

BWC PARTNERS:

Leveraging Social Media FOR Success

featuring:

ADRIANA M. HEMZACEK
Icomera

JEREMY MULLINGS, AICP
South Florida
Commuter Services

January 11, 2024

Leveraging Social Media for Success

Welcome!


TODAY'S AGENDA:

- Partner Communications & Social Media Toolkit
- Meet our guest speakers
 - Adriana M. Hemzacek
 - Jeremy Mullings, AICP
- Accessing Partner Resources
- Q&A

Examples from 2023

More Than 600 Workplaces Recognized as Best Workplaces for Commuters
2023 List Breaks All-time Record

PRESS RELEASE JAN 26, 2023

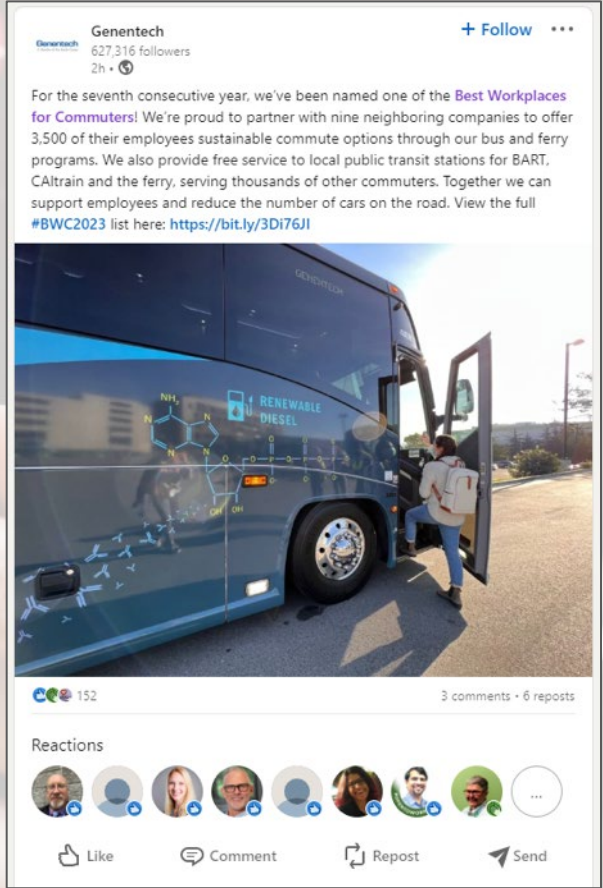



TAMPA, Fla., January 26, 2023 (NewsWire.com) - Announcing the 2023 Best Workplaces for Commuters (BWC) annual list of U.S.-based employers, universities and sites who meet the program's National Standard of Excellence by providing exceptional commuter benefits and collectively changing how more than 2 million employees and students commute to and from work each day.

2023 Best Workplaces for Commuters list: www.bestworkplaces.org

More than 600 workplaces have been named to the 2023 Best Workplaces for Commuters list, a record-breaking year for the organization. The list includes Best Workplaces, Best Universities and Best Sites for Commuters across the U.S. continuing to provide high level commuter benefits. "This year we are excited to announce a record-breaking list of workplaces," said Julie Bond, Program Manager for Best Workplaces for Commuters. "Employers that make this list demonstrate an exemplary commitment to their employees, offering commute programs, like telework, discounted transit passes, and bicycle-friendly amenities, that empower their employees to be successful at work while also supporting their individual needs."

This year, BWC announced the new 2023 [Commuter Benefits Guide for Employer Etcops Benefits](#). Commuter benefits encourage American workers to get to and from work in ways that reduce air pollution, improve public health, increase worker



Leveraging Social Media

– Introducing your updated communications toolkit!



- Tech tips
- Ready-to-use quotes
- Strategies to gain exposure using online networks

Leveraging Social Media

Thursday 1/11	Friday 1/12	Tuesday 1/16	Tuesday 1/23	Thursday 1/25
<input checked="" type="checkbox"/> Attend Partner Meeting	<input type="checkbox"/> Add BWC Partner logo to your website (download here)	<input type="checkbox"/> Use social media to invite your contacts to BWC 2024 List Announcement webinar (event here)	<input type="checkbox"/> Post a reminder on social media to attend the BWC 2024 List Announcement webinar	<input type="checkbox"/> Attend BWC 2024 List Announcement webinar
	<input checked="" type="checkbox"/> BWC Members will receive their own Communications & Social Media Toolkit packets		<input type="checkbox"/> Reach out to employers – invite your contacts to attend the List Release webinar; ensure they have what they need to promote their achievement once embargo is lifted	<input type="checkbox"/> Issue press release (templates here)
				<input type="checkbox"/> Provide employers support and encourage them to issue their own press releases
				<input type="checkbox"/> Congratulate employers who were named to the List on social media – Tag BWC and/or hashtag #BWC2024

List Announcement ACTION ITEMS:

Presenting...

Adriana M. Hemzacek

DIRECTOR OF MARKETING

Icomera

Jeremy Mullings, AICP

DIRECTOR

Commuter Services of South Florida



SHARE YOUR STORY: SOCIAL MEDIA IN 2024

TELL THE WORLD YOU ARE A BWC PARTNER

Presented by: Adriana M. Hemzacek, Marketing Director @ Icomera
adriana.hemzacek@icomera.com | 312-505-5751



LINKEDIN COMPANY PAGE: LIFE TAB

Life tab or *What We Do* tab to Showcase Company Culture

Life tab or What We Do tab that offers a look into an organization's culture and employee life.

- Culture highlights: Add BWC Award Mention + Seal
- Company photos: Include 2-3 Commuting Photos
- Employee perspectives: 1 Focusing on Commuting
- Employee testimonials -> 1 Mentioning Commuting

The screenshot shows the LinkedIn profile for Icomera, a telecommunications company in Göteborg, Västra Götaland, with 6K followers and 201-500 employees. The 'Life' tab is selected, displaying a large photo of three employees in a meeting. Below this, there is a section titled 'Building a Better World Together' with a sub-image of two employees talking. At the bottom, a 'Company photos' carousel shows various team photos and events.

Icomera
Telecommunications · Göteborg, Västra Götaland · 6K followers · 201-500 employees

Lynn & 148 other connections work here

Message Following

Home About Posts Jobs **Life** People Insights

Discover Icomera

Life at Icomera Technology at Icomera

Jobs **Life** People Insights

and that's how we encouraged to p, and hands-on ring them to thrive fostering a culture nsure that our team and seize new

Building a Better World Together

We're not just in the business of solutions; we're in the business of change. When you join our team, you become an integral part of this commitment. We're working together to create a more sustainable future through our innovative products and by empowering our employees to lead initiatives that benefit both the company and the communities we serve. We're proud to have been awarded a gold medal for sustainability from EcoVadis and are an ISO 14001 certified company.

