

Social Media as a Strategic Tool for K–12 Transportation Technology Success



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This is a topic that, surprisingly, very few transportation technology vendors and users discuss.

Transportation Directors know they need to communicate with parents, drivers, attendants, principals, and district leadership, but they rarely have the time or communications resources to create a sustained campaign, with a collaborative Social Media Manager, transportation leadership can make the case that social media is not just a marketing channel, it is an extension of implementation, training, and customer success.

This paper showcases best practices for transportation technology adoption, with ReaXium's approach serving as an example.

Central Thesis

Technology implementations do not succeed simply because software is installed. They succeed because every stakeholder understands:

- Why technology matters
- How it improves student safety
- How to use it effectively
- Where to find support
- How their participation contributes to overall success

Social media, websites, blogs, videos, email campaigns, and digital resources should all work together to reinforce these messages throughout the life of the project.



The Transportation Community Is Larger Than We Think

One transportation technology project can affect an entire school community. Instead of viewing implementation as an IT project, districts should view it as a community engagement initiative.



Every stakeholder requires a different communication strategy.

A New Responsibility for Technology Vendors

Today's transportation technology providers should deliver more than software; they should become communication partners.

A comprehensive implementation strategy includes:

Education:

Helping stakeholders understand the purpose of technology.



Awareness:

Creating excitement before launch.



Adoption:

Providing resources that encourage daily use.



Engagement:

Keeping users informed throughout the school year.



Continuous Improvement:

Sharing tips, updates, new features, and success stories.



How Social Media Supports Transportation Success

This could be one of the strongest chapters.

Instead of using social media solely to advertise products, vendors can help districts build confidence in transportation technology. Examples include:

Before Launch	During Launch	After Launch
• "Coming Soon" announcements • Countdown posts • Parent expectations • Driver introductions • Safety campaign messaging	• Short instructional videos • App download instructions • QR codes • FAQ graphics • Live webinars • Support contacts	• Weekly tips • New feature announcements • Success stories • Ridership milestones • Driver appreciation posts • Safety reminders • Parent engagement campaigns



Supporting the Customer's Communication Team

Many transportation departments have limited marketing resources. A technology partner can provide customizable communication materials that districts can quickly personalize with their own branding. Examples include:

Social Media Content	Website Resources	Parent Communications	Driver Communications	School Administrator Resources
• Facebook posts • Instagram graphics • X posts • LinkedIn articles • Short videos • Reels	• Dedicated implementation pages • Frequently Asked Questions • Download links • Help center articles • Blog content • Video libraries	• Welcome letters • Launch announcements • Email templates • Newsletter articles • App setup guides • Reminder messages	• Training reminders • Weekly tips • Recognition campaigns • Safety messages • Quick-reference graphics	• Presentation templates • Talking points • Board meeting summaries • KPI reports • Implementation updates

Why Blogs Matter

One section I particularly like is positioning the vendor's website as an ongoing knowledge hub rather than a product catalog. Transportation professionals are constantly seeking guidance on topics such as:

- Student accountability
- Driver shortages
- Parent engagement
- Route optimization
- GPS technology
- School safety
- State reporting requirements
- Artificial intelligence
- Best practices

A well-maintained blog can become an extension of customer success by providing practical insights, implementation tips, and answers to frequently asked questions.

Sharing these articles through newsletters and social media helps districts continue learning long after the initial deployment.

The Vendor's Digital Communication Ecosystem



Questions Transportation Directors Should Ask

Conclude with practical questions that help districts evaluate vendors beyond software capabilities.

- Do you provide communication resources for parents and drivers?
- Can you help us introduce new technology to our community?
- Will you provide customizable social media content?
- Do you publish educational blogs and best practices?
- Do you offer videos and self-service learning resources?
- Can we customize communication materials with our district branding?
- How do you help us drive adoption after implementation?
- What resources are available for new employees who join after the initial rollout?

These questions reinforce the idea that communication is not an optional add-on but an essential part of successful technology adoption.

Technology Adoption Is a Shared Responsibility

As school transportation continues to evolve, success can no longer be measured solely by the implementation of new technology.

True success is achieved when every stakeholder from Transportation Directors and dispatchers to drivers, school administrators, parents, and students understands the purpose of the technology, feels confident using it, and recognizes the role it plays in creating a safer and more efficient transportation environment.

Technology alone cannot transform operations. Adoption is driven by education, communication, training, and continuous support.

These elements work together to build trust, encourage engagement, and ensure that technology becomes part of everyday operations rather than an underutilized investment.

For this reason, school districts should evaluate technology providers not only by the capabilities of their software but also by their commitment to implementation success.

The most valuable partners extend beyond deployment by providing