

2018 Tour des Trees

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Goal

Pedal traditional and social media to help steer awareness about Tour des Trees mission and research

Media Tour

Local Media

Goal: Set up interviews with various riders at 3-5 locations with local media.

Tactics:

- Choose 3-5 high profile stops
- Write media release with facts and Tour route
- Pitch interviews with riders and local media at each stop

Needed From You:

- Any hometowns along the stops?
- Any interest in being interviewed?
- Let us know why you ride
- Please send this information to Helen Thompson at helen.thompson@davey.com



Media Tour

National Media

Goal: Promote Tour and mission to a national platform.

Tactics:

- Write media release with facts and Tour route
- Pitch release to national media
- Set up interviews with TREE Fund spokespeople about Tour

Needed From You:

- N/A



Social Media

Rider Spotlight

Goal: Drive excitement in advance of the Tour by promoting on Facebook and Twitter.

Tactics:

- Follow engaged riders
- Share content from engaged riders

Needed From You:

- Social media handles
- Follow and engage with [the Facebook page](#) and Twitter handle [@TREE_Fund](#)



Social Media

Week of Tour

Goal: Provide real-time updates about the Tour through Facebook.

Tactics:

- Create week-long editorial calendar with posts and photos
- Post to Facebook once per day
- Respond to comments and messages on posts once per day

Needed From You:

- When you share photos on social media please [tag event page](#) and use #TourdesTrees
- Follow and engage with [the Facebook page](#)



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Thank you!

Jennifer Lennox and Helen Thompson

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