

Biketober 2023 Promo Pack

# 📸 Images to Share 📸

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Use these images in the folder to create engaging posts anywhere you spread the word about the challenge, for example on Facebook, Instagram, LinkedIn, in email newsletters, local publications, and blogs. Pair the images in the folder with the pre-written social media posts below for an easy way to spread the word about Biketober.

You can also use the frames in the folder to create your own images to share!

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# 📣 One-stop-shop 📣

Looking for a quick social media post or a newsletter blurb to help get you started on promoting Biketober? Look no further. Copy some text from below and you’re done! Have some more time? Keep scrolling for many more materials!

### Newsletter / Email / Website Content

Biketober is a fun, free, and friendly biking challenge. You, your friends and co-workers are all invited to take part. The aim is simple - to get more people enjoying the benefits of riding bikes. You can ride anywhere, anytime in October to participate.

By logging your bike trips on Love to Ride or by syncing another app, you can win great prizes, like a $4,000 vacation. Plus, there are even more prizes up for grabs if you encourage other people to get involved, too.

There are so many benefits to riding a bike: from improved mental and physical well-being to a healthier planet to more affordable and efficient travel. Biketober is all about celebrating each of these benefits and sharing them with the world.

So, push those pedals, spread the bike love, and join the movement to get more people riding bikes this October! Join the fun now at bikesacregion365.net

### Social media post

 

Register for Biketober and you could win a $4,000 vacation for riding your bike! 🤘

Love to Ride’s workplace challenge is coming to the Sacramento Region and the aim of Biketober is simple - to get more people riding bikes and enjoying all the benefits that biking brings.

Everyone is invited - from total newbies to pedal-pushing pros. 🚲 And the best part? It’s completely FREE for people and businesses in Sacramento!

Register now at bikesacregion365.net

# 🚲 Information about Biketober 🚲

## What is Biketober?

Biketober has one simple mission - to get more people riding bikes and having a great time!

Riders of every level are invited to take part, and getting out there in the fresh air and encouraging others is more important than the number of miles you ride.

You can also unleash your competitive side with our fun and friendly workplace competition. Co-workers can join their workplace profile on Love to Ride and compete to earn the most points and top the local leaderboard in their size category.

The campaign is a great way to engage communities, businesses and individuals in a fun challenge that will help them meet their health, wellness, and sustainability goals.

Here’s what you need to know:

* **Everyone is invited** – from regular riders to people who haven’t been on a bike in years (or ever!)
* **Individuals only have to ride once** to go into the prize drawings and help their workplace climb the leaderboard (long enough to experience the joy of riding a bike and overcome some mental barriers to riding, and short enough to be an easy first step to taking up riding)
* **You can ride anywhere any time** – from a commute to work, to a trip to the shops, to a ride around the park
* **Earn points by riding and encouraging others** – the more points you have, the more chances you have to win prizes. Plus, the workplaces with the most points will top their local leaderboards in their size category
* **Share the love** - encouragement is at the core of Biketober, and we want people to invite their co-workers, friends, and family to take part
* **There are lots of prizes to be won** by participating and encouraging others to discover or rediscover the joys and benefits or riding a bike
* **Biketober is based on a tried and tested model** – we’ve engaged over 690,000 people worldwide, including over 160,000 new riders who report having never ridden a bike or only ridden a few times in the last year

### How does it work?

Biketober aims to meet riders where they are in their riding journey. In addition to our highly targeted communications, we also have Badges, Quick Courses, Tips articles and videos to maximize engagement and optimize behavior change outcomes.

Here’s how to take part in Biketober:

**👉** [**Sign up for Love to Ride**](https://www.lovetoride.net/mysite/signups/new?utm_medium=partner_comms&utm_source=promopack&utm_campaign=cycle_september_23&utm_content=sign_up)- you’ll answer some quick questions that assess your rider level: new, occasional or regular rider

**👉** [**Register for the challenge**](https://www.lovetoride.net/mysite/user_profiles/mine?utm_medium=partner_comms&utm_source=promopack&utm_campaign=cycle_september_23&utm_content=challenge_register) - you will receive custom emails that guide you through the challenge and connect you with resources to help you ride more

**👉 Log rides** [on your profile](https://www.lovetoride.net/mysite/user_profiles/mine#profile-log-trip?utm_medium=partner_comms&utm_source=promopack&utm_campaign=cycle_september_23&utm_content=log_ride) or using [the iOS app](https://apps.apple.com/us/app/love-to-ride-app/id1624968849) (Android coming soon). All rides will count in the challenge

