

# Vine, Instagram, Pinterest, & Tumblr 101



***Liz Murphy***

*Communications Manager  
League of American Bicyclists*

***@pittsburghliz***



***Mary Lauran Hall***

*Communications Director  
Alliance for Biking & Walking*

***@MaryLauran***



# Outline

1. Instagram
2. Tumblr
3. Pinterest
4. Vine
5. How to decide

# 1. Instagram

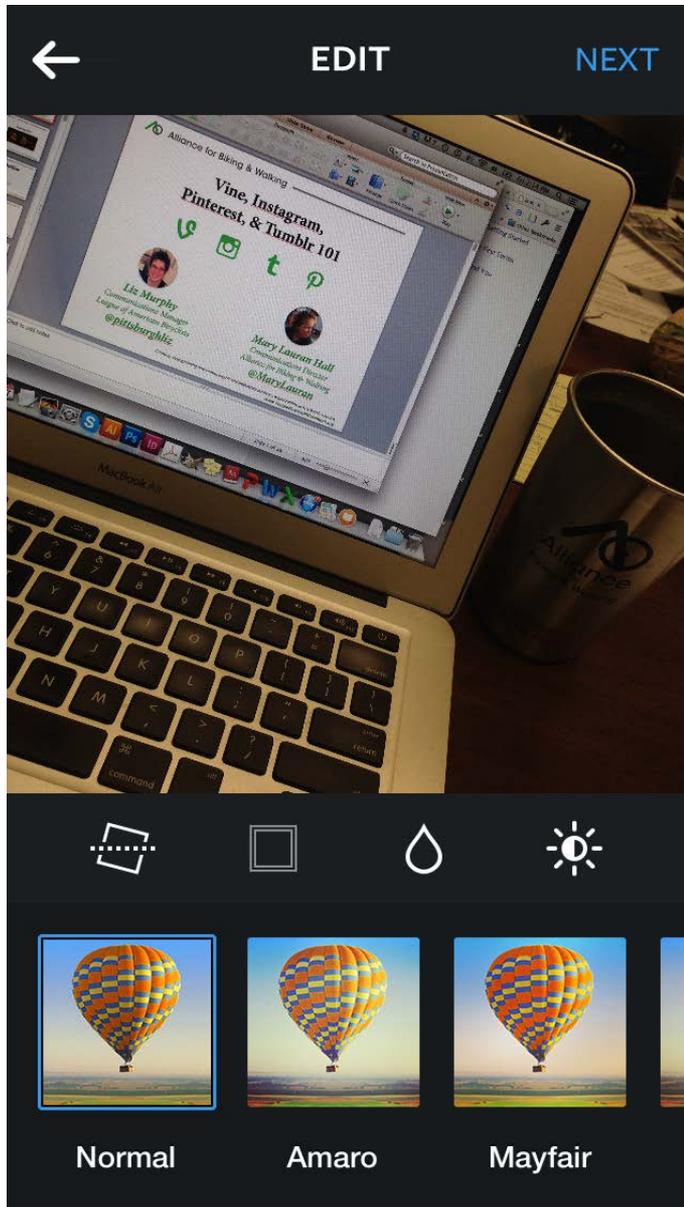


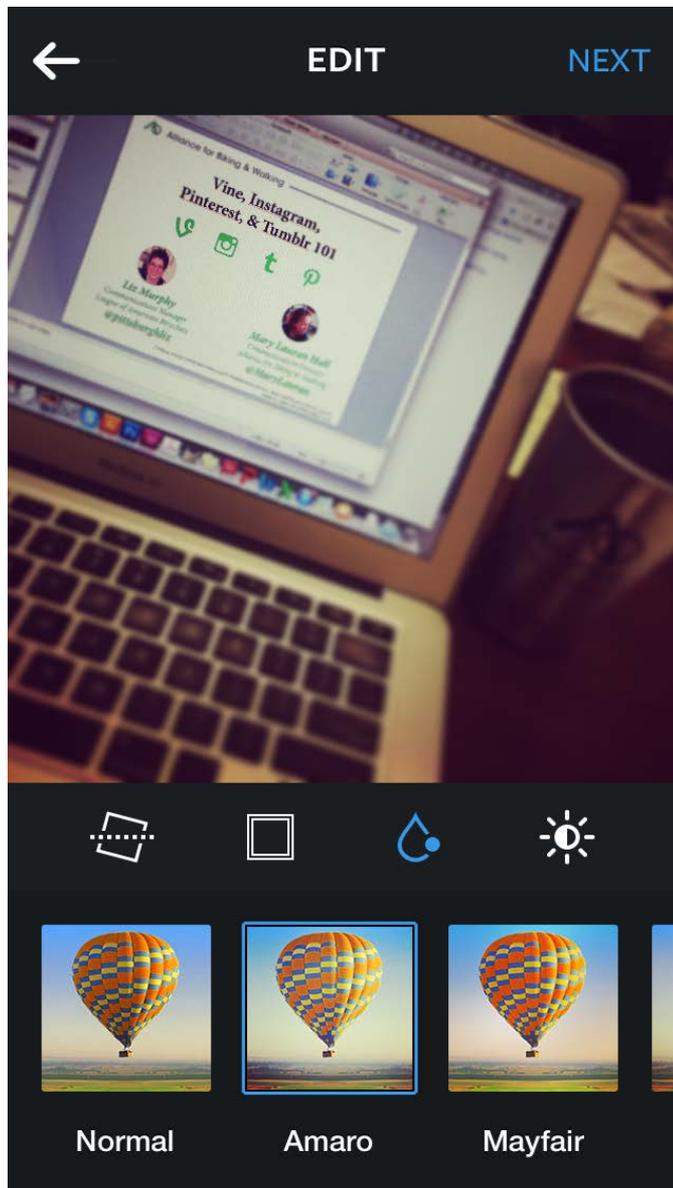
# Basics

- Photo-centric
- Owned by Facebook
- Smartphone-dependent: can only post from mobile app
