

Using social media

Lizzie Reather
Leeds Cycling Campaign

Paid up Cycling Campaign members c. 260

Facebook page: 800+ “Likes”
Facebook group: 270+ members
Twitter: 1400+ followers

Social media

Facebook

Twitter

Youtube

Blogging

Pinterest

Instagram

Mailchimp

Forums

Snapchat

Strategy

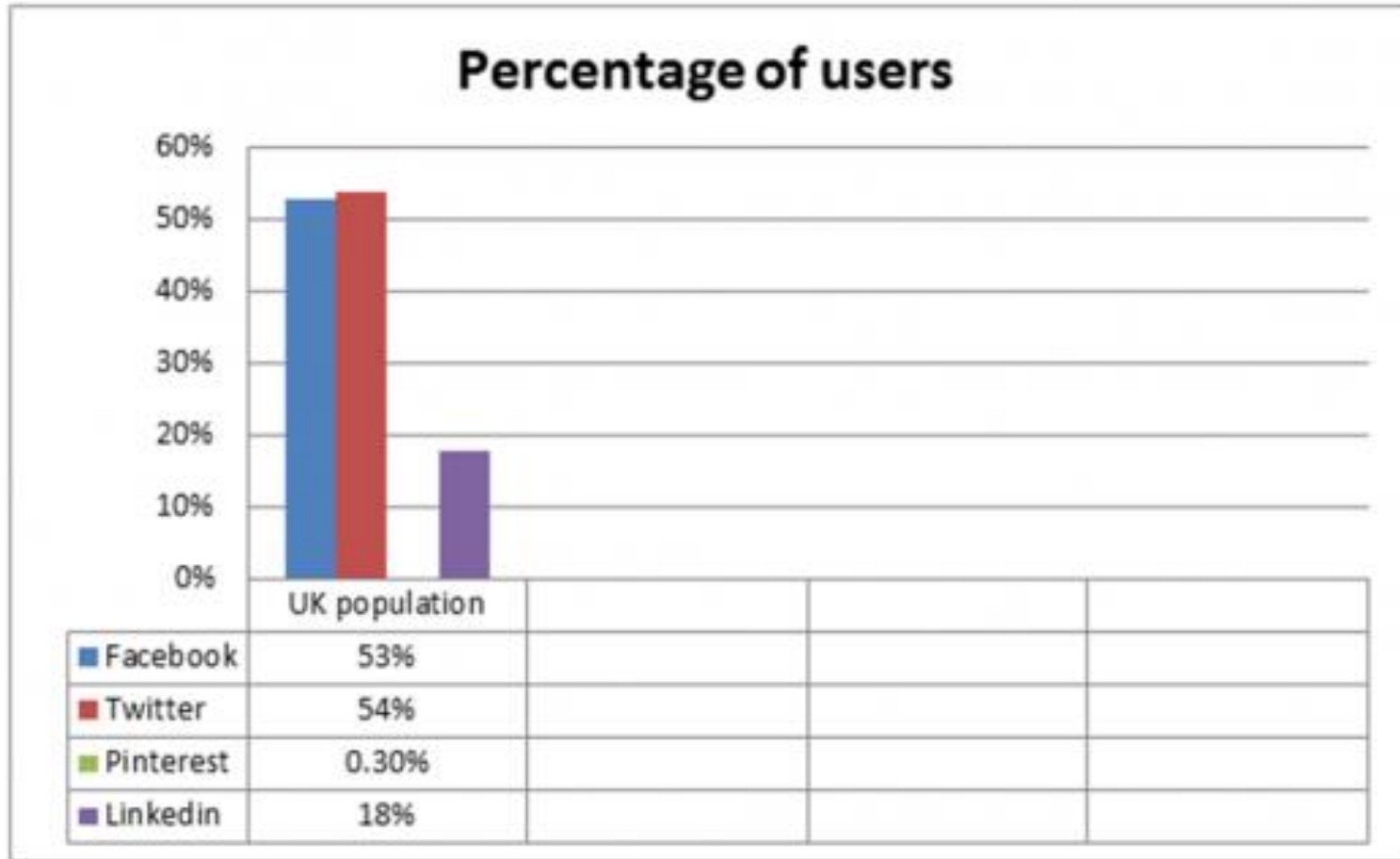
- What do you want to achieve?
 - More members
 - People taking action
 - Influence decision makers
 - Highlight problems
 - Link with other groups or people
 - Drive traffic to your website
 - Publicise an event
 - Media opportunities
- **“I want to tell people about X”**

