



Social Media Content for Partners:

Tips and Tricks for Posting on Social Media:

- **Including your business listing web link in your message:** You can do this by searching for your business listing on OntarioByBike.ca and copying the URL and pasting it in your post.
- **Including a link to your region's "Great Places to Cycle" webpage:** To do this, visit www.ontariobybike.ca and simply click on "Great Places to Cycle" and open the webpage for your region. Copy the URL and paste it in your post.
- **Using relevant hashtags "#":** Including hashtags helps your audience find your messages when posting on either Facebook or Twitter. Consumers use these to help them search and find information on social networks. Consider using terms such as; #cycling, #travel, #tourism, #cycle, #bike, #cycling, #MTB, #Ontario, #experience, #cycletourism, #bicycle, etc.
- **Using relevant pictures:** If you have permission to use pictures with cyclists in them, include these! If you don't, reach out to your local bike store or bike club and ask if they have any images that they have permission to share. Including these in your posts makes your social media messages more engaging.

Pre-Written Twitter Posts: We've made the job easier for you to share your news about Ontario By Bike. Tweet the content below to spread the word about the Ontario By Bike Network and your business or destination! Each post has been limited to under 140 characters (with spaces) to ensure that all you have to do is cut and paste, include your business', organization's or destination's name and business listing URL and hit "Tweet"!

For individual businesses or business areas:

1. We're certified! (Location Name) is now bicycle-friendly as part of @OntarioByBike! Come say hello! #cycle #travel #Ontario (insert your business listing's link)
2. Our business is now a certified bicycle-friendly business! We are making it easier for you to explore #OntarioByBike – (insert your business listing's link) #cycle #ontario
3. Explore Ontario By Bike and visit our business! (insert your business listing's link) There is no other way to visit! #cycle #Ontario @OntarioByBike

For destinations, regions or municipalities:

4. (Municipality/Region) is part of @OntarioByBike! We have great cycling to explore! (Regional or Municipal Link - to "Great Places To Cycle" page) #travel #Ontario
5. (Municipality / Region) welcomes cyclists! We're proud to be part of @OntarioByBike promoting #Cycle #Tourism in Ontario! <http://bit.ly/1tGW1a>
6. Did you know there are over 900 certified bicycle-friendly spots in Ontario? Pick Ontario and #KeepExploring <http://bit.ly/1tGW1a>
7. What kind of cycling are you looking for? Choose from these great places to cycle in Ontario <http://bit.ly/1qghjbg> #travel #adventure #bike
8. Get out! Get Cycling! Explore @OntarioByBike and stay at certified bicycle-friendly accommodations – <http://bit.ly/1r4Kgcb>
9. Get out! Get Cycling! Explore @OntarioByBike and visit certified bicycle-friendly cafes and restaurants - <http://bit.ly/YVQMsJ>
10. Get out! Get Cycling! Explore @OntarioByBike and visit certified bicycle-friendly wineries <http://tinyurl.com/kgxtn8q> #travel #Ontario
11. Explore @OntarioByBike with any of these great bike tour companies - <http://tinyurl.com/kytlmp4> #travel #tourism #Ontario #cycling
12. Choose your own (#cycling) adventure! Ontario has great places to cycle - <http://tinyurl.com/mb3zr36> @OntarioByBike #travel #bike #tourism



Still looking for more tweets? Contact info@ontariobybike.ca to discuss social media marketing tactics and campaign ideas!

Facebook Post Ideas: We've made the job easier for you to share your news about Ontario By Bike. **We've put together some pre-crafted posts for both businesses and destinations.** Use your organizational, business or personal Facebook account to share the content below and spread the word about the Ontario By Bike Network! Consider tagging Ontario By Bike's Facebook Page in your posts, by typing @OntarioByBike. (Note: Before using the Ontario By Bike logo, make sure you're follow our design guidelines)

- 1. Content:** We're certified! (Location Name) is now bicycle-friendly and part of @OntarioByBike! Come say hello! #cycle #travel #Ontario (insert your business listing's link)
Image: Ontario By Bike Logo
Link: <http://bit.ly/1tGIW1a>
- 2. Content:** Trails, touring or paved paths? What kind of cyclist are you?
Image: Ontario By Bike Logo
Link: <http://bit.ly/1tGIW1a>
- 3. Content:** What are you doing this weekend? Get out on your bike with a few friends and explore Ontario By Bike! @OntarioByBike
Image: Picture of cyclists in any environment
Link: <http://bit.ly/1tGIW1a>
- 4. Content:** Do you know there are over 900 certified bicycle-friendly locations in Ontario? Choose your own (#cycling) adventure with these great places to cycle - @OntarioByBike #travel #bike
Image: Picture of cyclists in any environment
Link: <http://tinyurl.com/mb3zr36>
- 5. Content:** Make it a weekend-away! Explore Ontario By Bike! Stop at bicycle-friendly places to stay, eat, and visit any of the over 900 certified bicycle-friendly locations in Ontario!
Image: Picture of cyclists in any environment
Link: <http://tinyurl.com/mb3zr36>
- 6. Content:** Explore Ontario By Bike – Stop at bicycle-friendly places to stay, eat, and visit in (REGION/MUNICIPALITY NAME)!
Image: Picture of cyclists in/near your location
Link: (Use link of regional listings for your location)



**Still looking for more Facebook Post Ideas?
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