

Using social media for cycle campaigning

Shaun McDonald @smsm1
Cycle Ipswich - 25 February 2015

Harry Leslie Smith

- 92 years old
- Written a book about austerity
- Regularly uses Twitter

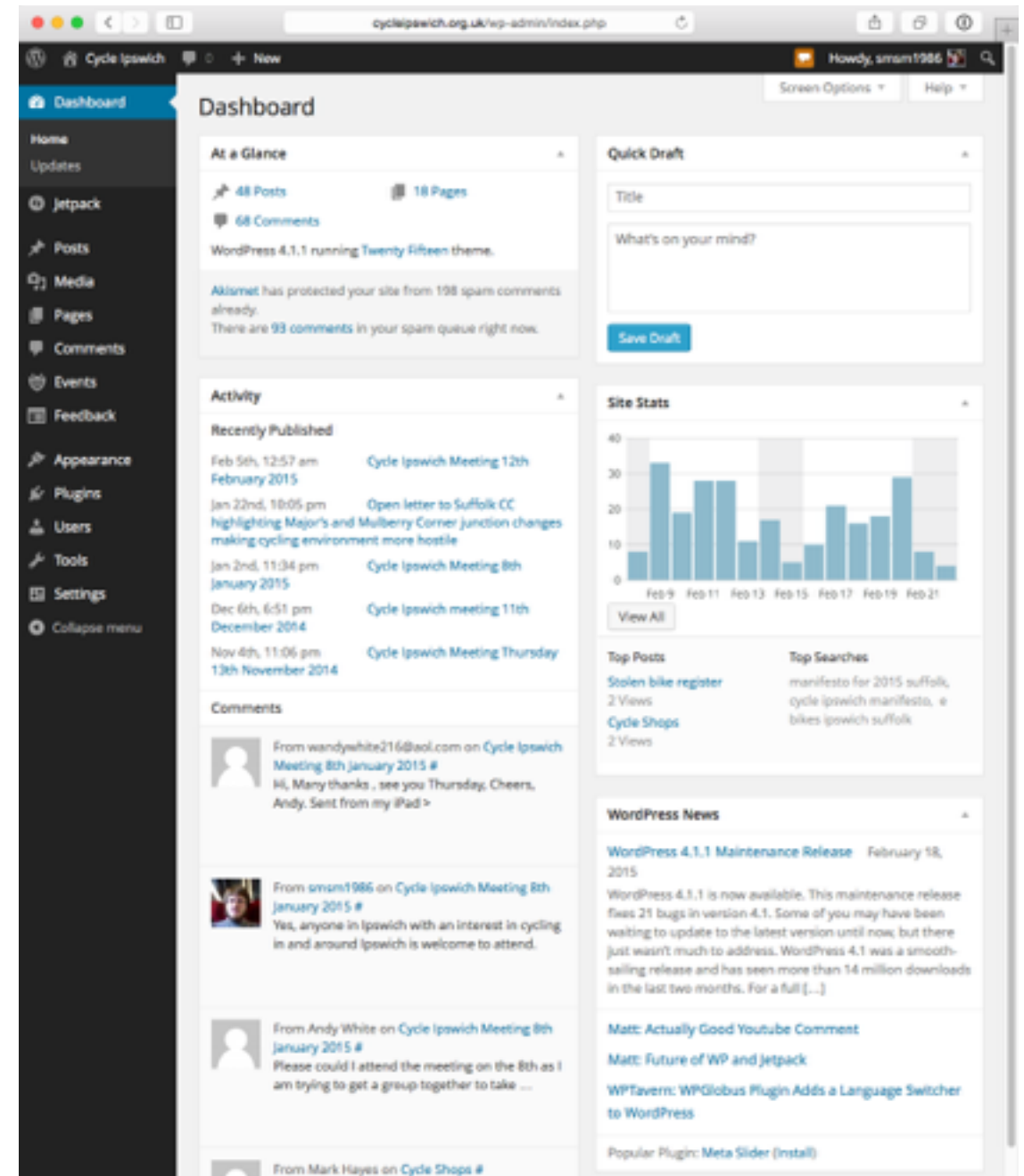


Social Media

- WordPress – Cycle Ipswich website/Blog
- Facebook – Groups and sharing
- Twitter – 140 character messages and images
- Cyclescape – Cycle campaigner toolkit

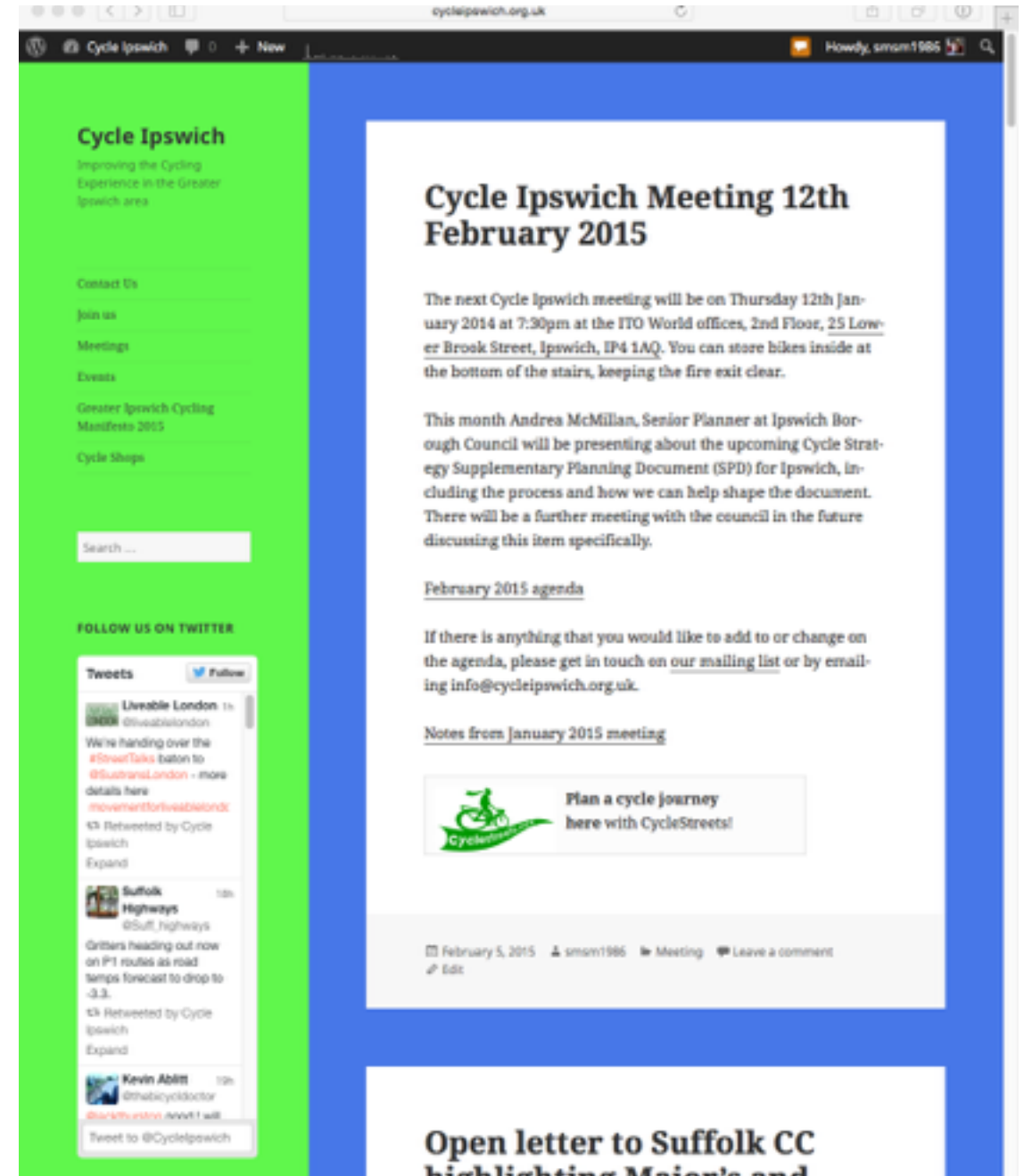
What is WordPress?

- Blogging platform
- Functionality expanded to be more like a content management platform
- Used for the Cycle Ipswich website
- Ideal for your own blog when writing longer items than Facebook or Twitter allow



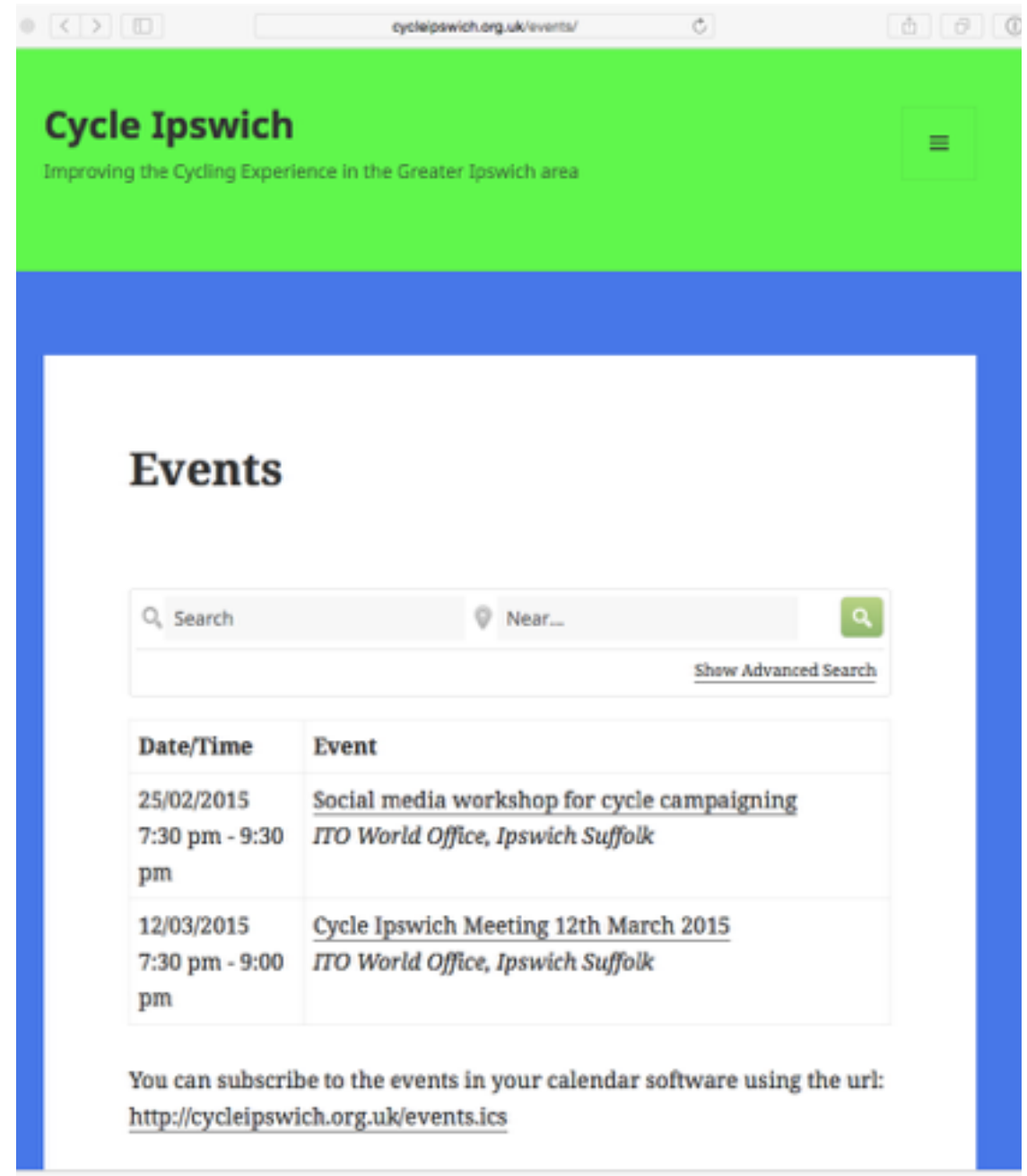
Cycle Ipswich Website

- You can login and create blog posts, events etc.
- Create a draft post/page/event before publishing or making ready for review.
- Can schedule publishing for a future date.
- Can use your wordpress.com login so there isn't another username and password to remember.
- Mobile friendly!



Events

- Newly added plugin
- Can easily add events, including optionally booking places
- Event location support
- Calendar sync support



The screenshot shows a web browser window with the URL cycleipswich.org.uk/events/. The page has a green header with the text "Cycle Ipswich" and "Improving the Cycling Experience in the Greater Ipswich area". Below the header is a blue navigation bar. The main content area is white and titled "Events". It features a search bar with a magnifying glass icon, a "Near..." dropdown menu, and a "Show Advanced Search" link. Below the search bar is a table with two columns: "Date/Time" and "Event". The table lists two events: one on 25/02/2015 from 7:30 pm to 9:30 pm titled "Social media workshop for cycle campaigning" at the ITO World Office, Ipswich Suffolk, and another on 12/03/2015 from 7:30 pm to 9:00 pm titled "Cycle Ipswich Meeting 12th March 2015" at the ITO World Office, Ipswich Suffolk. At the bottom of the page, there is a text block stating: "You can subscribe to the events in your calendar software using the url: <http://cycleipswich.org.uk/events.ics>".

