



Social Media for Bike Month

Use this guide to assist you with social media outreach during Bike Month!

Bicycle Stats

- 540 calories = average bicycle commuting
- 13 pounds = average person loses in first year of commuting by bike
- 66 gallons = saved by daily 4-mile bike commute
- 62 percent = bike commuting has grown since 2000
- 83 percent = Americans say that their health is #1 concern
- 28 percent = Americans inactive
- 50 percent = reduced risk of heart disease if biking 20 miles per week

Sample Tweets

- Where will you ride your bike this month? Join us!
- I love riding my bike because [_____]!
- I bike to work. It's easier than you think.
- No time for the gym? Ride your bike to work or grocery store or friend's house to get your heart pumping this #BikeMonth
- More than 80% of bike commuters say they feel healthier, less stressed. You could too!
- Average annual operating cost of a bicycle? \$300. A car? \$8,000. Save money, feel healthy.

Sample Hashtags

- #HGACmpo
- #BikeMonth
- #BikeWeek
- #WeCanBikeThere
- #BikeToWorkDay
- #BTWD

Connect with H-GAC

- Facebook - www.facebook.com/HGACmpo
- Twitter - twitter.com/HGACmpo

Sample Facebook Posts

- Whether you're riding to work or the grocery store, National Bike Month is a reminder to celebrate the unique power of the bicycle.
- Bike Month is here! What's your favorite way to celebrate cycling?
- More than 80% of bike commuters say they feel healthier & less stressed. How has biking improved your health?
- Average annual operating cost of a bicycle? \$300. A car? \$10,000. How do you spend the extra cash?
- Are you grabbing your morning coffee on two wheels this morning? What's the best thing about Bike to Work Day this year?