- Skews young, female, and urban
- Parlance similar to twitter: @handle, #hashtags



# Here's how







Share to

FOLLOWERS DIRECT



Workin on a webinar about ...  
#instagram?



Tag People

Add to Photo Map



Facebook



Twitter



Email



Tumblr



Flickr

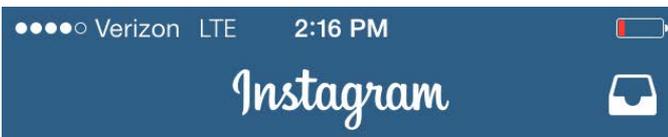


foursquare



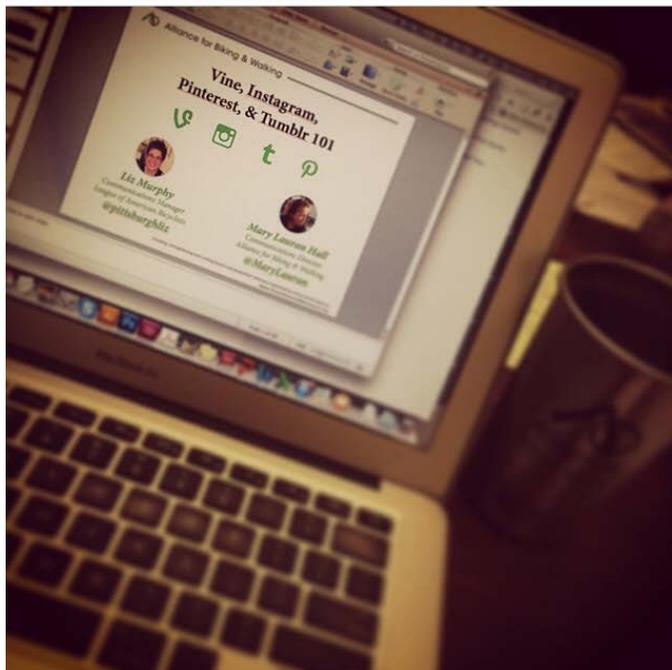
ミクシィ

SHARE →

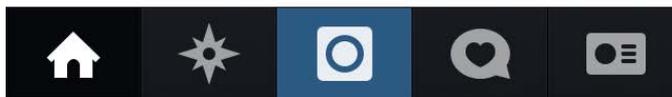


marylauran

2s



marylauran Workin on a webinar about ... #instagram?



