

# PLYMOUTH CITYBUS ON BOARD WITH TWITTER

The premier bus operator Plymouth CityBus has launched its own Twitter page to provide up to date information for bus users. Andrew Wickham, who was appointed by the Go Ahead Group as Managing Director following the acquisition of Plymouth CityBus on 1<sup>st</sup> December says that the group is determined to improve the communication to the thousands of people who use their network to commute and for leisure travel.

“Twitter is an important first step,” said Andrew Wickham. “We can provide instant information on the network to people at home, work and more importantly those with mobile phones at a bus stop.”

The first message was able to warn bus users that there were delays created by roadworks near Derriford Hospital. The second was to confirm that the problem of delayed buses was over.

“It will not take long for our Operations Team to twitter details of delays and other information regarding any of the services we operate,” said Andrew Wickham. “We have joined Facebook to help keep in touch with our web-friendly customers.”

The Twitter and Facebook pages can be reached from the link on [www.plymouthbus.co.uk](http://www.plymouthbus.co.uk) Bus users will still be able to call for information and advice on the hotline 0845 077 2223



New Plymouth CityBus MD Andrew Wickham to prioritise communication to customers.