

## SAMPLE ETS COMMUNICATIONS

The following are examples of existing ETS communications on Twitter. They are provided for context.

### Figure 1: Non-graphic ETS Communication

The current most common type of ETS communication on twitter is text only as seen below. It highlights the action (ENDING) followed by the location and routes, as well as the stops impact. There is also a link to further information provided by ETS.



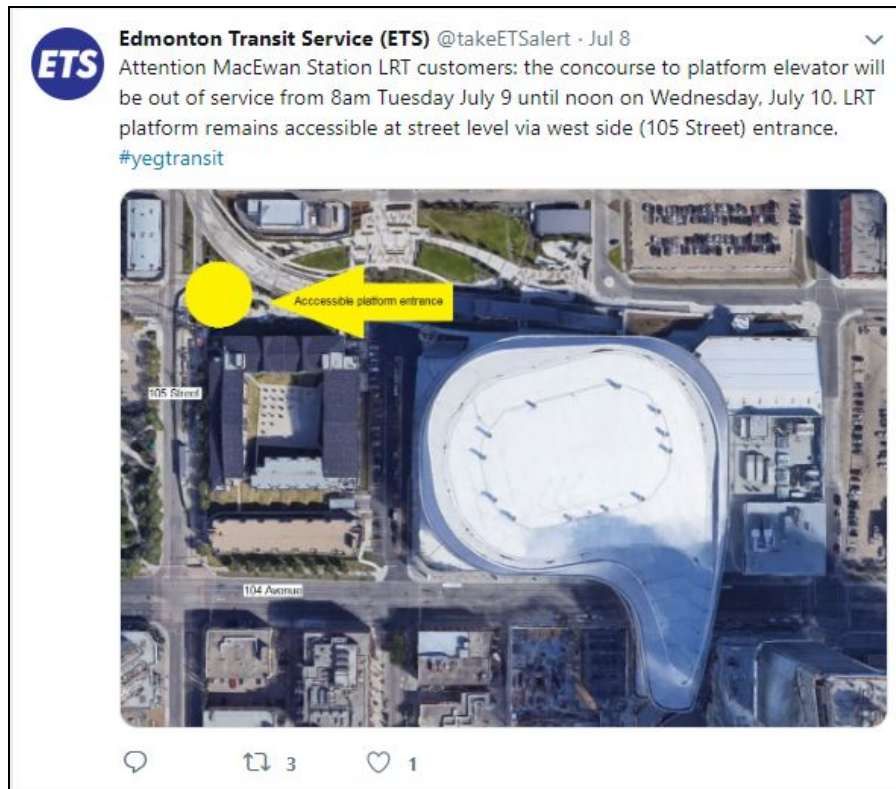
**Figure 2: ETS Communication with Graphic #1**

Below is an example of another current ETS Communication via Twitter for planned service disruptions with a graphic image.



**Figure 3: ETS Communication with Graphic #2**

Below is an additional image as part of an ETS communication that provides specific information about a platform elevator disruption and alternative option.



**Figure 4: Example of Calgary Transit Standardized Communications.**

The following two images are standardized messaging from Calgary Transit. The images are coloured and associated with either bus or LRT. The images are large and may crowd social media feeds.

