



# Regional Travel Options Outreach Toolkit

BIKE MONTH — SPRING 2017

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# Overview

This toolkit aims to provide you with a variety of tools to use at your discretion to promote Regional Travel Options (RTO) and highlight your organization’s investment and impact on this topic. Metro will focus on a new RTO campaign each quarter and an updated toolkit will be distributed for tools specific to each campaign. Don't forget to get your free bike lights from Metro for distribution.

## About National Bike Month

May is National Bike Month and a traditional time for many bike encouragement programs. This year, the Bicycle Transportation Alliance will hold its Bike More Challenge in May, rather than September. Many local jurisdictions (including yours) will likely roll out some existing or new encouragement programs.

## Key Dates

**May: National/Local Bike to Work Month**

**May 1-31: BTA Bike More Challenge**

**May 16-20: National Bike to Work Week**

**May 16-23: Public Works Week**

**May 20: Bike to Work Day**

**May 23: Bike to Shop Day**

**[Gresham Bike Month Activities](#)**

**[PBOT Bike Month Activities](#)**

The Bicycle Transportation Alliance’s annual Bike More Challenge pits teams of riders from one department, workplace or company against dozens of other teams. Moving to May (from September) this year, the challenge pits businesses and organizations of similar sizes/types against others in a competition for trips, miles, prizes and glory. For more information, visit [bikemorechallenge.com](http://bikemorechallenge.com).

## Your Time Commitment

Available tools are marked to represent light (Level 1), moderate (Level 2) and heavy (Level 3) time commitments.

Time Investment	Action / Tool
Level 1 🕒	<ul style="list-style-type: none"><li>• Share Graphics</li><li>• Social Media Posts</li><li>• How-to &amp; Inspiration Videos</li><li>• Newsletter Article &amp; Customizable Newsletter</li></ul>
Level 2 🕒🕒	<ul style="list-style-type: none"><li>• Hashtags</li><li>• Customizable News Release Template</li></ul>
Level 3 🕒🕒🕒	<ul style="list-style-type: none"><li>• Media Pitching &amp; Outreach</li><li>• Paid Facebook Ads / Promoted Posts Guide</li></ul>

# Key Messages

Key messages are the essential points your audience should remember after they have read, seen or heard about bike commuting during May. They are the foundation for all communications and tactics. They don't need to be used verbatim, rather used as a guideline for the points you should be communicating.

## Elevator Speech

More and more people are choosing to bike to work and bike for short trips and errands each year because it's enjoyable, good for you and can save you money and time. With the right gear and a little preparation, you can arrive quickly and easily, in all kinds of weather. Find maps, tips and resources to help you roll your way to work at [walkbikeroll.org](http://walkbikeroll.org).

## INSPIRE (WHAT)

### Biking is easier and more fun than you think.

- More and more people are choosing to ride a bike to work or for errands.
- Biking is simple, efficient and easy-to-do once you've mastered the basics.
- Biking short distances can actually be faster than driving a car, and you don't have to find or pay for parking.
- Our region is one of the best places to bike in the country. There are many great resources like maps, classes and other information for first-time riders or people getting reacquainted with their bike.

## BENEFITS (WHY)

### Biking is good for you.

- Biking helps you stay fit in body and mind. You get your 30 daily minutes of recommended exercise, and research shows exercise can keep your brain functioning better as you get older.
- Riding a bike has been shown to reduce the incidence of stress and depression.
- The annual cost to drive a car is about \$9,000, according to AAA. Riding a bike costs far less—typically just several hundreds dollars a year for parts and maintenance.
- Riding your bike even one or two days a week helps the environment by reducing the pollution from your car.

## ADVICE (HOW)

### There are lots of ways to get started.

- Riding a bike to work or on errands requires the right information and some key pieces of gear, like lights, a waterproof coat, a helmet and a bag or rack to haul your stuff. More information can be found at [walkbikeroll.org](http://walkbikeroll.org).
- Don't know where to ride? There are bike maps, route information and other ways to help you arrive at your destination at [walkbikeroll.org](http://walkbikeroll.org).
- Biking is fun and safe when you understand the rules of the road. Find out more at [walkbikeroll.org](http://walkbikeroll.org).
- Simple tips for making your bike ride a breeze are at [walkbikeroll.org](http://walkbikeroll.org).

# Guide to Owned Media

Owned media is leveraging communication channels you create and control. Your organization likely has multiple communication channels where information can easily be shared—the more people see and hear these messages, the more likely they are to stick. We have provided a content grid with information that can be used across a number of channels—on websites, social media channels, e-newsletters, etc.