Cycle Ipswich
Improving the Cycling Experience in the Greater Ipswich area

Events

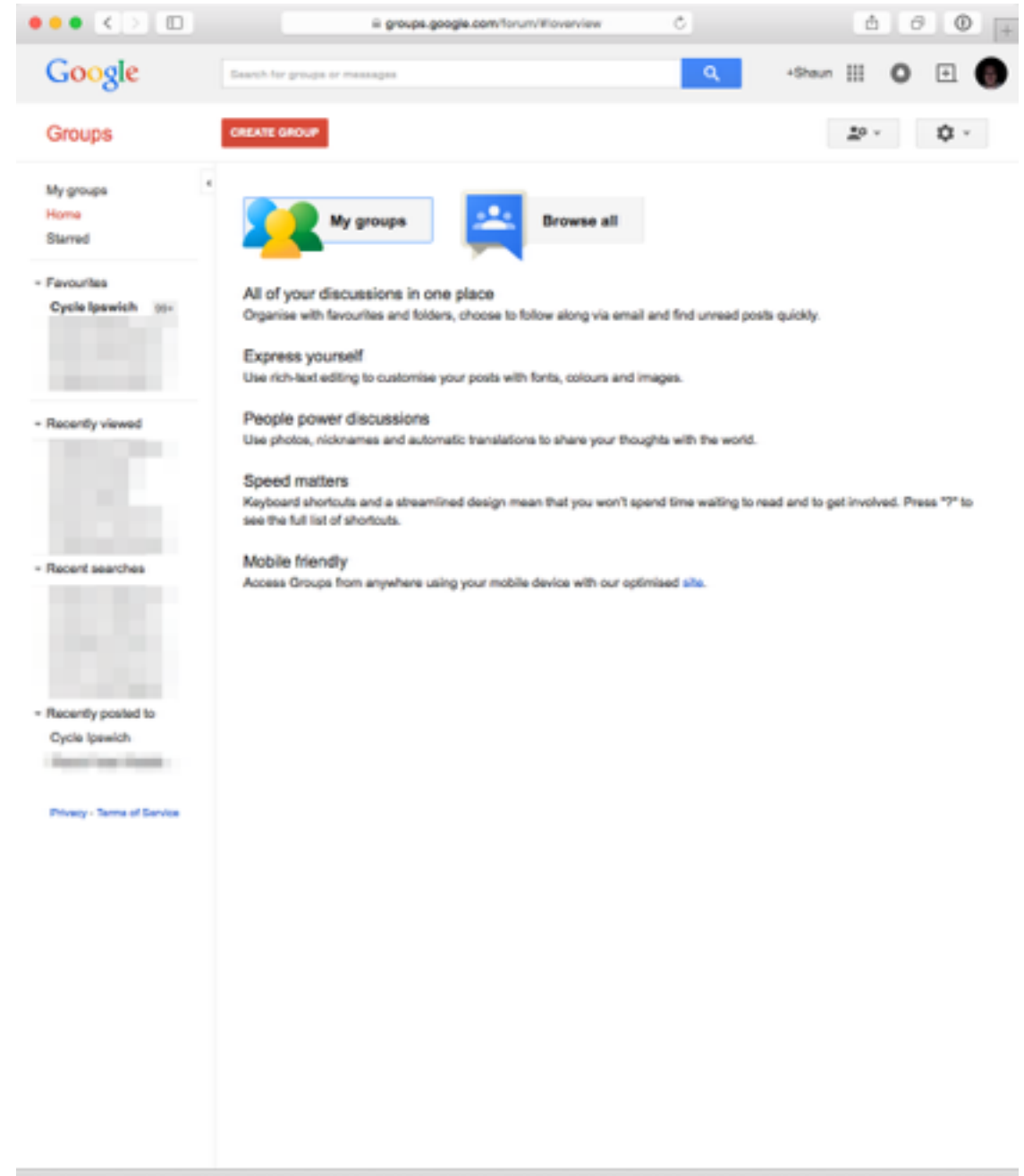
Search Near... [Show Advanced Search](#)

Date/Time	Event
25/02/2015 7:30 pm - 9:30 pm	Social media workshop for cycle campaigning ITO World Office, Ipswich Suffolk
12/03/2015 7:30 pm - 9:00 pm	Cycle Ipswich Meeting 12th March 2015 ITO World Office, Ipswich Suffolk

You can subscribe to the events in your calendar software using the url:
<http://cycleipswich.org.uk/events.ics>

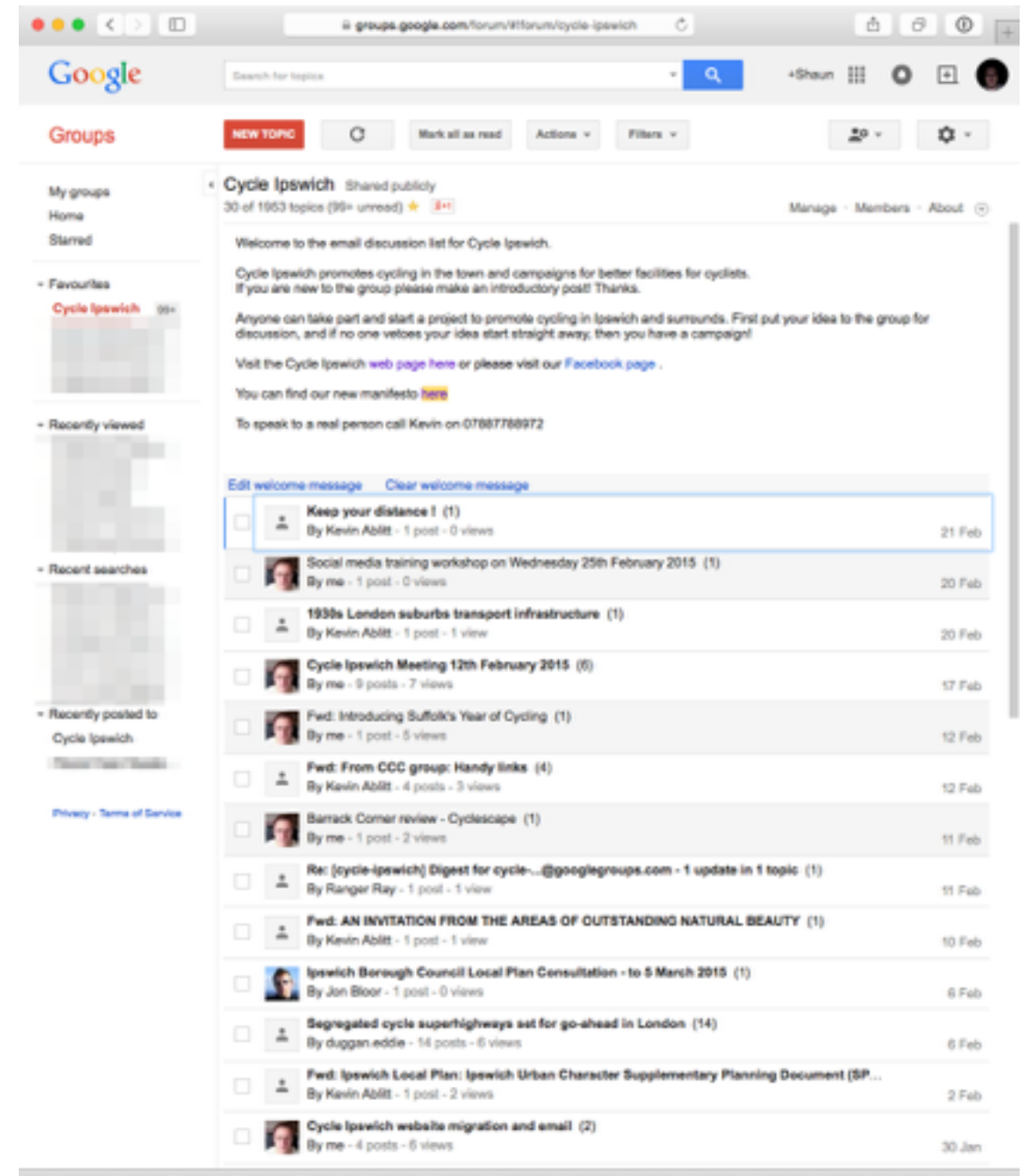
Google Groups

- A mailing list with a web interface
- Messages grouped by thread
- Individual emails or digest
- Bad practice to reply to a digest email – better to use individual emails or go to the web interface to reply
- Filter your email from the mailing list into a folder



Cycle Ipswich Google Group

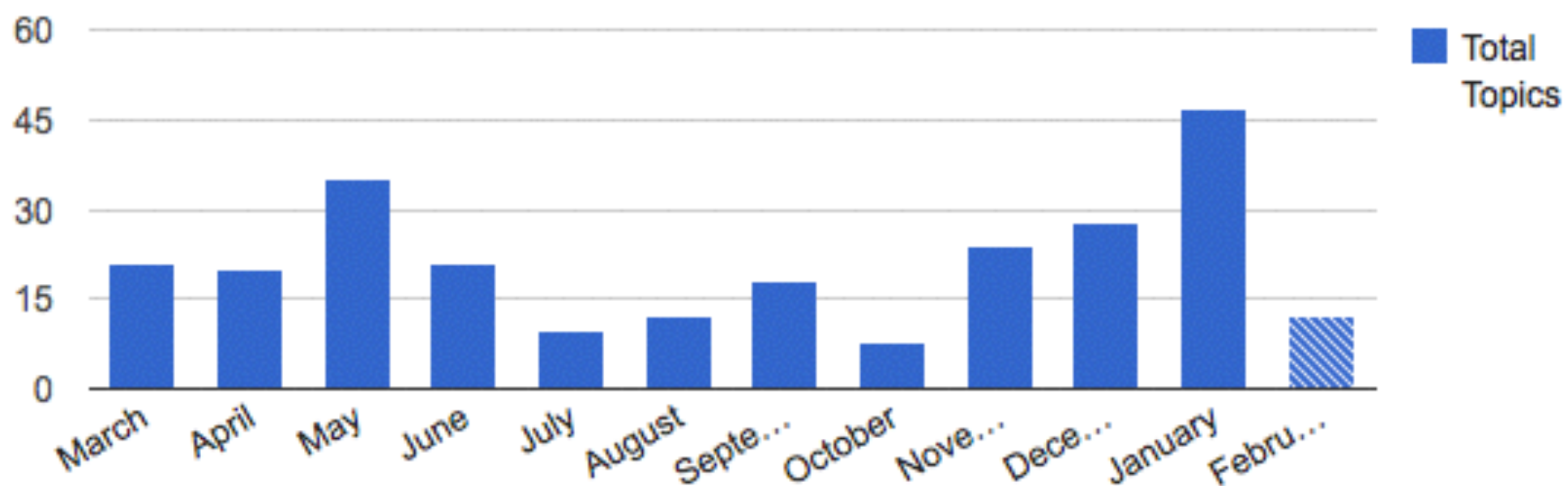
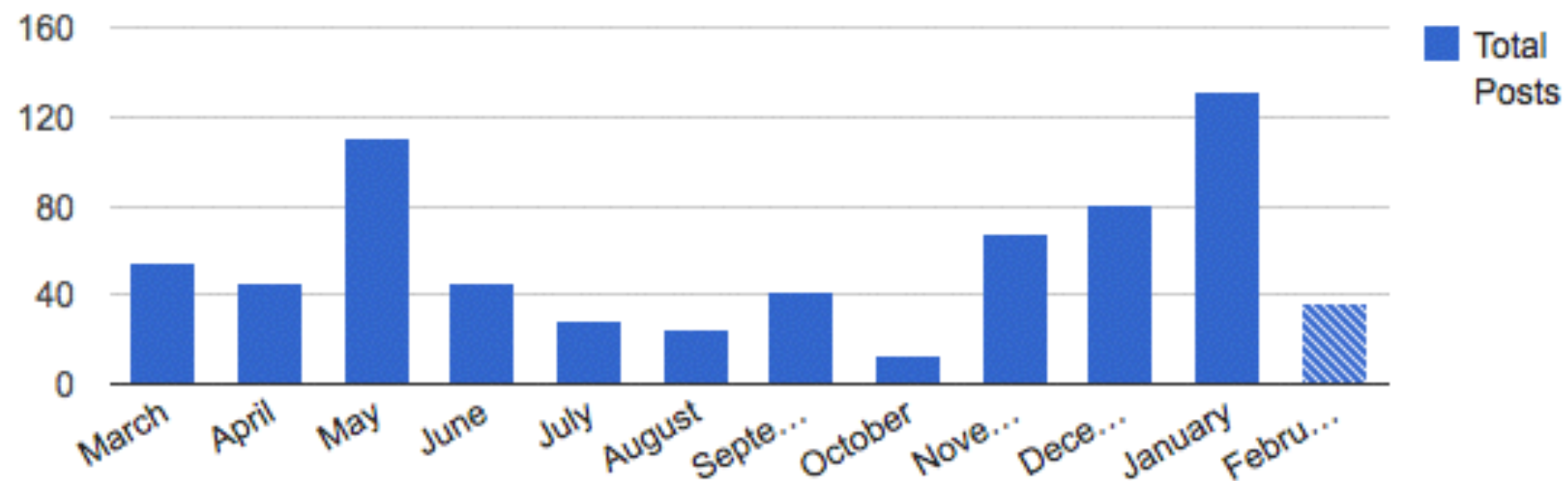
- Fairly active
- In past year between 13 and 131 messages per month
- Regular discussions
- Some councillors are on the group who provide advice as appropriate



