

Social Media Posts For The 2015 Cycling in Ontario Guide / Le vélo en Ontario

Facebook Posts: (also consider including a cycling image or a picture of the Cycling In Ontario Guide cover)

- (Destination Name) is featured in the bilingual 2015 Cycling in Ontario Guide (see page ##). Explore more of (DESTINATION NAME) by bike with these great cycling experiences and itineraries! From recreational and family-friendly trail and road options, to more challenging, longer road routes and technical mountain biking – Plan your 2015 (DESTINATION NAME) cycling trip today!
www.ontariobybike.ca/2015 @OntarioByBike
- Whether you're looking to explore great recreational trail rides, more challenging road routes or technical mountain biking options in (DESTINATION NAME) – see our feature section in the 2015 Cycling In Ontario Guide!
www.ontariobybike.ca/2015 @OntarioByBike
- Plan your next cycling trip in (DESTINATION NAME)! Choose from a number of options in (DESTINATION NAME) plus over 50+ cycling experiences around Ontario in the bilingual 2015 Cycling In Ontario Guide – now online:
www.ontariobybike.ca/2015 @OntarioByBike
- Choose (DESTINATION NAME) for your next cycling getaway weekend. Select one of our great cycling itineraries for your experience and style. Whether it's recreational or more experienced routes, you'll find them on Page ## of the 2015 Cycling in Ontario Guide - www.ontariobybike.ca/2015 @OntarioByBike
- World Class Trail Riding! Challenging Road Routes! Multi-Day Cycling Tours! Mountain Bike Adventures and a whole list of great cycling events! All found in the bilingual 2015 Cycling in Ontario Guide! - www.ontariobybike.ca/2015 @OntarioByBike

Twitter Posts: (140 Characters)

- (@Destination Name) is featured in the 2015 Cycling in Ontario Guide! Check page ## for recreational or experienced cyclists www.ontariobybike.ca/2015
- Discover 50+ cycling experiences in the 2015 #Cycling in #Ontario #Guide www.ontariobybike.ca/2015 # @OntarioByBike @Bonjour_Ontario #travel
- Love travelling by bike? Explore (@DESTINATION NAME) and @OntarioByBike by using the #Cycling In #Ontario Guide www.ontariobybike.ca/2015
- Plan a 2015 cycling trip (@DESTINATION NAME) with these cycling experiences and itineraries in the #CyclingInOntario Guide www.ontariobybike.ca/2015
- From rail trails to regional routes, from family friendly experiences to century rides @OntarioByBike presents www.ontariobybike.ca/2015
- Cycling In Ontario Guide now available! Explore (@DESTINATION NAME) By Bike www.ontariobybike.ca/2015 #travel #active @OntarioByBike
- #Cycling in #Ontario just got a whole lot easier! Explore 50+ cycling experiences and itineraries www.ontariobybike.ca/2015 #travel #Canada

Other social media ideas and considerations:

- Include a picture of the cover image of the publication or other cycling experiences from your destination or region
- Consider using relevant hashtags (e.g. #bike, #bicycle, #active, #adventure, #cycling, #cycle)
 - Or more general ones:
 - **#travel** – This is the most common travel hashtag and a good one for general discussion
 - **#country** – Good for travel content about a specific country for example #Canada
 - **#region** – Good for travel content about a specific region for example #Niagara
 - **#city** – Content about a city like Windsor with #Windsor, #Toronto #Ottawa – Also consider the connectivity between your destination and major cities
 - **#landmark** – Content about a popular tourist attraction or landmark (e.g. #Niagara #Escarpment #StLawrenceRiver #GeorgianBay)
 - **#TravelTuesday** – If you're tweeting or posting on Facebook on a Tuesday, use this hashtag, as it is a day of the week for travel news and deals.

