
PRT, Mountain Line use social networking sites to update students

By [Nick Ashley](#)

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Mountain Line Transit Authority and the West Virginia University Personal Rapid Transit are trying to be more interactive with students this year.

Both transportation authorities are using social networking sites, like Twitter and Facebook, to keep students updated.

The University discussed using social networking for a year before creating a Twitter and a Facebook account.

"Twitter and Facebook is another way that students can reach out to our department," said Eric Rosie, assistant director of the WVU Parking Administration.

"This is the fastest way to contact us immediately and get current updates on the best way to travel," he said.

Twitter allows students to find out information by the minute, such as construction, accidents and route changes, Rosie said.

On Aug. 10, the University tweeted information to students that the PRT would be down for the week.

"The PRT will be shut down for the remainder of the week for regularly scheduled maintenance," it updated.

Facebook lets students know about public hearings that Morgantown will be having on topics of transportation and who received the driver of the month award, Rosie said.

"The popularity of Facebook and Twitter will only help us reach out to students," Rosie said.

"We encourage more students to be aware of the ways to travel to Morgantown, and it has been great for the students and the University."

Mountain Line has also begun using Twitter and Facebook to keep students updated.

"Our general manager, David Bruffy, believed that having a Twitter and a Facebook would be a great tool for us and students to stay in contact," said Maria Smith, marketing officer for Mountain Line.

This weekend, Mountain Line has used their Twitter to update students on route changes and road closures.

8/23/2010

The Daily Athenaeum - PRT, Mountain ...

"Orange on 9:30 run reports Emmett Dr. closed and is traveling down to light and making right at Sheetz," Mountain Line's Twitter account said Aug. 20.

Mountain Line has received feedback from students via Twitter and Facebook, Smith said.

Twitter has typically been used by students to receive updates about the services and the best ways to travel, Smith said.

"Students tend to give more feedback on Facebook where it allows them to express how they feel about our transportation," Smith said. "So far, it has been very positive for us."