**👉 Encourage others** using the [unique link on your profile](https://www.lovetoride.net/mysite/user_profiles/mine#profile-invite-friends?utm_medium=partner_comms&utm_source=promopack&utm_campaign=cycle_september_23&utm_content=invite_friends) or through the messages in your emails. If someone clicks on your link and rides, you’re automatically named as their encourager. [Find out more about encouraging here.](https://www.lovetoride.net/mysite/pages/tips_how-to-encourage?utm_medium=partner_comms&utm_source=promopack&utm_campaign=cycle_september_23&utm_content=encourage)

**👉** [**Join your workplace**](https://www.lovetoride.net/mysite/companies/mine?utm_medium=partner_comms&utm_source=promopack&utm_campaign=cycle_september_23&utm_content=workplace) to ride up the leaderboard with your co-workers

​👉 Riders can check out their progress on the individual leaderboards

👉 Once on the site, you can read user stories, share your own, set goals, and access educational content in our Learn area

### How do you win prizes?

Enter prize drawings by riding your bike and encouraging others. You’ll earn points for each ride and encouragement and one point equals one entry into the prize drawing.

There is also a tiered encourager prize drawing. The more people you encourage, the more entries you gain and the bigger the prize you can win!

At the end of the challenge, we will contact all prize winners to inform them about what they have won.

There are no prizes for workplaces, however there are certificates for the workplaces that place in the top three on the local leaderboards!

Full terms and conditions can be found on the [prizes page](https://www.lovetoride.net/mysite/prizes?utm_medium=partner_comms&utm_source=promopack&utm_campaign=bike_month_23&utm_content=prizes).

### How does the scoring work?

Individuals are riding to gain points, and workplaces compete against others of a similar size locally to earn the most points. Leaderboards can also be filtered by industry.

Riders earn points that contribute to their workplace’s score to help them climb the leaderboards.

Points are earned for every mile and day ridden and for every person encouraged to take part.

All rides earn points; for fun, fitness, to work, to the store or just for 10 minutes around a local park.

Every person who logs a ride will be entered into the drawings for amazing prizes.

1 point = 1 prize drawing entry. The more points you earn, the greater your chances are of winning prizes.

## 

## What’s in it for your city or region?

With sustainability, cost-saving, health, and wellbeing a priority for many individuals and businesses, riding a bike is a simple way to tackle many of these issues.

For cities and regions, encouraging more people to ride means fewer cars on the road, lower CO2 emissions, a reduction in fuel costs, and an improvement in the overall physical and mental health of residents.

The anonymized data gathered by Love to Ride helps local authorities discover how local people ride, and informs new and better infrastructure decisions.

Biketober provides people with a fun and engaging way to meet their wellness and sustainability goals simply by riding a bike. And for those who are new to riding or hopping on the saddle for the first time in years, Love to Ride will connect them with other riders and provide the support and guidance they need to ride with confidence.

## How will local businesses benefit?

Biketober provides a simple, effective and fun way for businesses to meet their health, wellness and sustainability goals. In addition, employees will enjoy some friendly competition while creating stronger bonds with their co-workers.

Biketober is a great team building opportunity and is offered entirely virtually. Here are all the ways a business can benefit from taking part in Biketober:



## How can we get more people involved?

There are several ways to increase participation in your local area or workplace:

* Use the posters, flyers and messages contained within this Promo Pack. Place them on notice boards, share online, or send to local individuals and groups
* Customize the assets within this promo pack to make them more relevant. For example, you could add local images to the social media frames
* Send out the messages found lower down in this document. We’ve written lots of messages about the challenge so you don’t have to
* Reach out to your HR department, sustainability lead, or someone you think could help push the campaign further
* Invite others to join Love to Ride through the [unique link on your profile](https://www.lovetoride.net/mysite/user_profiles/mine#profile-invite-friends?utm_medium=partner_comms&utm_source=promopack&utm_campaign=cycle_september_23&utm_content=invite_friends). If someone clicks it and rides in Biketober, riders automatically gain their encourager status

### How to speed up your sign-ups

Did you know there’s a super speedy way to get more people signed up for Love to Ride?

Our quick sign up link - [https://www.bikesacregion365.net/q](https://www.lovetoride.net/mysite/q) - is perfect for using at events when you want to get people set up on Love to Ride quickly and simply. They complete the full sign up process at a later date when it’s more convenient for them.

