

Facebook 101



Aug. 21, 2013

*Presented by League of American Bicyclists
and the Alliance for Biking & Walking*



Vitals

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Breaking it Down

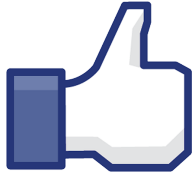
- Part One: The Basics
- Part Two: Engaging with your Page
- Part Three: Building a Community
- Question & Answer



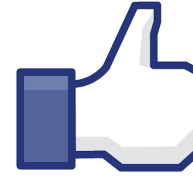
Making the Case

- Facebook is No. 1
 - Almost 75% of businesses/organizations use it
 - Nearly one in six people in the world are active users.
 - On any given day, there are 665 million active users
 - Facebook drives more action than Twitter, but less than email





Key Terms



- Timeline
- Tagging
- “Like”
- Sharing



Choosing Your Setup

- Page v. Group v. Profile
 - Page: You're an A0? Use this.
 - Group: Have a smaller, community-focused program?
Think about one of these.
 - Profile: For individuals



Image Dimensions



Part Two: Engaging with Your Page

- Toggling between accounts
- Inserting an image or video
- Tagging other people/organizations/pages
- Hashtags
- Editing a post
- Link shorteners



Creating an Event



Women & Bicycles Open House & CRAFTY NITE





Women & Bicycles Open House & CRAFTY NITE

◀ Group Events

 Join

Maybe

Decline

Event for Women & Bicycles · By Nelle Pierson

Nelle Pierson invited you.

Going (17)

 Nelle Pierson (Invited You)

 Amelia Moore

Welcome guests (16 new)

Maybe (12)



Invited (598)

 Liz Murphy

 Caitlin Dewey

 Katie Monroe

 Carolyn Szczepanski-

 **Wednesday, August 21, 2013**

 **6:00pm until 10:00pm**

 **Clear 84°F / 73°F**

 **Let's hang out and get CRAFTY!**

- Button-making
- Printmaking
- Reflectivity kits
- Helmet decorating
- or, Bring Your Own Crafts!

Even if you aren't crafty- come enjoy some libations, good food, good conversation, and guaranteed good times.





Washington Area Bicyclist Associatio...
2599 Ontario Rd. NW, Washington, District of ...
[View Map](#) · [Get Directions](#)

Rules of Thumb

- Update your page at least once a day, but not more than three or four times
- Starting a conversation will keep users engaged and coming back to your page
- Pictures, pictures, pictures!



Part Three: Building Community

- Maintain benchmarks and metrics
 - Note how many shares your posts receive
 - Check your “insights” page
 - Mark what types of topics/discussions spark the most engagement from your audience



What to Post

- Blogs
- Campaigns
- Local news
- Relevant updates from partners/organizations in the movement - make your page a hub of information





In our new report, we've compiled dozens of stats and stories that put hard numbers behind the power and impact of women bicyclists. But before we dive into the data, we knock down a few misconceptions. <http://bit.ly/1euYRoy>

10 MYTHS ABOUT WOMEN AND BICYCLING

WOMEN DON'T LIKE BIKES

82% of American women have a positive view of bicyclists. ⁽¹⁾

WOMEN AREN'T CONCERNED ABOUT BIKING IN THEIR COMMUNITIES

2/3 of American women agree: "My community would be a better place to live if biking were safer and more comfortable." ⁽²⁾

WOMEN ARE A JUST A SMALL NICHE MARKET

From 2003 to 2012, the number of women and girls participating in bicycling rose 26%, while dropping 0.5% among men and boys. ⁽³⁾ 60% of bicycle owners aged 17 to 28 years old are women. ⁽⁴⁾

WOMEN AREN'T INTERESTED IN RIDING

47% of potential cyclists in Portland, Ore., who are "Interested but Concerned" about riding a bike are women. ⁽⁵⁾

WOMEN ACCOUNT FOR VERY FEW BIKE TRIPS IN THE U.S.

