

Project Details – March 2021 – Bicycles

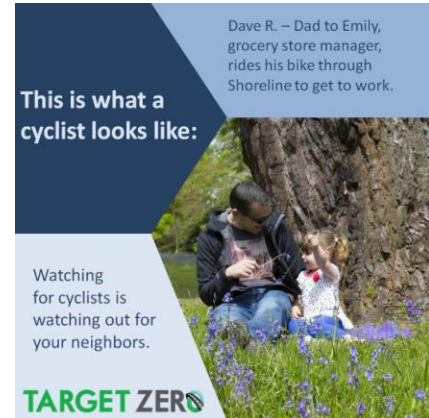
This month we're taking a two-pronged approach to messaging about cyclists. Over the course of the month of March, you'll share messages about cycling safety on your social media platforms and with your local partners.

Message Type One

- Style: Positive Traffic Safety Culture
- Purpose: Build connections between non-cyclists and cyclists

For these messages you'll use the "This is what a cyclist looks like" templates.

- Download the Powerpoint file from the section titled: "This is what a cyclist looks like" Templates.
- Find a cyclist (or cyclists) in your community who are willing to participate in the project. They'll need to be okay with using their photo and some minimal details about them. Since the goal of this message is to have non-cyclists look at cyclists as their neighbors rather than just an obstacle that slows them down on the road, I'd encourage you to get a photo of your cyclist without their bike; maybe at a location or with a person that represents their life when not riding.
- You'll likely need to crop your photo to better fit the template. As a starting point, the layout of the template is 1080 x 1080 px. If photo editing is new to you and you're using Windows 10, Microsoft has a tutorial on how to use the Photos app to edit photos: <https://support.microsoft.com/en-us/windows/edit-photos-and-videos-in-windows-10-a3a6e711-1b70-250a-93fa-ef99048a2c86>
- Replace the stock photo in the template(s) with the photo of your cyclist. (right click on the photo and choose "change picture.")
- Edit the temporary text about the cyclist (the part that starts with "Dave R." in the template) with information about your cyclist. I'd recommend including:
 - First Name and Last Initial
 - A relationship
 - A job, activity or hobby that the person participates in
 - A route or destination that the person rides bike on/to
- Once you've edited your post, you can convert it into a JPEG file so it's ready to share:
 - Select the slide you want to convert
 - Click "Save as"
 - Give your slide a file name
 - In the "Save as type:" dropdown box below the file name open the dropdown menu and select "JPEG" (It might be "JPEG file interchange format")
 - Click "Save"
 - A box will pop up that says "Do you want to export every slide in the presentation or only the current slide?" Click "Current Slide Only"
 - You now have a JPEG file that's ready to post on your social media platforms.
- Schedule the post (or posts – you can do more than one if you'd like) to your social media platforms and share with your local partners. (see below about scheduling posts)



Message Type Two

- Style: Data-centric
- Purpose: Inform drivers and cyclists about the frequency and factors in cyclist-involved crashes

For these messages you'll use the series of four infographics on bicyclist traffic fatalities.

- Download the four infographics from the section titled: Bicyclist Traffic Fatalities Infographics (there's a fifth infographic that has all of the data on one sheet, but it's too much information for one social media post. I've included it as a resource just in case you might find it useful.
- Schedule the infographics to post on your social media platforms and share with your local partners – note that they're titled part 1 through part 4 so there is an order to the posting sequence.



A note on scheduling posts:

Rather than having to remember to post your content throughout the month, you can use a tool like Hootsuite to schedule your posts. It's an efficient way to schedule multiple posts on up to three platforms (in the free version) for any time you want them to post. If you're new to Hootsuite and want to try it out, start with Alison Mitchell's tutorial in the section titled "Scheduling Posts With Hootsuite."

*One tip on signing up with Hootsuite: They'd love to sell you a professional package, so they make it kind of tricky to find the free version. If you click on the "Sign Up" button or the "Plans" tab you'll only be offered paid versions. Instead, scroll to the bottom of the page and in the "Plans" column choose "Free."

Return:

At the end of the month, take a look at the reach and responses to your messages. Did one format seem to do better than the other?