[Discover our Commitments and Vision for Public Transport](#)

Company photos

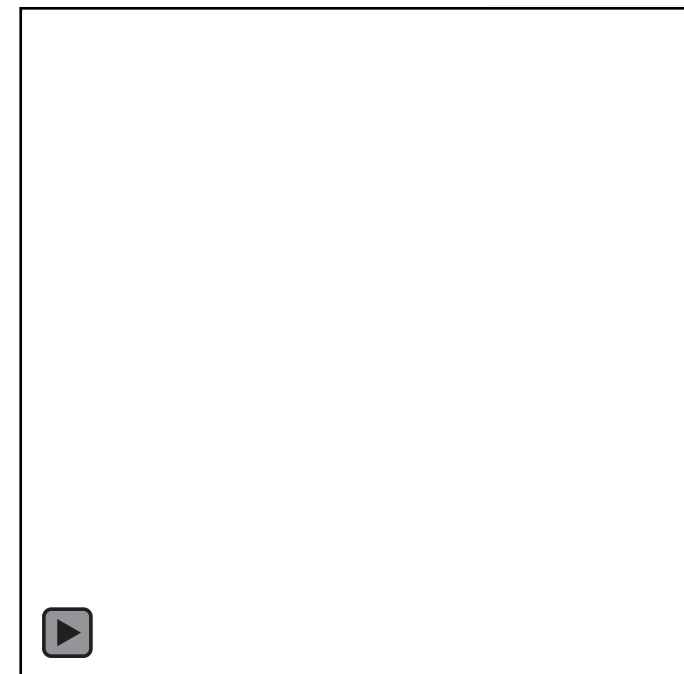
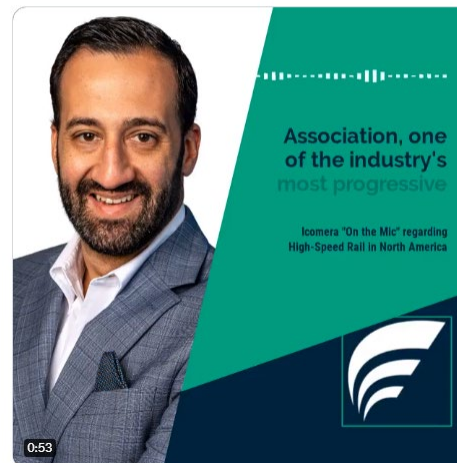
Previous Next

SOCIAL AUDIO: AUDIOGRAM


Audiogram

- Ask employees to talk about workplace culture, specifically commuting to/from work
- Record commuting commentary use Voice Memo on their mobile devices to record their story, save and send to social team
- Upload mp3/wav file to Audiogram, review transcript, customize to your brand, download, and share to social channels

<https://getaudiogram.com/register/46f31d>

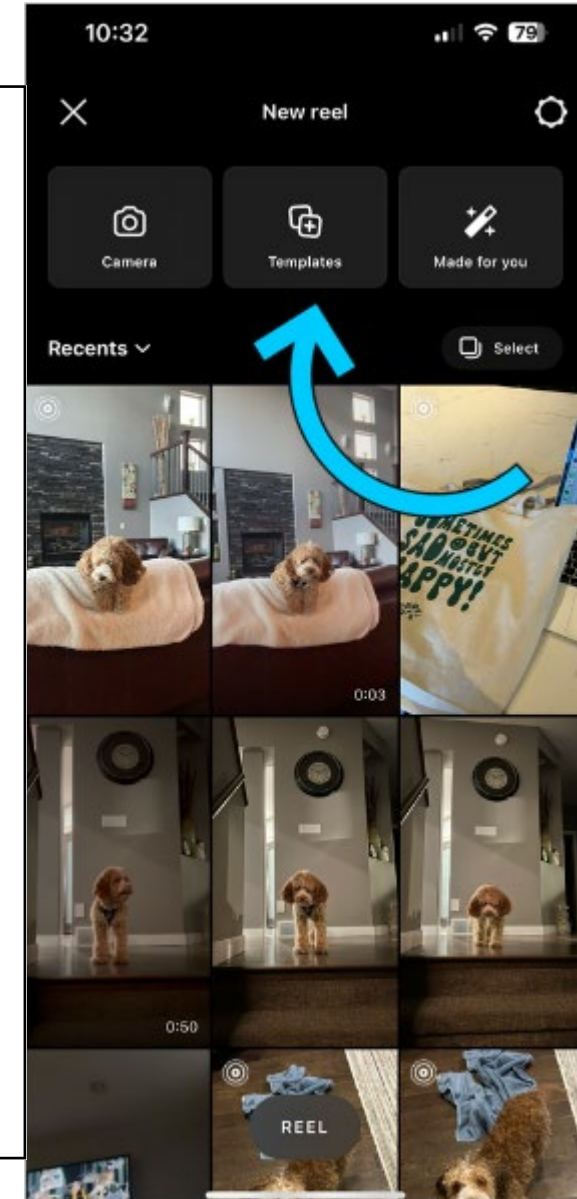
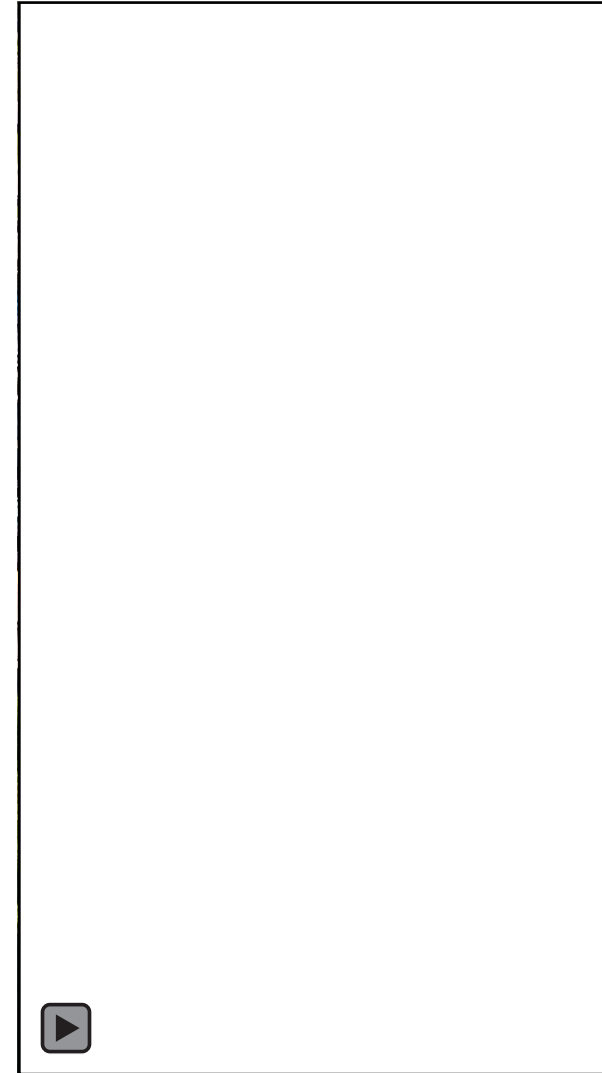


INSTAGRAM REELS

 From the Commuter Point of View

A Reel is an Instagram feature that allows users to film or upload video clips for up to 60 seconds that they can edit, sound dub, or add effects to before sharing on the app.