Women took more than 982 million bicycle trips in 2009. ⁽⁶⁾

WOMEN DON'T BIKE TO WORK IN SIGNIFICANT NUMBERS

1.9 million women regularly commuted to work by bike in 2011. The overall number of women who bike commute grew 56% from 2007 to 2011. ⁽⁷⁾

Like · Comment · Share

172

71 people like this.

View 7 more comments



Alliance for Biking & Walking

April 25

Even just temporarily closing streets to automobile traffic is a great way to bring vitality to a community.

Thanks to a recent investment from [Performance Bike](#), three communities have launched new Open Streets initiatives. Learn more here: <http://bit.ly/YVVsb5>

Tag Photo

Add Location

Edit

Like · Comment · Share · Edit



Brett Bowman, Best Bike Zone, Clear 101.7 fm and 29 others like this.



26 shares



Write a comment...





League of American Bicyclists

August 12

Austin, Texas, ramped up its enforcement of its 3-foot passing law this past Bike Month. These types of laws have seen a dramatic increase in adoption across the country. Take a look: <http://bit.ly/13f2LIQ>



Like · Comment · Share

384

288 people like this.

View 24 more comments



Saving on public transport by using a bicycle saves between 15% and 40% for a low-income person

A protected bicycle way is a symbol of democracy.

It shows that a citizen on a \$30 bicycle is just as important as a citizen in a \$30,000 car



Alliance for Biking & Walking

February 19

"Bicycles are revolutionary machines: they construct equality. ... While cars are a means of social differentiation and exclusion, bicycles integrate people as equals. When two people on bicycles meet, they meet as human beings."

– Dr. Enrique Peñalosa, former mayor of Bogotá, Colombia in a keynote address at the [Recycle-A-Bicycle](#) Youth Summit last weekend.

For more Peñalosa wisdom, visit:

<http://bit.ly/XmZp7l>

Tag Photo Add Location Edit

Like · Comment · Share · Edit

Chad Gruber, Lena Zaarour Dagher, Lizette Chaparro and 102 others like this.

180 shares

View 3 more comments



League of American Bicyclists shared a link.

August 9 near Washington

Members of Congress are in their home districts this month. Our own VP of Government Relations put together a primer on how to make sure your voice is heard on bicycling issues.

<http://bit.ly/13MccaF>



**Meet your Rep: Join a Town Hall Meeting |
League of American Bicyclists**

bikeleague.org

Members of Congress are in their districts meeting constituents at town halls, constituent coffees or other events. All events are a great

Like · Comment · Share

3

6 people like this.



Last week, we were bracing for two possible anti-bike amendments in Congress. But thanks to the more than 8,600 emails you sent to lawmakers, our message was heard. The amendments never even made it to the floor.
<http://bit.ly/14wDF2N>



Like · Comment · Share

36

134 people like this.

View 4 more comments

Tone

- Face-to-Face
- Ask questions
- Use competition in your favor
- Be fun!





National Bike Challenge

July 30 via mobile

11 MILLION MILES! "Like" this post and we'll randomly select one of you to win a National Bike Challenge jersey!

Like · Comment · Share

11

626 people like this.

View 18 more comments



National Bike Challenge Jamie Lynn Goddard, you are our jersey winner!!! Please send us a Facebook message with your mailing address and jersey size!

July 31 at 9:25am · Like · 1



Rob Gusky Congrats Jamie Lynn!

July 31 at 1:49pm via mobile · Like



Write a comment...



4,126 people saw this post

Boost Post

Creating Shareable Memes

- Use: Photoshop, PowerPoint, InDesign, Pixlr



4-Star

The League's
Charity Navigator
rating -- four years
running.

Join or Renew:
bikeleague.org/join



Photo by Cameron Adams

BIKING & WALKING summer photo contest

Submit your best bike and walk
summer photos for a chance to
WIN a tern Link Uno folding bike!



rules + more:
<http://bit.ly/WinATern>



Questions?



Thank You!

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