



## 2018 Best Workplaces for Commuters<sup>SM</sup> Communications & Social Media Tool-Kit

Your Best Workplaces for Commuters<sup>SM</sup> national designation is an achievement that deserves attention. Sharing the news with your employees, your industry and community is simple with our BWC Social Media + Communications Tool-Kit. Our easy-to-use guide will help you spread the word of your company being recognized as one of the most committed U.S. workplaces that offers exceptional commuter benefits to employees.

Below are resources that can help you effectively communicate the news through internal and external communications. Whether on your corporate intranet, in social media or through press release distribution, you can customize the news with our messaging and execution tips below.

For additional help with how to get the word out about your Best Workplaces for Commuters<sup>SM</sup> designation, please contact Julie Bond, Program Director, at [bond@bestworkplaces.org](mailto:bond@bestworkplaces.org) or 813-974-9799.

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### MESSAGING

Here are some key messages to use in your internal and external communications. We have indicated which messages may work for Twitter and/or Facebook, recognizing that Twitter only accepts 280 characters.

- [INSERT NAME OF YOUR ORGANIZATION] is proud to announce that we have been designated one of 2018's Best Workplaces for Commuters in the nation. (*Facebook and Twitter*)
- [INSERT NAME OF YOUR ORGANIZATION] is among a select group of U.S. companies recognized by Best Workplaces for Commuters for offering employees exceptional commuter benefits. (*Facebook*)
- To be nationally designated as one of the *Best Workplaces for Commuters*, [INSERT NAME OF YOUR ORGANIZATION] met the National Standard of Excellence in offering our employees exceptional commuter benefits. (*Facebook*)
- To receive the Best Workplaces for Commuters national designation, [INSERT NAME OF YOUR ORGANIZATION] has committed to providing at least five means of support to help employees leave their cars at home, including designating a central point of contact for employee commuter questions and providing an [Emergency Ride Home](#) program for employees. (*Facebook*)
- [INSERT NAME OF YOUR ORGANIZATION] also offers employees [INSERT LISTING OF 3-5 OTHER COMMUTER BENEFITS YOUR ORGANIZATION PROVIDES EMPLOYEES]. (*Facebook*)
- With the Best Workplaces for Commuters designation, [INSERT NAME OF YOUR ORGANIZATION] gets access to web-based tools and webinars, staff trainings, and forums for to promote a wide variety of commuting options. (*Facebook*)



**QUOTE(S) TO USE FOR PRESS RELEASES, NEWSLETTERS, INTERNAL COMMUNICATIONS.**  
FOR NEWSLETTERS, ATTRIBUTE TO A SPOKESPERSON FOR YOUR ORGANIZATION WITH NAME/TITLE.

- Being nationally recognized as one of the 2018 Best Workplaces for Commuters signals how truly serious we are about our employees and our environmental stewardship.
- We are extremely proud about our progressive commuter benefits that have helped our employees save time, spend less on gas and alleviate the stresses of battling traffic congestion.
- Offering commuter benefits is a priority and speaks to our culture of putting the needs of our employees and this community first.
- Our employees tell us that our employee-provided commuter benefits program motivates them to try new ways to get to work, like taking the bus or carpooling. They say our commuting options actually reduce travel time, save them money on gas and make them feel good about working here.
- We have found that employee-provided commuter benefits give us a competitive edge in employee recruitment, retention and brand recognition.
- This is just one more way we show we really care about making our employees lives easier and more manageable as they meet work and family life challenges.
- Participating in the Best Workplaces for Commuter program, and receiving the 2018 national designation, translates into a happier workplace and ultimately smart business.
- Our commuter benefit program is a hit with our employees. It has led to an increase in productivity, helped with retention, and put us on the map for attracting top talent in our sector. Our Human Resource team has capitalized on our national designation as the Best Workplaces for Commuters every year since [INSERT YEAR COMPANY FIRST WAS DESIGNATED BY BWC].