- Created by anyone / no need for a video team
- Showcase personality and market your brand
- Use different commuting modes from home, transit station, scooter pickup, bikeshare stop, carpark, etc.
- Enter the workplace and parking in the bike rack/room, locker room



"Since introducing Reels to our Instagram channel, we've seen our engagement grow by 280%."

USER GENERATED CONTENT [UGC]

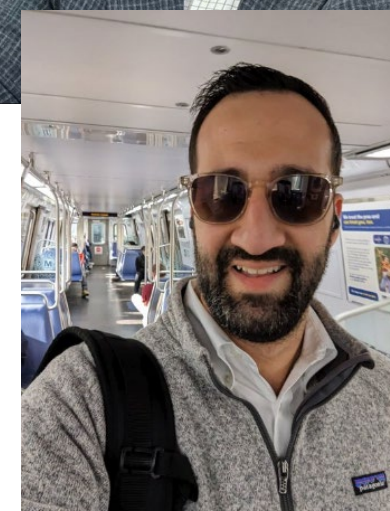
Employee content is the best content

Continuously solicit for employee (user) content (photos, videos) using internal company channels.

- Employees submit content to your social teams to share on company channels

OR

- Employees can post content and include official company mention with BWC Partner hashtag



LINKEDIN COLLABORATIVE ARTICLES

Tell your BWC story and be the thought leader

- Choose from a topic
 - Workplace Culture, Employee Wellness, Employee Engagement, Employee Benefits Design
 - Full list of topics: www.linkedin.com/pulse/topics/home/
- Identify the employee to contribute to the Collaborative Article; provide talking points
- Contribution is shared on LinkedIn as a Comment

Learn more about Collaborative Articles

We're unlocking community knowledge in an all new way. It starts with an article on a professional topic or skill, written with the help of AI — but it's not complete without insights and advice from people with real-life experiences. We invited experts to contribute. [Learn more](#)

How can you use market research to create a visually appealing product?
23 contributions · 1 hour ago
Learn how to use market research to create a visually appealing product that meets the needs and expectations of your customers. Discover the steps and tips to...
Product Development · Business Administration

How can you ensure critical incidents are documented and reviewed effectively?
11 contributions · 26 minutes ago
Learn and le...
Stress

How can you create a Thought Leadership platform that reflects your unique voice and values?

Powered by AI and the LinkedIn community

- [Define your purpose](#)
- [Know your audience](#)
- [Choose your format](#)
- [Develop your style](#)
- [Be original and creative](#)
- [Here's what else to consider](#)

More to explore

- Marketing
- Public Administration
- Healthcare
- Engineering
- IT Services
- Sustainability
- Business Administration

Top experts in this article
Selected by the community from 21 contributions. [Learn more](#)

Adriana M. Hemzacek
Director of Marketing, North America
[View contribution](#) · 5

Megha Sri
Strategic HR Leader Driving Organisational Excellence | Transformative HR Lead in India | Passionate about Cultivating...
[View contribution](#) · 4

Grant Hyman
Neither Einstein nor I have a PhD, but I wrote The Book on Selling!
[View contribution](#) · 3

Adriana M. Hemzacek contributed to this collaborative article

How can you create a Thought Leadership platform that reflects your unique voice and values?
21 expert answers
Know your audience

Adriana M. Hemzacek · You
Director of Marketing, North America
You write because you are passionate about a topic - who knows who will find your content relevant or inspiring.
...see more

Like · 5

Add your perspective to 'Know your audience'

SOCIAL MEDIA MISC.

Tips to keep in mind.

- Mascots are commuters too / Include your mascot in BWC social content (photo, video, reels)
- Everyone loves a sign / Create photo prop signs for employees to use at the 2024 announcement of BWC Partners
- Go back to basics / Create a Facebook Photo Album of UGC around commuting
- Don't go hashtag crazy / Use 3 total (2:1 (generic:campaign)) and communicate the BWC Partner hashtag to employees
- Post natively / Don't cross-post; always make sure content is formatted correctly for each channel

