



shiftinggears

may | 2018

social media guide

This guide is to help workplaces, schools, and partners use social media to promote and celebrate Shifting Gears.

Do you use social media to share stories and information? If so, here's what you need to know to get the word out to your people and celebrate their achievements #shiftinggearsptbo.

Our Hashtags!

We encourage the use of hashtags on all social media channels to build support, encouragement, and maybe even a little competition leading up to and during Shifting Gears.

Challenge Hashtag: #shiftinggearsptbo -- Use this one any time, or all the time

Secondary Hashtag: #lifebybikeptbo -- Use this one to show us how you fit bikes into your life or how you have built your life around your bike

Our Profiles!

Follow us, share, like, and re-Tweet. Tag us and we'll do the same for you!

Instagram: @ptbomoves

Twitter: @ptbomoves

Facebook: @yourptbomoves

When should we start posting?

The challenge runs May 1st to 31st, but you can start posting as early as you like.

What should we share?

The possibilities are endless, but here are a few ideas to get you started.

In April

- Encourage your classmates, co-workers, and friends to register in April.
- Show us how you are getting ready for the challenge.
- Share your plans or goals for Shifting Gears.
- Start a little friendly competition by tagging others

In May

- Post about your progress, as an individual or a group.
- Share some tips and tricks that you've learned through the month.
- Highlight the super shifters you know.
- Share what your workplace or school is doing to encourage the shift.
- Send us questions about how to shift gears.
- Share photos/videos of your beautiful/challenging commute.

Do you have some sample tweets?

Sure do! Steal from below, and be sure to follow us for super retweeting.

For your health, wallet, community, and environment. Sign up now for #shiftinggearsptbo at peterboroughmoves.com. Log trips this May and win!

We are getting ready for Shifting Gears 2018 here at (your workplace or school). Join us this May - sign up at peterboroughmoves.com

Discover your community this spring with #shiftinggearsptbo. Walk, bike, or bus to work, school, and play to win prizes - peterboroughmoves.com

Can we help?

If you have any questions or need some guidance, please contact Lindsay, Shifting Gears Coordinator at (705)745-3238 x209 or lindsay.stroud@greenup.on.ca.



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