

Lothian Buses have a Social Media Bus



LOTHIAN BUSES LAUNCHES ITS SOCIAL MEDIA BUS

Can you imagine life without your smartphone?

It is becoming increasingly important to everyone to be able to get information on the move, whether that is travel information, news or simply finding out what their friends are up to.

Over half of UK residents are registered on Facebook and there are over 34 million UK twitter accounts.

Lothian Buses Facebook and Twitter accounts are followed by almost 20,000 thousand people every day who are looking for travel information, service updates, company events and news. The company also have a free phone app, Edinburgh by Bus, which provides real time bus departure times and a journey planner.

Today the Company launched their distinctive blue Social Media bus. The bus livery shows travellers the many ways they can connect with Lothian Buses while on the move and includes quotes from bus passengers as well as famous people outlining their thoughts on social media.

As an added attraction for travellers, the bus has been fitted with free onboard wi-fi.

Ian Craig, managing director of Lothian Buses, said:-

'Social media is a ideal way for us to communicate information

to our passengers. We hope our new social media bus will raise awareness of our Twitter and Facebook accounts which will allow more customers to get our real time bus and travel information and updates, to help them get around our operating area.'

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