



Ride and Drive Social Media Toolkit

Goal

Increase attendance, outreach, and success of your Ride and Drive Event.

Audience

Tailor your message by thinking through questions such as:

- Who do you want to attend your event?
- What would motivate your target audience to attend?
- Is this event open to the public or just for city employees?

Timeline

- **1-2 months** before the event: if you have secured a location and time, create a Facebook event, Eventbrite, or other webpage that includes the details. If you want attendants to pre-register, include the link in your communications. Begin sharing on your social media channels. Tag your partner organizations and have them share or re-tweet. Encourage your entire staff to retweet and share on social media as well.
- **1-3 weeks** before the event: continue to share via social media channels at least once a week. Include any additional details about parking, food, weather, etc. and make sure to keep your event site updated with key details. Highlight sponsors, vehicles, venues, etc.
- **1-7 days before** the event: last big push for attendance. Post more frequently. Continue to share pictures or videos of the site and event information (and keep your event page updated).
- **Day of** the event: Post a last call for attendance. Live tweet and schedule post for Facebook.

Facebook posts:

1-2 months out

- Join the City of **[city name]** for our Ride and Drive Event on **[day, month, and date]** from **[time]** at **[location]**. Test drive electric vehicles, learn about charging options, and say “Hello” to your city employees! Visit our website for more details and registration: **[insert URL]**
- Join the City of **[city name]** for our Ride and Drive Event on **[day, month, and date]** from **[time]** at **[location]**. Test drive electric vehicles, chat with local electric vehicle owners, and learn how you can make the switch! Visit our website for more details and registration: **[insert URL]**



1-3 weeks

- Don't forget to register for our upcoming Ride and Drive! This is your chance to get behind the wheel of the electric **[make and model]**! **[URL]**
- Curious about electric vehicles but not sure where to start? Join the City of **[city name]** for a chance to test drive the **[make and model]**. This event is FREE and will be hosted at **[location]** from **[time]**. **[URL]**
- Next week, the City of **[city name]** will host a free Ride and Drive event for **[audience(s)]**. Stop by anytime from **[time]** at **[location]** to test drive the **[make and model]**! **[URL]**
- Are you a city employee curious about electric vehicles? Stop by next week at **[location]** to test drive **[make/model]**. Register at **[URL]**

1-7 days

- Electric vehicles are better for the environment and better for your wallet. Test drive one TODAY at the Ride and Drive event happening at **[location]** until **[time]**! **[URL]**
- Check out these awesome electric vehicles that are ready to be driven by YOU! Don't miss **[City name]**'s Ride and Drive Event happening today until **[time]** **[include image from event]** **[URL]**

Tips

- Share educational resources from <http://www.driveelectricmn.org/electric-vehicles/> to help answer questions beforehand and create interest in your event.
- Respond to Facebook comments and inquiries as soon as possible.
- If you created a Facebook event, make sure to update it with additional details as they are finalized. Periodically share and post in the event page.
- When taking photos at the event, make sure to get permission to use the image on social media from the people prominently featured in the shot.

Twitter templates

1-2 months

- Join the **[@city handle]** for our Ride and Drive Event on **[day, date, from time]** at **[location]**. Test drive #EVs, learn about charging at home and work, and say hello to your city employees! **[URL]**
- Join the **[@city handle]** for our Ride and Drive Event on **[day, date from time]** at **[location]**. Test drive #ElectricVehicles, chat with local #EV owners, and learn how you can make the switch! **[URL]**

1-3 Weeks

- Don't forget to join us for our upcoming Ride and Drive Event on **[day and time]**! This is your chance to get behind the wheel of the electric **[make and model]**. **[#CityName]**



- Curious about electric vehicles but not sure where to start? Join [**@city handle**] for a chance to test drive the [**make and model**]. This event is free and will be hosted at [**location**] from [**time**]. Thanks to event partners [**@partner handle**]
- Next week, the [**@city handle**] will be hosting a free Ride and Drive event for [**audience(s)**]. Stop by anytime from [**time**] at [**location**] to test drive the [**make and model**]!

1-7 days

- Electric vehicles are better for the environment and better for your wallet. Test drive one TODAY at the Ride and Drive event happening at [**location**] [**time**]! Thanks to event partners [**@partner handle**]
- Check out these awesome #EVs that are ready to be driven by YOU! Don't miss [**@City handle**]'s Ride and Drive Event happening today until [**time**]

Tips

- Include 1-2 hashtags: #DriveElectricMN #EVs #ChargeForward #ElectricVehicles #CityName #RideAndDrive
- Tag partners and venue/location whenever possible.
- Tweet with pictures for more engaging posts.
- Include a link if possible with additional details or registration.
- Save characters by using [URL shorteners](#) when sharing links.

Images

- Images help your social media post gain traction and engagement.
- Use these [images](#) throughout your posts to help increase online presence.

Live Event Promotion

- Taking photos and posting live can be a fun and creative way to showcase the hard work and ongoing activities during a Ride and Drive.
- You can also schedule content to be posted ahead of time on Facebook to save time.

Post Event Follow Up

- This is a great opportunity to thank everyone who came to your event and event partners. It's also a chance to provide additional resources to those who couldn't make it or remind them about the electric vehicles your city or organization has in its fleet or future plans to implement EVs. As always, you can share resources from the Drive Electric Minnesota web page: <http://www.driveelectricmn.org/electric-vehicles/>.