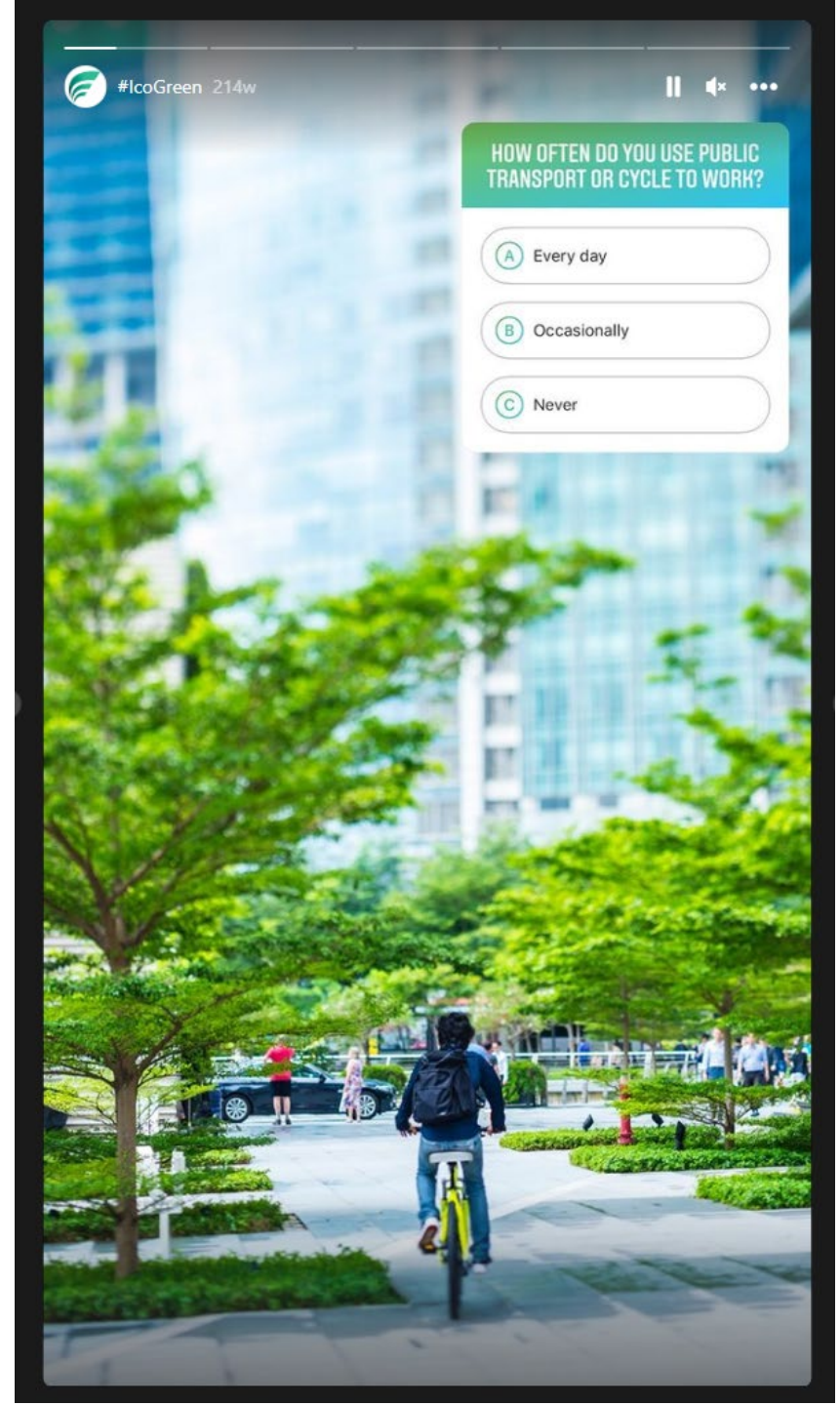


CAMPAIGN IDEAS

Tell your BWC Partner story year-round

Take advantage of non-official holidays

- Winter Bike to Work Day: February 9, 2024
- Intern Recruiting Season (Jan – Apr)
- National Ride a Bike Day: May 5, 2024
- Bike to Work Week/Bike Safety Week: May 13-19
- Bike to Work Day: May 17, 2024
- National Commuter Challenge: June 5-11, 2024 (Canada)
- Ride to Work Day: June 11, 2024 (motorcycle + scooter)





SHARE YOUR STORY: SOCIAL MEDIA IN 2024

TELL THE WORLD YOU ARE A BWC PARTNER

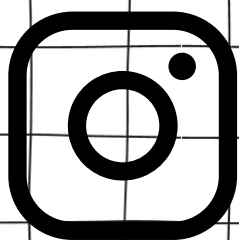
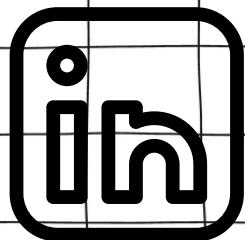
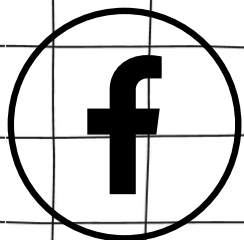
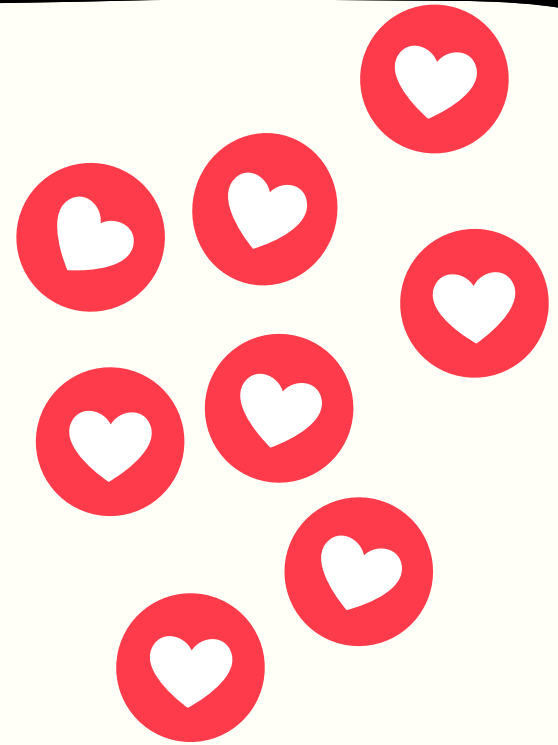
Presented by: Adriana M. Hemzacek, Marketing Director @ Icomera
adriana.hemzacek@icomera.com | 312-505-5751





Effective Strategies

Organic Strategies Work!!!



