

A beginner's guide to promoting group events:

# A guide to promoting your group

## 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 #RideWithUs 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: #RideWithUs #CyclingUK #LocalCycling #Cyclist

### 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.

## Stay visually connected

It's important that our groups grow with us and stay aligned in how we present ourselves. It would be great if you could update your channels with our logo to stay visually connected. Our brand guidelines are here (<https://public.skyfish.com/p/cyclinguk/2521354>) to help you use our branding effectively.



## 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.

## Other ways to promote your group

- Use your group’s publicity page on our website that can be personalised with information about your rides, events and other activities
- Write to us to get your events/rides included in CycleClips – email [publicity@cyclinguk.org](mailto:publicity@cyclinguk.org). Please note we receive many requests and inclusion isn’t guaranteed.
- Write to the editor to suggest a feature in Cycle magazine e.g. Travellers’ Tales. Email: [editor@cyclinguk.org](mailto:editor@cyclinguk.org)

## 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.