Sign up to Cycle Ipswich Google Group

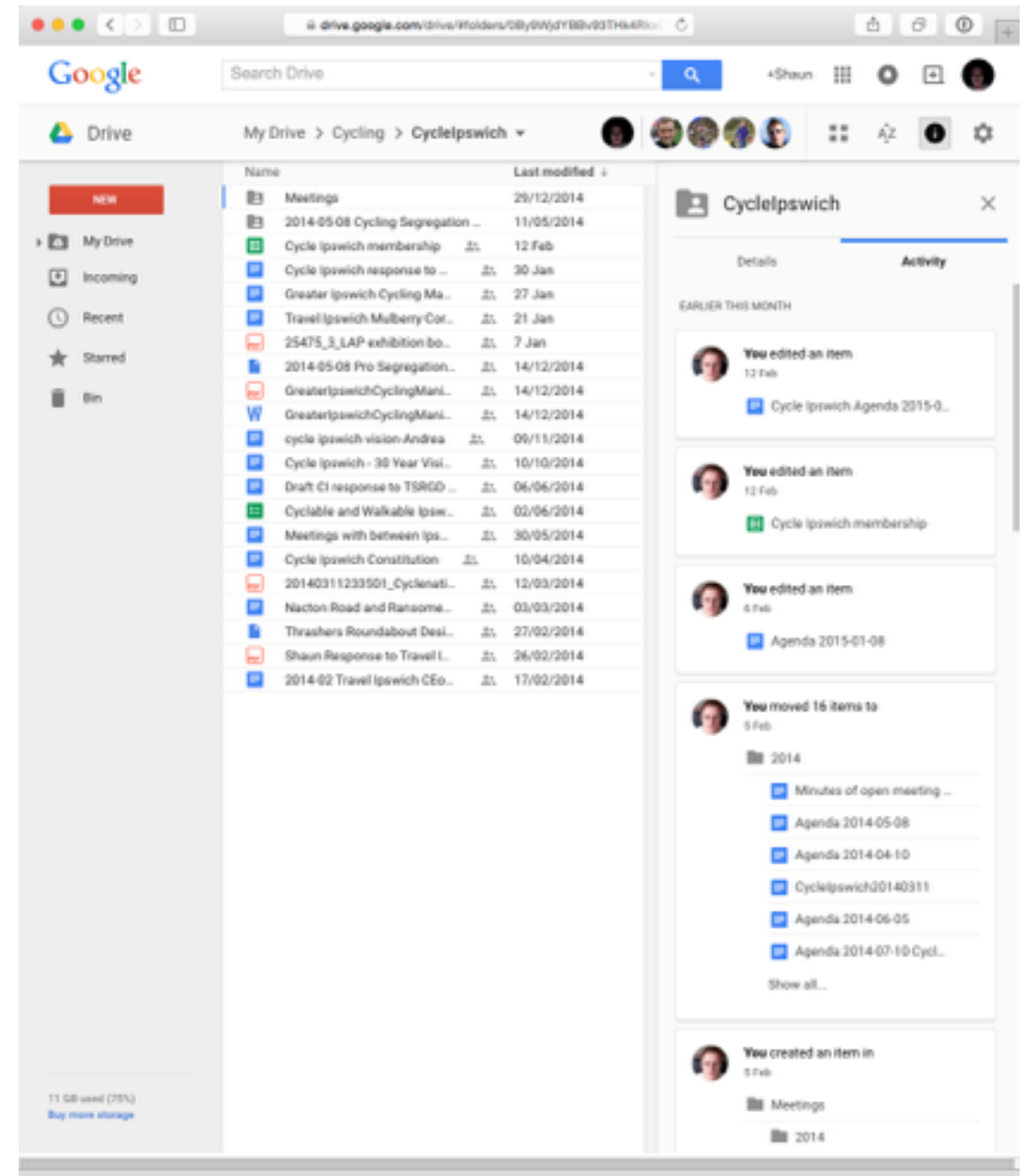
- Go to <https://groups.google.com/forum/m/#!forum/cycle-ipswich>
- Create/Login to your Google account – don't need to use a [gmail.com](#) address
- I login with my gmail email, and have email sent to another email account
- Can treat as a mailing list by sending mail to cycle-ipswich@googlegroups.com

CI Google Group Stats



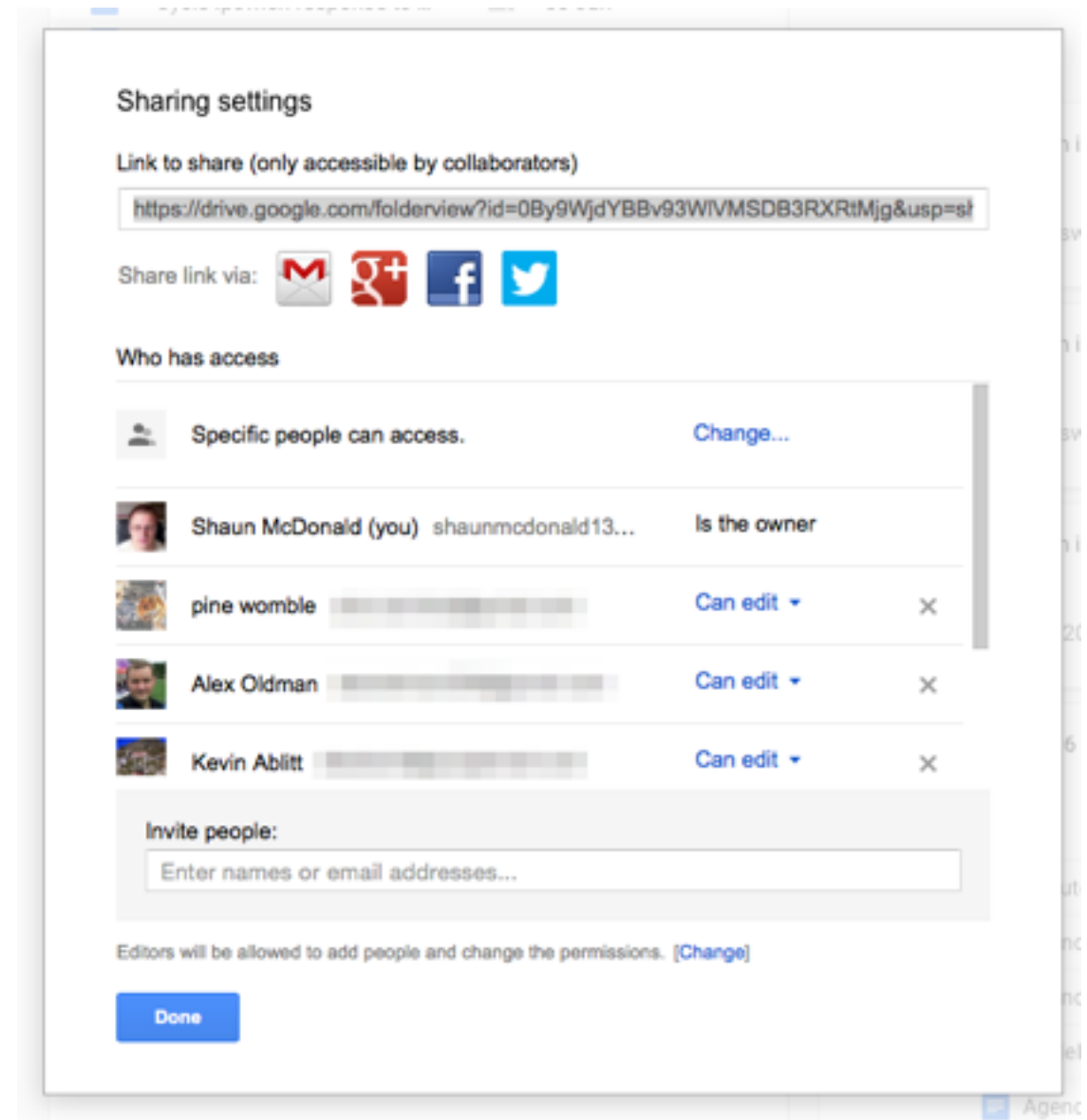
Google Docs

- Same Google account login
- Multiple people live editing the same document
- Word processing
- Spreadsheets
- Presentations
- Activity streams



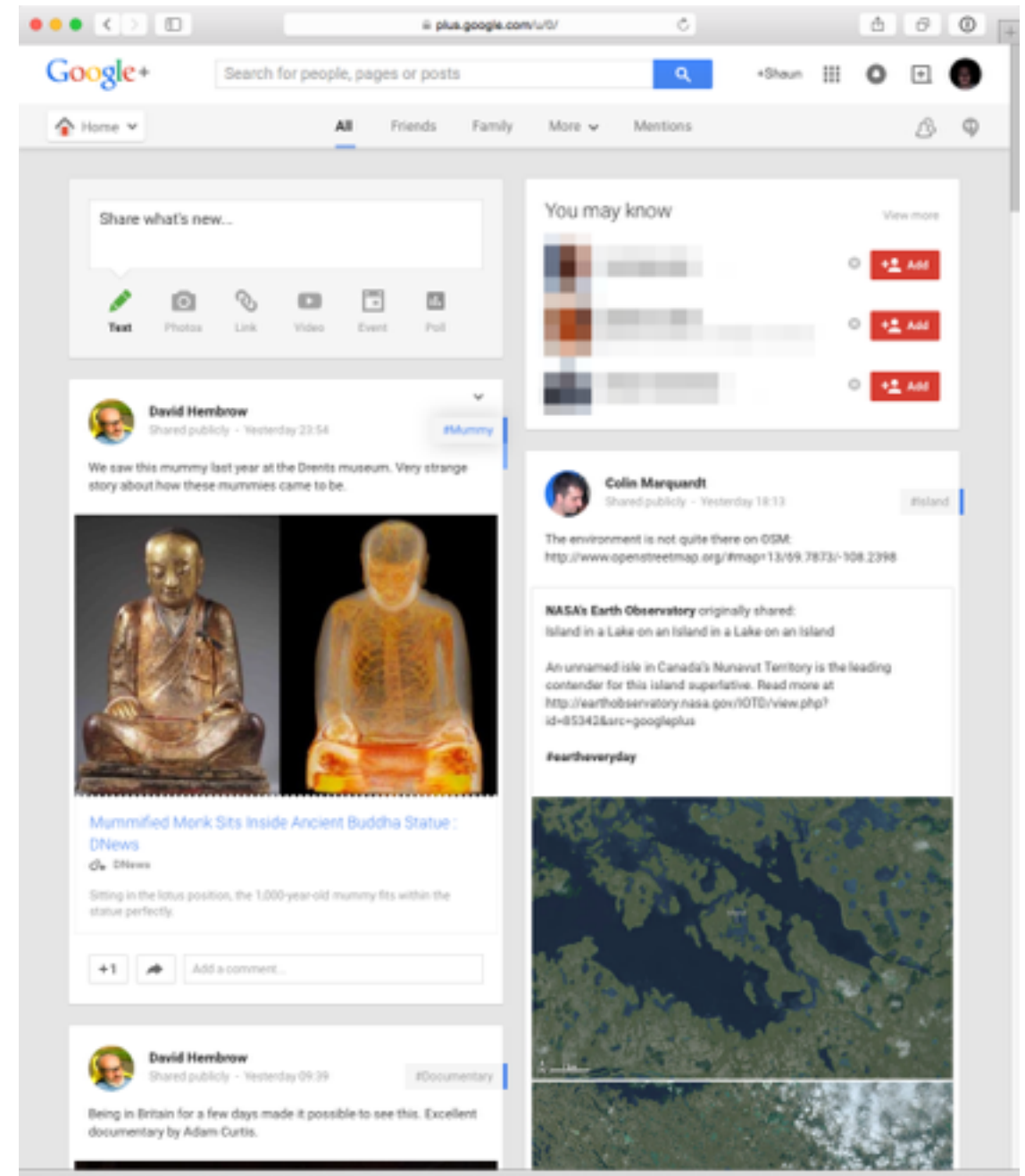
Sharing Options of GDocs

- Explicit list of people
- Anyone with the link
- Publicly searchable



Google Plus

- Google's latest attempt at social networking
- Integrates with other Google products
- Get some interaction with some people who get news there, thus worth auto posting blog posts etc there



