

2025



Lagan's Cycle Challenge



Social Media Strategy



Our Lagan's Cycle Challenge, developed in 2016 in memory of Lagan, brings in cyclists across the North West to complete one of our three routes, all of which represent the major uphill battle a child with heart defects has to fight.

About the Cycle Event



What Is The Goal?

Primary Goal

Raise awareness

- Build awareness for the event

Secondary Goal

Drive engagement

- Increase sign-ups through socials
- Drive donations beyond event

Tertiary Goal

Build community

- Build a community we can nurture

Who Are We Talking To?



A

Individuals who love to cycle



B

Other corporate organisation
and charities



C

Volunteers

Our Voice

Inspiring

We want to highlight success stories and positive outcomes from previous years. Showing the members of the public what we've been able to achieve in previous challenges while also highlighting the personal and collective impact of the challenge.

Fun and Engaging

This adds energy and excitement to the campaign making it more appealing and memorable. This encourages participation, fosters connection, and spreads enthusiasm about the cycling.

Mission Driven

This focuses on the purpose and impact of the Cycle Challenge, tying every message to its core mission. This approach is essential for inspiring action, building trust, and fostering emotional connections.



Channel Mix



Community Building

Facebook is a great platform for community building. The different specifics available on the app will help build relationships and relatability among our target audience.



Engaging Visual Storytelling

Instagram is a visually driven platform, where we share engaging videos, pictures, and stories that shares the brand story to achieve its overall strategy.



Thought Leadership

A perfect platform to position the brand as a leader in providing respite care for families with special needs children.