By using the quick sign up link, you’ll be helping people get their Love to Ride journey on a roll as quickly as riding down a hill with the wind behind them!

# Messages and images to help you promote Biketober

Here you’ll find pre-written messages for different audiences and platforms to help you spread the word.

## Email to workplaces

If you’re helping promote Biketober locally, send this email to local businesses to make them aware of Biketober.If you can, connect with their management, communications, HR or sustainability lead to help make the biggest impact possible.

| Subject:Biketober is coming - are you ready? |
| --- |
| Hey there,  I’m reaching out to let you know about Biketober; a fun, free, campaign from Love to Ride which encourages and supports people to ride bikes. We are encouraging all workplaces across the local area to get involved and there are **prizes** up for grabs including a $4,000 vacation!  As more workplaces and individuals are thinking about sustainability, cost-saving, health, and wellbeing, it’s a great time to promote riding a bike. Register your workplace for Biketober at [**bikesacregion365.net**](https://www.lovetoride.net/mysite?utm_medium=partner_comms&utm_source=promopack&utm_campaign=cycle_september_23&utm_content=love_to_ride) and bring your team together to work on a common goal – getting more people on bikes and riding to the top of the leaderboards.  It doesn’t matter if employees are in the office, working from home, or working full or part-time. Biketober is about getting more people riding bikes and making the choice to **switch cars for handlebars** where they can.  Workplaces that get involved with Biketober will benefit from:    **How does it work?**  Getting involved with Biketober is easy:   * Staff can register for the challenge and join your [workplace profile](https://www.lovetoride.net/mysite/companies/mine?utm_medium=partner_comms&utm_source=promopack&utm_campaign=cycle_september_23&utm_content=workplace) * It’s not about the number of miles you ride, it’s about having fun and encouraging others to discover the joys of riding a bike * Once someone has been for a ride, they [log it on their profile](https://www.lovetoride.net/mysite/user_profiles/mine#profile-log-trip?utm_medium=partner_comms&utm_source=promopack&utm_campaign=cycle_september_23&utm_content=log_ride), or the [Love to Ride app](https://apps.apple.com/us/app/love-to-ride-app/id1624968849) will do it automatically (iOS app currently available and Android coming soon) * Ride your bikes and encourage others to earn points - the workplaces with the highest number of points will top the leaderboards * There are [amazing prizes](https://www.lovetoride.net/mysite/prizes?utm_medium=partner_comms&utm_source=promopack&utm_campaign=cycle_september_23&utm_content=prizes) up for grabs to anyone that takes part, regardless of their riding experience!   Last year, 41,861 riders and 7,694 workplaces took part and we want to beat that this year. Will you get involved and help make this year’s challenge even bigger?  Love to Ride’s Biketober is funded by your local authority, which means it’s free for your workplace to take part. We want to work together to achieve our health, wellness, and sustainability goals.Find out more and register your workplace at [bikesacregion365.net](https://www.lovetoride.net/mysite?utm_medium=partner_comms&utm_source=promopack&utm_campaign=cycle_september_23&utm_content=love_to_ride).  Thanks |

## Emails to co-workers

Send these emails to your co-workers, friends, and family.For maximum impact within your workplace, why not connect with your HR, Communications or Wellbeing teams (if you have them)?

#### Before Biketober begins

| **Subject:**Want to win a $4,000 vacation for riding a bike? |
| --- |
| Hey team,  Have any of you been thinking about starting to ride a bike for fun? Or have you been considering a bike commute?  **We’re taking part in Biketober: a fun, friendly competition all about helping more people to discover (or rediscover) the joys and benefits of riding a bike. There are great prizes up for grabs (including a $4,000 vacation!) if you saddle up and ride. So, will you join us?**  We want to bring all the glorious benefits of bike riding to [workplace name]. Even a short bike ride can help to build fitness, improve mental health, improve sleep, save money and protect the planet. This October, you could also win prizes for digging your bike out of the shed and going for a spin. **Register before October 1st and you could also win an e-bike!**  To get involved, register at [bikesacregion365.net](https://www.lovetoride.net/mysite?utm_medium=partner_comms&utm_source=promopack&utm_campaign=cycle_september_23&utm_content=love_to_ride) and add us as your workplace, then you’re ready to go!  🚲 Bike anywhere, any time - it’s not about how fit you are or how far you ride  ⏱ Even a short ride around the park will enter you into the prize drawings and help us to climb the leaderboard  🥳 Encourage your friends, family and co-workers to ride  If you are new to riding a bike, or it’s been a while, there’s plenty of help on Love to Ride. From Tips articles to Quick Courses, you can upskill and get back on a bike with confidence.  Signing up could be a great opportunity to learn to ride, try a bike commute for the first time, or switch cars for handlebars more often.  Register here ➡️ [bikesacregion365.net](https://www.lovetoride.net/mysite?utm_medium=partner_comms&utm_source=promopack&utm_campaign=cycle_september_23&utm_content=love_to_ride) and don’t forget to add us as your workplace.  Let’s ride! |