PHOTO



sabrinhall

11w



124 likes

sabrinhall In-stagram-ception  
#happyhallowseve

view all 14 comments

sammybiadog Cleaver!

# Demographics

- 90% of its 150 millions users are under 35
- 68% of users are female
- 50% split between Android & Apple
- 17% of adults in urban areas use, compared to only 11% in suburban/rural areas.



# Example: @wabadc



wabadc

Follow

2 months ago

Giving thanks to the 98% of drivers who are doing it right. Compassionate, patient, understanding, courteous drivers, thanks for being awesome! We appreciate you! (Photo by George Newcomb).

♥ j\_roe, ayesuppose, amelianeptune and 39 others like this.



Leave a comment...



# Example: @bikepgh



**bikepgh**

Follow

2 months ago

First Women & Biking #zine hangout with the CLP!  
Event is full, but there will be more. #womenbike

thump3ar, bikeadlady, anthraxepidemic and 20 others like this.



**bikepgh**

#CarnegieLibrary



**halfacanyon**

See you all tomorrow at @e2pgh



**bikepgh**

See you there @halfacanyon! Thank you to the generosity @e2pgh for hosting



**mrskulbacki**

Where can I find more details on this/ these types of events?



**bikepgh**

@mrskulbacki we send out notifications for our events to our members and people on our email list. You can join or sign up on bikepgh.org where we also post on our blog and have a local bicycling events calendar.



Leave a comment...



# Example: @walksf



walksf

Follow

3 months ago · 📍 Sunday Streets – The Richmond  
Last #SundayStreets of 2013 #walk #sf #igerssf  
#instagramers #instagrammers #instagrammershub  
#instagood #instadaily #instamood #photooftheday  
#picoftheday #instagramhub #igdaily #bestoftheday  
#igaddict #instaphoto #instadaily #richmond

♥ verbalcupcake, ivanchigarcia, brittanydanelle and 5 others like this.



Leave a comment...



# Example: @oceana

11 species of deep-sea coral newly protected in the Mediterranean!

Looks like they brought the fireworks.



oceana

Follow

1 month ago

Very excited with the recent decision by Mediterranean countries and the EU! Protection for corals means protection for all kinds of word and wonderful deep sea creatures. #oceanwin

♥ jomaged, collin1312, sophie1dream and 331 others like this.



johnrowe11

👍👍👍👍



ajcolone

Beautiful! @oceana



bstrokerstoked

YAY! 🎆🎆🎆🎆



paigelovestmbg

Woohoo!



earth\_rangers

Ya conservation!



Leave a comment...



# Example: @twloha

WHAT'S YOUR BIGGEST FEAR?

Not being good enough

*Fears*  
vs  
**DREAMS**

TO WRITE  
LOVE  
ON HER  
ARMS.

WHAT'S YOUR GREATEST DREAM?

To be accepted for  
who I am



twloha

Follow

23 hours ago · George Rogers Clark High School  
#FearsVsDreams

♥ brownie\_3, sylviasullivan, csperbs15 and 2,268 others like this.



minniexmouse\_

Ugh that school is in my district, I would love to do something at my school like this.



mayawhitney

Wish my school did this



elizabeth\_\_ydg

👍



cuddleluke

How do you get your school to do this?



brittnewelsh

Would help so many girls at my school if we did this!



alrightcalv

♥



ashtynowennn

@cuddleluke you go on their website, print some forms, get a group and an adult rep and send them in



rayjaxn

I absolutely love this!



Leave a comment...



# Metrics: Statigram



VIEWER

STATISTICS

SNAPSHOTS

MANAGE

PROMOTE

CONTEST <sup>7</sup>

Search for users or hashtags



HANDS-ON  
Google Analytics Training

8+

close



Learn More

e-nor



Updated on Jan. 17th, 15h00.

