



Why social media matters

Social media is a great way to get your messages out to people in your local community.

You want to reach your target audience so what's the best way to go about it on social media?

1



Increasing your followers

Hashtags

- Use the #BigBikeRevival hashtag and tag Cycling UK in all your posts. You can find us on Facebook (@CyclingUK), Twitter (@WeAreCyclingUK) and Instagram (@wearecyclinguk). We can then share your post to spread the word.
- Include some examples eg. #freeactivities #localcommunity #cycling #learntocycle

Keep up to date

Optimise your social media profiles. Use relevant keywords in your bios and provide as much information as possible, making sure it is up-to-date.

Share and follow

- Follow/join relevant pages and groups. You should engage naturally with their content where appropriate – avoid a salesy approach.
- Facebook has several in-built sharing features for pages: use the 'share' button by clicking on the three dots icon; invite friends to follow via the Community tab (mobile device only); invite engaged users to follow by clicking on post reactions.
- Cross-promote your accounts via your different social media channels.
- Ask participants and key contacts to follow your page. It is also worth asking them if they are willing to promote your page via their own channels.



Platforms

Facebook is the best place to build community.

Twitter is a space for creating conversation.

Instagram is all about inspiring imagery.



2



What to post

Promote yourself

Shout about rides and events. Promote what's coming up and reflect on what's happened recently. Facebook allows you to create events within its platform. Twitter is a great channel for providing live updates during the events (Instagram Stories also works well for this).

Tell stories

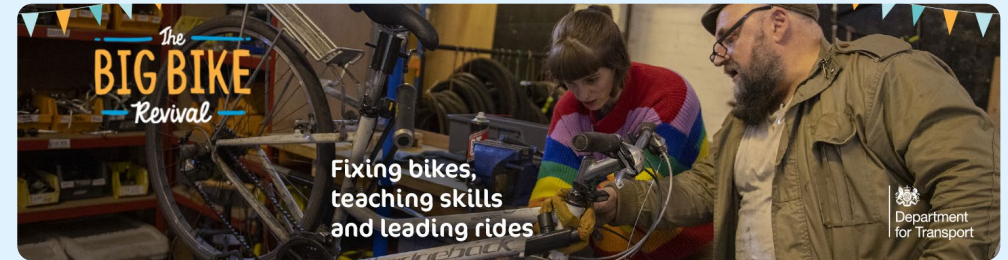
Ask participants for their permission to create case studies, highlighting the benefits of the Big Bike Revival.

Give advice

Provide simple tips to encourage people to cycle.

Use images

Social media always works best with good images or video. If you are going to take photos or film people at your events, you must get their consent. See our photography how-to guide for more advice.



3



When to post

Rule of thumb is consistency and quality over quantity. Here are some suggestions about post frequency by platform:

Facebook

Post once a day and no more than twice in a day.

Twitter

From three times per week to three times per day.

Instagram

Two to three per week, no more than one feed post in a day. However, if you have capacity, it's worth also posting up to two stories per day, and one reel per day – of course this is a big time commitment and not doable for everyone.

4

Advertising

Struggling to be seen on Facebook? Try boosting your page's best performing posts to reach a larger audience. You can target people based on their age, gender, location and interests by visiting your Ad Centre.

