

# Social media success: amplifying your event online



## Why social media matters

Social media is an integral part of many people's lives. It's quick and efficient; it can help you spread the word to a large audience and potentially discover new interests.

## Increasing your followers

### Hashtags

- Use the #BigBikeRevival hashtag and tag Cycling UK so we can see and share your posts.
- Use 3–5 relevant hashtags. On Instagram, 5–11 is a good rule of thumb.  
Try: #BigBikeRevival #CyclingUK #FreeActivities #LearnToRide #LocalCycling

### Keep up to date

Regularly update key profile information such as contact details, event dates, and descriptions, ensuring your profiles are current.

### Share and follow

- Engage naturally with local community groups, cycling clubs, and influencers. Genuine interactions (liking, commenting, resharing) will help build an active community.
- Facebook has several built-in sharing features for pages: use the 'share' button by clicking on the three dots icon; invite friends to follow via the Community tab (mobile device only); invite engaged users to follow by clicking on post reactions.
- Cross-promote your accounts via your different social media channels.
- Ask participants and key contacts to follow your page. It is also worth asking them if they are willing to promote your page via their own channels.

## Platforms

**Facebook** is the best place to build community.

**Instagram** is all about inspiring imagery.

## FREE support to help you cycle locally



For adult beginners, improvers or returners

- Learn to ride and build confidence
- Pick up maintenance tips and skills
- Short rides on local routes
- Bike checks and safety advice

Because cycling improves wellbeing and saves money



## What to post

### Promote yourself

Promote events 2–3 weeks ahead and share highlights or participant stories after. Use Facebook Events to organise, and Instagram Stories for real-time engagement.

### Tell stories

With permission, share real stories of participants overcoming barriers, discovering cycling, or improving wellbeing – they inspire others to get involved.

### Give advice

Share practical cycling tips like basic maintenance, road safety, or choosing gear. Find advice at [www.cyclinguk.org](http://www.cyclinguk.org) – just use the search bar.

### Use images

Strong visuals boost engagement – share high-quality photos or videos of smiling faces, action shots, and diverse participants. Always get consent; see our photography guide for tips.

## When to post

Post consistently and focus on quality to keep your audience engaged and boost visibility. Here are general best practices – not strict rules:

**Facebook** – Post once a day (max twice). Consistency matters more than frequency.

**Instagram** – Aim for 2–3 feed posts per week. Optional: up to two Stories and one Reel per day if capacity allows.

#BigBikeRevival



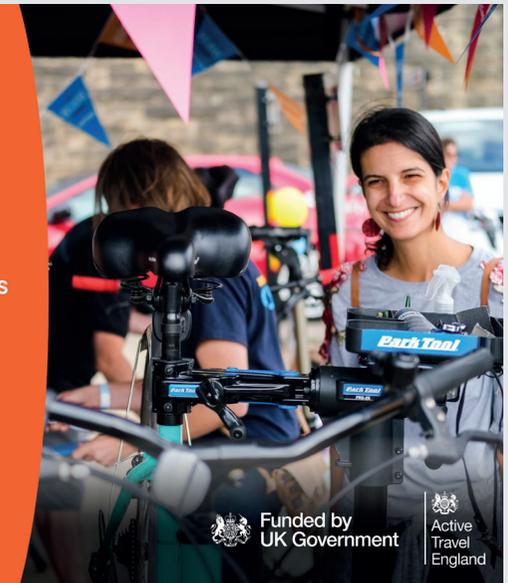
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## Advertising

Short on time? Focus on 1–2 platforms where your audience is most active. Use built-in post schedulers to plan, stay consistent, and save time – no extra tools needed.



BigBikeRevival.org.uk