



**#RAILDAY2017**

**MAKE YOUR  
VOICE HEARD**



AMERICAN SHORT LINE AND  
REGIONAL RAILROAD ASSOCIATION



ASSOCIATION OF  
AMERICAN RAILROADS





## #RailDay2016 Social Keycard

Tweet these messages during RailDay 2016. Include a Congress member (ex. @SenJohnThune) in your tweet (listed in your packet).

Did you know #FreightRail uses cutting-edge technologies to enhance #RailSafety? [www.AAR.org/Report](http://www.AAR.org/Report) #RailDay2016

What do #d...  
ul...  
Fir...

The train accident rate has fallen by 79% since 1980 because of #innovation [www.AAR.org/report](http://www.AAR.org/report) #RailDay2016

Did you know #FreightRail uses #BigData to enhance #safety? [www.AAR.org/report](http://www.AAR.org/report) #RailDay2016

Moving 1/3 of all US exports, #FreightRail makes American industries more competitive around the globe #RailDay2016

Happy #RailDay2016! Balanced regulations enable #FreightRails private #investments that drive economic growth across #America

Heavier trucks = more freight diverted from rail, bad news for state roads, drivers & air quality #RailDay2016

Short Line #Railroads handle 1/4 cars on US #rail system. Thx [tag member of congress] for supporting #45G & keeping us moving! #RailDay2016

# Example 140 Character Messages



What do #drones, #BigData, mobile apps and ultrasound have in common with #FreightRail? Find out [www.AAR.org/Report](http://www.AAR.org/Report) #RailDay2016



#FreightRail is part of a #transportation network that delivers 54 tons of goods per person annually #RailDay2016



Did you know #FreightRail plans to spend \$26 billion to build, maintain & grow their network in 2016? #RailDay2016

**500 MILLION**

**Tweets a day**



**370 MILLION**

**Users a month**



A photograph of Leonardo DiCaprio in a black tuxedo and bow tie, holding the Oscar statuette. He is standing at a podium with a microphone. The background is a dark blue wall with large, glowing yellow circular patterns.

**440,000**  
**Tweets a minute**

# Tagging

*A way to make your tweet findable and easier to interact with*

## Hashtag

Includes the “#”  
symbol in front of  
a word or phrase

Organizes your  
tweet into different  
conversations

#RailDay2016  
#RailSafety  
#Railroads

## Handle

Includes the “@”  
symbol in front of  
a user name

Organizes people  
on Twitter

@AAR\_FreightRail  
@SenJohnThune  
@CSX

# Example Photo Tweets

 **42 NRCMA**  
@theNRC

 Following

Packed crowd to thank @RonWyden for co-introducing S. 637! #Pass45G #RailDay2015 @WatcoRail @RTAHQ @UnionPacific



RETWEETS 3 LIKES 5



 **29 Russell McGurk**  
@McGurkRussell

 Following

#RailDay2015 brings families to DC to support #freightrail with @RepBlainePress @glenkolkmeier @GoRail



RETWEETS 2 LIKES 3



# Questions?



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