#### During Biketober

| **Subject:**We’re in x position! (Use your leaderboard position to rally your riders) |
| --- |
| Hey team,  We’re in x position on the Biketober leaderboards!  Help us climb the rankings in these three simple steps:  1. Register at [bikesacregion365.net](https://www.lovetoride.net/mysite?utm_medium=partner_comms&utm_source=promopack&utm_campaign=cycle_september_23&utm_content=love_to_ride) and remember to add your workplace.  2. [Log your rides](https://www.lovetoride.net/mysite/user_profiles/mine?utm_medium=email&utm_source=promopack&utm_campaign=cycle_september_23&utm_content=promo_pack_log_ride#profile-log-trip). If you’ve forgotten any, you can go back and add them. If you’re already using Strava, connect it to your account and let them do it for you! Or you could download the Love to Ride iOS app from the app store (Android coming soon).  3. [Encourage someone else from work to join](https://www.lovetoride.net/mysite/user_profiles/mine#profile-invite-friends?utm_medium=partner_comms&utm_source=promopack&utm_campaign=cycle_september_23&utm_content=invite_friends) - the more co-workers we have riding, the more points we’ll earn and the higher we’ll climb the leaderboard. Encourage someone else to join – if they add you as their encourager you could earn up to 100 points and you’ll enter the encourager prize draw!  Want a little extra motivation? Take a look at the [Prizes page](https://www.lovetoride.net/mysite/prizes?utm_medium=partner_comms&utm_source=promopack&utm_campaign=cycle_september_23&utm_content=prizes)!    Thanks everyone and happy riding! |

#### Last week of Biketober

| **Subject:**Last chance to win BIG! |
| --- |
| Hey team,  We’re rolling into the last days of Biketober, which means it’s time to pick up the pace!  I have two questions for you:   1. Have you logged all your rides? [Log them now](https://www.lovetoride.net/mysite/user_profiles/mine#profile-log-trip?utm_medium=partner_comms&utm_source=promopack&utm_campaign=cycle_september_23&utm_content=log_ride) to earn your [prize drawing](https://www.lovetoride.net/mysite/prizes?utm_medium=partner_comms&utm_source=promopack&utm_campaign=cycle_september_23&utm_content=promo_pack) entries! 2. Do you know any other co-workers that could ride with us? There’s still time for them to register, ride, and help our workplace climb the leaderboards!   If you missed the beginning of the challenge, there’s still time to join in. Register now at [bikesacregion365.net](https://www.lovetoride.net/mysite?utm_medium=partner_comms&utm_source=promopack&utm_campaign=cycle_september_23&utm_content=love_to_ride) and get involved.    Thanks! |

## Email signature

This is an easy way to let everyone know about Love to Ride. Copy and paste the following to your email signature:

| Have you signed up for Love to Ride’s Biketober yet? Join in to get more people on bikes at [bikesacregion365.net](https://www.lovetoride.net/mysite?utm_medium=partner_comms&utm_source=promopack&utm_campaign=bike_month_23&utm_content=love_to_ride) |
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## Intranet / blog / press release

The following text can be used in any space where you can share something a bit longer. Feel free to edit it to suit where you are posting it and add your business name where the text says [workplace name] – use the find and replace function to make it super-fast!

