



## Friends For Life Bike Rally: Social Media Policy

### I. Purpose

- a. Define appropriate usage guidelines for Friends for Life Bike Rally social media assets.
- b. Share best practices for delivering social media messaging
- c. Guidelines for non-committee social media use
  - i. Rally representation/reputation

### II. Social Media Assets

- a. Facebook
  - i. <http://www.facebook.com/pages/Friends-For-Life-Bike-Rally/5908649959>
- b. Twitter
  - i. @F4LBikeRally (<http://twitter.com/f4lbikerally>)

### III. Acceptable Use

- a. Facebook
  - i. Bike Rally Facebook page is an open forum where any participant can post. Discussion, event promotion and engagement is both wanted and encouraged.
    1. Event organizers should utilize the Facebook page to promote their event.
    2. Because the Bike Rally Facebook page is an open forum where anyone can post, engagement between riders is key, however someone from the Media Communications Committee should make it regular practice to visit the page and respond to questions/concerns.
    3. Effective social media includes being involved with and initiating conversations. The MCC should consider initiating conversations on the Facebook page to drive engagement. (“What was your favourite part of yesterday’s training ride?”, “What has been your favourite training ride route thus far?”)
  - ii. Bike Rally driven updates
    1. Wall posts made from the Bike Rally page (representing the Bike Rally) should include Bike Rally sponsored topics such as Training Rides, Bike Rally events (Big meeting, Jersey social, etc...), seminars, clinics and the ride itself, sponsor announcements and praise.
    2. Individual or team fundraising events that have been added to the Bike Rally calendar should also be posted through the account.
      - a. The “page” can “like” other pages and link to other organizations to cross post & promote events
    3. Individual riders are also able to post directly to the Facebook page wall to endorse individual or team fundraising events.
    4. Messages can also be sent out by page administrators to members of the Bike Rally page.

- iii. Administrators (2011)
  1. Scott McEwen (Toronto, ON)
  2. Kevin Gerber (Toronto, ON)
  3. Kevin Wolfley (Toronto, ON)
  4. Mark Fisher (Toronto, ON)
  5. Carmelo Millimaci (Toronto, ON)
  6. Tim Ledger (Toronto, ON)
  7. Mark Kuznicki (Toronto, ON) (creator)
- iv. Examples

Event Announcements:

1. Bike Rally



A screenshot of a Facebook event announcement. On the left is a small photo of cyclists. The main text reads: "Friends For Life Bike Rally created an event." Below this is the event title "Friends for Life Bike Rally Cycling 101 Clinic" and the date "Saturday at 10:00" at "Kipling Subway Station Toronto, ON". At the bottom, it says "Tuesday at 21:14 · Like · Comment · Share · Invite guests".

clinic:

2. Training ride route/reminders



A screenshot of a Facebook post. It features a profile picture of Tim Ledger. The text says: "Tim Ledger Want to see the route before you ride? Checkout our new interactive maps. First training ride next Sunday April 3rd. <http://www.bikerally.org/Training-Ride-Maps/34k.html>". Below the text is a small map titled "Experience The Route" and another post snippet: "Friends For Life Bike Rally - 34km: Finch - McCowan Training Ride Maps www.bikerally.org Over 400 people embarking on a six-day 660 km Bike Rally from Toronto to Montreal in support of the Toronto People With AIDS Foundation (PWA)". At the bottom, it says "27 March at 11:27 · Like · Comment · Share".

3. Participant post/question



A screenshot of a Facebook post. It features a colorful graphic of cycling shorts. The text says: "Chris Beynon I've had to put a couple of pairs of cycling shorts to rest and I'm in the market for some new ones...What brand/style of shorts is everyone using?...Are you happy with them?". At the bottom, it says "29 March at 18:54 · Like · Comment".

b. Twitter

- i. Bike Rally Twitter handle is a closed asset and thereby posts are only those sent by MCC or PWA.
  1. Posts limited to 140 characters
  2. Twitter generally used to provide succinct updates on activity report an event/issue and/or announce an occasion/event.
  3. Ideally there is ongoing monitoring to facilitate conversations for power users (who prefer to engage rather than consume)
- ii. Acceptable Bike Rally Use
  1. Announce Bike Rally events (training rides, seminars, clinics, deadlines, milestones, news, etc...)
    - a. Request allies to retweet posts and use @mention, @f4lbikerally and #f4lbr2011 to spread the word amongst the Twitter community.