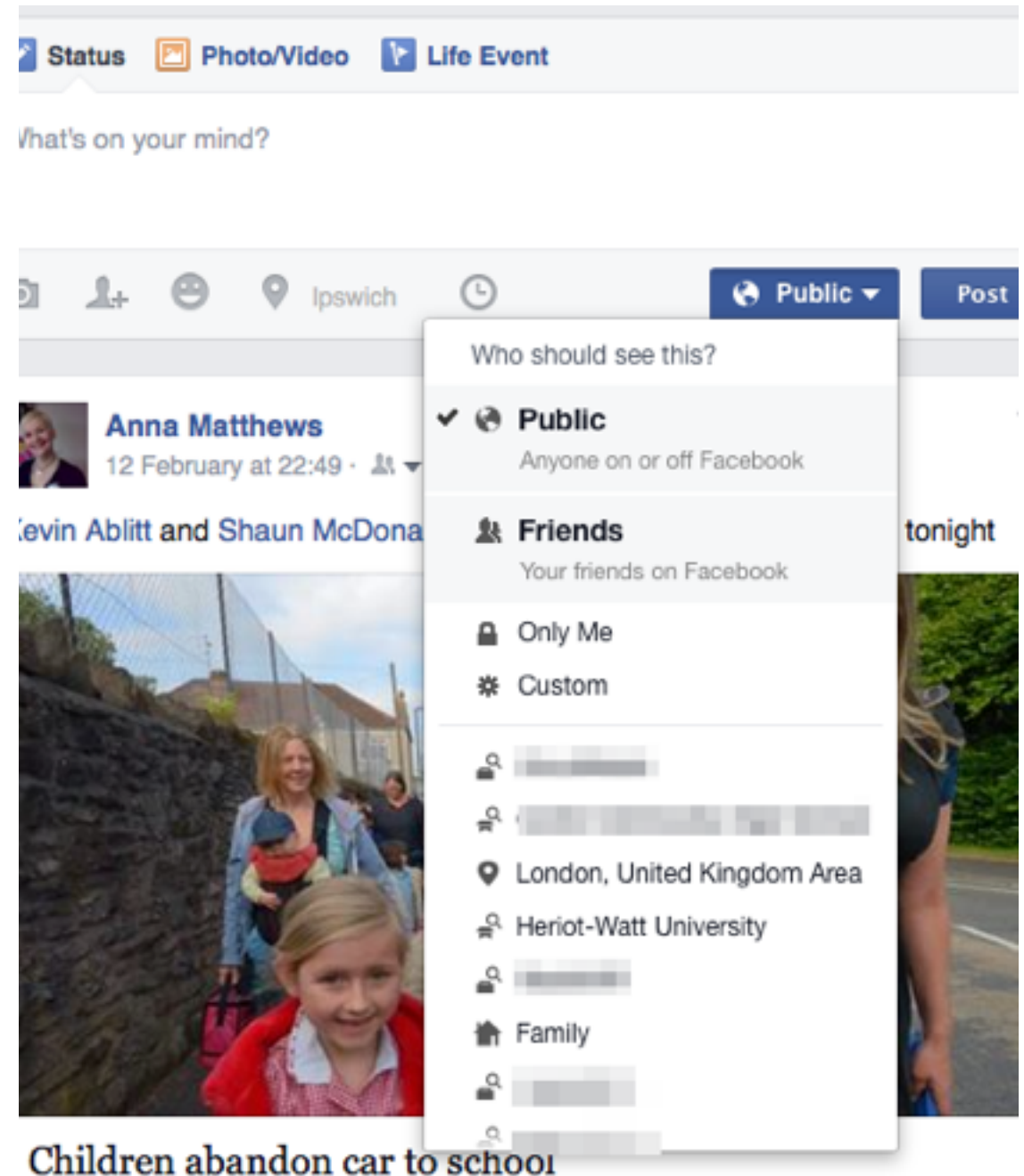
What is Facebook?

- Able to “friend” people.
- Can “like” organisations to get updates from them.
- Can show personal info, such as school, university, work, and where you live.
- Can add relationships such as wife, brother, mother, father, daughter, uncle, aunt, etc.
- Sharing text, links, photos, etc



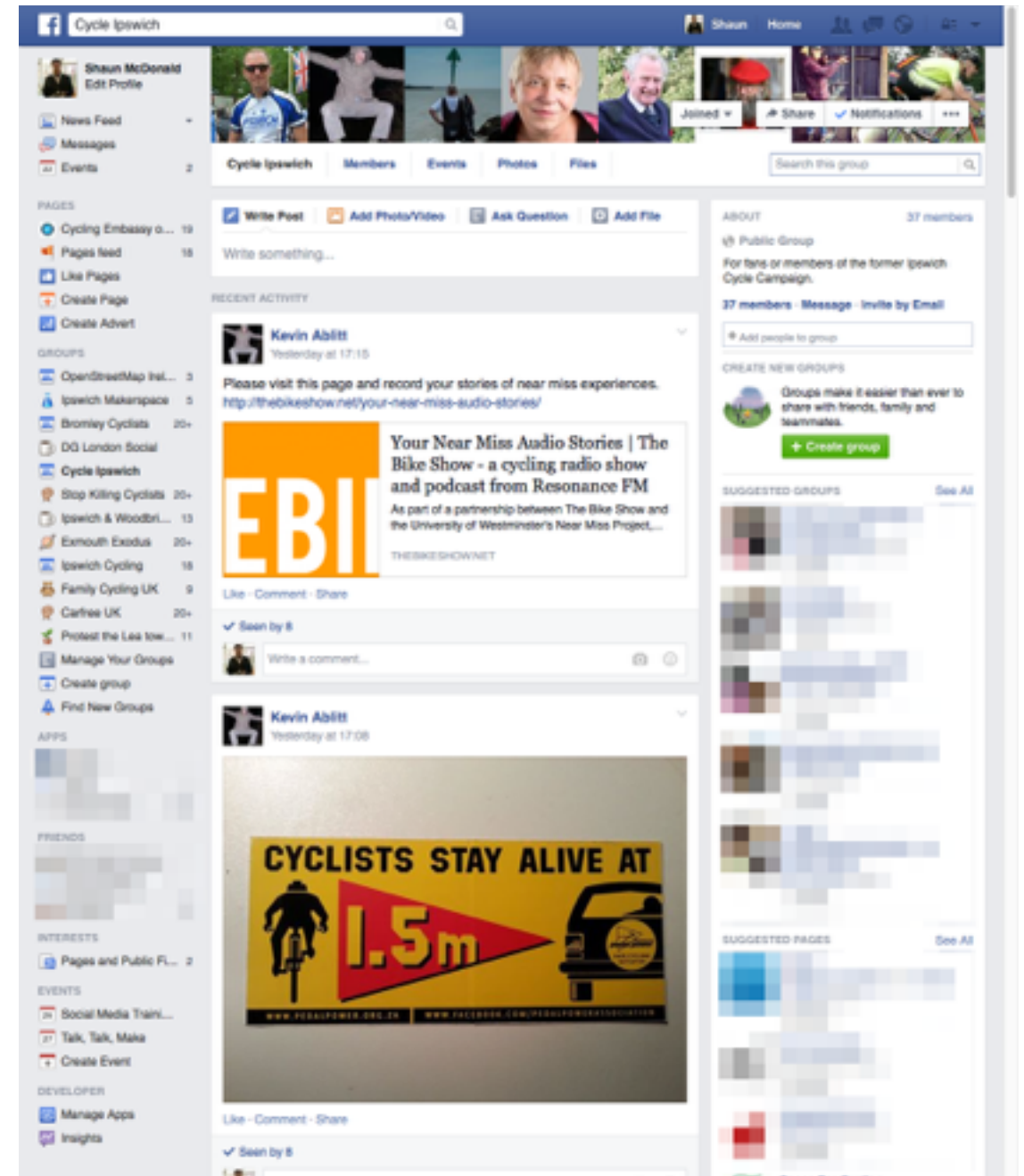
Facebook permissions

- Can choose who can see your posts for example:
- Public - everyone with a Facebook account
- Friends – only people you have accepted friendship
- Friends of friends
- Specific groups of people



Facebook groups

- People can discuss and share information
- Groups can be open or closed
- Can be a good way to tap into an audience you might not get to through mediums
- Optionally can get notifications when people post to the group



Facebook Pages

- Generally used by organisations or companies to push out content
- Can like a page to get updates and show support
- Likes can show how popular you are and updates are seen by those who have liked your page











Facebook events


- Can be added within a group
- Lets everyone within the group know about the event
- People can say they are coming
- Get reminders of the event
- Share the event and invite other people to encourage them to attend
- Don't spam!





Privacy Settings


 Search for people, places and things 


 Shaun Home     


 General


 Security


 **Privacy**


 Timeline and Tagging


 Blocking


 Notifications


 Mobile


 Followers

 Apps

 Adverts

 Payments

 Support Dashboard

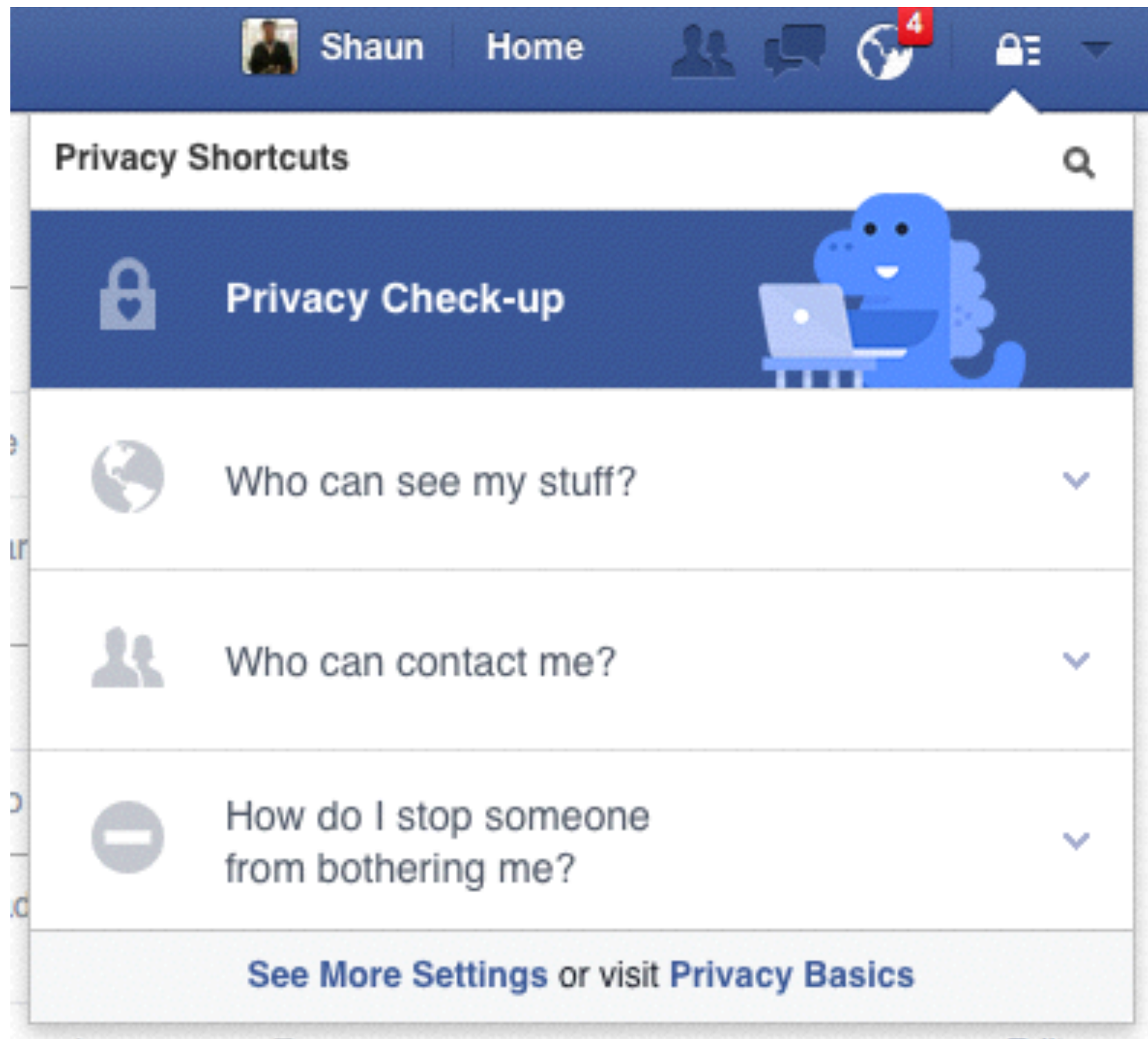
 Videos

Privacy Settings and Tools

Choose "Settings"

