

Cycle Friendly Places Communication kit for tourism businesses



EUROPEAN UNION
European Regional Development Fund

Let's make a better world by bike

The best way to let the world know that you welcome cyclists with open arms is to make some noise about it. To help you with that, we have developed this toolkit with practical tips on how to communicate your cycle friendliness online.

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Social media

Social media is a great way to connect to your current and potential visitors. Choose channels based on your target audience.

Read more:

[How to choose the best social media channels for your business](#)

[What to post on each social media platform](#)

A few tips:

- Facebook is great for conversations – post questions and comments to create a community.
- Instagram thrives on high-quality images that people can immediately connect to. The best Instagram posts prompt humour, so don't be afraid to do something a bit quirky.
- Twitter is great for short messages, getting a conversation or a trend going.

Social media

Content is the king of your channels. You only have seconds to grab someone's attention, solve their problem, offer something, inspire and motivate. Mix up your messages and remember to keep it fun, exciting and informative.

A few tips:

- Tell your unique personal story. Let your visitors know who is the person behind your business. Also, what is unique about your business i.e. your excellent Cycle Friendly facilities.
- Tell good news stories - use case studies or share customer feedback quotes.
- Use your channels to share key business updates like new services or products, changed opening hours, new facilities.
- Share things to see and do around your area, from local routes to events happening nearby.
- Great images can influence people's decisions before even arriving. Use inspiring photos to set the scene and show off the local character of your area.

Social media

Formula for a social media post

- Inspire: “Our three tips on how to..”, “Did you know..?” or ask a question: “If you could give one piece of advice what would it be?”
- Make it visual – use good quality photos and videos.
- Add a call to action at the end of the post with a link: “Share your...”, “Book your next stay with us...”
- Add a location to your posts where possible
- Tag others and include hashtags to increase traffic and engagement (Twitter 2-3 hashtags, Instagram up to 25). Ask your guests to tag you in their posts.

Instagram

Example of an Instagram post.

- Ask a question
- Share knowledge
- A call to action
- Relevant hashtags
- A photo that is worth a thousand words*



*Use your own photos, or photos you have the permission to use (tag the photographer)

Instagram examples



wearecyclinguk • Follow

wearecyclinguk Happy #NationalRelaxationDay!

Today is the perfect opportunity to get on your bike and enjoy the great outdoors 🍷🍷🍷 There's nothing like a bit of fresh air and exercise to help you unwind. Let us know your favourite routes for relaxing. #getoutside #wellbeing #cycling

39 likes
AUGUST 15, 2019

Add a comment... Post



wearecyclinguk • Follow

wearecyclinguk Who else missed stopping for their mid-ride coffee and carb fix during lockdown? ☕🍪🍪

Now we have the opportunity to give the amazing cycle-friendly cafés out there our support at a time when they need it most.

Nominate your favourite for #CyclistCafeOfTheYear 2020! Link in bio to vote. 🏆

137 likes
SEPTEMBER 25, 2020

Add a comment... Post

Facebook

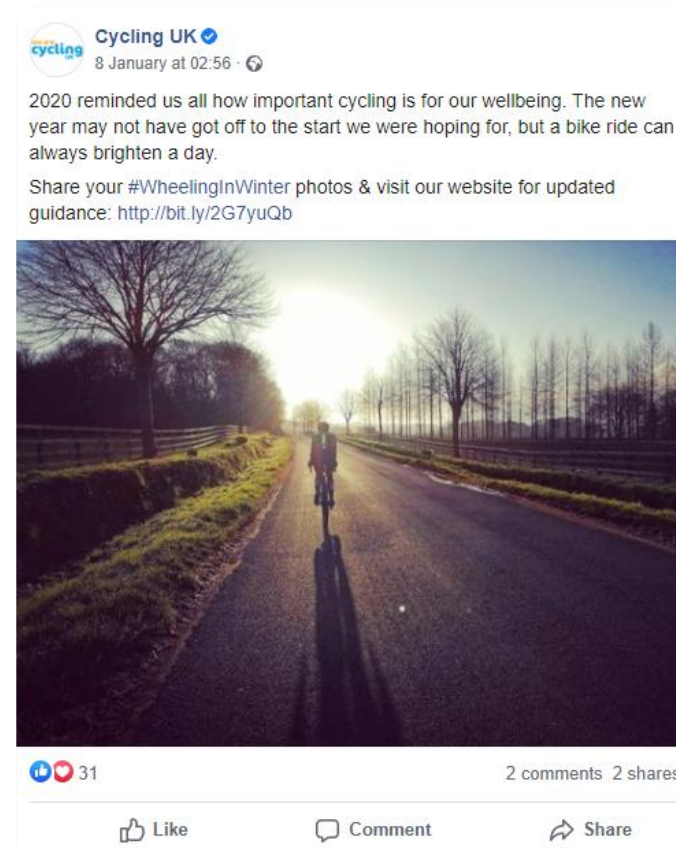
Example of a Facebook post

- Ask a question/share tips (and keep the conversation going in the comments)
- Keep it brief
- A call to action
- Insert a link
- A photo or your own uploaded video*

*Use your own photos & videos, or the one you have the permission to use (tag the owner)



Facebook examples



Twitter

Example of a Twitter post.

- Keep it brief, there's only space for 280 characters.
- Insert a link (use a URL shortener)
- Use 2-3 relevant hashtags
- A photo or your own uploaded video (tweets with images get more retweets)*
- Comment on, like and retweet other posts to encourage people to visit your profile.

*Use your own photos & videos, or the one you have the permission to use (tag the owner)



Social media

And some additional tips:

- Be consistent. Book yourself a specific day and time for social media – even fifteen minutes a week can help build your audience.
- Keep the conversation going – answer comments and engage in new conversations through hashtags to broaden your audience. Some cycling related hashtags:
[#cycling](#) [#cyclist](#) [#cyclistlife](#) [#bikes](#) [#bikelife](#) [#bicycle](#) [#cyclinglife](#) [#loveforcycling](#) [#ilovecyclin](#)
[g](#) [#wintercycling](#) [#explorebybike](#) [#keepcycling](#) [#cyclingroutes](#) [#cyclingroute](#) [#wheelinginwi](#)
[nter](#) [#cyclefriendly](#) [#cyclefriendlycafe](#) [#autumncycling](#) [#cyclistcafeoftheyear](#)
- Use emojis to break up text, as bullet points, to end the sentence, or to credit photographers. Make sure they're relevant, and don't get carried away – up to 6 emojis in a post is sufficient.

Social media

And some additional tips:

- Make sure your business pages and/or bios are optimised e.g. use of key words, name is consistent across channels, logo as a profile picture, use of a relevant high-quality cover photo (where relevant), include location, info is kept up-to-date.
- Monitor and evaluate how you are doing – what works for your audience, what kind of posts bring the most traffic, when is the best time to post.

Website

Add the Cycle Friendly Places logo on your website to let your visitors know you are recognised for a cycle friendly welcome and excellent facilities.



Website

And some additional tips:

- Highlight your Cycle Friendly facilities – secure bike storage, tools and drying facilities are must-haves for keen cyclists
- Include directions to your business by bike
- Use photos on your website that have an element of bike/cycling in it

Interreg



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France (Channel Manche) England

EXPERIENCE

European Regional Development Fund

Cycling UK is one of 14 partners collaborating to deliver innovative and sustainable new off-season tourism experiences in six pilot regions in England and France through the EXPERIENCE project. EXPERIENCE is a €23.3 million project with €16m co-financed by the European Regional Development Fund (ERDF) through the Interreg VA France (Channel) England Programme 2014-2020.

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