| **Let’s get more people riding bikes for Biketober!**  We actively encourage and support more people to ride bikes, and that’s why we’re registered for Biketober, which is hosted by Love to Ride. Whether our employees are regular riders, or haven’t ridden in a while (or ever), we want them to feel empowered to ride more.  **At a time when environmental issues, wellness, and money saving are an important factor for many, there has never been a better time to ride a bike.**  Last year, 41,861 riders and 7,694 workplaces worldwide took part in Biketober, and this year we’re hoping to push those numbers even higher!  **What is Biketober?**  It’s a fun bike challenge open to all, with a bit of friendly competition for workplaces, too. Staff ride their bikes and encourage others to earn points, and the workplaces with the most points will top the leaderboards. There are lots of prizes up for grabs for individual riders including a $4,000 vacation!  **What if you’re new to riding?**  To join the challenge, it doesn't matter if you ride every day or if you haven't been on a bike in years. The folks at Love to Ride are behavior change experts who have refined their approach by helping people worldwide get into biking. Love to Ride has lots of resources to help people ride out with confidence, including a range of Tips articles and Quick Courses.  **There are so many benefits to be enjoyed from riding a bike**, and Biketober is about embracing each and every one of them, such as:  ⚡️ Supercharged physical health – even a short bike ride will boost your immune system, improve cardiovascular health, and help you live longer  🧠 Improved mental health – riding a bike is a mindful activity that promotes the release of endorphins and can reduce the causes of depression  🧡 Reduced stress and anxiety - biking can calm the mind, improve self-confidence, and elevate your mood  🌍 Protecting the planet – reduce your carbon footprint by leaving the car at home  💰 Saving money – cut down on transport costs and car maintenance  **Getting involved with Biketober is easy,** just go to [bikesacregion365.net](https://www.lovetoride.net/mysite/signups/new?utm_medium=partner_comms&utm_source=promopack&utm_campaign=cycle_september_23&utm_content=sign_up) to create your free profile and [register for the challenge](https://www.lovetoride.net/mysite/user_profiles/mine?utm_medium=partner_comms&utm_source=promopack&utm_campaign=cycle_september_23&utm_content=challenge_register). There’s a Love to Ride app for iOS, too (Android coming soon)! It’s available [to download here](https://apps.apple.com/us/app/love-to-ride-app/id1624968849).  Once you’re signed up, you can log your bike rides, invite friends, learn new bike skills, and set riding goals - all at the click of a button!  **Elevate your energy, axe your anxiety, protect the planet, and heighten your happiness with Love to Ride!**  Sign up at: [bikesacregion365.net](https://www.lovetoride.net/mysite/signups/new?utm_medium=partner_comms&utm_source=promopack&utm_campaign=cycle_september_23&utm_content=sign_up) |
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## Short messages

These short and sweet messages are perfect to share via text message or drop into a Whatsapp, Slack or Teams conversation. Just copy, paste, and send. Easy!

| **For the one who loves talking about bikes** | Hey, have you heard about Biketober? It’s all about rewarding people for riding their bikes and I’ve just registered – come and join me! All you have to do is register at [bikesacregion365.net](https://www.lovetoride.net/mysite?utm_medium=partner_comms&utm_source=promopack&utm_campaign=cycle_september_23&utm_content=love_to_ride), log your bike rides this October, and we could win amazing prizes including a $4,000 vacation! |
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| **For your best biking buddy** | Did you know we could win prizes for riding our bikes and inviting people to ride with us this October? Register for Biketober at [bikesacregion365.net](https://www.lovetoride.net/mysite?utm_medium=partner_comms&utm_source=promopack&utm_campaign=cycle_september_23&utm_content=love_to_ride) and let’s spread our love of bikes far and wide (and win prizes as we go)! |
| --- | --- |

| **For a rider who needs a little motivation** | 🚲 Do you want to ride more? Or try a bike commute for the first time? Well, this October could be the perfect time to start. Register for Love to Ride’s Biketober and you could win prizes just for giving biking a try! Love to Ride provides lots of tips and encouragement to ride, and there’s a top prize of a $4,000 vacation! Register now at [bikesacregion365.net](https://www.lovetoride.net/mysite?utm_medium=partner_comms&utm_source=promopack&utm_campaign=cycle_september_23&utm_content=love_to_ride) |
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| **For a new/non rider (soon to be your best biking buddy)** | Want to know a cheap method for improving your health and fitness, giving your mood a big boost, helping you live longer, saving you money, AND protecting the planet? 🤯 Riding a bike!  But that’s not all. This October you could also win amazing prizes for riding your bike! Register for Biketober at [bikesacregion365.net](https://www.lovetoride.net/mysite?utm_medium=partner_comms&utm_source=promopack&utm_campaign=cycle_september_23&utm_content=love_to_ride) and you’ll receive help and support to ride more. Let’s roll… |
| --- | --- |