~~Magic Wand~~

01

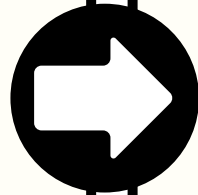
Rules of Marketing

01

Marketing Mix

01

Comprehensive Media Mix



Product

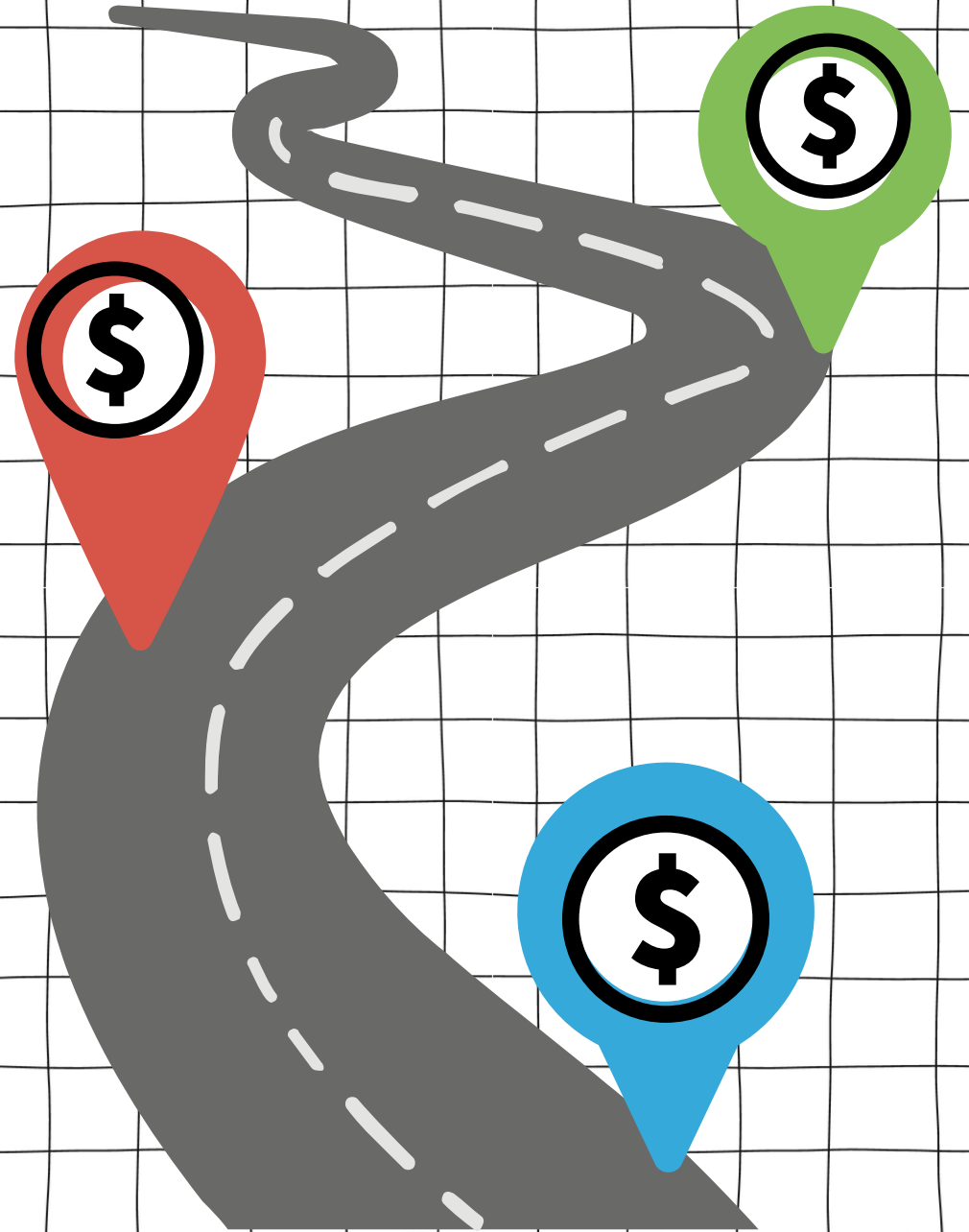
Price

Place

Promotion



Follow the Money








Follow the Money



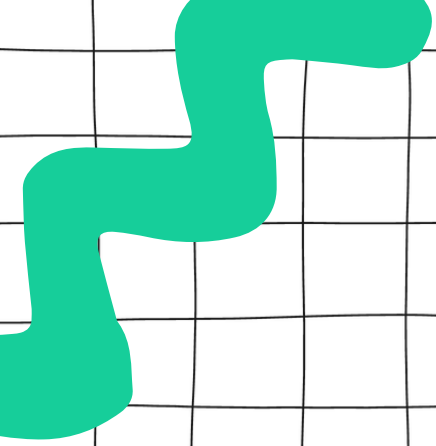
You're reaching more people

Creating high-quality content and engaging with your audience are helping you get noticed.