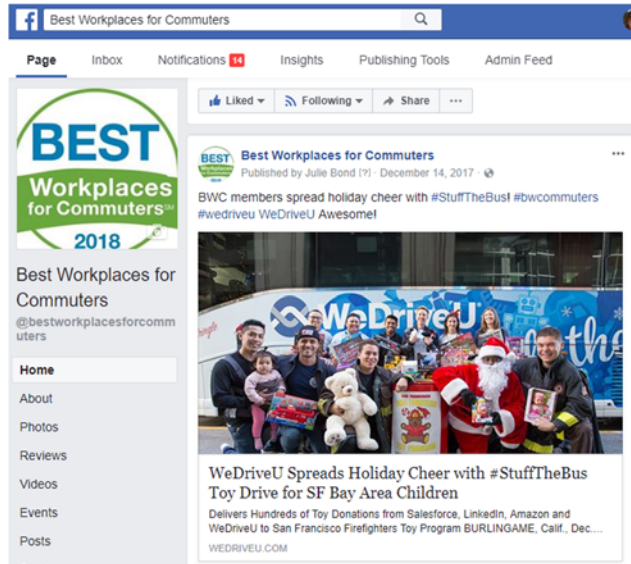
## SOCIAL MEDIA

The following provides some helpful social media resources to highlight your Best Workplaces for Commuters designation on Facebook and Twitter, your company intranet or any social media platform.

### Facebook

#### GENERAL TIPS

- 1) Use some of the above key messages announce your Best Workplaces for Commuters designation on your Facebook page.
- 2) Keep the messages short and accompany them with the Best Workplaces for Commuters logo or a photo that illustrates one of your benefits in action.
- 3) Use headlines in your posts that are short and inviting – here are some examples to consider using in speaking to employees, potential employees, or your customers:
  - “[INSERT NAME OF YOUR ORGANIZATION] makes commuting easier for our employees.”
  - “Did you know [INSERT NAME OF YOUR ORGANIZATION] makes commuting more affordable for employees?”



#### HOW TO GET THE MOST OUT OF ANNOUNCING YOUR DESIGNATION

- 1) “Like” the Best Workplaces for Commuters Facebook page – <https://www.facebook.com/Best-Workplaces-for-Commuters-87038435119/> -
- 2) Tag the BWC Facebook page in your posts using the ‘@’ sign and then select Best Workplaces for Commuters from your list of contacts and likes.
- 3) Use Hashtag #BWC2018
- 4) Add a photo or the Best Workplaces for Commuters logo to your post with your messages.
- 5) BWC social media team will share and like on the BWC Facebook page when we receive a notification by Facebook that you tagged us.



## SOCIAL MEDIA

### Twitter

#### GENERAL TIPS

- 1) Use some of the above key messages to announce your Best Workplaces for Commuters designation.
- 2) Limit posts to 280 characters.
- 3) Accompany your post with the Best Workplaces for Commuters logo or a photo that illustrates one of your benefits in action.
- 4) Use the #BWC2018 hashtag in your posts.



#### HOW TO GET THE MOST OUT OF ANNOUNCING YOUR DESIGNATION

- 1) Follow the Best Workplaces for Commuters Twitter page at <https://twitter.com/BestWorkplaces>.
- 2) Retweet any posts related to the overall announcement. We will see your tweets and share your content as a re-tweet also.
- 3) Use the Best Workplaces for Commuters Twitter handle - @BestWorkplaces in your posts.
- 4) Use the #BWC2018 hashtag in your posts.
- 5) Refer to the program in your posts, using @BestWorkplaces, and we will share your posts.



## PHOTOS

- 1) Use the Best Workplaces for Commuters logo as a visual complement to your announcement.
- 2) Capture and use photos in your social media and corporate communications that illustrate your commuter benefits in action.
- 3) Maximum size photos for Facebook: 1200 x 630 pixels.
- 4) Maximum for Twitter: 1024 x 512 pixels; a minimum size of 440 x 220 pixels to be impactful.
- 5) Photos can be taken with smart phones or with digital cameras, and candid shots are encouraged.



*reThink celebrates BWC designation*

## YEAR-ROUND STORYTELLING

We know that you will want to promote the benefits of your employer-provided commuter benefits year-round, not just when you receive your national designation. So, share news about your benefits, your Best Workplaces for Commuters program successes and stories all year long in your social media channels and newsletters, at job fairs, on your intranet or on your breakroom corkboard!

As you celebrate a milestone, reach a goal or hear about a success related to your commuter benefits program, please let us know what you've achieved! You can Tweet us, share it on our Facebook timeline, or email your local Best Workplaces for Commuters contact.



### Bike to Work Day challenges Orlando car culture

What if Bike to Work Day is a normal workday routine, not a special occasion to put on a helmet and hop on a seldom-ridden 10 speed?

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