| **For someone with a bike at the back of the shed** | Hey, I know you’ve got a bike somewhere. How about getting it out and preparing for a bit of bike riding this October? Biketober is coming and we could win prizes like a $4,000 vacation just by going for a ride! I’ve registered and I’d love for you to come join me (it’s free)! [bikesacregion365.net](https://www.lovetoride.net/mysite?utm_medium=partner_comms&utm_source=promopack&utm_campaign=cycle_september_23&utm_content=love_to_ride) |
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| **For the bike fanatic** | Hey, I know you love riding your bike so I thought you might like to check out Biketober. It’s a fun and free challenge where you can compete on a number of leaderboards and win prizes. Register now at [bikesacregion365.net](https://www.lovetoride.net/mysite?utm_medium=partner_comms&utm_source=promopack&utm_campaign=cycle_september_23&utm_content=love_to_ride) |
| --- | --- |

| **For someone who needs a little encouragement to ride** | Hey, if you’ve been thinking about riding a bike more, Biketober is for you. It’s a fun, free, and friendly challenge that rewards people for getting out on their bikes and giving biking a go. There’s also a pretty big online community of riders who are super friendly and encouraging! I’ve got a profile and I’d love you to join me. Register at [bikesacregion365.net](https://www.lovetoride.net/mysite?utm_medium=partner_comms&utm_source=promopack&utm_campaign=cycle_september_23&utm_content=love_to_ride) |
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| **For the one who loves a mystery** | Join me for Biketober! Riding a bike can help:  💪 Supercharge your health and fitness  😌 Reduce anxiety  😁 Improve your mood  🌳 Reduce CO2 emissions  💰 Save you money  Register for free at [bikesacregion365.net](https://www.lovetoride.net/mysite?utm_medium=partner_comms&utm_source=promopack&utm_campaign=cycle_september_23&utm_content=love_to_ride) |
| --- | --- |

| **For your biking buddy who doesn’t ride for transportation (yet!)** | I’ve decided to transform my travel. No more traffic jams, lots more fresh air and exercise, and more fun! I’ve registered for Biketober and I’d love you to join me. Together we can ride our bikes and win amazing prizes for our efforts. Are you in? Register here ➡️ [bikesacregion365.net](https://www.lovetoride.net/mysite?utm_medium=partner_comms&utm_source=promopack&utm_campaign=cycle_september_23&utm_content=love_to_ride) |
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## Social media posts

Sharing about Biketober on social media is super simple. Copy and paste the text below – there are even [images ready to roll](https://drive.google.com/drive/folders/1bo_bnUZVBJ77-vUbdX7MwjZjuzuYkD8P), too. We’ve done the hard work so you don’t have to. 😃

Want to share your own images? Go for it! People love seeing local landmarks and faces. There are empty frames in the Promo Pack that you can add images to using your go-to software. [Canva.com](https://www.canva.com/) is a great free option for simple design work!

[](https://drive.google.com/drive/folders/1bo_bnUZVBJ77-vUbdX7MwjZjuzuYkD8P)

Jump to:

[Facebook and Instagram posts](#_wxiixvq8jmr)

[Twitter posts](#_27iq1aq5e8c)

[LinkedIn posts](#_po08y6yvua21)

### Helpful social media tips

BikeSacRegion365’s main channels are Facebook ([facebook.com/bikesacregion](http://facebook.com/bikesacregion365)) and Instagram ([@bikesacregion365](https://www.instagram.com/bikesacregion365)). Please follow and tag us so we can stay up to date and share your stories!

**Here are some of our top social media tips:**

* Always include the URL [bikesacregion365.net](http://lovetoride.net/mysite) and a call to action, like “register now!’
* Always use an image or video. We have provided some for you but also feel free to make your own
* Amplify your reach by tagging relevant local feeds with large audiences and don’t be shy: direct message influential local feeds and ask them to repost your content
* Keep it short and sweet with some emojis 👌
* For Twitter and Instagram, always use the hashtag #Biketober and #LoveToRide. Where appropriate, you can use another hashtag too, e.g. #MondayMotivation #FromWhereIRide #OutsideIsFree etc.

The next few pages have social media posts **ready for you to copy and paste.**

### 

### Facebook and Instagram posts

[Choose an image from here](https://drive.google.com/drive/folders/1bo_bnUZVBJ77-vUbdX7MwjZjuzuYkD8P) to pair with one of the posts below to share on your social media channels!