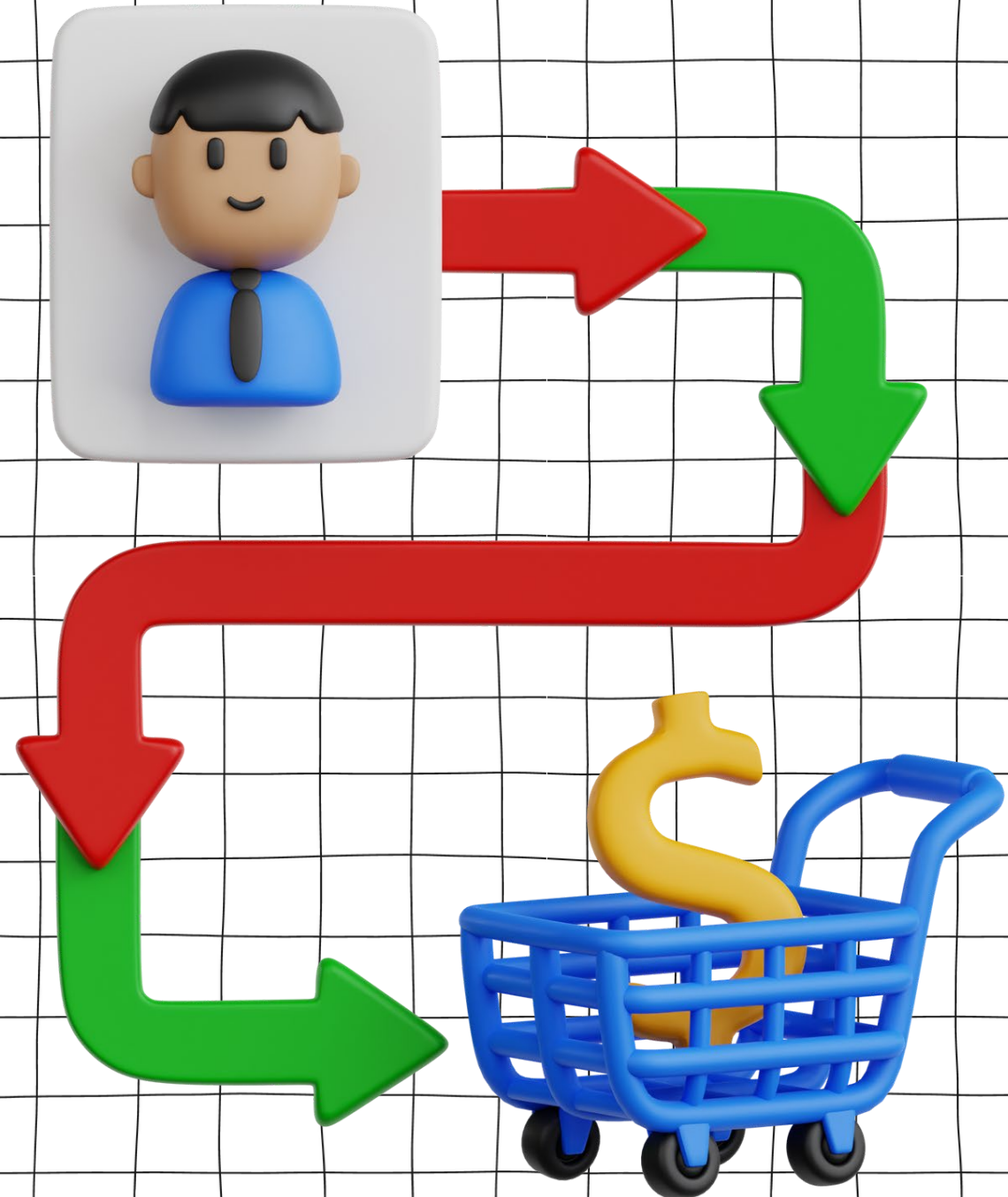
Tips to keep it going

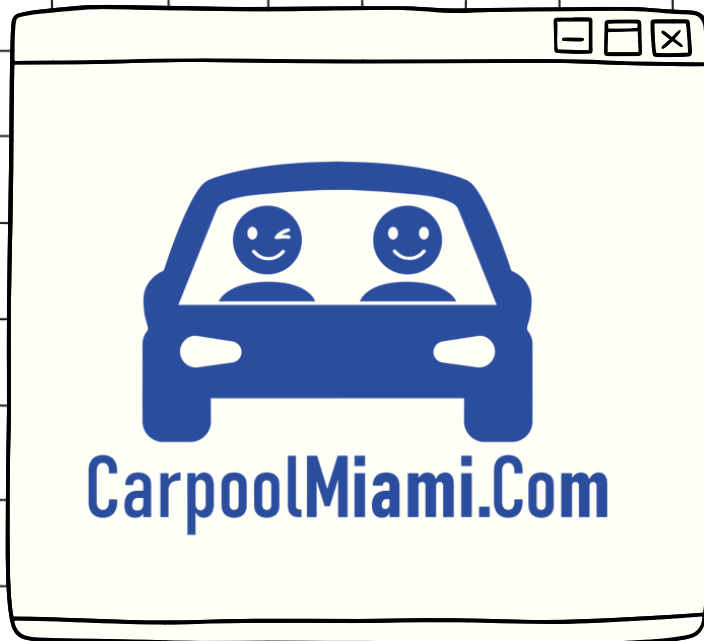
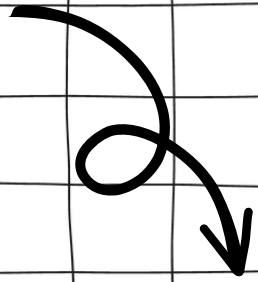
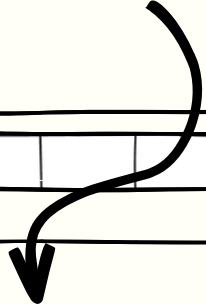
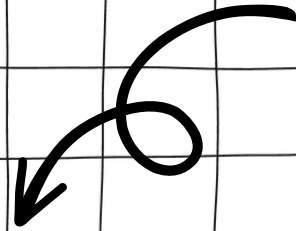
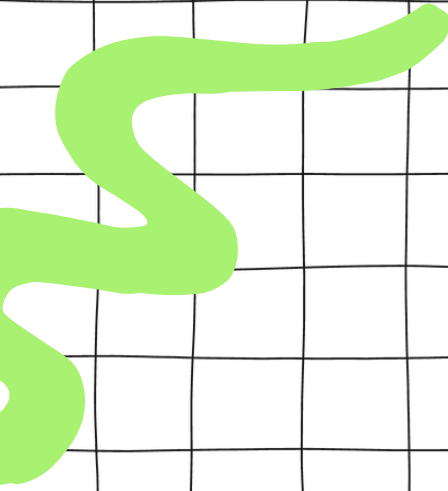
-  Mix things up with Reels, Stories and Live Videos to connect with your audience in different ways.
-  Create original content for the most distribution.
-  Comment on other creators' content to show support and build community.
-  Ask questions or create polls to learn about your audience and spark discussions.
-  Respond to comments on your post to keep the conversation going.

Content is evaluated daily for better distribution.



Buyer's Journey







commutersfl Carpools with 3 people DO NOT pay tolls to use 95 Express.

#CarpoolMiami 🚗🚗🚗 -

#Carpool

#Miami

-

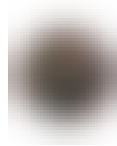
-

DISCLAIMER: For those who take things too literally, don't ever stand on the backseat of a moving vehicle. It's not safe.



alby The disclaimer is hilarious. Also, necessary.

232w 2 likes Reply



mrmc @commutityfl is there a similar program coming up for the 826 in Miami?

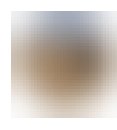
232w Reply

Hide replies



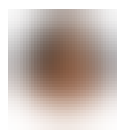
commutersfl @mrmcguiver right now this is not available on 826 but FDOT is always reviewing policies to encourage carpooling.

232w 2 likes Reply



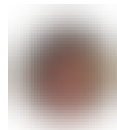
decay @anmavi1

232w Reply



ms_ This ad is great! Give that person a raise 🙌👏

232w 1 like Reply



fitness @basscow Doesn't your car qualify?

233w Reply



memes
Memes.com

20.3K
posts

6.9M
followers

20
following

Me and the cops headed to the scene for the 13th straight weekend in a row



Me and my friend waiting past a group of girls meeting another girl could pull any of 'em



In the club, however when I tried to see a girl...

"Flight starts boarding at 11am" My car is there



Message

Following

These Gingerbread Men
wouldn't pay tolls.



commutersfl
Miami, Florida



commutersfl If these gingerbread men were people... and that baking pan was a car... and that scorching hot oven was the 95 Express Lanes, they wouldn't have to pay tolls.

-

Carpools with 3 people don't pay tolls to use the 95 Express Lanes.

[#CarpoolMiami](#)

These 3 pumpkins
wouldn't pay tolls!



commutersfl



commutersfl If these pumpkins were people, and that cornucopia was a car and that red table cloth was the 95 Express Lanes, they wouldn't have to pay tolls.

-
Carpools with 3 people don't pay tolls on 95 Express Lanes.
[#CarpoolMiami](#)



Come ride the 95 express bus with me to Miami!



Uber

Free

**UBER
RIDES
HOME**

CARPOOLERS,
VANPOOLERS
TRANSIT RIDERS

Funded by the Florida Department of Transportation

FREE UBER RIDES HOME



The perfect complement to the **BETTER BUS Network**

Shelbie L Chaney-Findieson Need to do this in Palm Beach County 2

Like · Reply · Message · 5w

Most Relevant is selected, so some replies may have been filtered out.

Bagheera Amagi Shelbie L Chaney-Findieson PalmTran has done a good job, plus local traffic is almost non-existent. It wouldn't hurt contacting them or attending a county meeting soon 5w

Like · Reply · Message · 5w

[View 1 more reply](#)

Rosa Manotas Ahhj si buen servicio gracias 4w

Like · Reply · Message · See translation · 4w

Ellen Finch Sharing 2w

Like · Reply · Message · 2w

Nicole Brown Broward County needs to do this 4 7w

Like · Reply · Message · 7w

Most Relevant is selected, so some replies may have been filtered out.

Author Commutersfl www.Guaranteedridehome.org IS available in Broward County as well.