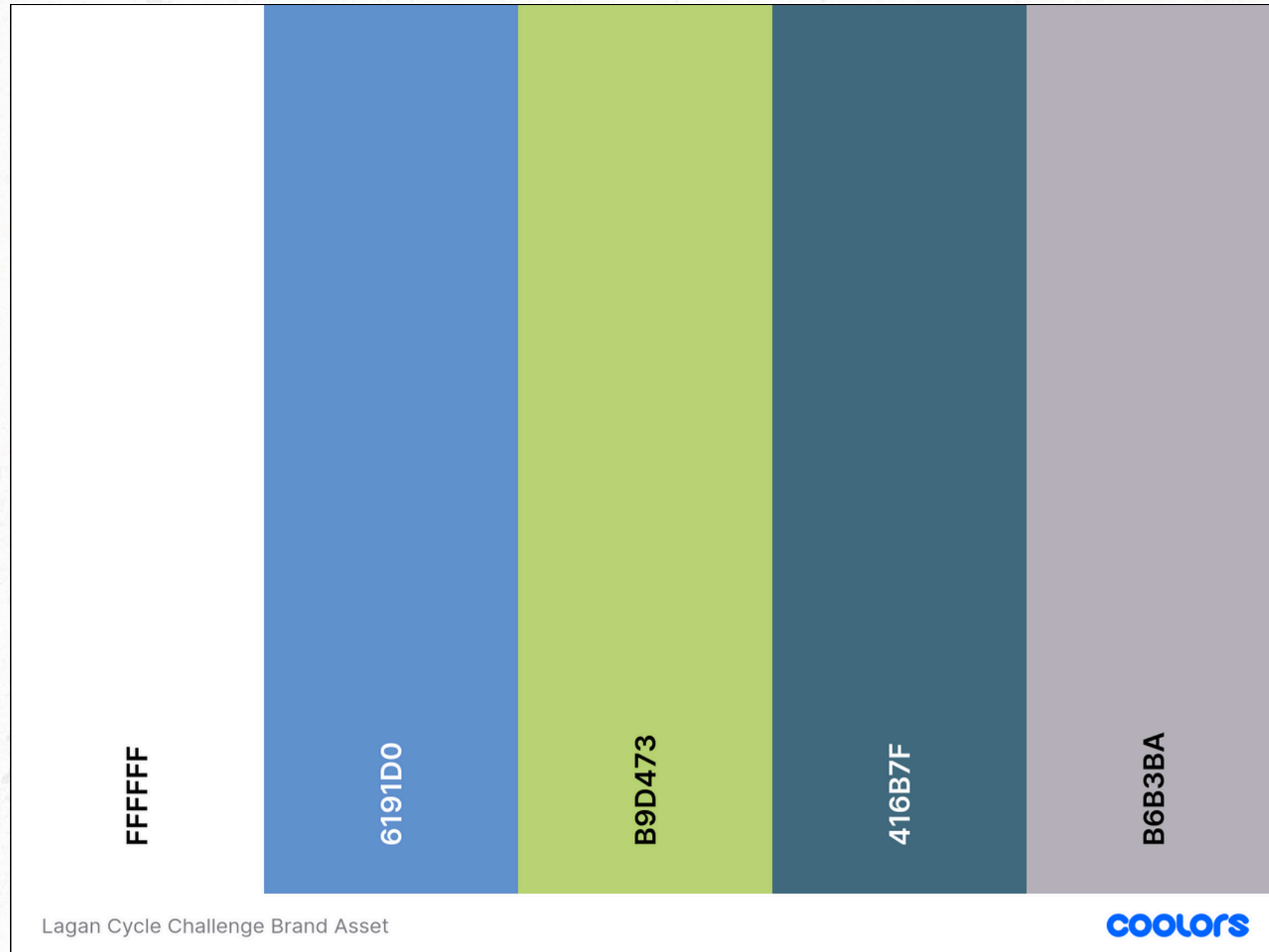
Content Pillars

Content Pillars	Rationale
#Cyclebreakdown	Provide valuable information about cycling, the health effects, and related topics. Offer practical tips, advice, and life hacks related to the cycle challenge and overall well-being to prepare riders.
#Cycleforapurpose	By focusing on educating our audience about the vital work our charity undertakes, we aim to develop a deeper connection to our cause. Sharing the story behind why we do what we do will help foster a strong emotional resonance with participants, supporters, and donors.
#Ridersspotlight	Highlighting and spotlighting riders, partners and sponsors from previous years through videos and images, thus fostering a sense of community.
#Gearingup	To build anticipation and humanise our content, we will share behind-the-scenes content about what we are doing in preparation for the cycle challenge (Pictures, Videos, etc.)

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Brand Asset



Fonts :

Heading : Kreon

Sub Heading : Kreon Light

Body : Kreon



Feed Moodboard



LinkedIn



Instagram



Proposed KPI



Metrics

		Jan	Feb	Mar	April
Sign-ups	100	10			
Website visits					
Impressions					
Followers					

Sample Content

Date	Monday
Content Pillars	ridersspotlight
Platform	Instagram and Facebook
Captions	Thank you for being a lifeline changer. Your Donation allows us to provide support for families who need these support.



Moderation

To mitigate the risk of followers seeing content that may seem offensive to them and bring the Cycle Challenge in a bad light. The following steps will be put in place to aid proper post moderation.



Negative comments shall be identified and deleted.



Comments will be identified and addressed swiftly.



The tone of voice when responding to complaints will be warm and friendly.



DMs will be responded to in a timely manner.

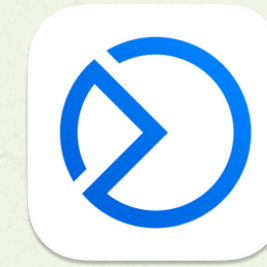
Performance Tools



Tracks and reports the impact of social media and other marketing channels on website traffic.



Aids copywriting and content creation.



Helps to streamline social media management by scheduling posts, analyzing performance, and engaging with supporters across Facebook and Instagram.



Used for the creation of social media assets.

Reporting

While the brand is building and improving its presence on social media, core metrics will be tracked to measure how effective the social media strategy is. These reports will be shared monthly to track the performance of what worked and what needs to be changed.

These metrics are:

Website Visits and Sign-ups: The number of traffic to the website will be tracked as well as sign-ups generated through the strategy put in place. This will help us make informed decisions about the type of content our audience resonates with.

Brand Awareness and Visibility

Reach: The number of unique users who see the brand's post on social media. However, this can only be tracked on Facebook, Instagram and the Website.

Impressions: This refers to the number of times people see the brand's post.

Monitoring: Inbuilt analytics in the used platforms will be used to track data and Google Analytics.

Social media presence and activity of competitors will be evaluated monthly to obtain market insights and identify areas for improvement.

Promotional Tools

- Printed copies of flyers distributed to the gym, local businesses and cycle clubs.
- Email marketing.
- Facebook groups.
- Sharing across personal social media accounts.

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Thank You!

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