

Toolkit

Making the most of Social Media

This guide will help you to make the most from social media before and during your Big Bike Revival events.

Background

We're in our fifth year of the Big Bike Revival and we want to get people who do not currently cycle to start or to return to cycling.

We're going to do this by;

- 🚲 fixing peoples bikes
- 🚲 teaching people how to look after their own bikes
- 🚲 and helping people to cycle safely in their local community.

We want to increase the number of trips made by bike and increase people's confidence through led rides and maintenance sessions, so people start to use cycling as a regular form of travel and for fun of course.

Last year we reached 40,000 people in England, and this year we need your help to reach even more.



So what's happening?



You will know better than anyone what is happening at your events, but they will include one or more of the following:

- 🚲 Bike check-ups
- 🚲 Maintenance workshops
- 🚲 Puncture repair workshops
- 🚲 Donate an old bike or buy a recycled one
- 🚲 Learn to ride sessions
- 🚲 Cycle skills coaching and practice
- 🚲 Led bike rides (5, 10 & 20 miles)
- 🚲 Social events

Social Media

Below are some template posts for you to use on Facebook or Twitter before and during your events to encourage people to come down and join you and to let your followers know what the Big Bike Revival is all about.

Template posts

Feel free to amend these as you wish to make them more personal to your specific area and event:

It's time to dust off your bike and get ready for the Big Bike Revival 2019! We have fantastic free events happening throughout the UK to give you the skills and confidence you need to enjoy riding your bike. Find an event near you:
<https://www.cyclinguk.org/bigbikerevival/events>

If your bike has been living in the shed over winter, you probably need a bike check! As part of Big Bike Revival 2019, we're offering free safety checks at our events throughout summer. Find one near you:
<https://www.cyclinguk.org/bigbikerevival/events>

Last year, we fixed over 7,500 bikes and helped get over 9,000 people cycling more regularly in the UK, all because of Big Bike Revival. This year, we aim to smash that record and get even more people riding bikes. Find a free event near you

<https://www.cyclinguk.org/bigbikerevival/events>

Did you know that over 42% of the UK owns a bicycle but doesn't use them? The Big Bike Revival aims to reduce that with our free skills, maintenance and coaching events throughout the UK. Find an event here:
<https://www.cyclinguk.org/bigbikerevival/events>



Twitter

Twitter is a great platform that can be used to tell people about upcoming events and share pictures and moments from events as they happen.



Try to ensure you always tweet pictures alongside your text. Tweets with images always reach more people.



If you can, why not add a short video showing what's happening. No longer than 30 seconds.

Hashtags

Include the hashtag **#BigBikeRevival**

And if you can tag us in your tweets **@WeAreCyclingUK**



Facebook

If you already have an established Facebook following this is a great platform to tell your supporters the details of your events.



You can request volunteer help



Tell people about the dates and times of events



Ask your existing supporters to bring along a non-cycling friend



Report back after the event to let people know how it went



Thank your volunteers

Again, include photos and videos where you can and link back to the Big Bike Revival main web page.

Facebook advertising

It's easy and cheap to advertise on Facebook. There are two main ways to do this, boosting a post and creating an advert.

1. Boosted post

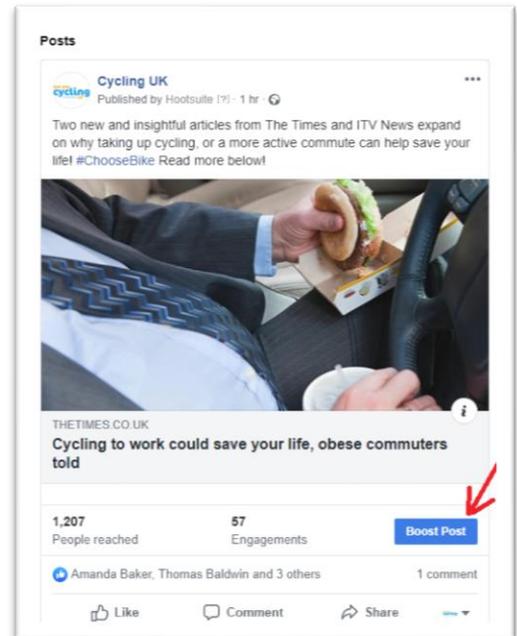
A type of Facebook advert, the boosted post is the quickest and easiest way to reach a larger audience.

When signed into your Facebook account you should be able to see the option on all your existing posts to **boost post**.

Follow the instructions setting

- Who you want to reach
- Your maximum budget
- How long you want to run your ad.

[More on how to boost a Facebook post.](#)



2. Facebook advert

Facebook adverts (ads) are created through Ads Manager and offer more advanced customisation.

[More on how to create a Facebook advert.](#)

Photos

Social Media always works best with good images or video so have a look at these tips for taking good engaging shots.

When taking photos of people at your event make sure you ask if they mind before taking the photos. If they don't mind having their photo taken you **MUST** [get them to sign a photographic consent form](#).



- Take natural shots and poses
- Ask people to smile
- Fill the frame with faces / some upper body
- Huddle groups so shoulders almost touch
- Take the photo in landscape



- Shoot from distance
- Shoot backs of heads and bottoms
- Take the photo in portrait
- Only take pictures of people standing in a row (natural, action shots are best)

Types of pictures – Thinking about your purpose

It's a good idea to take a range of types of pictures. There's nothing worse than 30 pictures all containing the same thing.

See if you can take one picture from each of these picture types. All five image types should have a human element. A picture can be more than one type.

- **ACTION**
This is an action shot. It's should not look posed. It should show someone in the middle of doing something, such as cycling or teaching. Be careful about the image blurring.
- **LANDSCAPE**
A picture of the surrounding landscape allows the viewer to understand where the story is happening. If it's a cycle in a vibrant city or stunning countryside the viewer wants to see. Make sure there's a human element (not posed).
- **PORTRAIT**
We're not taking about a picture taken in portrait (all pictures should be taken in landscape). This is a picture of the subject of our story. It could be a close-up head shot or head and shoulders on a bike or interacting with someone. It should not be a posed picture of a person standing in front of the camera.
- **DETAIL**
It's helpful to have a close-up to help to expand the story. So, if there is some bicycle maintenance taking place, then a detailed image of a bike repair. It should also include a person – it could just be their hands. This keeps the image

alive. A picture of a bike chain is quite ordinary but a picture of someone working on a bike chain is more engaging.

- **ARCHITECTURE**

These photos show the structures present (if any). These help to set the scene.

Get in the right position - Technical tips

Take pictures of people with their bikes, think about changing the angle you take the shot from or ask them to remove helmets! This can transform an ordinary photo into something more interesting. Changing the position from which you take a picture can make a big difference.



Consent

Please don't forget to get people to sign a photographic consent form. **We cannot use images or videos without one!**