[](https://drive.google.com/drive/folders/1bo_bnUZVBJ77-vUbdX7MwjZjuzuYkD8P)

#### 

#### Before Biketober begins

Biketober is coming! 🥳 It’s time to pump up those tires and get pumped for a month filled with awesome bike rides. Register before October 1 and you could win an e-bike! So what are you waiting for? Go register for 🆓 right now at bikesacregion365.net

–

🐥 Early bird gets the worm and goes into the prize drawing to win an e-bike! Register for Biketober before October 1 to be in with a chance of winning. Visit bikesacregion365.net to join the fun.

–

What tips would you give to someone new to bike riding❓ Share them in the comments and let’s help more people build their bike confidence ahead of Biketober!

Registration is now open and everyone is welcome - from new riders to pedaling pros. Earn entries into the prize drawings by riding your bike and encouraging others to get involved! Register for free (it takes less than 30 seconds) at bikesacregion365.net

–

🚲 Do you want to switch cars for handlebars more often? Register for Biketober and you could win prizes just for riding your bike. There’s so much up for grabs, including a $4,000 vacation! Register now at bikesacregion365.net

–

📣 WIN PRIZES JUST FOR RIDING YOUR BIKE!

Now we’ve got your attention, join Love to Ride’s Biketober for FREE and win prizes for riding your bike and encouraging others. 🥳 What’s the catch? There isn’t one! This October, it’s all about getting more people riding, smiling, and winning prizes. Simple! bikesacregion365.net

–

One of the best things about Biketober is helping others to discover the joys and benefits of riding a bike. 😊

Invite more people to ride in the challenge using the unique link from your Love to Ride profile. Not only will you get a warm fuzzy glow from the knowledge you helped spark someone’s bike passion, ⚡️but you could go into the encourager prize drawing too!

Find your unique invite link here: [https://www.bikesacregion365.net/user\_profiles/mine#profile-invite-friends](https://www.lovetoride.net/mysite/user_profiles/mine#profile-invite-friends)

–

Where will [workplace name] end up on the leaderboard? Only time will tell. 🏆

The more people that ride their bike during Biketober, the higher we’ll climb on the leaderboard. So register, invite your co-workers to join in, and let’s get ready for a bit of fun and friendly competition. Register at bikesacregion365.net

–

[Workplace name] is riding in Biketober! 🚴‍♀️🚴 We’re hoping to get more people riding than ever before so that we can top the leaderboards. From bike commutes to a ride around the park, we’re encouraging all our staff to give it a go (and maybe win prizes too!). Register now and join our workplace at bikesacregion365.net

–

Where would you travel if you won $4,000 to spend on a vacation of your choice? 🏖

Register for Biketober and you could win amazing prizes just for riding your bike and encouraging others to do the same. Register at bikesacregion365.net

–

🗓 Only one week to go until Biketober! Register before October 1 and you automatically enter the early bird prize draw for an e-bike! Register now at bikesacregion365.net and get ready for a great month filled with wonderful bike rides.

#### 

#### During Biketober

Where’s your favorite place to ride your bike during Biketober? 🤩 Take someone else along for the ride and you could help spark bike joy that lasts a lifetime. Invite friends using the link in your profile and you’ll be named as their encourager: [https://www.bikesacregion365.net/user\_profiles/mine#profile-invite-friends](https://www.lovetoride.net/mysite/user_profiles/mine#profile-invite-friends)

–

Are you using the Love to Ride iOS app yet? 🤳 It will log all your Biketober rides automatically and ensure you don’t miss a single prize drawing entry. Download it now from the app store: <https://apps.apple.com/us/app/love-to-ride-app/id1624968849>

📣 The Android app is coming soon!

–

Keep logging those Biketober rides! 🚲 The more days you ride, the more chances you have to win a $4,000 vacation! Log your rides on your profile at bikesacregion365.net

–

Biketober FAQs - answered! 👇

🪵 How do I log my rides? You can do so on your profile or by connecting an app like Strava or the Love to Ride iOS app.

📱 How do I connect an app? Go to your Love to Ride profile. At the bottom right of the ‘Add a ride’ box, select ‘Click here to log rides automatically!’ and choose your preferred app.

💚 How do I encourage someone? Invite someone to join Biketober using the unique link on your profile (Invite friends > Copy link). Or, the person you encouraged can name you as their encourager by using the link below their picture on their profile.

🏣 How can I join my workplace? Go to your profile and click the ‘Join a workplace’ link under your name. Select your workplace from the list, or create the profile yourself.

