

Social media/ newsletter/ blog/ website ideas



Get the word out through your social media channels, newsletter, blog, or website.

Some suggestions for creating your own social media post or writing your own newsletter/blog/website article include:

- Feature a team or participating individual within your department, building or office with a photo and quote or mini-interview
- Feature the dean, director, or other leader on a bike along with some motivational words
- Provide “did you know?” tips about bike facilities in and near your building (e.g. showers, lockers, covered bike racks – we can help you identify some!)
- Promote bike-related classes and events

Questions or wanting feedback on another idea? Feel free to contact Elizabeth Bastian at 206-616-7493 and ebastian@uw.edu or Alice Ven at 206-616-6087 and valice@uw.edu.