



2020 Best Workplaces for CommutersSM Communications & Social Media Tool-Kit

Your Best Workplaces for CommutersSM 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.

For additional help with how to get the word out about your Best Workplaces for CommutersSM designation, please contact:

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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.

- Corporate intranet
- Internal newsletter
- All staff emails
- Staff meetings
- Host a lunch-and-learn

EXTERNAL COMMUNICATIONS: Gain industry recognition and help attract future talent by promoting your achievement externally.

- Press release
- Post on website
- External newsletter
- Facebook
- Twitter
- Instagram
- Other social media outlets pertinent to your audience and/or industry

Key Messages

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

- [YOUR ORGANIZATION] is proud to announce that we have been designated one of 2020's Best Workplaces for Commuters in the nation.
- [YOUR ORGANIZATION] is among a select group of U.S. companies recognized by Best Workplaces for Commuters for offering employees exceptional commuter benefits.
- To be nationally designated as one of the Best Workplaces for Commuters, [YOUR ORGANIZATION] met the National Standard of Excellence in offering our employees exceptional commuter benefits.
- To receive the Best Workplaces for Commuters national designation, [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.
- [YOUR ORGANIZATION] offers employees [INSERT LISTING OF 3-5 COMMUTER BENEFITS YOUR ORGANIZATION PROVIDES EMPLOYEES].
- With the Best Workplaces for Commuters designation, [YOUR ORGANIZATION] gets access to web-based tools and webinars, staff trainings, and forums for to promote a wide variety of commuting options.



TIP! Using candid shots of your employees utilizing the benefits you provide adds interest.



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Quotes

We've prepared the following quotes for you to use in your communications. Select a quote and attribute it to a spokesperson representing your organization.

- “Being nationally recognized as one of the 2020 Best Workplaces for Commuters signals how truly serious we are about our employees and our environmental stewardship.”
– NAME, TITLE, YOUR ORGANIZATION
- “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.” – NAME, TITLE, YOUR ORGANIZATION
- “Offering commuter benefits is a priority and speaks to our culture of putting the needs of our employees and this community first.” –NAME, TITLE, YOUR ORGANIZATION
- “Our employees tell us that our employer-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.” –NAME, TITLE, YOUR ORGANIZATION
- “We have found that employer-provided commuter benefits give us a competitive edge in employee recruitment, retention and brand recognition.” –NAME, TITLE, YOUR ORGANIZATION
- “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.”
–NAME, TITLE, YOUR ORGANIZATION
- “Participating in the Best Workplaces for Commuter program, and receiving the 2020 national designation, translates into a happier workplace and ultimately smart business. –
NAME, TITLE, YOUR ORGANIZATION
- “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 WAS FIRST DESIGNATED BY BWC].” –NAME, TITLE, YOUR ORGANIZATION



Photos, Logos & More

We provide logos and digital photo assets to make your communications messaging easier and more impactful. Downloadable content may be found here: bestworkplaces.org/employers/promote



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Getting the Most from Your Social Media Posts

FACEBOOK:

- “Like” the Best Workplaces for Commuters Facebook page: facebook.com/bestworkplacesforcommuters
- 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.
- Use Hashtag **#BWC2020**
- Use a direct message and include an image to help draw attention. consider “boosting” your message to reach a broader audience.
- Add a photo of the Best Workplaces for Commuters logo to your post with your messages.
- The BWC social media team will share and like on the BWC Facebook page when we receive a notification by Facebook that you tagged us.
- Maximum photo size: 1200 x 630 pixels

TWITTER:

- Limited to 280 characters. See shorter messages above to use with this platform.
- Follow the Best Workplaces for Commuters Twitter page at twitter.com/BestWorkplaces.
- Retweet any posts related to the overall announcement. We will see your tweets and share your content as a re-tweet also.
- Use the Best Workplaces for Commuters Twitter handle, **@BestWorkplaces**, in your posts.
- Use the **#BWC2020** hashtag in your posts.
- Refer to the program in your posts, using **@BestWorkplaces**, and we will share your posts.
- Maximum photo size: 1024 x 512 pixels; a minimum size of 440 x 220 pixels is recommended to be impactful.





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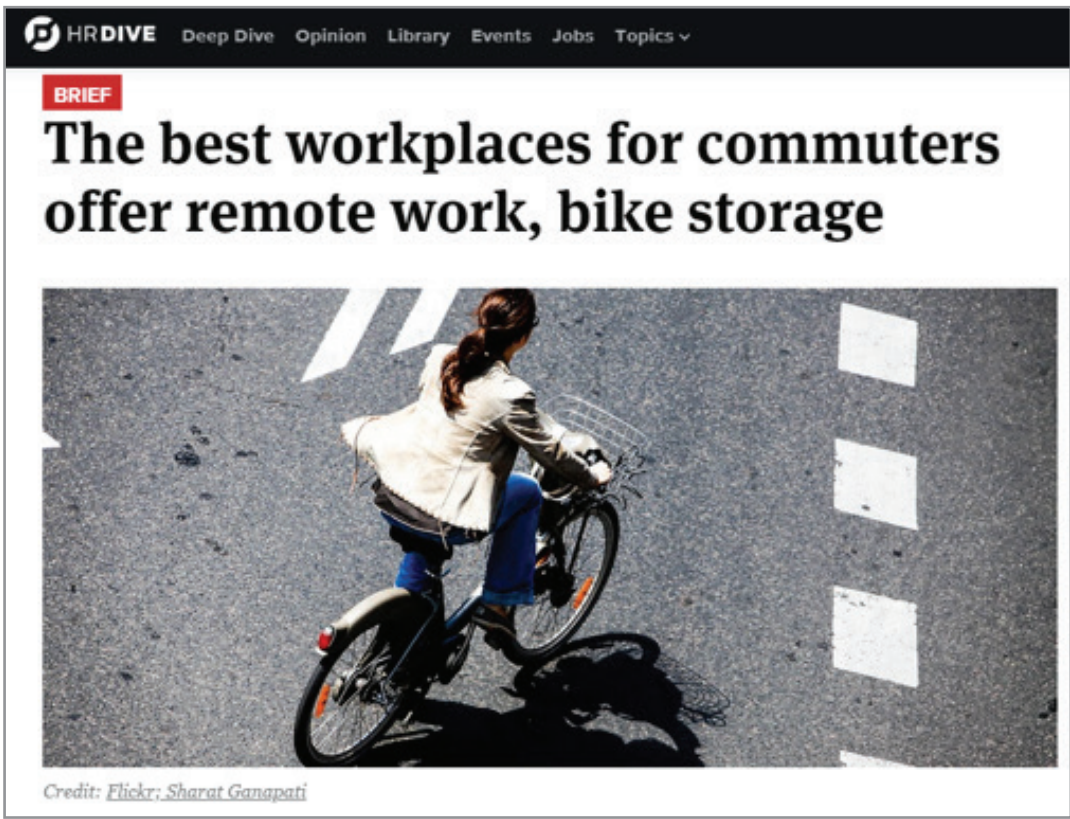
Looking for additional inspiration?

Here are examples of what other BWCs have done to help promote their awards.



BWC Partner reThink celebrates BWC designation of one of their local organizations, Greater Orlando Aviation Authority

TIP! Consider recognizing employees that are especially exceptional at commuting creatively (using multiple strategies for their commute, like riding their bike to the bus) or employees that help support your program (like an ETC).



Source: <https://www.hrdiver.com/news/the-best-workplaces-for-commuters-offer-remote-work-bike-storage/516089/>