



#MoveTogetherKC

Communications Toolkit from MoveTogetherKC

Toolkit Overview

May is National Bike Month and MoveTogetherKC is excited to support our partners and their initiatives. We've put together this toolkit to help your organization participate in Bike Month via social media. There is also a sample press release that you can share to promote your own bike-themed program or event, or to simply show your organization's support of Bike Month.

Think your organization doesn't "fit" with Bike Month? Think again! The benefits of riding a bike touch nearly every person and community. It can help improve mental health, physical strength, and chronic conditions such as diabetes. New advances in bike design mean more opportunities for people with disabilities to ride.

If you do not have a program or event to promote during Bike Month, consider sharing articles and resources that your social media followers and target audience would find of interest. Consider sharing these articles from AARP:

- [Bicycles Aren't Just for Kids](#)
- [Different Bikes for Different Cyclists](#)
- Share about a [program](#) that uses tandem bikes for people who are blind, have low vision, or cannot ride independently due to other disabilities.
- Link to BikeWalkKC's [online library of cycling safety videos](#) to learn about proper bike helmet fitting, rules of the road, and basic bike maintenance. Many of the videos are also in Spanish.

Please encourage your audiences and the wider community to join in the celebrations and take part in local events. Key dates include:

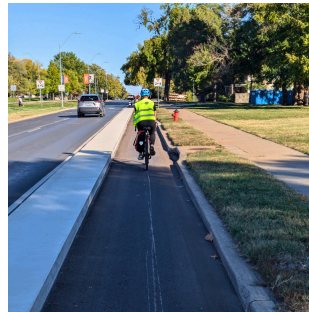
- National Ride a Bike Day on May 3rd
- Bike to School Day on May 6th
- Bike to Work Week from May 11th to 17th
- Bike to Work Day on May 15th

Here are some other ways you can engage your audience:

- **Share Your Ride:** Encourage your community to post photos or stories of their bike rides on social media using the hashtag #BikeMonthKC & #MoveTogetherKC. Highlight the beauty and benefits of cycling in your area.
- **Spotlight Local Heroes:** Feature local cyclists, advocates, or organizations that are making a difference in promoting biking in your community. Share their stories and achievements to inspire others.
- **Promote Safety Tips:** Share essential bike safety tips and resources to ensure everyone can enjoy biking safely. This could include information on wearing helmets, following road rules, and maintaining bikes.
- **Organize Group Rides:** Host or promote group rides that cater to different skill levels. This can be a great way to bring people together and introduce newcomers to the joys of biking.
- **Engage with Local Leaders:** Encourage conversations with local policymakers about the importance of continued investment in biking infrastructure. Advocate for policies that support sustainable and safe transportation options. By utilizing this toolkit and engaging with your community, we can work together to foster a culture that embraces biking and improves city life. Let's pedal towards a brighter, healthier future!

Tips for Social Media

[Click here to download social graphics](#)



Suggested posts and language



Happy Bike Month! Whether you're a pro on two wheels or just hopping on for the first time, let's grab our bikes and enjoy the ride. Share your go-to cycling routes and tag your biking buddies to get everyone in on the fun. Use #BikeMonth to connect with fellow bikers and share your stories. Have a blast cycling!



Hey there! We're pumped to back Bike Month this year! At [Your Organization's Name], we're all about encouraging healthy, sustainable, and eco-friendly ways to get around. Riding a bike is great for the planet and boosts both your body and mind.

To find events near you, head over to the Mid-America Regional Council's cycling resources at <https://www.marc.org/bike-month>.

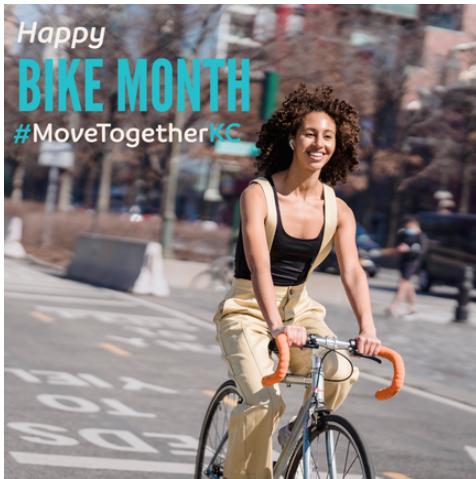


Bike Month is here! Let's team up to make our streets safer for everyone. Whether you're a seasoned cyclist or just starting out, better street conditions help us all. Join us in pushing for better bike lanes, clearer signs, and more awareness. Together, we can build a community where biking is safe and fun for everyone.

Here's how you can help:

1. Share your biking stories in your area.
2. Go to local meetings and show your support for safer streets.
3. Volunteer with groups working to improve biking infrastructure.

Let's pedal towards a safer future!



Jumpstart your fitness journey this Bike Month! Cycling is a great way to stay active and healthy. It strengthens your heart, lungs, and muscles, and boosts your stamina. Did you know that regular biking can help lower the risk of chronic issues like heart disease and diabetes? Share your progress and motivate others!

Follow and tag on each post:

@movetogetherkc (Instagram)
MoveTogetherKC (Facebook)

Hashtags:

#MovetogetherKC

General Bike Hashtags:

#BikeMonth
#BikeCommunity
#BikeAdventure
#BikeRide
#BikeCulture
#BikeChallenge

Cycling Events and Activities:

#BikeToWorkDay
#BikeToSchoolDay
#BikeTour
#BikeRace

Community and Social:

#BikeFriends
#BikeFamily
#BikeTogether
#BikeLife

Inspirational and Motivational:

#BikeGoals
#BikeStrong