You can find more information at bikesacregion365.net

Happy riding!

–

Have you got a favorite Biketober ride photo? 📸 Share it on Love to Ride and you could inspire countless more people to ride. Now wouldn’t that be something?

bikesacregion365.net/stories

–

Any kind of ride counts in Biketober, from a commute to work, to a ride around the park. 😃 All you have to do to earn your prize drawing entry is log it on your profile 👉 bikesacregion365.net

#### Towards the end of the challenge

Woah! 🤯 Riders in [local area / workplace name] have already ridden [miles found on homepage / profile] miles in Biketober! How many more can we clock up before the end of the month? Keep logging your rides at bikesacregion365.net

–

❓ Did you know, you can back-log all your October bike rides, even if you’ve only just registered for Biketober? Register now and gain your well-deserved prize drawing entries. 🪵 Log your rides at bikesacregion365.net

–

It’s the final day of Biketober! 🏁 Don’t miss out on the opportunity to win a $4,000 vacation. There’s still time to hop on your bike and get one final ride in. You never know, it could be a winner! 🏆

bikesacregion365.net

### Twitter

#### Before Biketober begins

🐥 Early bird gets the worm and goes into the prize drawing to win! Register for #Biketober before Oct 1and you could win a $4,000 vacation. Visit bikesacregion365.net to join the fun.

–

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–

The best thing about #Biketober is helping others discover the joys of riding. 😊 Invite more people to ride using the link from your profile and enter the encourager prize drawing too!

https://www.bikesacregion365.net/user\_profiles/mine#profile-invite-friends

–

[Workplace name] is riding in #Biketober! 🚴‍♀️🚴 We’re hoping to get more staff riding than ever before so we can top the leaderboards. Want to take us on? Register at bikesacregion365.net

–

Where would you travel with $4,000 to spend on the vacation of your dreams? 🏖 Beach? Mountains? #Bikepacking? Register for #Biketober and you could win prizes for riding your bike and encouraging others!

bikesacregion365.net

–

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–

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–

It’s the final day of Biketober! 🏁 Don’t miss out on the opportunity to win great prizes. There’s still time to hop on your bike and get one final ride in. You never know, it could be a winner! 🏆

bikesacregion365.net

### LinkedIn

*Tag your partners, clients, colleagues or other businesses at the end of your post to get more people involved with Love to Ride. You can choose to use the provided images or create your own with the frames provided.*

Can you remember the first time you rode a bike? Maybe you were a kid, or perhaps it made you feel like a kid again. 😁 Biketober is returning and we’re encouraging as many of our staff as possible to get involved to discover (or rediscover) the joys of riding a bike.

The more people we can get on their bikes, the higher we’ll climb the leaderboard! We can’t wait for the competition to begin.

If you want to register and take us on (we dare you!) you can head to bikesacregion365.net.

Don’t forget to have all staff join your workplace profile to make sure their rides count towards your leaderboard position!

–

So it turns out we have a competitive streak. We’re signed up for Biketober and we’re not resting until we top the leaderboards and WIN! New and regular riders alike are invited to take part, because it’s not about how far you ride, it’s about taking part.

Riding a bike has so many benefits! It:

⚡️ ​​Supercharges your mental and physical health

💰 Saves money on travel

🌍 Protects our planet by reducing carbon emissions

🏆 Brings out your competitive side, apparently

Register your workplace and join us in this fun, friendly competition at bikesacregion365.net

–

Could you swap your car / bus / subway seat for a bike seat? Why not give it a go for Biketober?

🚲 If you’ve been pondering trying a bike commute, this October could be the perfect time to switch cars for handlebars! [workplace name] is registered and we’re excited to try and increase our riding levels as we battle our way up the challenge leaderboards. Who knows, maybe we’ll win prizes, too. 🤞

Register for free at bikesacregion365.net and let’s help make the world more pedal-powered 🥳

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📣 Attention all aspiring bike commuters! Biketober is coming and you could win a $4,000 vacation simply by riding your bike. No bike experience necessary! Regular riders and newbies alike are invited to take part - all you have to do is hop on a bike and go for a spin.

As many of us try to make choices that benefit our health and the health of the planet, switching cars for handlebars is a great way to make a difference. This year, why not use Biketober to gear you up for pedal-powered greatness? We’re encouraging everyone at [workplace name] to get involved with the aim to do something amazing for ourselves and our planet. Come join us!

You can register for free at bikesacregion365.net