

Messages for Social Media (Facebook and Twitter)

Fergus Falls Bicycle and Pedestrian Master Plan

10/01/20

Summary and Instructions

Communicating the plan's engagement opportunities through social media can greatly expand participation and reach.

The messages in this document can be used by PSC members and others to invite and expand participation for the plan.

To increase the effectiveness of social media posts, please observe the following recommendations:

- » Include an image with each post (free bike/ped images available here: www.pedbikeimages.org/)
- » Post a different message two to three times per week
- » Include one of the links below directly in your post:
 - Website: <http://www.ffbikepedplan.org/>
 - Wikimap: <https://wikimapping.com/FFBikePedPlan.html>
 - Survey: <https://www.surveygizmo.com/s3/5714000/CommunitySurvey-FFBikePedPlan>
- » Modify the message samples included below as you see fit

SAMPLE: Facebook Messages

Each message is posted individually. Recommended frequency is 2-3 times per week

Help Fergus Falls become more pedestrian and bicycle-friendly - take our 10 minute survey! <https://www.surveygizmo.com/s3/5714000/CommunitySurvey-FFBikePedPlan>

Help develop our city-wide Bicycle and Pedestrian Plan! <http://www.ffbikepedplan.org>

What can we do to make it easier to walk and bike in Fergus Falls? <https://www.surveygizmo.com/s3/5714000/CommunitySurvey-FFBikePedPlan>

We're trying to help build a vibrant walkable and bikeable community. Here's how you can help: <http://www.ffbikepedplan.org>

Did you know you can reach all of Downtown Fergus Falls in a 10 minute walk? Use our map to help us improve your new route! <https://wikimapping.com/FFBikePedPlan.html>

Walking and biking in groups helps build social connections, improves mood, and overall wellbeing. Take this quick survey to improve walking and biking in Fergus Falls! <https://www.surveygizmo.com/s3/5714000/CommunitySurvey-FFBikePedPlan>

You don't need to go to a meeting to improve walking and biking in Fergus Falls. Take our survey instead: <https://www.surveygizmo.com/s3/5714000/CommunitySurvey-FFBikePedPlan>

Where do you walk and bike in Fergus Falls? How can we make it easier? Let us know on this map: <https://wikimapping.com/FFBikePedPlan.html>

A 10 minute survey to help us improve walking and bicycling in Fergus Falls: <https://www.surveygizmo.com/s3/5714000/CommunitySurvey-FFBikePedPlan>

Show us how we can make it easier, safer, and more fun for you to walk or ride a bike in your neighborhood: <https://wikimapping.com/FFBikePedPlan.html>

We're working to make the healthy choice the easy choice. Will you help us? <http://www.ffbikepedplan.org>

Walking and biking helps lower the risk of obesity, high blood pressure, diabetes and much more! Share your ideas for improving walking and bicycling in Fergus Falls: <https://www.surveygizmo.com/s3/5714000/CommunitySurvey-FFBikePedPlan>

We're talking about how to make Fergus Falls a better place for walking and biking. Join the conversation! <http://www.ffbikepedplan.org>

SAMPLE: Twitter Messages

Each message is posted as an individual tweet. Recommended frequency of 2-3 times per week

Help develop our city-wide Bicycle and Pedestrian Plan! <http://www.ffbikepedplan.org>

We're working to build a more walkable and bikeable Fergus Falls. Here's how you can help: <http://www.ffbikepedplan.org>

Where do you walk and bike in Fergus Falls? How can we make it easier? Tell us on our map: <https://wikimapping.com/FFBikePedPlan.html>

A 10 minute survey to improve walking and bicycling in Fergus Falls: <https://www.surveygizmo.com/s3/5714000/CommunitySurvey-FFBikePedPlan>

We're working to make the healthy choice the easy choice. Will you help us? <http://www.ffbikepedplan.org>

40% of all trips in the US are shorter than 2 miles - a 10 minute ride! Tell us how to improve your route! <https://wikimapping.com/FFBikePedPlan.html>

Children should exercise 60 minutes a day. Share your thoughts to improve walking and biking near you! <https://wikimapping.com/FFBikePedPlan.html>

Help Fergus Falls become more walk and bike friendly. Share your ideas! <https://www.surveygizmo.com/s3/5714000/CommunitySurvey-FFBikePedPlan>

Walking and biking improve overall well-being. Share your ideas to improve walking and biking near you! <https://wikimapping.com/FFBikePedPlan.html>

Walking and biking helps lower health risks! Help improve walking and biking trails near you! <https://wikimapping.com/FFBikePedPlan.html>

Help Fergus Falls become the most bicycle friendly city in the US. Share your ideas! <https://www.surveygizmo.com/s3/5714000/CommunitySurvey-FFBikePedPlan>

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