Next update in less than an hour.

Notify me by email

19

MEDIA

54

LIKES RECEIVED

64

FOLLOWERS

1

COMMENTS RECEIVED

22

FOLLOWINGS

Summary snapshot

Last 7 days ⓘ

ROLLING MONTH DETAILS

Overview



# And now: video!

- <http://instagram.com/p/eaZP7aJA80>

# Things to try out

- Assign one jazzed person to be your org's instagrammer.
- Post vintage photos on #tbt (#throwbackthursday)
- Publicize an Instagram hashtag at events
- Do a photo contest on Instagram

# #tbt



**katiecouric**

Follow

6 months ago

#tbt #throwback gymnastics picture! We're celebrating female athletes today on @katietheshow! #gameongirls

amberc97, honeylovn, just\_kerizma and 544 others like this.



**sculptwax**

Beautiful young lady then and more Beautiful now!



**christienwla**

@katiecouric wow!



**elevate2mylevel**

Cute..didn't know you were an athlete! 🙄



**jesslovespandas123**

@liam\_mcdavitt



**aleelaaboo**

@elinorigby21 THIS IS YOU!! Just did a double take!!



**aj\_milla**

Yorktown high?



**aj\_milla**

Well I'm a General ;-)



**amyjenkins**

Long hair Katie! Never seen it!



Leave a comment...



# Questions?





## 2. Tumblr





# Basics

- Like a blog, but with more social sharing built in
- Tumblr : Re-blog :: Twitter : Retweet
- “Ask” feature
- Content or curation
- Choose a theme
- Dashboard

# Examples

## CYCLE WHATEVER

*Ride a bike wearing whatever you'd like*

*What is Cycle Whatever?*

08  
12 / 2012



# Examples

## Cops in Bike Lanes

RULES OF THE CITY OF NEW YORK, § 4-08 (E)(9): "IT IS AGAINST THE LAW TO PARK, STAND OR STOP WITHIN OR OTHERWISE OBSTRUCT BIKE LANES."

January 13, 2014

2 notes



4th and Bowery, Manhattan. December 31. Submitted by Aaron.

### About the author

I bike in NYC.



Submit a photo:  
[copsinbikelanes@gmail.com](mailto:copsinbikelanes@gmail.com)

Twitter: [@copsinbikelanes](https://twitter.com/copsinbikelanes)

# Questions?





# 3. Pinterest



# Basics

- Also photo-centric
- Organized around themes/affinities via “pin boards”
- Tumblr = “reblog”; Pinterest = “pin”
- Follow users and/or their pin boards
- Collaborative boards
- Links out to other sites

# Demographics

- 72% users are women
- Main age group: 30-49
- Similar spread of users across urban, suburban and rural environments

# Examples

## Women Bike Advocacy

 **Women Bike** Edit Board Send Board 13 Pins 22 Followers

  
Add a Pin



Learn more at [bikeleague.org/womenbike](http://bikeleague.org/womenbike)

 Uploaded by Women Bike



Why is bicycling often more difficult for women to fit into their day-to-day lifestyle? Learn more at [bikeleague.org/womenbike](http://bikeleague.org/womenbike)

👍 1 ❤️ 1

 Uploaded by Women Bike



Learn more at [bikeleague.org/womenbike](http://bikeleague.org/womenbike)

👍 1

 Uploaded by Women Bike



# Bicycle Art Board

Pinit

9

Like

5

Website

Send



HOLY CRAP, IT'S DARK. YOU NEED LIGHTS!!  
**BUT**  
**LIGHT PLACEMENT IS KEY!**



# Georgia Bikes

Pinterest

+  Women 



**Georgia Bikes**  
Your voice for a bicycle friendly Georgia!

📍 Athens, GA · [georgiabikes.org](http://georgiabikes.org)  

Pins from:

-  REI
-  Bill Weaver
-  Bike Pretty

10 Boards   603 Pins   441 Likes   [Unfollow All](#)   [Send Profile](#)   178 Followers   168 Following

**Bicycle Design + Bicycle ...** 



5,734 Pins



[Follow](#)

