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MBTA switches to new Twitter handle

Posted by Matt Rocheleau September 17, 2013 02:43 PM

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By Matt Rocheleau, Town Correspondent

The MBTA switched its official Twitter handle to [@MBTA](#) on Tuesday.

The 45,000-plus followers of the old [@mbtaGM](#) handle "will not have to take any action to continue to follow" the T's official Twitter account "as the name will switch over in a seamless transition," the public transit agency said in an announcement.

"Social media is one of the most important tools we use to communicate directly with those who rely on the T," said a statement from T general manager Beverly Scott. "Simplifying our online identity will help us deliver service alerts and other important information to even more customers."

The T uses Twitter to send updates about service alerts, news and events. The account is also often used as a way for riders to ask questions, report concerns or otherwise communicate with the agency.

"Switching from [@mbtaGM](#) to [@MBTA](#) will help in streamlining the MBTA's online presence and will make it easier for new followers to find the T's Twitter account," the agency said in an announcement.

"The MBTA encourages its customers to follow the MBTA on Twitter not only to keep informed but to help inform the authority of any issues they may encounter while riding the system," the announcement added.

E-mail Matt Rocheleau at mjrochele@gmail.com.

For more news and stories about the MBTA, follow [@LifeontheMBTA](#) on Twitter, [here](#).

For the latest updates about your community, follow some of our local neighborhood, city and town Twitter accounts, [here](#).

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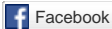
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