Who can see my stuff?	Who can see your future posts?	Public	Edit
	Review all your posts and things you're tagged in		Use Activity Log
	Limit the audience for posts you've shared with friends of friends or Public?		Limit Past Posts
Who can contact me?	Who can send you friend requests?	Everyone	Edit
	Whose messages do I want filtered into my Inbox?	Basic Filtering	Edit
Who can look me up?	Who can look you up using the email address you provided?	Everyone	Edit
	Who can look you up using the phone number you provided?	Everyone	Edit
	Do you want other search engines to link to your Timeline?	Yes	Edit

Privacy shortcuts



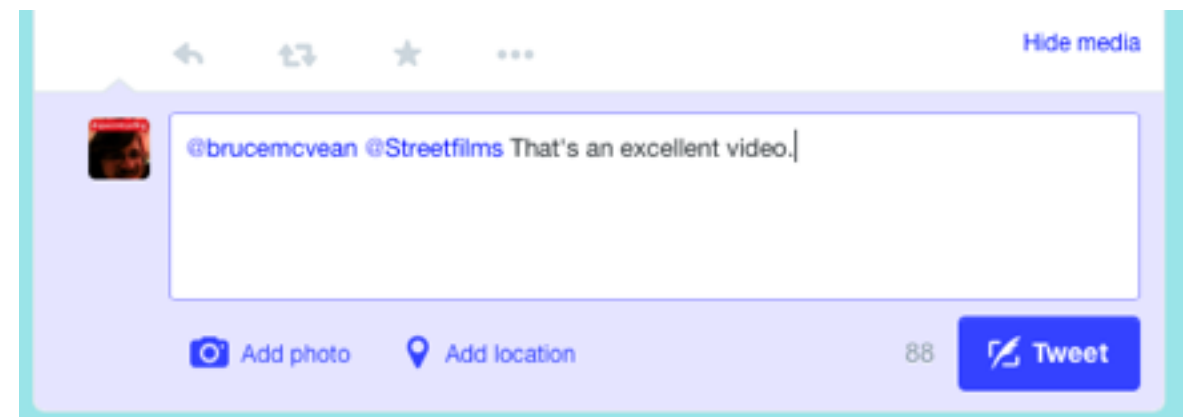
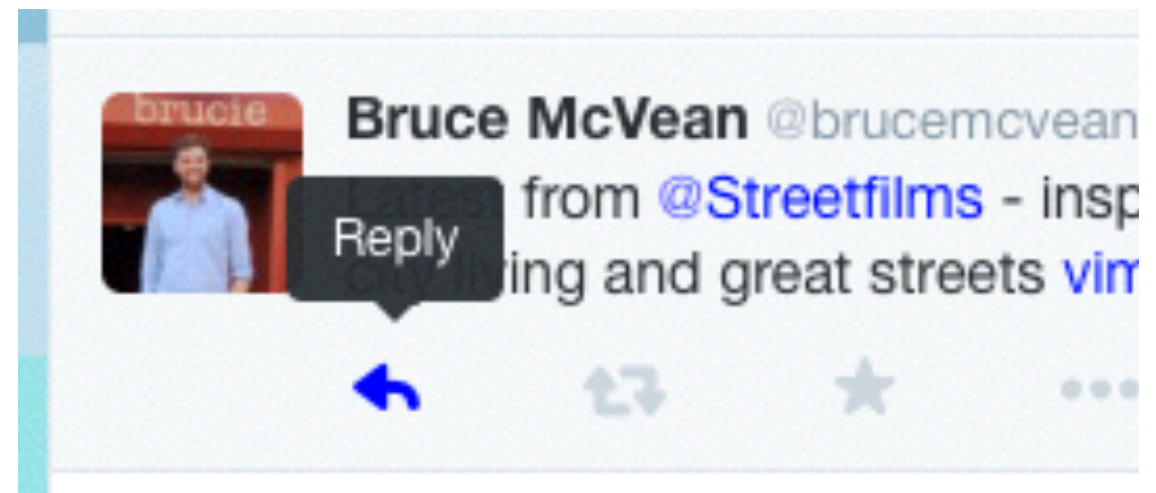
What is Twitter?

- Short 140 character messages
- Follow other people or organisations
- Very useful for finding out what other cycle campaign groups are doing



Replies

- All usernames start with the @ symbol – For example @smsm1 or @Cyclelpswich
- To reply click the reply button, the person's twitter handle will be auto filled for you
- Only people who follow you and the mentioned person will see the tweet in their timeline
- Add a dot (.) or start writing before the mentions so all your followers see the tweet



Conversations

- You can see all of the replies linked together
- Useful when you see a reply so you know what they are referring to



Mentions

- Similar to replies
- If someone mentions you, you will see the tweet in the notifications or mentions lists
- As an analogy to email, think of it like cc'ing those people
- For example: “It’s been great to hear what @london_cycling are doing at the #Space4CyclingConf”



Hashtags

- Allows you to easily search for things people are talking about a particular topic
- Regularly used by TV shows for audience participation or at conferences so that information spreads more
- Clicking them brings up the search of all tweets containing the hashtag
- Slight variations



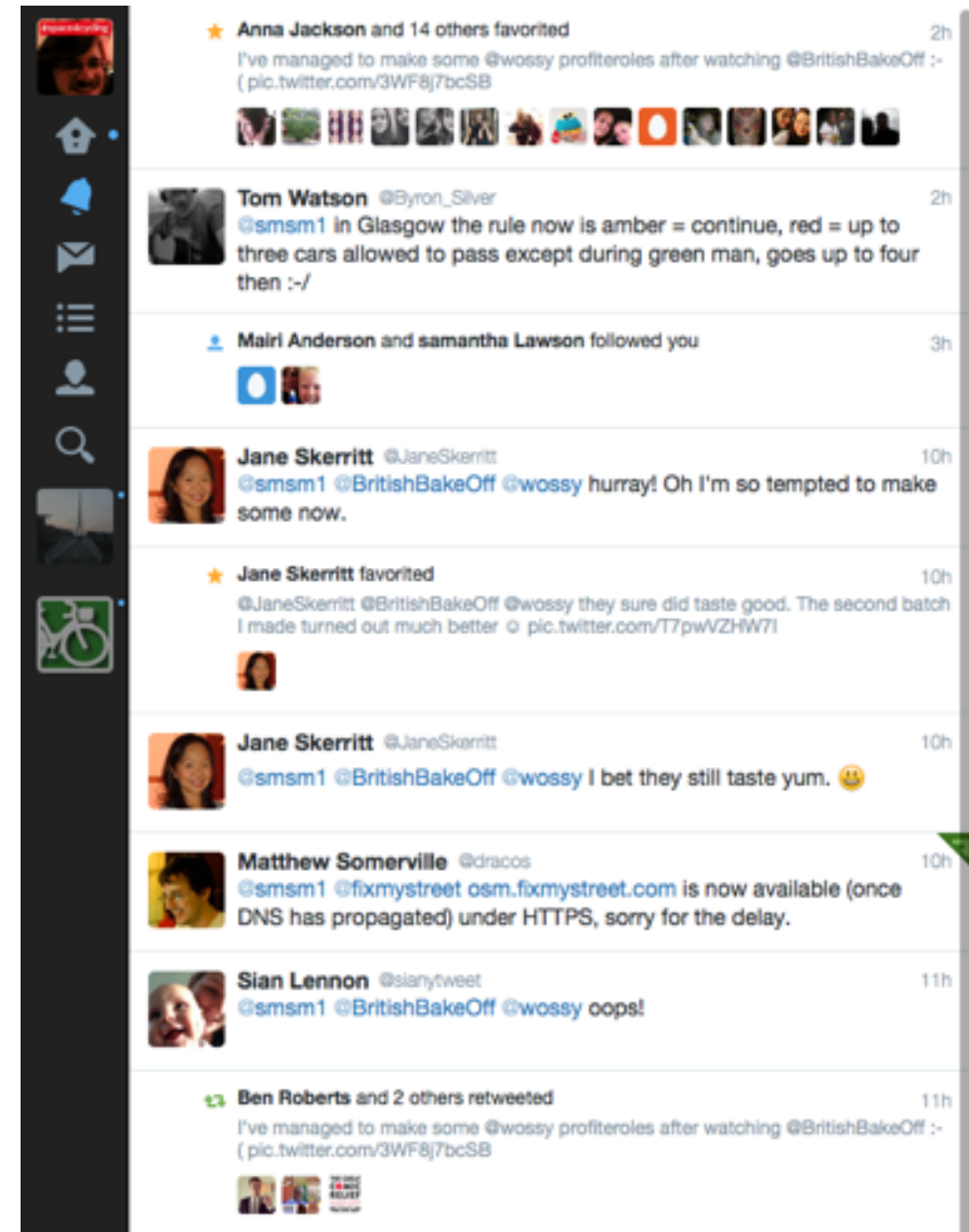
Retweets (RT)

- Allows you to share something someone has posted to your own followers
- Hundreds or Thousands of retweets means that the tweet has gone viral and likely been seen by tens of thousands of people or more
- One tweet by some celebrity or organisation can cause an avalanche of further RTs or favourites
- Find new people to follow



Retweets by prominent accounts

- 1 tweet retweeted by a prominent account can suddenly get a significant number of favourites or further retweets
- Websites have been known to go down due to e.g. Stephen Fry retweeting or tweeting about something



Quoted Retweets

- Sometime called old style retweets
- Before the current RT functionality was introduced, people would manually share things on to their own timeline
- Character limit caused problems
- Sometimes still useful e.g. for clarifications, adding information or comments



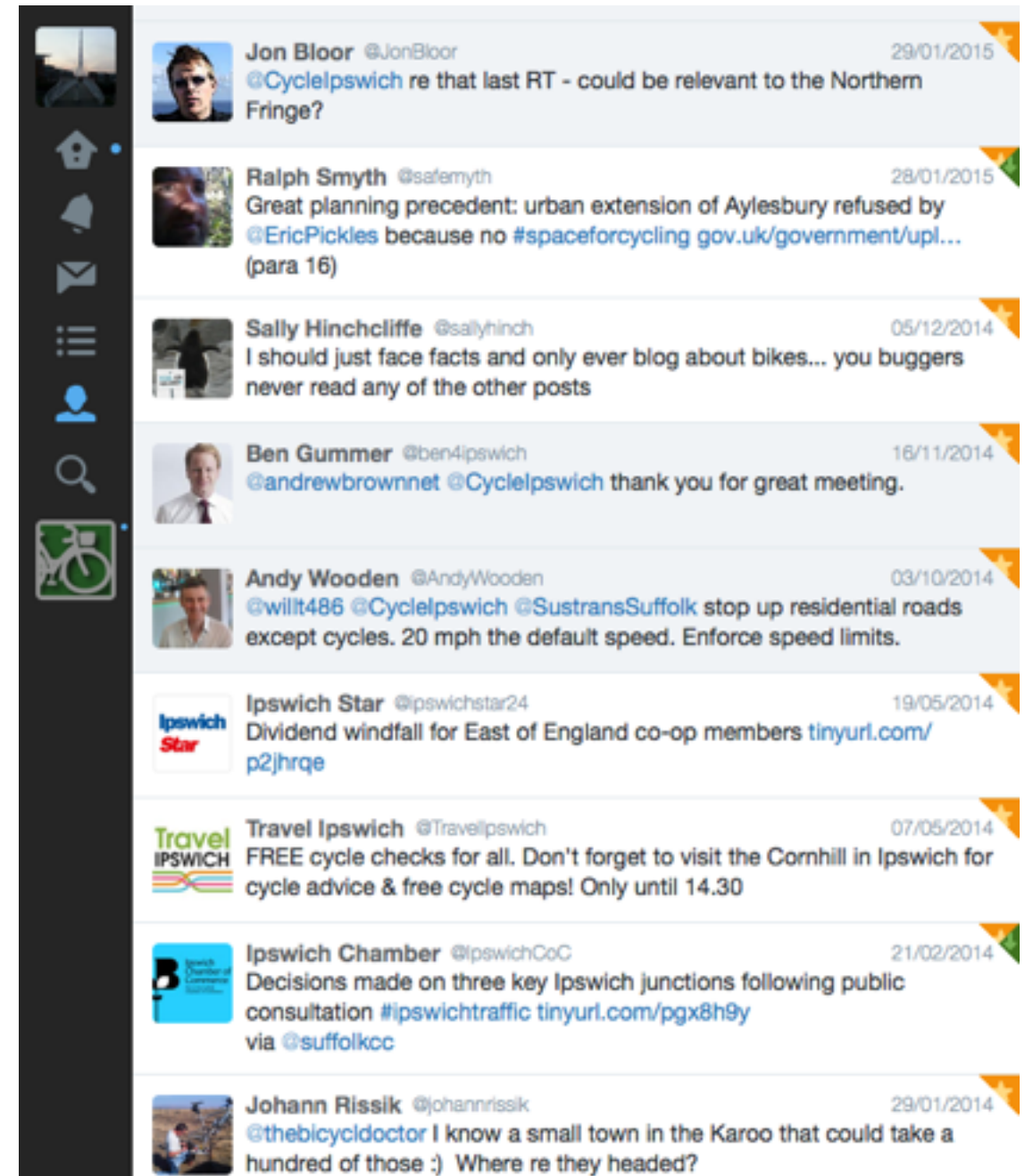
HT

- “Hat tip” or “heard through” – short form of “via”
- A way to acknowledge where you got the info for the tweet from
- Good practice in terms of attribution
- Can combine with a reply if wanting to acknowledge the source tweet



Favourites

- Allows you to have a way to easily get back to good tweets
- Can show you quietly agree with something, without retweeting it to your followers
- The list is public so people can view it via your profile



Sharing images

- Can easily share photos and images
- Often used for highlighting examples of good/bad cycle infrastructure
- Resolution can be reduced by Twitter thus have to be careful with detailed images



Saved Searches

- Useful if interested in a particular topic
- Can follow up on particular concerns affecting local area or a particular issue
- Also popular searches

Many applications

- Don't need to use the Twitter website
- Official Twitter Android, iOS, Mac apps
- Various third party apps and integrations with other software
- e.g. auto tweet a link to your new blog posts when published

Private twitter accounts

- You can make your Twitter timeline private - profile still public
- Only people you have allowed to follow you can see your tweets
- Retweets are prevented
- Everyone is expected to respect that you've made your twitter account private
- However anyone can copy the text or take a screenshot and share to others!

