



## **Bikeability Social Media Guidance Toolkit**

Social media is an affordable and effective tool to build visibility as a provider and to engage with consumers.

Some of the benefits include:

- Increased brand awareness
- Generate leads e.g. registrations from parents, schools
- A simple tool to share news, educate and inform new and existing members
- Builds relationships – creating a community
- Generates conversations amongst your audience

Follow these simple rules ahead to start building your social media presence and amplifying the campaign.

- Identify the best social media channel(s) to engage with your customers
- Create content that will create interest and raise awareness ahead of Bikeability
- Use imagery and video
- Boosting – paid for posts – can be used to target specific genders, ages, locations and interests
- When referring to the *Our Bikes Our Adventure* campaign, use the hashtag #OurBikesOurAdventure

The Bikeability Trust will be using a pre-created content plan each month for its main social media channels, that will share the general campaign messaging and national statistics to a wide audience. As a provider, you are also welcome to use this plan and tailor it locally as the basis for your own social media content.

**PLEASE NOTE:** As mentioned on the PR webinar, we are currently working on creating some content assets in the form of a campaign video, case study vox pops and imagery. Once these have been approved, they shall be shared with you for your use.

### ***Tips for adapting the messaging to a more local / regional level***

- Refer to local popular cycling routes when providing inspiration for cycle rides
- Utilise local influencers or people in the area (with their permission) to provide imagery you can reshare on your channels
- If you have distributed your own local press release, then share any resulting online coverage
- Retweet or reshare posts from other third-party providers
- Competitions are often a very popular way to gain followers and generate post engagement – consider the opportunity to partner with another local company to offer a prize



- Share images of recognisable landmarks / landscapes of your area to draw community interest
- If boosting the posts, be sure to target the local community

### ***Useful Tools***

- Pixabay – Pixabay is a free online database of imagery that can be shared across social media. Visit [www.pixabay.com](http://www.pixabay.com) to see their full image library
- Canva – Canva is a free graphic design website that offers free templates for you to design bespoke imagery. This is a particularly useful tool for when you are wanting to overlay an image with some text – we recommend this as one of the best ways to present statistics. Visit [www.canva.com](http://www.canva.com) to see their full template library and receive detailed instructions on getting started with designing your image.
- Bitly – Bitly is a free online resource that provides you with the ability to shorten URL links so as to fit within a character count. This is particularly useful for Twitter. Visit <https://bitly.com/> for more information