**Social Media Tips**

Use our [Brand Guidelines](https://www.bikeability.org.uk/wp-content/uploads/2022/08/Bikeability-Trust-brand-guidelines.pdf) to make sure you are using the Bikeability logo correctly.

You can also access a [library of cycling images](https://drive.google.com/drive/folders/1YIKpeDSInYvJsbqSZlb9od_1bjXPYEi8?usp=sharing). Your posts should represent the real world, so it is important show diversity and inclusivity in the images you choose.

**Make it accessible for everyone**

It is important to make your posts look good, but not everyone finds visual media **accessible.**

Use alt text on your photos on Facebook and Twitter – a short sentence describing what the image shows. There is no alt text feature on Instagram so it is important to provide image descriptions in your captions. Describe your image in plain language, describing any relevant subjects, colours and wording in the image.

We have some specific tips making the most of Facebook, Twitter and Instagram below.

**Facebook**  
**Post regularly**  
Utilise the platform to keep your circle up to date on your Bikeability courses, offers, and events. One to two posts a week tend to grab the most attention per post.

**Pin your posts**   
Got a post that promotes Bikeability? Pin it to the top of your profile/page for visitors to see.

**Post in groups**  
Facebook groups are a great way to engage with people in your circle and reach audiences outside your following. Search for local neighbourhood groups, or family activity groups in your area.

**Keep it interesting**   
The most engaging posts have a story – keep it interesting with photos, videos, links and blogposts. Sharing real stories about the Bikeability journey sparks emotion and engagement!

**Call to action**  
When promoting Bikeability, it is important to provide a link or contact details for users to get more information on the course, and sign up. Be careful when sharing personal data online, using public sites and work emails is best practice.

**Tag us!**  
Tag our Bikeability Facebook page in text by typing **@Bikeability** and selecting us, or select ‘Tag people’ on an image to tag us in any media you post. You can also use the **#Bikeability** hashtag.

**Twitter**  
**Keep it short and sweet**  
With only 280 characters to use, it is important to make sure your tweets are clear and concise.

**Picture perfect**  
Pictures are a powerful tool, and can also free up more characters in your tweet. Use eye catching images from the Bikeability media kit to draw attention to your tweets, and provide more information if needed.

**Call to action**  
When promoting Bikeability, it is important to provide a link or contact details for users to get more information on the course, and sign up. Be careful when sharing personal data online, using public sites and work emails is best practice.

**Pin your tweets**   
Got a tweet that promotes Bikeability? Pin it to the top of your profile for visitors to see.

**Hashtags**  
Use hashtags in your tweets to connect your content to a specific topic, event, theme, or conversation. We recommend using the #Bikeability hashtag! It is important that you capitalise the first letter of each word in a hashtag to make them accessible to people using screenreaders. For example: #BikeabilityForAll.

**Tag us!**  
Tag @BikeabilityUK in your tweets – we will be able to see your post and we can retweet, share and amplify your content!

**Instagram**  
**Show and tell**   
Include photographs and videos of Bikeability in action. You can use images from our media library or your own photos and videos. Just make sure you get consent of the people in your photos and videos – if they are under 16 you will also need consent from their parents or responsible adult (you can find a consent form template here [link]). Use your media to show, and your caption to tell. Personalise your caption to give more information.

**Call to action**  
When promoting Bikeability, it is important to provide a link or contact details for users to get more information on the course, and sign up. Note that hyperlinks don’twork in Instagram captions – only post short links people can copy, use the Stories feature which allows clickable links, or put the link in your bio. You can use tools like Linktree to add multiple links if needed. Be careful when sharing personal data online, using public sites and work emails is best practice.

**Hashtags**  
Use hashtags is just as useful on Instagram to join a specific conversation, theme, or event. We recommend using the #Bikeability hashtag! It is important that you capitalise the first letter of each word in a hashtag to make them accessible to people using screenreaders. For example: #BikeabilityForAll.

**Tell your story**  
Instagram Stories are a great way to bring attention to your profile. You can create Highlights which are pinned to your profile, creating helpful links and resources for users.

**Tag us!**   
Tag @Bikeabilityuk in your captions, or directly onto your media using the ‘Tag people’ function for us to easily access and reshare.