



Social Media Organic Content

User Group: Equestrians

Mentions

Facebook

Partners:

- Pitkinost
- CityofAspen
- RIDE.RFTA
- rideWEcycle
- CarbondaleCO

Instagram

Partners:

- Pitkinost
- Cityofaspen
- Ride_rfta
- Ridewecycle
- carbondale

Hashtags

#SlowAndSayHello #RoaringForkValley #AspenCO #CarbondaleCO #BasaltCO
#SnowmassVillageCO #GlenwoodSpringsCO #RFTA #PitkinCounty #EagleCounty #TrailSafety
#HorseEtiquette #ShareTheTrail #RideRight #Equestrian #ColoradoHorses

Emojis



Content

Equestrians

Post 1: General/All Six Themes

Horse riders, this one's for you.

As you know, horses require special consideration from everyone on the trail. As an equestrian, you know how to make every encounter a good one. Help us keep shared pathways smooth, safe, and friendly for everyone:

- ✓ Slow Down: Pass other trail users slowly and wide. Anticipate encounters before they happen.
- ✓ Say Hello: Call out early. Your voice tells others, and your horse, that everything's okay.
- ✓ Show Up: Be visible. Be predictable. Make noise at blind turns.
- ✓ Tune In: Trust your horse's senses. Know the rules and closures before you go.
- ✓ Stay in Control: Stay calm. Know your horse's limits. Yield when it's safer.
- ✓ Leave No Trace: Pack it out. Try to keep the 🐾 off the trail.

Take the “lead” on guiding a smooth pass.

Learn more at slowandsayhello.co

Slow & Say Hello! is part of a regional safety initiative to reduce multimodal conflicts and increase safe travel behaviors on our pathways. **Thank you to our partners:**

Post 2: Slow Down

A horse can be a lot for others to take in at close range.

Pass other trail users slowly and wide. If your horse is feeling unsettled, stop and give others a chance to move farther away before you continue. On descents, manage your pace proactively and anticipate encounters before they happen.

We're all part of this community, just trying to have a good time and get to where we're going.

Learn more at slowandsayhello.co

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Post 3: Say Hello

"I'm on a horse. Please say, 'Hello!'"

Your voice helps your horse identify others as people rather than predators. Call out early, and give clear directions to other trail users on how to pass safely. You know your horse best.

And when someone yields, why not thank them? A little positive reinforcement goes a long way toward better trail courtesy for everyone, every time.

Learn more at slowandsayhello.co

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Post 4: Show Up

Hey there, equestrian. When you're on the trail, how visible and predictable can you be?

When riding on our public pathways, consider wearing bright or visible clothing, especially on trails shared with fast-moving cyclists. Call out or make noise at trail junctions and blind turns so others know you're coming. And, move and signal consistently so approaching users can anticipate your path and pace.

The more predictable you are, the more unmistakable you are.

Learn more at slowandsayhello.co

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Post 5: Tune In

Your horse hears it before you do.

Pay close attention to your horse's behavior. It will sense and hear other trail users before you do. Look ahead and behind regularly, especially on blind curves and busy junctions.

And before you head out, know the rules. Equestrian access and seasonal closures vary by location and change throughout the year.

Learn more at slowandsayhello.co

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Post 6: Stay in Control

A calm rider leads to a calm horse.

Your energy transfers directly to your horse. So, when you're calm, they feel it.

Also, understand and honor your horse's limits, and avoid trail conditions or user densities that exceed their comfort level. If approaching users need direction, ask them to move to the downhill side of the trail since horses perceive upslope objects as threats.

And if it's safer to yield than to be passed, please do so. Safety matters more than trail hierarchy.

Learn more at slowandsayhello.co

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Post 7: Leave No Trace

These are our shared spaces. Ride them like you love them.

As an equestrian, it's your responsibility to pick up your trash and any dog waste your tag-along may leave behind - every time, no exceptions.

When possible, move to the trail edge so manure lands with less impact on other trail users.

And, stay on designated paths. Cutting switchbacks or going off-trail damages habitat and accelerates erosion.

A little extra care keeps these trails beautiful for every rider who comes after you.

Learn more at slowandsayhello.co

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