Location

- You can add location meta data to your tweets so that people know where you sent it
- Only exposed in some apps
- Can turn it on or off in your Twitter settings or on a tweet by tweet basis
- Often used for analysis and mapping of trends for example <http://trendsmap.com>



Some people to follow

Suffolk Spokes People

- @SuffolkSpokes
- Suffolk County Council sustainable transport people
- Often ask about specific things that they are working on for example:
 - Cycle Parking in Ipswich
 - Problem routes in various towns as part of the cycle infrastructure reviews



Cycling Embassy of Great Britain

- @GBCycleEmbassy
- Cycling organisation which promotes high quality cycle infrastructure
- Write a weekly blog roundup of cycling related blog posts and news articles
- Cycle infrastructure safaris



London Cycling Campaign

- @london_cycling
- Main cycling campaign in London
- Various major cycling infrastructure schemes happening in London after lots of campaigning



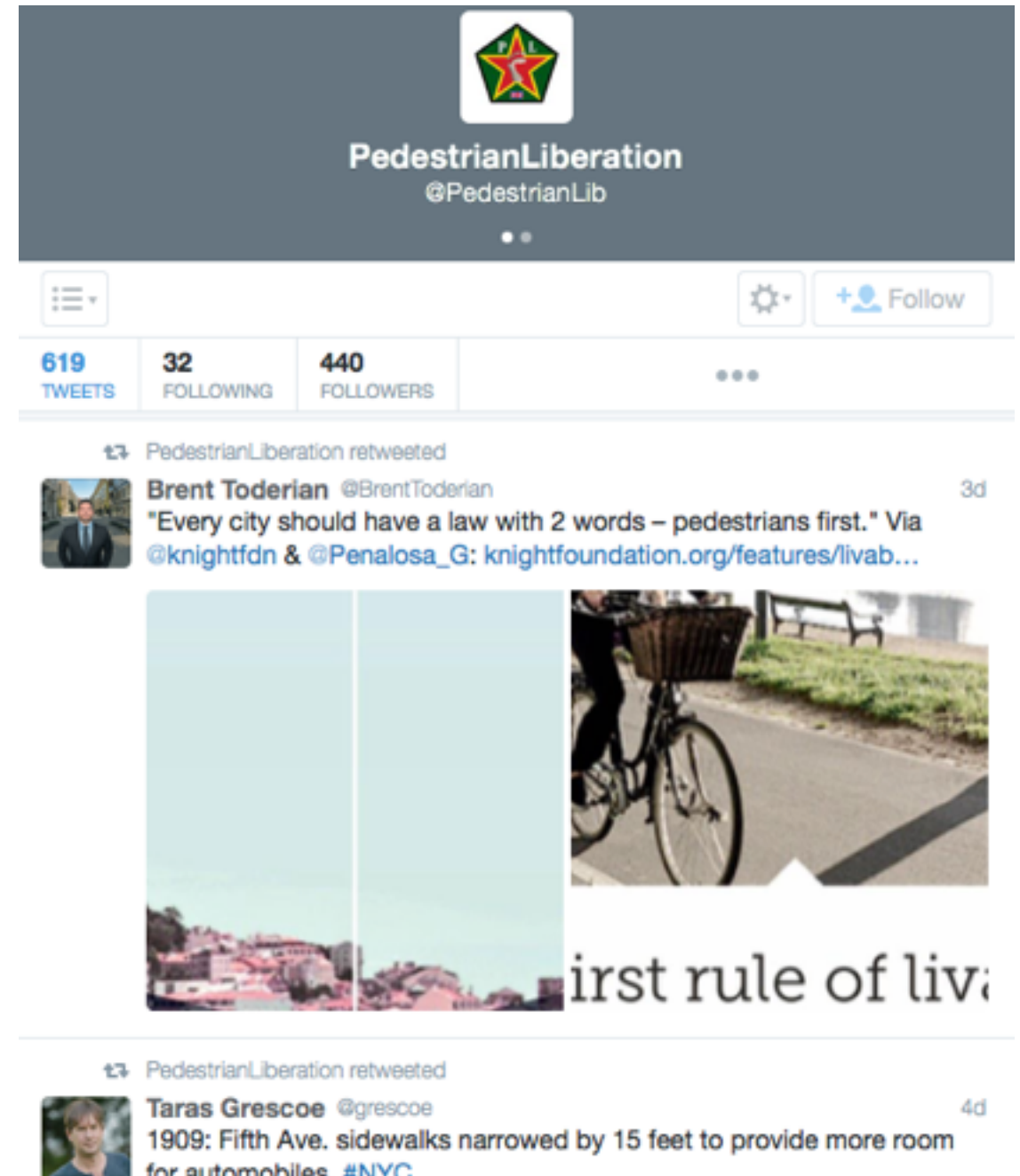
Carlton Reid

- @carltonreid
- Editor of BikeBiz.com and bikehub.co.uk
- Author iPayRoadTax.com and roadswerenotbuildforcars.com



Pedestrian Liberation

- @PedestrianLib
- Highlights pedestrian issues which are usually also relevant or topical to cycling

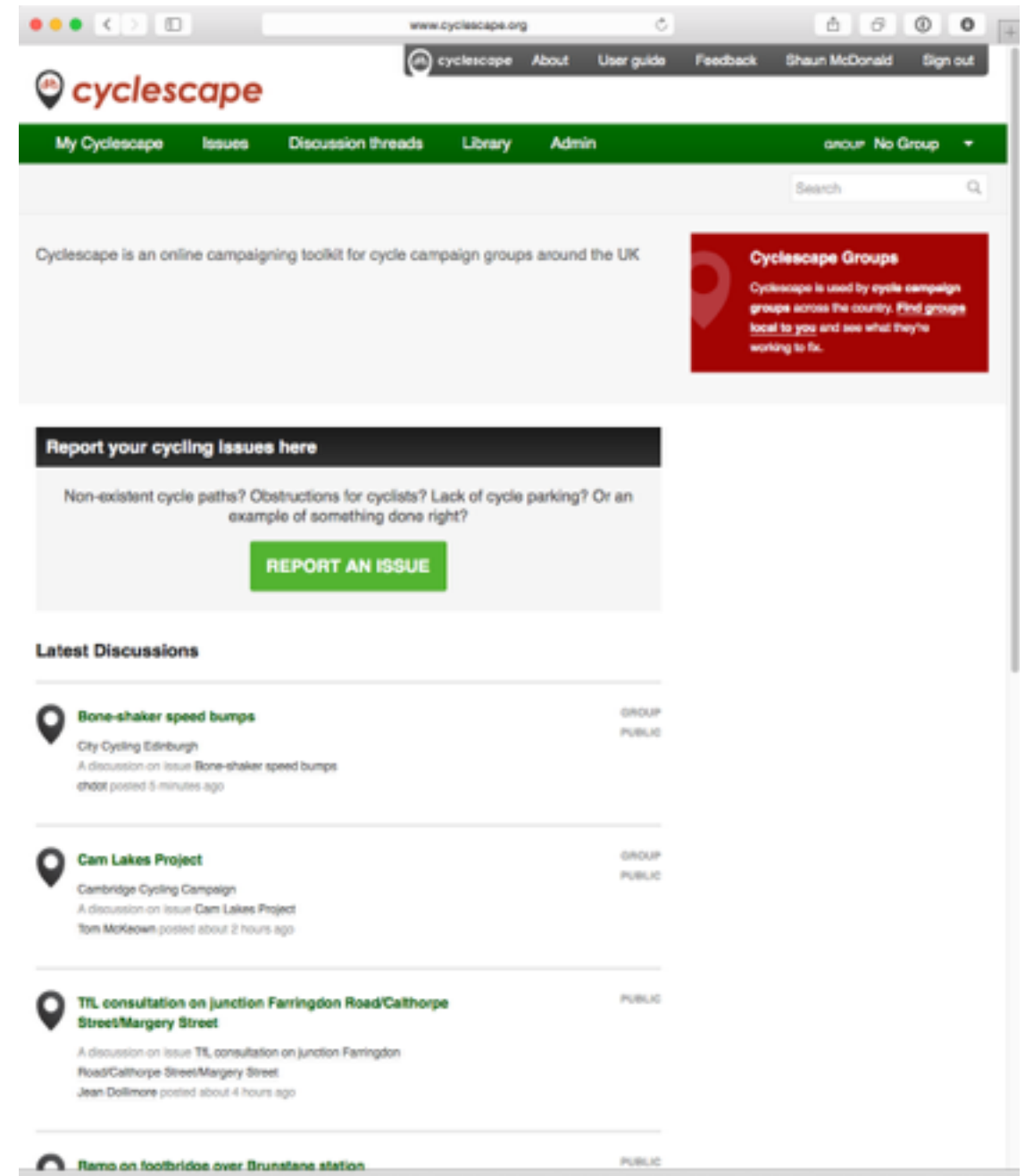


Streisand effect

- Trying to hide information bring more attention to the information and puts it into greater circulation
- For example the Conservative party deleting old party speeches from before the last General Election
- http://en.wikipedia.org/wiki/Streisand_effect

