**Using Social Media to Promote Bikeability**

**A guide for training providers, schools, instructors and advocates**

Social media is a powerful tool. Used well, it can help you:

* Promote Bikeability courses in your community
* Celebrate the impact of cycle training
* Campaign for safer streets, more funding and better policy
* Create a welcoming, inclusive space that represents *every* rider

This guide will help you get the most out of your posts while staying true to Bikeability’s mission of ensuring every child can cycle confidently and safely.

**🔧 Get started with the right tools**

* **Brand Guidelines**
Always follow the [Bikeability Brand Guidelines](https://www.bikeability.org.uk/wp-content/uploads/2022/08/Bikeability-Trust-brand-guidelines.pdf) to make sure you’re using our logo, colours and fonts correctly.
* **Media Library**
Use our [image library](https://drive.google.com/drive/folders/1YIKpeDSInYvJsbqSZlb9od_1bjXPYEi8?usp=sharing) to access approved, high-quality visuals. Choose images that reflect the diversity of the children and families we support — age, ability, race, gender, body type and beyond.
* **Consent & Safeguarding**
Always get the appropriate consent before sharing photos or videos of individuals. You’ll find a consent form template here.

**📢 Key messages to share**

Here are some ideas to build your social content around:

* 🚴 “Bikeability Level 2 sessions are happening at [school name] this week — getting children ready for real-world cycling!”
* 🌍 “We’re proud to deliver inclusive training where *every child* is supported — from balance bikes to confident commuting.”
* 📣 “Cycle training works — we’re calling for *continued investment* so more children can learn this life skill.”
* 💡 “Top tip: schools can use PE & sport premium to buy bikes or helmets to support Bikeability delivery.”

Use your voice to educate, inspire and advocate.

**✨ Best practice for inclusive, accessible content**

* **Alt Text & Image Descriptions**
Always describe your images. Use platform tools (e.g. alt text on Facebook/Instagram/X) or include plain-language image descriptions in your captions.
* **Accessible Hashtags**
Use CamelCase for hashtags so screenreaders can read them clearly. For example: #BikeabilityForAll, not #bikeabilityforall.
* **Plain English**
Avoid jargon — keep language friendly and easy to understand for all audiences.

**📱 Platform-by-platform advice**

**Facebook / Threads / X (Twitter)**

Great for community engagement, local parents, schools, and policy conversations.

* ✅ Post once or twice a week to stay visible
* 📌 Pin your key Bikeability offer at the top of your page
* 📣 Join local groups or threads to promote your sessions or events
* 🧠 Share real stories or testimonials to build emotional connection
* 🔗 Always include a call-to-action (e.g. “Book a course: [link]”)
* 🏷️ Tag @BikeabilityUK and use #Bikeability so we can amplify your content

**Instagram**

Best for visual storytelling — especially useful for showing impact.

* 📸 Use high-quality, authentic images or short videos
* 📝 Tell the story behind the image in the caption
* 🎥 Use Stories for quick updates and Highlights for key info (like FAQs or upcoming courses)
* 🔗 Use tools like Linktree in your bio to direct followers to course booking or your website
* 🏷️ Tag @bikeabilityuk and use #Bikeability and other campaign tags (e.g. #CycleToSchoolWeek)

**LinkedIn**

Perfect for building credibility, showcasing impact, and engaging with schools, funders and decision-makers.

* 💼 Share stats, success stories and staff development
* 🏫 Celebrate your instructors and school partnerships
* 🔍 Use LinkedIn to connect with other professionals in the active travel sector

**🤝 Be part of the bigger picture**

Use your platform to support *systemic change* and amplify key campaigns:

* **Lobby for more funding:** Share content around policy milestones and tag your local MP or council.
* **Champion inclusion:** Talk about how you adapt Bikeability for riders with SEND or from underrepresented groups.
* **Back active travel:** Align your posts with campaigns like #CycleToSchoolWeek, #WalkToSchoolWeek, or #CleanAirDay.
* **Celebrate success:** Highlight completion stats, local partnerships, or young riders’ journeys to build community pride.

**💬 Tone, language & values**

Bikeability is for *every* child — make sure your tone reflects that.

* Be **warm**, **positive** and **person-centred**
* Avoid “one size fits all” messaging — highlight flexibility and tailoring
* Showcase **real** journeys and voices, especially from underrepresented communities
* Don’t be afraid to speak up — if a funding decision, school policy or road design puts children’s safety at risk, use your voice

**🧰 Quick checklist for every post**

✅ Is it accessible?
✅ Does it include a clear call to action?
✅ Is it representative and inclusive?
✅ Are consent and safeguarding covered?
✅ Does it reflect Bikeability’s values?

**📩 Need help?**

If you want a post reshared, need a custom image, or want support for a campaign — contact The Bikeability Trust Communications Team at hello@bikeabilitytrust.org.