



BICYCLE SECOND LINE SOCIAL MEDIA AMBASSADOR

Thank you for being a Bike Easy Bicycle Second Line Social Media Ambassador!

First things first; follow us on social and share our pages with friends.

<https://www.facebook.com/BikeEasy/>

<https://twitter.com/BikeEasy>

Instagram: @bikeeasy

Here are the quick and easy steps to help us promote Bicycle Second Line:

1. Download Facebook/Twitter cover photo images.
2. Anytime during the week leading up to Bicycle Second Line, post our suggested posts on social media.
3. Share the videos and pictures being shared on the Bike Easy <https://www.facebook.com/BikeEasy/>, <https://twitter.com/BikeEasy>, and Instagram.
4. Let people know how your krewe will be dressing up!
5. Share the Bicycle Second Line event page.



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Social Media Material: use the sample media messages below or create your own!

Save the date (5/1 - 5/20)

Save the date for the Bicycle Second Line with @bikeeasy, May 20th! Learn more at <https://www.facebook.com/events/189560204993906/>

Help me celebrate 15 years of @bikeeasy 's work for easy, safe, and fun bicycling for everyone in Greater New Orleans! The Bicycle Second Line is May 20th. More details at <https://www.facebook.com/events/189560204993906/>.

The @bikeeasy Bicycle Second Line is coming up May 20th! Meet me in City Park at 10 am for a slow-paced, family-friendly 10-mile ride. Look for me and my krewe dressed up as _____ . <https://www.facebook.com/events/189560204993906/>

Tomorrow is the Bicycle Second Line (5/19)

Tomorrow is the @bikeeasy Bicycle Second Line, a family-friendly 10-mile ride starting in City Park and ending at Second Line Brewing. @bikeeasy is celebrating their 15 year anniversary and dressing up. Look for my krewe our theme is _____. See you there! <https://www.facebook.com/events/189560204993906/>

I'm celebrating @bikeeasy 's 15th anniversary tomorrow with the Bicycle Second Line! My krewe is dressing up as _____. We're meeting in City Park for 10 am registration and ride rolls at 11 am. There is more info here <https://www.facebook.com/events/189560204993906/>.



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Bicycle Second Line (5/20)

I'm heading to City Park for the @bikeeasy Bicycle Second Line! Registration is at 10 am and the ride will roll at 11 am. This is a family-friendly 10-mile ride that will end at Second Line Brewing for an after party. Here's how I'm dressing [insert pic]. <https://www.facebook.com/events/189560204993906/>.

Meet me in City Park at 10 am to register for the Bicycle Second Line! We're celebrating the 15th anniversary of @bikeeasy and dressing up for the occasion. Here's my krewe's theme [insert picture] <https://www.facebook.com/events/189560204993906/>.