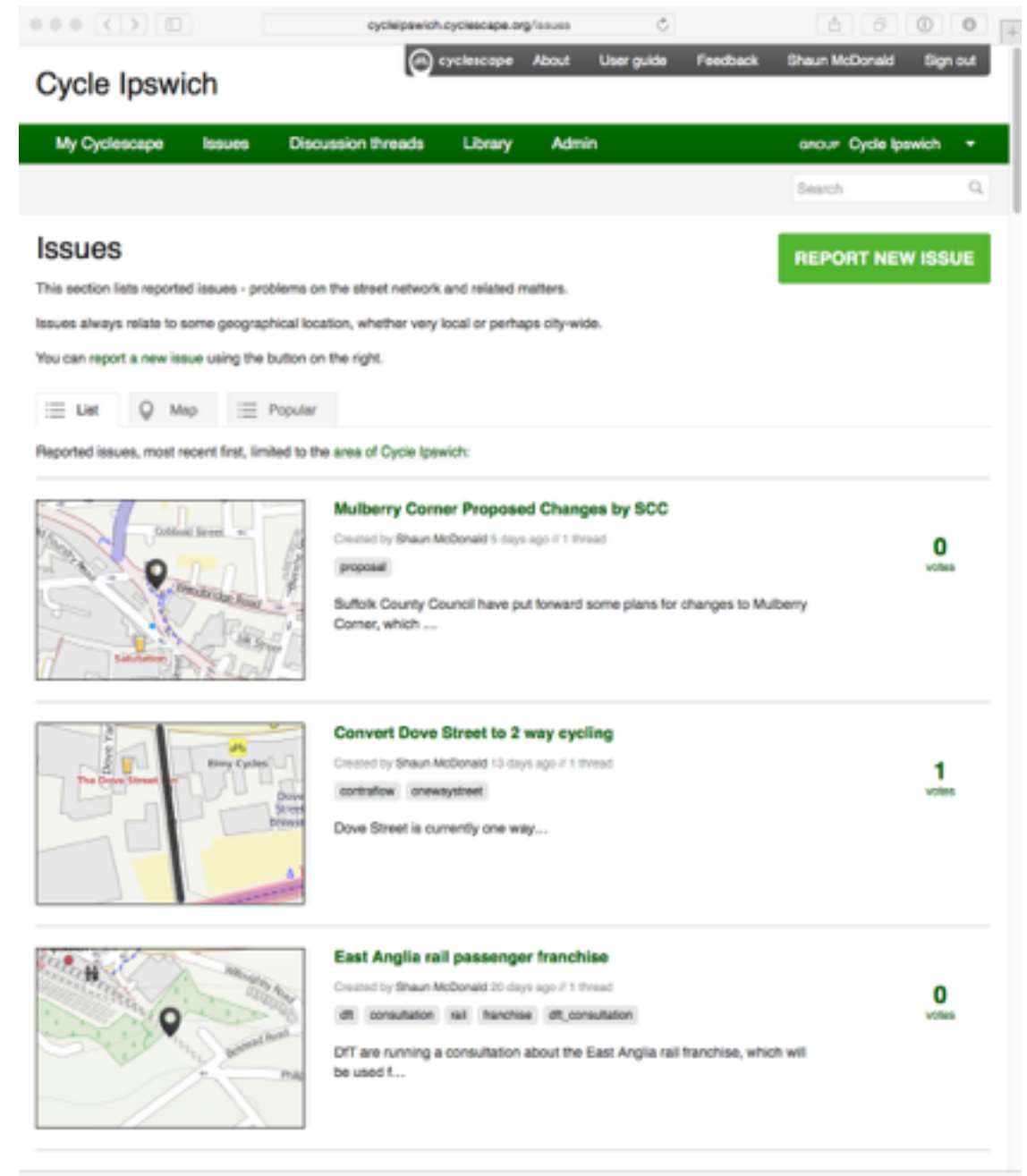
Cyclescape

- Toolkit to list issues with cycle infrastructure
- Enables discussion about infrastructure issues to be linked to a location on a map
- Allows people not interested in campaigning to alert campaigners about issues



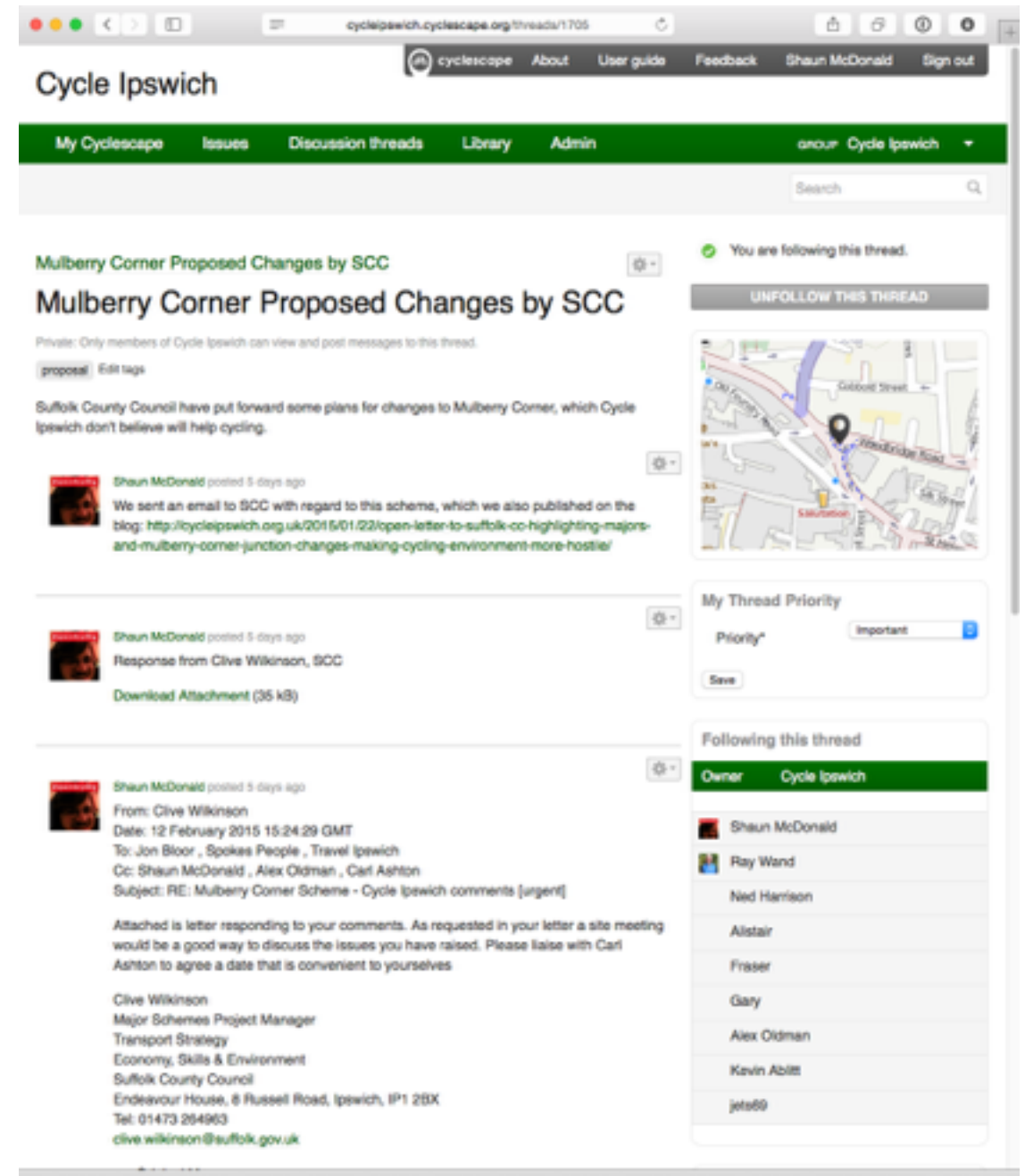
Issues

- Report problems that need to be fixed
- Always have a geographical location – point, line, or area
- Avoid large areas
- Be specific
- Can vote on issues that are important to you



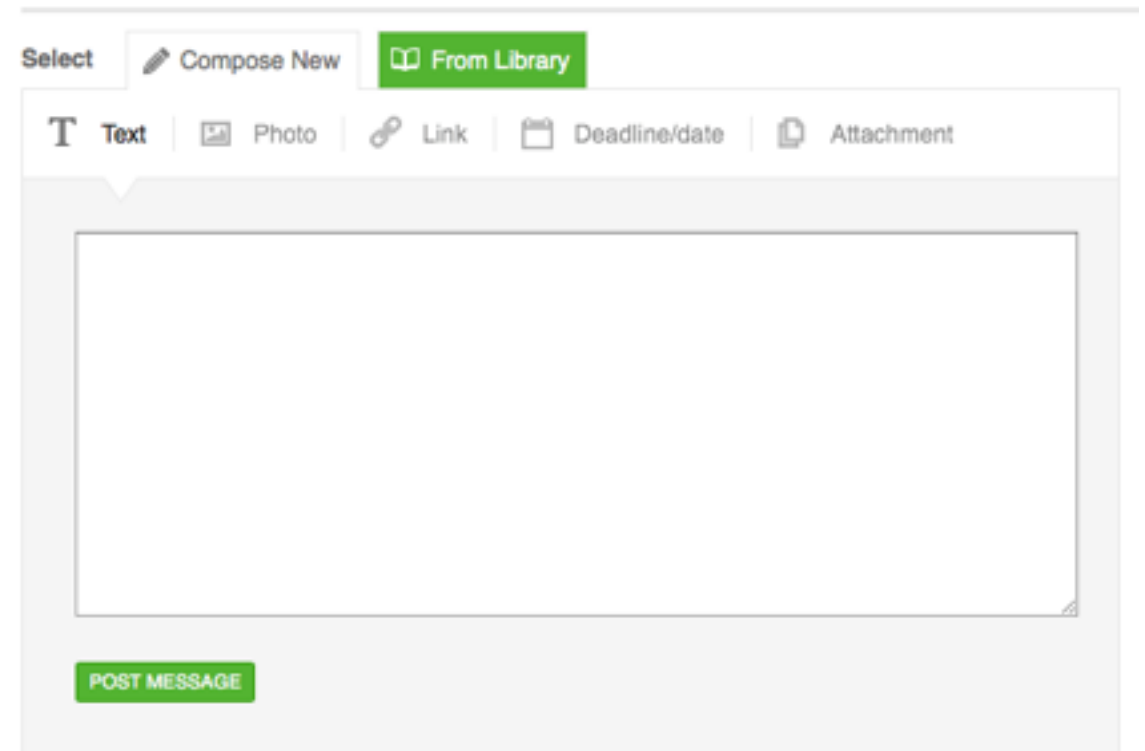
Discussions

- Each issue can have one or more discussions with different permissions
- Discussions can be attached to a group with or without an issue (group administrative issues)
- 4 levels of permissions:
 - Public
 - Public within a group
 - Group only
 - Group committee only



Contributing to discussions

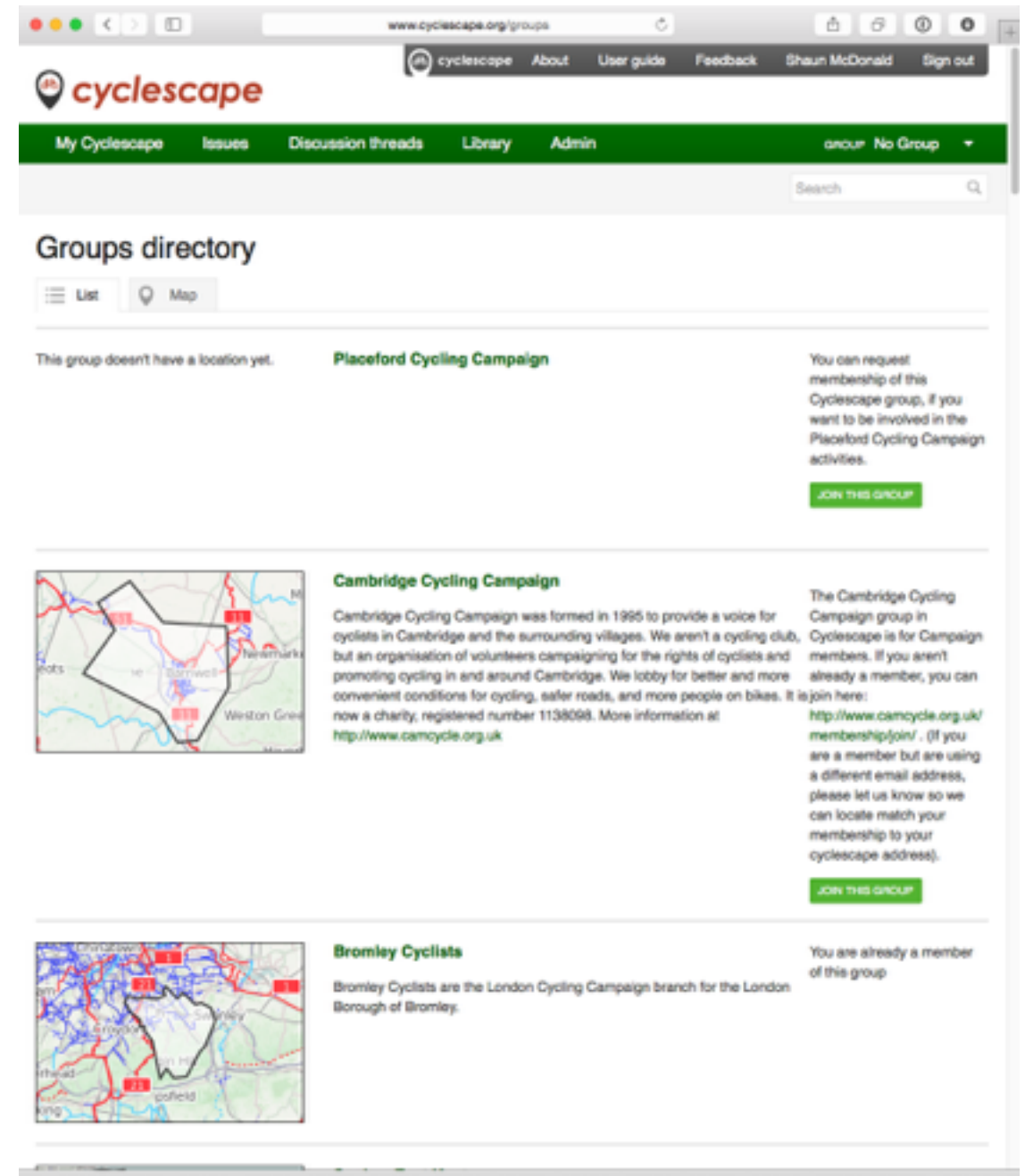
- Choose one of the tabs (text, photo, link, deadline/date, or attachment)
- Type details and post the message
- Can also reply to email message notifications
- Cannot currently start a new thread from email
- One issue - one discussion



The screenshot shows a web interface for creating a discussion post. At the top, there are three tabs: 'Select', 'Compose New', and 'From Library'. Below these, there are five sub-tabs: 'Text', 'Photo', 'Link', 'Deadline/date', and 'Attachment'. The 'Text' tab is currently selected. Below the sub-tabs is a large, empty text input area. At the bottom of the form is a green button labeled 'POST MESSAGE'.