Campaign examples

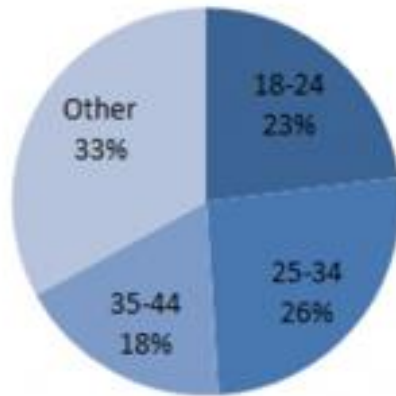
- Think about some successful or unsuccessful campaigns
 - No makeup selfie (CRUK)
 - Ask British Gas
- Why are they successful?
 - Humour?
 - Subversion?

UK audience

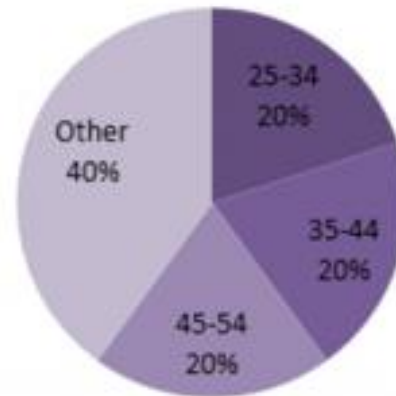
Almost half are “lurkers” – 80% use mobile devices