1800234RIDE.COM What is the Guaranteed Ride Home (GRH) Program ? -... 2

Like · Reply · Remove Preview · 6w

Top fan Dalvis Martin Nicole Brown Broward county is not going to lose money 1

Like · Reply · Message · 2w

Top fan Dalvis Martin Broward county is too cheap 1

Like · Reply · Message · 2w

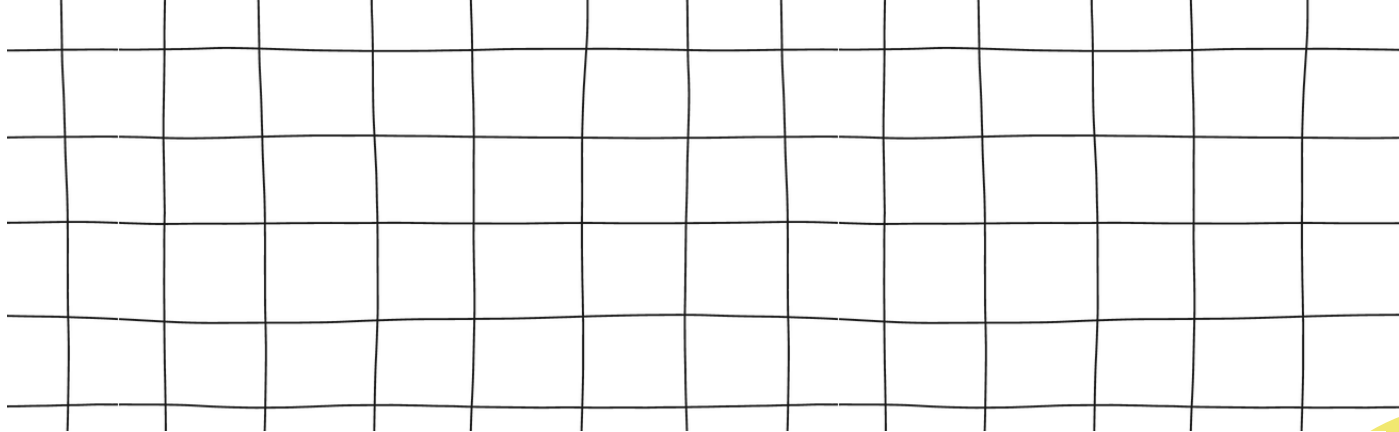
Nicole Brown Dalvis Martin You right because some drivers be doing too much when folks don't have the money 1

Like · Reply · Message · 2w

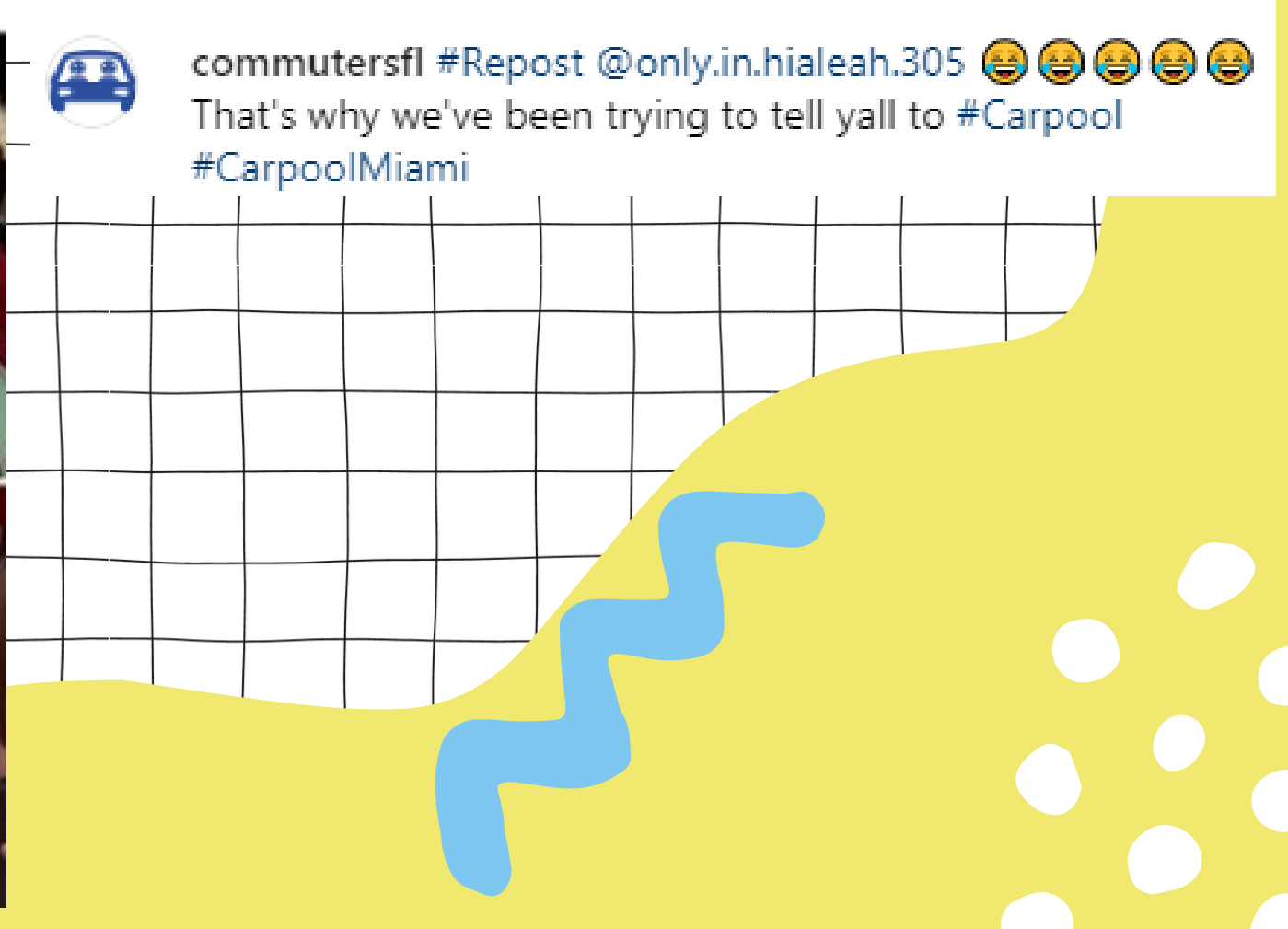
AND THE
2019
NOMINEES
FOR THE



WORST
TRAFFIC
IN MIAMI
RUSH HOUR
ARE.....



commutersfl #Repost @only.in.hialeah.305 😂😂😂😂😂
That's why we've been trying to tell yall to #Carpool
#CarpoolMiami



iwashe [redacted] 3hour commute for what would be a 25 minute drive. Yet everyone tells me I'm supposed to take it.

3w Reply

captain [redacted] Converted homes!

3w 2 likes Reply ...

marcelo_ [redacted] Smell

3w Reply

majo_ [redacted] Late

3w Reply

prir [redacted] Poverty

3w 1 like Reply

gia [redacted] Dirty unsanitary stinky transportation shuttle

3w Reply

maribe [redacted] Late af

2w Reply ...

spun [redacted] Buss it down thottiana

2w 1 like Reply

andrea [redacted] Also the one and only time I rode a bus I encountered the worst strain of a flu EVER! Gross