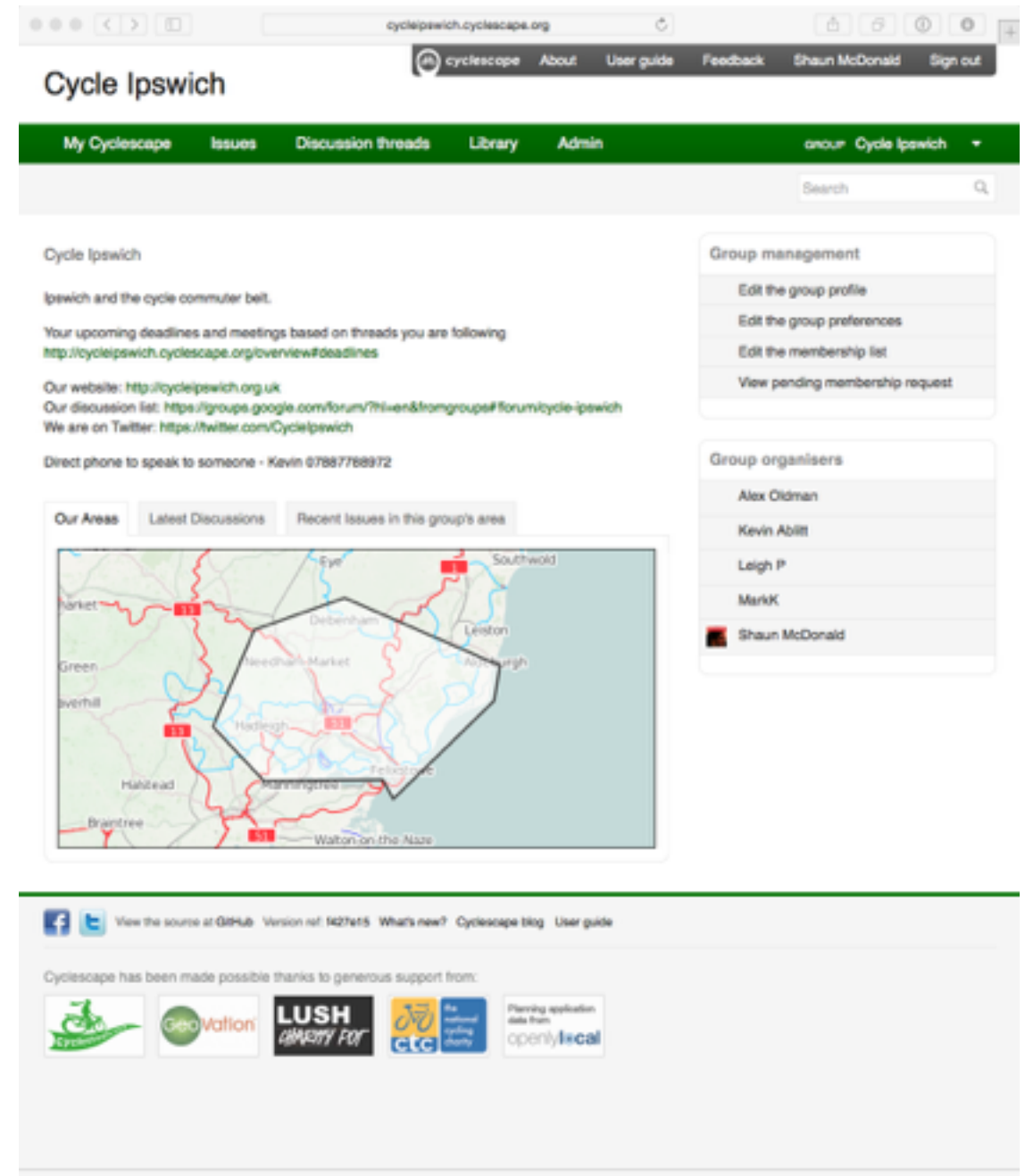
Groups

- Usually mirror cycle campaign groups
- Have a defined area
- Any issues created that are within the group's area will show in the group's issue list
- Allows you to collaborate with others in the same organisation without needing to do so publicly



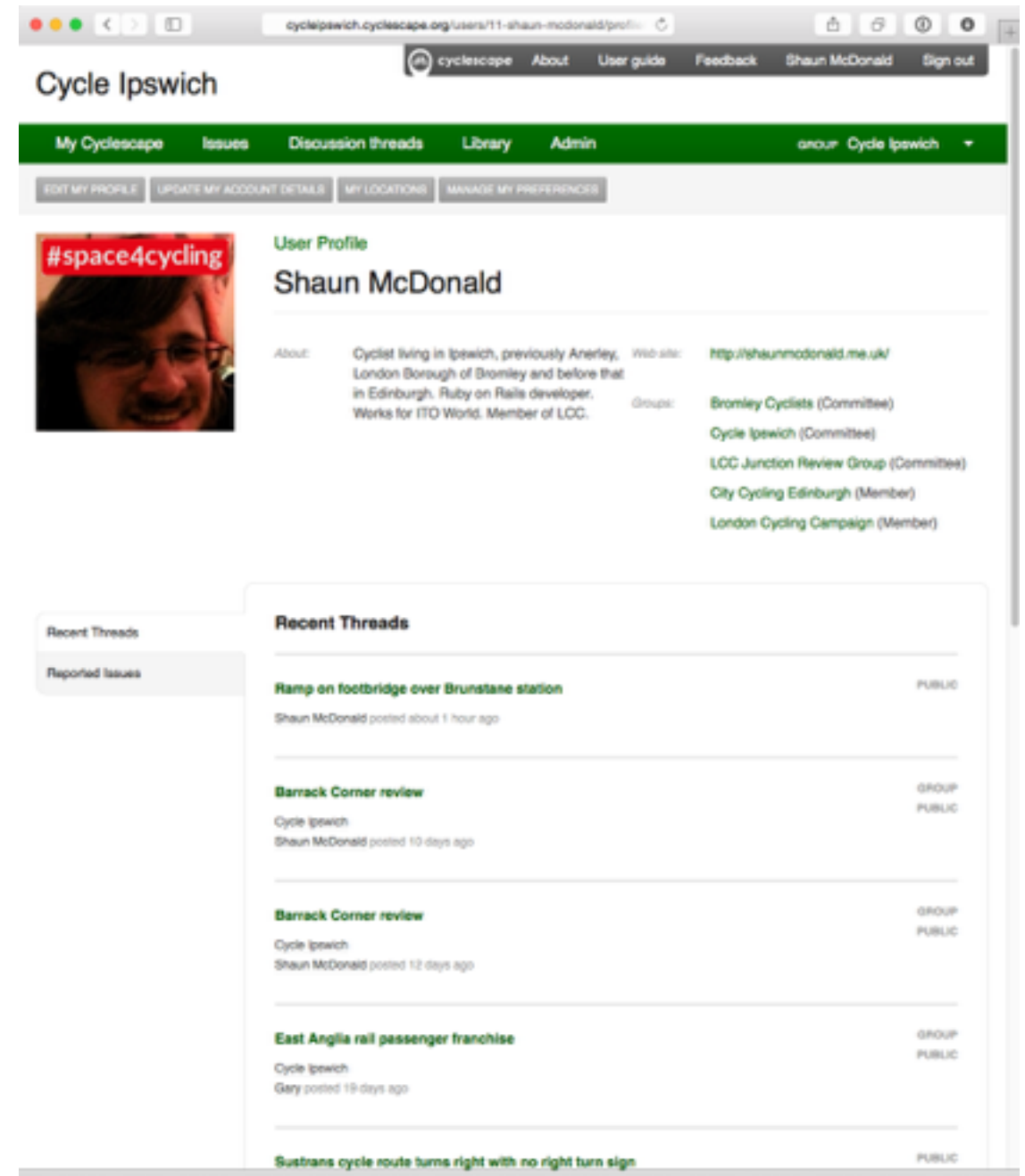
Group profile

- Information about the group
- If you are not yet a member, there will be an option to join
- Need to be approved to join by a member of the group committee
- <http://cycleipswich.cyclescape.org>



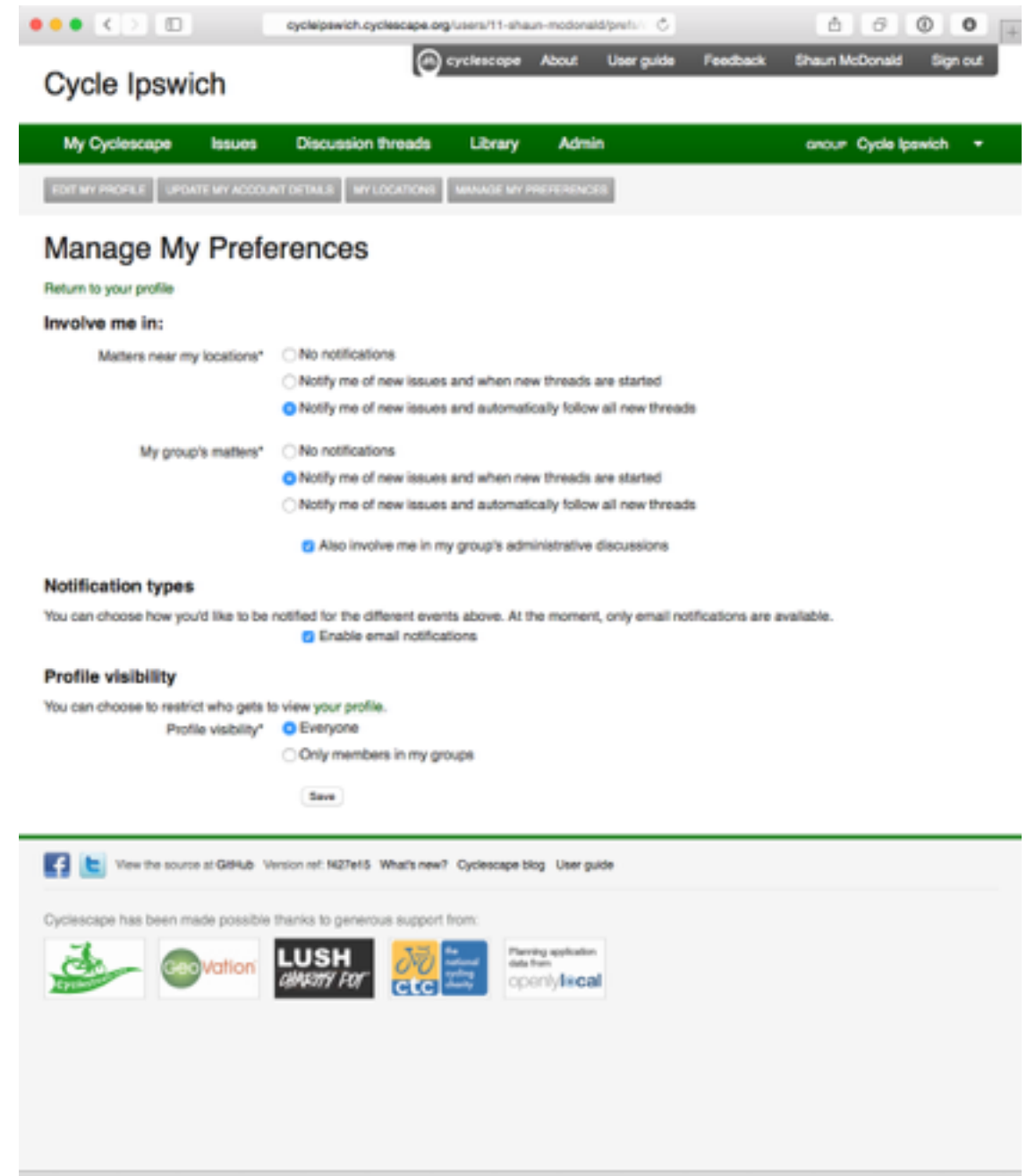
User profile

- Lets other people find out about you – you choose how much you want to share in the about section
- Profile picture/avatar
- Can restrict visibility to only members of your groups (See “manage my preferences”)
- List threads you’ve recently contributed to and recently reported issues



Cyclescape notifications

- Options to be notified about new issues within your locations and groups
- Can automatically follow discussions
- Choose to be involved with group administrative discussions (i.e. no location attached to the issue)
- Only email notifications are currently available



My locations

- Add a list of areas that you are interested in, for example:
 - Your route to work
 - National Cycle Network routes
 - The area of Ipswich
- You'll be notified of new issues and discussions within these areas based on your preferences