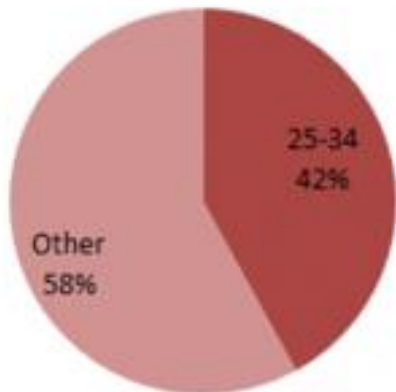
Facebook User's Age



Twitter User's Age



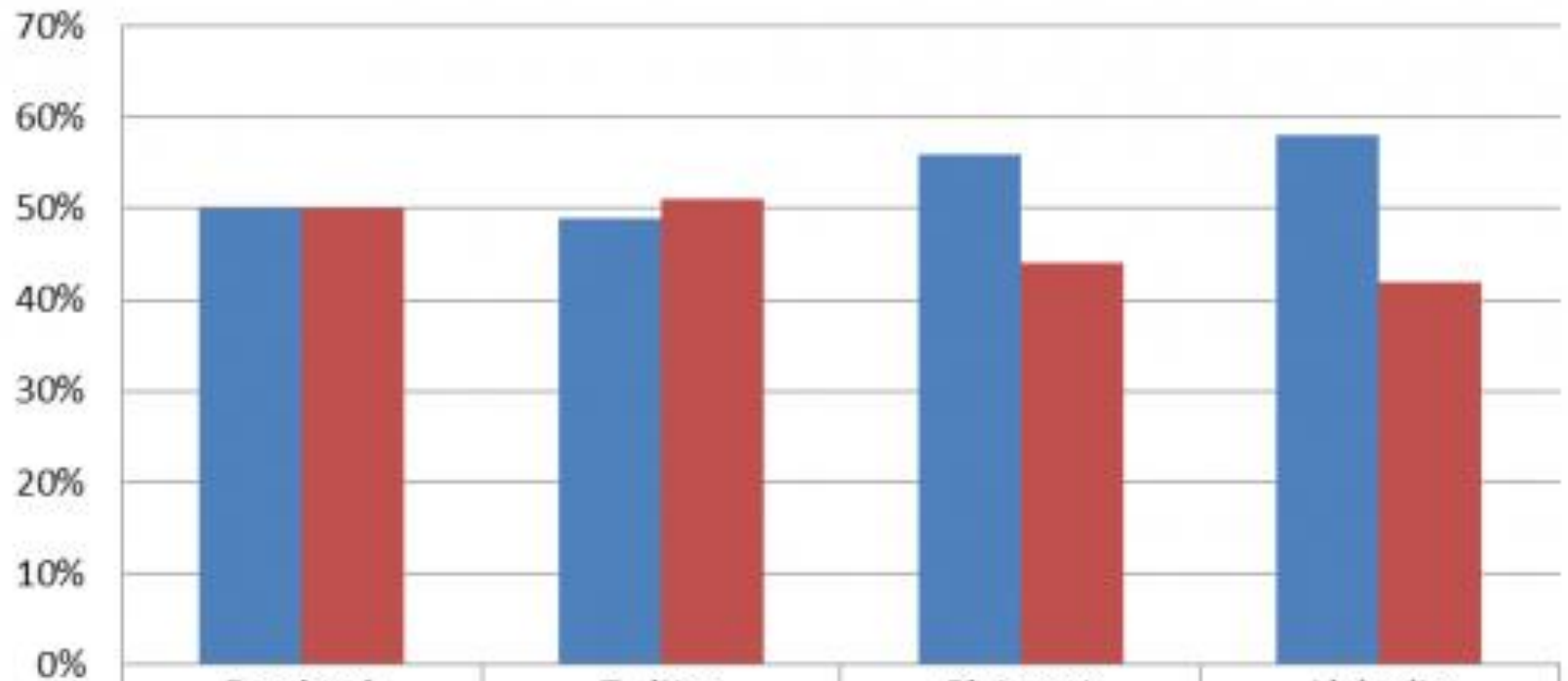
Pinterest User's Age



LinkedIn User's Age



Male/ Female ratio



■ Males	50%	49%	56%	58%
■ Females	50%	51%	44%	42%

Facebook

- News Feed
- You are not in control!
- Page
- Group
- Events
- Story bumping, pinning and highlighting

Twitter

- What is a Tweet?
- #Hashtag
- @Friend
- Twibbon

Youtube

- Helmet cam footage
- Channel
- Playlist
- Positive / negative?

Newsletter

- Links: generate traffic to your website
- Mailchimp
- Test emails to 10% of mailing list

Blogging

- Have something to say
- Official vs Unofficial
- Fact checking
- “Ugly’s blog” – separate out the negativity

What next?

- What do you want from social media?
- How will you move forward?

Analytics

- Facebook, website, newsletter, Twitter
- Traceable links

Your profile

- Choosing a name
- Logo
- “Visual identity”
- Images
- Tone of voice

Management

- Using analytics
- Several admins
- Consistency / house rules
- Decay
- Tools: hootsuite, tweetDeck, trello

Standard Anti-Bigot Response

For every pedestrian killed or injured by a cyclist, more than 100 are killed or injured by motor vehicles. Cyclists can be annoying and sometimes antisocial, but they are not killing and injuring pedestrians on a daily basis.

Many cyclists already have third party insurance: it's included in the £40-or-so membership of organisations like British Cycling and the CTC. Compare this to the cost of car insurance: the difference is explained by how often cyclists and drivers crash, and how much harm they cause when they do.

Compulsory safety measures for cyclists and pedestrians such as high visibility clothing, helmets etc may protect the vulnerable, but they also deter people from using these cheap, healthy and enjoyable ways of getting around.

Countries that have brought in compulsory helmet laws have seen a decline in people getting on their bikes. Analysis using the World Health Organisation's tools shows that compulsory helmets in the UK would save about 12 lives a year through preventing head injuries. But an extra 250 lives would be lost through lack of exercise. Lack of physical activity costs the NHS an extra £1bn a year.