**Bicycle Art + Recycled Bi...** 



6,697 Pins



[Edit](#)

**Bike Savannah** 



126 Pins



[Follow](#)

**Bicycle Racing : Road, M...** 



2,432 Pins



[Edit](#)

**Beautiful Bikes**

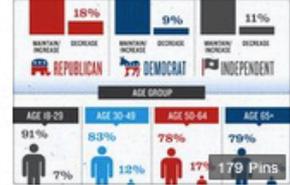


134 Pins



[Unfollow](#)

**Bicycle Advocacy**



179 Pins



[Unfollow](#)

**Bicycling in Georgia**



120 Pins



[Unfollow](#)

**Fun Bike Gear**



106 Pins



[Unfollow](#)

**For the ladies**



42 Pins



[Unfollow](#)

**For the fellas**



18 Pins



[Unfollow](#)

# Questions?





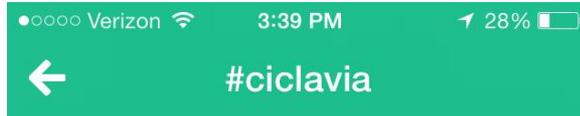
# 4. Vine



# Basics

- 6-second looping videos
- Similar to Instagram in feed presentation
- Smartphone-dependent: Can only post from mobile phone via app
- Users tag videos with hashtags similar to Twitter
- Shares well with Twitter and Facebook

# Example



katia semerciyan

Oct 6

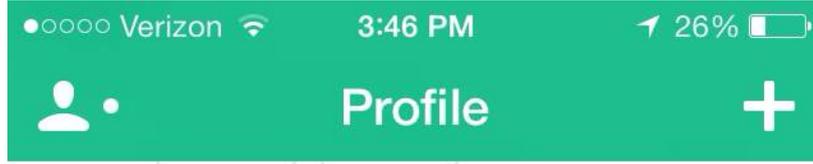
Last #ciclavia of the year

2 likes



# #ciclavia

<https://vine.co/v/hXiJgDgi7BZ>



# #btwd2013

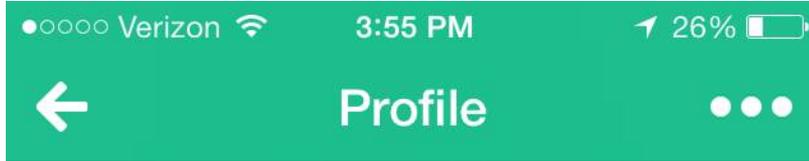
<https://vine.co/v/bEDFMnLxL3m>



Elizabeth Murphy  
#btwd13

May 17

Alex Weisler & Jason Rainwater like this



# #btwd2013

<https://vine.co/v/bEFdjBvDTmt>

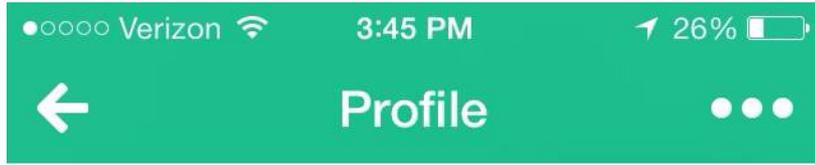


**Nelle R Pierson**

May 17

Keeping it rolling in Columbia Heights. Happy Bike to Work Day! #BikeDC #btwd13

Kate likes this



<https://vine.co/v/hutdXTVl51b>



Mary Lauran Hall

Jun 22

How all turns should be signaled  
#howto ride your #bike like a  
#fancy

# Questions?



# 5. How to decide



# Where do I start?

- You can't do everything.
- Cost vs. benefits
- Examine your strategic goals
- Consider your audience
- Consider your staffing capacity
- Start small: find capacity, then listen, then assess.

# Questions?



# Contact us!



*Mary Lauran Hall*

*Communications Manager*

*Alliance for Biking & Walking*

*@MaryLauran*

*mlhall@peoplepoweredmovement.org*



*Liz Murphy*

*Communications Manager*

*League of American Bicyclists*

*@pittsburghliz*

*liz@bikeleague.org*