## Tools include:



### **Social media content grid:**

This grid provides suggestions for Facebook and Twitter posts. Build out with your own content and include dates to make sure you are posting on a consistent basis.

> Located in the "Tools" folder in the Toolkit



### **Share graphics:**

These graphics can be posted and promoted on social media channels.

> Located in the "Share Graphics" folder in the Toolkit



### **Website:**

Find bike maps, route information, videos and other ways to help bikers arrive at their destination.

> [walkbikeroll.org](http://walkbikeroll.org)



### **Inspiration share videos:**

These videos can be posted and promoted on social media channels.

> Located in the "Videos" folder in the Toolkit



### **How-to videos:**

A video on bike gear and another on bike safety help bikers learn the rules of the road and how to arrive at their destination safely.

> Located in the "Videos" folder in the Toolkit



### **Newsletter article & customizable newsletter:**

Content can be posted on websites, in e-newsletters, in printed newsletters, in community papers, on school bulletin boards or anywhere people can access information about their community. Consider customizing the newsletter to share how your organization is involved in biking.

> Located in the "Tools" folder in the Toolkit



### **Hashtag best practices and recommendations:**

The guide shows the different ways to customize the #BikeMore hashtag, as well as best practices and recommendations to follow and stay connected to others using these hashtags.

> Located in the "Tools" folder in the Toolkit



### **Connecting through social media:**

A list of Facebook and Twitter handles for CMG members and grantees, along with best practices for connecting and leveraging content.

> Located in the "Tools" folder in the Toolkit

# Guide to Earned Media

Earned media is publicity that has not been paid for such as newspaper articles, TV or radio news stories, mentions on social media channels, etc.

Earned media is one of the most effective ways to share information through a trusted source, such as a community paper or a local news station, and oftentimes sparks people to take action. Pitching a story with a local, custom angle will often increase interest from reporters and can result in a story that helps position your organization and inspires the community to take action.



## Tools include:

### **Customizable news release template:**

Customize this news release to highlight the work your organization is doing with Bike to Work Month.

> Located in the "Tools" folder in the Toolkit



### **Media pitching and outreach:**

A step-by-step guide to pitch the media on covering a story or event.

> Located in the "Tools" folder in the Toolkit

# Guide to Paid Media

Gain publicity and recognition through paid advertising such as Facebook ads, print ads, etc.

In the ever-expanding world of media outlets, particularly digital outlets, paid media is becoming more affordable and accessible to organizations of all sizes. Also, some media outlets and local organizations may provide a reduced cost or free ad as a donation.

## Tools include:



### **Paid Facebook ads/promoted posts:**

A guide to running paid Facebook ad campaigns, and a series of Facebook ads ready to upload and promote.

- > Social media guide located in the "Tools" folder in the Toolkit
- > Graphics are located in the "Share Graphics" folder in the Toolkit
- > Videos are located in "Videos" folder in the Toolkit

# Questions

If you have questions about the RTO Bike to Work outreach toolkit or tools, please contact:

**Metro**

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# Hashtags: Best Practices and Recommendations

Hashtags make it easy for people to find a campaign and follow the conversation. Using hashtags also allows us to track these conversations and understand how well the campaign resonates with our audience.

## **#BikeMore**

The hashtag can be used as it reads above, or it can be augmented by an additional localized hashtag. The following are examples:

**#BikeMore #Oregon**  
**#BikeMore #Beaverton**  
**#BikeMore #Tigard**  
**#BikeMore #Hayhurst**

## Best practices:

1. Less is more: Don't use more than three hashtags in a post or tweet.
2. To track the conversation, visit a website that gathers all posts using a given hashtag, such as [Tagboard.com](https://tagboard.com).
3. Scan the content that others are sharing. Consider "sharing" their content on your channels to expand the conversation.

# Earned Media: Media Pitching and Outreach

This tool will provide you with simple steps for pitching a story to the media. Use the other materials provided in this toolkit to work through these steps.

## Customize a news release

Using the customizable news release provided, customize the copy with information that is relevant to your community (see prompts in the release template).

## Identify the reporter

Scan websites for your local media outlets and determine the best reporter to reach based on their previous coverage of relevant topics.

- Search a news website to see if a reporter has previously written about “Bike Commute Month,” “National Bike Month,” the “Bike More Challenge” or “biking for transportation.”
- Scan articles written by transportation reporters.
- If can’t identify who to contact, reach out to the assignment editor.

