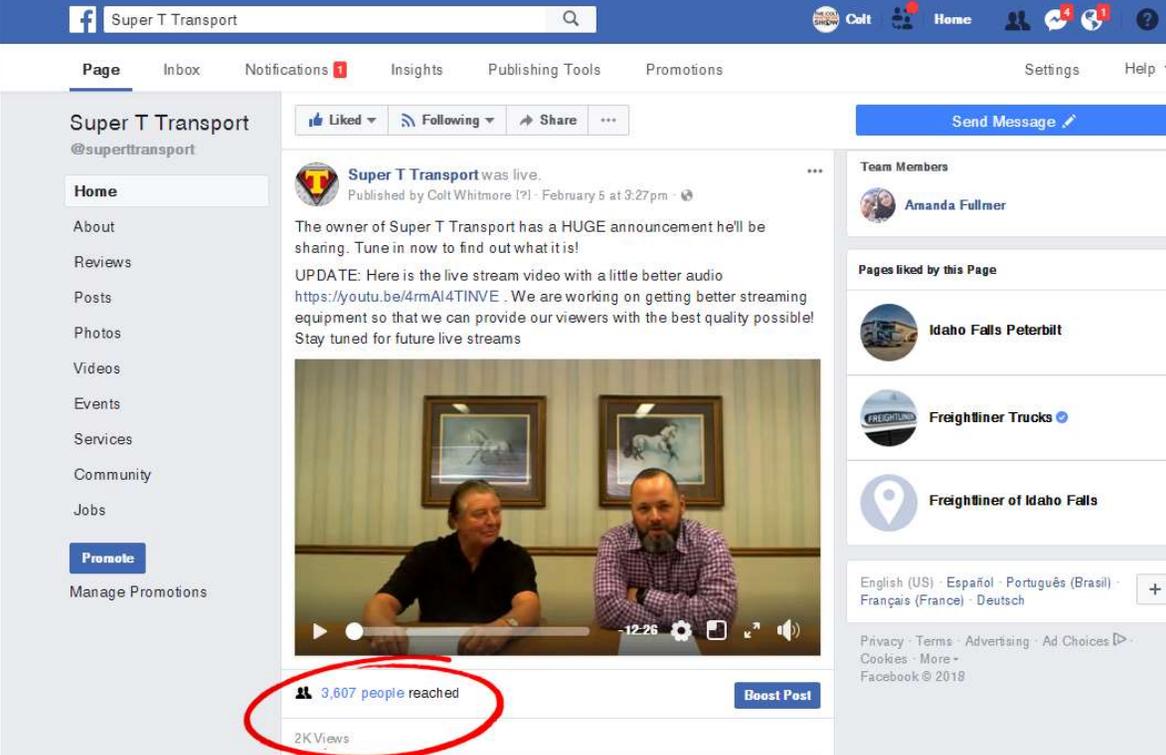
OUR ANSWER



"A fun, powerful way to connect with your followers. . . and create new ones along the way."

WHAT IS FACEBOOK LIVE?

- **Facebook Live** is a free live video broadcasting service.
- It is available to anyone with a Facebook page.
- A company can “go live” instantly with a computer webcam or smartphone camera.
- A page’s followers are invited to “tune in” to the broadcast as soon as it starts.
- A chat window is available to viewers throughout the broadcast for sharing their thoughts or sending reactions.



The screenshot shows the Facebook interface for the 'Super T Transport' page. The page is currently in a live broadcast state. The main content area displays a video player with two men sitting at a table. Below the video, the text indicates '3,607 people reached' and '2K Views'. The 'Send Message' button is visible in the top right corner. The left sidebar shows the page name and navigation options. The right sidebar shows team members and pages liked by the page.

Super T Transport
@supertransport

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Super T Transport was live.
Published by Colt Whitmore (?! - February 5 at 3:27pm - 🌐

The owner of Super T Transport has a HUGE announcement he'll be sharing. Tune in now to find out what it is!

UPDATE: Here is the live stream video with a little better audio <https://youtu.be/4rmA14TINVE>. We are working on getting better streaming equipment so that we can provide our viewers with the best quality possible! Stay tuned for future live streams

3,607 people reached

2K Views

Send Message

Team Members
Amanda Fullmer

Pages liked by this Page
Idaho Falls Peterbilt
Freightliner Trucks
Freightliner of Idaho Falls

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HOW WE BENEFIT FROM FACEBOOK LIVE

- We create buzz and excitement for all people interacting with our business: drivers, customers, office personnel, prospective employees, and their friends and family.
- We can gauge the response to changes and adjust our plans before any problems arise.
- We gain a competitive edge with our unique content.
- We drive new traffic to our Facebook page.
- We enjoy an inexpensive cost vs. impression with real-time engagement.



All Posts Published

Reach: Organic / Paid | Post Clicks | Reactions, Comments & Shares

Published	Post	Type	Targeting	Reach	Engagement	Promote
02/06/2019 5:57 pm	Super T Transport and Miller Brothers Express are starting	Image	Public	2.8K	498 197	Boost Post
02/06/2019 8:50 am	Congratulations to Brian Menson in Truck 198, our January	Image	Public	285	41 27	Boost Post
02/05/2019 3:27 pm	The owner of Super T Transport has a HUGE announcement	Video	Public	3.6K	1.2K 259	Boost Post
02/05/2019 5:27 am	We have some special and exciting news we're announcing	Image	Public	551	61 17	Boost Post
01/25/2019 7:33 pm	Another Freightliner decal and ready to hit the road!	Image	Public	499	94 60	Boost Post
01/23/2019 2:29 pm	We just received this great letter from Dakota Cox-out of Bns	Image	Public	800	212 71	Boost Post
01/16/2019 5:24 pm	We'd like to give our outstanding mechanics an honorable m	Image	Public	2.1K	502 215	Boost Post
01/12/2019 11:11 am	We were just updated with some amazing news involving th	Image	Public	1K	55 58	Boost Post

OUR PLAN WITH FACEBOOK LIVE

- We will continue to use Facebook Live more frequently and with increasing content.
- We've had **unprecedented success** engaging our customers, drivers, and potential future employees thanks to the platform.
- The **positive feedback** and **high viewership** we've received shows us that there is a demand for companies to stay in touch with the people who keep them in business.