2w Reply

heyits [redacted] delay

2w Reply

schnau [redacted] Dirty. Homeless

2w Reply

edwal [redacted] Stigmatized

2w Reply



tsa

Following

Message



2,574 posts

1.4M followers

512 following

Travel Tips & Dad Joke Hits



t

Government Official

Princess of Puns

King of K9s

Teller of Travel Tips

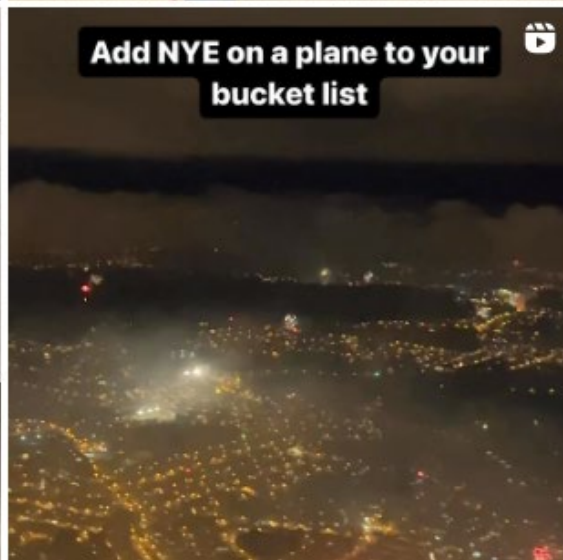
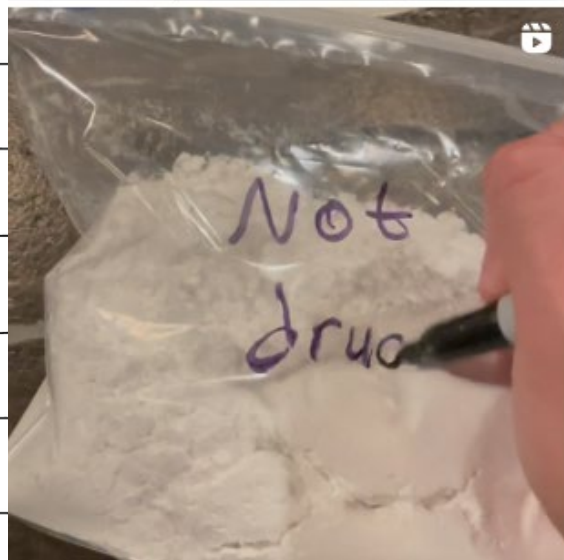
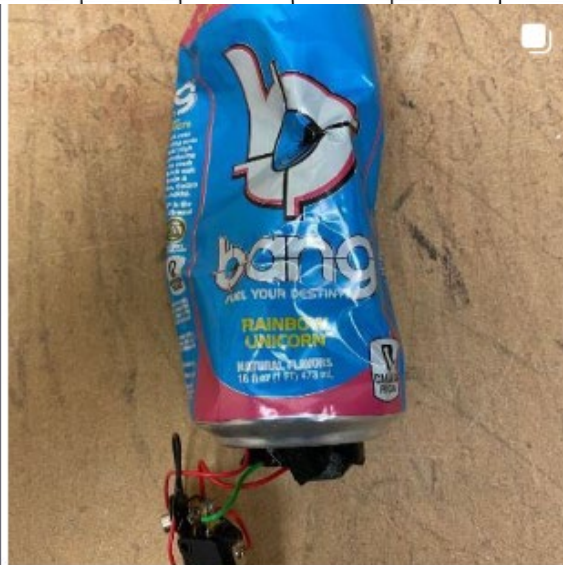
Passion for Prohibited Items

Admirer of Alliteration

DMs are automated

www.tsa.gov/linkinbio + 4

Followed by gr8_alex, kristinedemko, joe.cozzi + 26 more





Thank you



Accessing Partner Resources

Direct link:

<https://www.bestworkplaces.org/promo>

The screenshot displays the website for BEST Workplaces for Commuters. At the top, there is a navigation bar with the logo, the text "BEST WORKPLACES FOR COMMUTERS", a search bar, and a user profile icon. Below the navigation bar is a horizontal menu with links: HOME, ABOUT, BENEFITS, JOIN, EVENTS, BWC MEMBERS, CONTACT, and MEMBERS ONLY. The "MEMBERS ONLY" link is highlighted, and a dropdown menu is open, listing: Directory, Promotional Tools, Member Chat, Member Resources, Partners, and Logos. The main content area features a green banner with the text "MEMBERS ONLY" and "PROMOTIONAL". Below this, there are three sections: "2024 Social Media Toolkit", "2024 Partner Social Media Toolkit", and "2024 Logos and Media Assets". The "2024 Social Media Toolkit" section includes a paragraph about the toolkit and a "DIY" section. The "2024 Partner Social Media Toolkit" section is partially visible. The "2024 Logos and Media Assets" section is also partially visible. On the right side, there is a large graphic with the text "2024 COMMUNICATIONS & SOCIAL MEDIA TOOLKIT" and a contact information box for Julie Bond, Program Director.

BEST Workplaces for Commuters 2023

BEST WORKPLACES FOR COMMUTERS

Enter search string

Changing How America Commutes

HOME ABOUT BENEFITS JOIN EVENTS BWC MEMBERS CONTACT MEMBERS ONLY

MEMBERS ONLY

Directory

Promotional Tools

Member Chat

Member Resources

Partners

Logos

2024 Social Media Toolkit

You'll definitely want to let your employees, customers, and industry colleagues know that their worksite has received the Best Workplaces for Commuters' designation. This social media tool-kit contains tips to help you make the most of the news. It includes talking points, quotes, and content to use on your social media pages, internal communications channels, external newsletters, etc. Select the tool kit below to download.

DIY: Try making social media graphics for free using [Adobe Express](#) in minutes. Easily make unique social media designs in a flash using free templates, images, trending design assets, and more.

2024 Partner Social Media Toolkit

2024 Logos and Media Assets

2024 COMMUNICATIONS & SOCIAL MEDIA TOOLKIT

Your Best Workplaces for CommutersSM (BWC) national designation is an achievement that deserves attention. Sharing the news with your employees, your industry, and community is simple with our easy-to-use BWC Communications & Social Media Tool-Kit.

Looking for more ways to leverage your BWC designation? Please contact:
Julie Bond, Program Director
jmbond@usf.edu • 813-974-9799

Where to Share

The following are suggestions for possible platforms to use when sharing about your designation.

INTERNAL COMMUNICATIONS: This is an ideal opportunity to remind employees about the great benefits you offer and encourage employees who haven't taken advantage of benefits to try a new way to commute.

Key Messages

Here are some key messages to use in your internal and external communications.

- [OUR ORGANIZATION] is pleased to announce that we have helped [TOTAL NUMBER OF] organizations be designated as 2024 Best Workplaces for Commuters.

Upcoming Events!

BEST Workplaces for Commuters 2024

BEST Sites for Commuters 2024

BEST Colleges for Commuters 2024

BEST Universities for Commuters 2024

CANADA BEST Workplaces for Commuters 2023

THE BWC IMPACT: ANNOUNCING THE 2024 LIST

featuring:

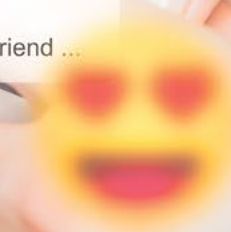
JOANNA RUSTIN
VP, MARKETING
National Express
North America &
WeDriveU

January 25, 2024
3 to 4 p.m. ET

Get EVAL Certified!

BEST Workplaces for Commuters 2024

Region-specific sessions – See BWC website for details



Any questions? Let's Discuss!

BWC PARTNERS:

Leveraging Social
Media FOR Success

Thank you!