## Send the release via email

Copy and paste the release into an email. Be sure to avoid attaching any files to your email, as that can often result in getting redirected to the reporter's spam folder.

## Direct pitch

Contact the reporter directly to:

- Confirm they received the release
- Introduce yourself and your organization as a resource
- Emphasize the importance of this story, especially as it applies to their readers/viewers
- Offer compelling stories to customize the story
- Offer spokespeople for interviews:

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### **Metro**

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## Leverage coverage

Once the story runs or is aired, share the coverage throughout your communication channels. Post a link on social media, include in upcoming newsletters, send to partners and stakeholders, etc.

## Follow-up

Once the story runs, send the reporter a brief thank-you email. This is a great opportunity to share any additional information that may have been left out of the story, as well as remind them that you are available as a resource should they need any more information.

# Social Media Promotable/Share Graphics & Videos

Facebook promotable share graphics and videos allow the user a lot of flexibility in terms of audience demographics and budget. We'll walk you through how to put together a Promoted Post Campaign and share more information about other campaigns

## Promotable Share Graphics

We've included three share graphics that are designed according to Facebook standards for a Facebook ad or promoted post campaign. You can find these graphics in the Toolkit > Share Graphics.

Content to accompany graphics is located in the social media content grid.

> Located in the "Tools" folder in the Toolkit

## Promotable Share Videos

We've included three share videos that are designed according to Facebook standards for a Facebook ad or promoted post campaign. You can find these videos in the Toolkit > Share Videos.

Content to accompany videos is located in the social media content grid.

> Located in the "Tools" folder in the Toolkit

# Facebook Ad Campaigns

Facebook Ads give you a variety of options based on the objective you want to achieve with your campaign, including **boost your posts**, **promote your page** and **send people to a website**. Using the provided share graphics, videos and social media post language, you can set up any one of these campaigns.

The easiest ad campaign to set up, manage and track is a **boosted post campaign**, which puts money behind boosting an already-existing post on your Page's timeline.

## Facebook Boosted Post Campaigns

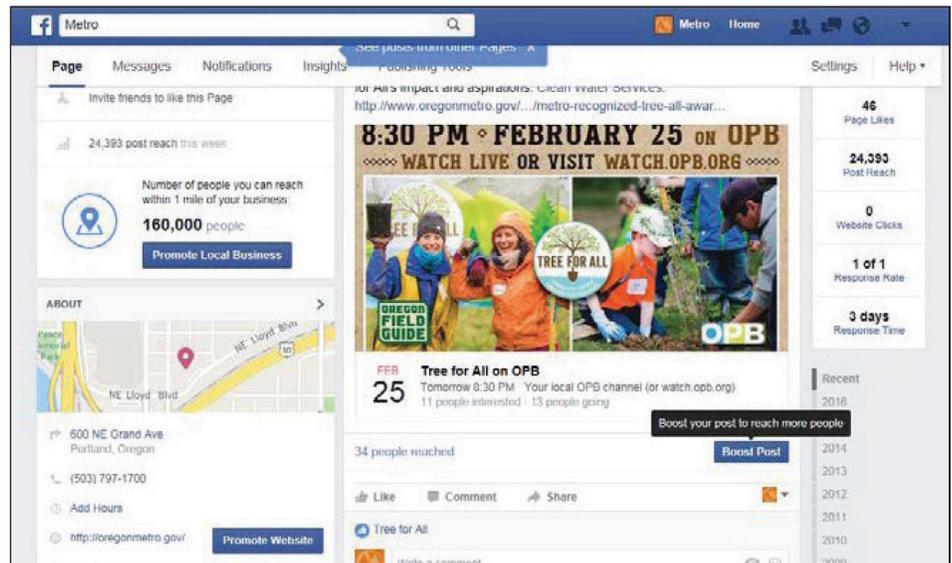
Boosted posts are an effective and inexpensive way to get more exposure for your content. Posts can be boosted straight from your Page for any dollar amount. This toolkit includes share graphics and videos that meet Facebook's guidelines (20% content, 80% visual). Boosted posts are a great way to reach more people, as well as reach new audiences through specific targeting.

