



# Social media guide

## 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.

### 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.

**Share your tips, tricks,  
and stories to win  
#shiftinggearsptbo  
prizes!**

## #shiftinggearsptbo

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.

## Our Profiles!

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

**Instagram/Twitter @ptbomoves   Facebook: @yourptbomoves**

## Do you have some sample tweets?

For your health, wallet, community, and environment. Sign up now for #shiftinggearsptbo at [peterboroughmoves.com](http://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](http://peterboroughmoves.com)

Discover your community this spring with #shiftinggearsptbo. Walk, bike, or bus to work, school, and play to win prizes - [peterboroughmoves.com](http://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](mailto:lindsay.stroud@greenup.on.ca).