2. Announce individual and team based fundraising events that have been added to the Bike Rally calendar.
  3. "Status" based posts (reminders, on-ride updates (including retweeting Rider updates), simple statements that build excitement, reply to follower's queries, etc...)
- iii. Examples
1. Bike Rally news events
 

Check out Sherri Byer on FoQus with Deb Pearce <http://ow.ly/4ojfY>

9:26 PM Mar 28th via HootSuite
  2. Training ride route/reminders
 

Want to see the route before you ride? Checkout our new interactive maps. First training ride next Sunday April 3rd. <http://ow.ly/4nfxB>

12:29 PM Mar 27th via HootSuite
  3. Clinic / Seminar Reminders
 

[#F4LBikerally](#) Bike Maintenance & Repair Clinic this Wednesday March 9th register here <http://ow.ly/49CCa>

5:26 PM Mar 7th via HootSuite

#### IV. Effective Messaging

##### a. Facebook

- i. Facebook updates differ from Twitter updates in both style and content. A lack of character limit and the ability to include links, images, videos, etc... allow updates on Facebook to have more content and/or tell a story. Photos from training rides, Bike Rally events, seminars, clinics and the ride itself can be posted directly to the Bike Rally wall. These can be used to recognize riders, engage conversation and promote training ride, clinic and seminar participation.
- ii. The "Like" button can be a great resource for driving traffic to information and creating engagement with user social networks.

##### b. Twitter

- i. Due to the different nature of Twitter from Facebook updates, posts must be succinct, catchy and engaging.
- ii. Attention-grabbing phrases or headlines engage readers and then link to additional information (for events, seminars, etc...)
- iii. Ask Questions and create content that *engages* rather than just broadcasts.
- iv. Link to additional information using shortened URLs (bit.ly, etc...)
- v. Retweet important messages from sponsors, organizations & Participants

#### V. Social Media reminders for everyone (committee members & riders)

- a. It is important to remember that each participant of the Friends for Life Bike Rally is a representative of the Bike Rally (and PWA by extension). Your behaviour online, as well as in real life, reflects on the Bike Rally, PWA, donors, sponsors and participants. Additionally, participant and donor privacy are also a consideration that can be easily forgotten, so, while all rally participants are welcome to participate in Social Media

(and encouraged to do so- it can be very helpful with fundraising), we expect everyone who participates in online commentary related to the Bike Rally to understand and to follow these simple but important guidelines. These rules might sound strict and contain a bit of legal-sounding jargon but please keep in mind that our overall goal is simple: to participate online in a respectful, relevant way that protects our reputation.

- i. Never represent yourself or FFL Bike Rally in a false or misleading way. All statements must be true and not misleading; all claims must be substantiated.
- ii. When posting content, or responding to other's comments related to the Bike Rally, post meaningful, respectful comments — in other words, please, no spam and no remarks that are off-topic or offensive.
- iii. Use common sense and common courtesy: for example, it's best to ask permission to publish or report on conversations that are meant to be private or internal to the Bike Rally, participants or its sponsors. Make sure your efforts to be transparent don't violate donor or participant privacy.
- iv. Stick to your area of expertise and do feel free to provide unique, individual perspectives on activities during the Bike Rally.
- v. When disagreeing with others' opinions, keep it appropriate and polite. If you find yourself in a situation online that looks as if it's becoming antagonistic, do not get overly defensive and do not disengage from the conversation abruptly. Instead, disengage from the dialogue in a polite manner that reflects well on yourself and the Bike Rally.
- vi. Unless authorized, avoid fact-based statements around business aspects of PWA, Bike Rally financials, etc... General statements around funds raised, purpose of PWA and the Bike Rally (and other information found on the website) are absolutely acceptable.
- vii. Be smart about protecting yourself, your privacy and the privacy of others. What you publish is widely accessible and will be around for a long time, so consider the content carefully. Google has a long memory.

NOTE: Mainstream media inquiries must be referred to the Media and Communications Committee or PWA.

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