1. You must be an admin of your Page to set up any Facebook campaigns.
2. Create a post on your Page's timeline using a promotable graphic or video and recommended or custom language.
3. If you are boosting a video, you must select a thumbnail image for the video that follows Facebook's guidelines of no more than 20% text.
4. Click boost in the bottom right-hand corner of the post you want to promote and a pop-up will open up.
5. Choose your audience:
  - You can target any audience you want, including people who are not fans of your Page.
  - If you select "People you choose through targeting," you'll be able to specify the people who will see your boosted post. You can select locations, ages, genders and interests for the audience your ad will be served to. When selecting interests for your promoted post, try to think outside of the box of who might be the usual suspects. If you're trying to target bicyclists, "biking" would be an obvious interest to select, but also consider where your target audience might get their news, what television shows they're watching, what websites they visit, etc. Facebook will also suggest related interests—this can be very helpful. We recommend targeting people who are interested in travel options, walking, biking and transit. Additionally if you have target audiences, such as Latino or African American communities, or those that speak a language besides English, you can incorporate this into your targeting.
  - If you select "People who like your Page" and their friends, your promoted post will only be visible to those people. This option is only available if at least 50 people like your page.
6. Choose your budget:
  - Set your maximum budget. You can spend as much or as little as you want. Facebook will give you an estimate of the number of people you'll reach depending on the amount you set.
7. Choose your duration. Your post is automatically boosted for one day, but you can select any time length. We recommend 15-30 days.
8. Click Boost!
9. Make sure to capture your results and send to Metro at the end of the campaign.

# Facebook Ad Campaigns

## STEP ONE:

Select "Boost Post" on the post on your Page's timeline you wish to boost.



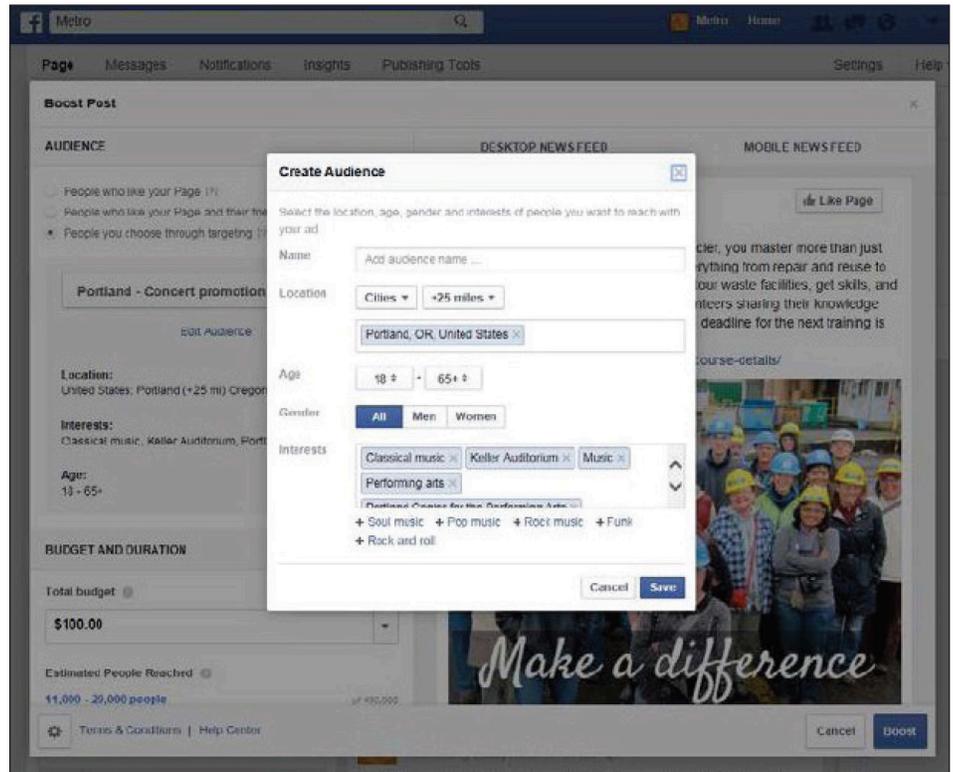
## STEP ONE:

Select "People you choose through targeting" on the left side of the pop-up. Enter any targeting below.



### STEP THREE:

Here, Portland (+25 miles) has been selected as a location; classical music, Keller Auditorium, music and performing arts have been selected as interests; all genders have been selected; and 18-65+ has been selected as the age group.



### STEP FOUR:

Set your budget and look at the number of estimated people reached. If you adjust your budget, the estimated number of people reached will increase or decrease accordingly. Set your duration and make sure your account and payment method are set correctly.

