



## ACTIVE TRANSPORTATION Social Engagement

Active Transportation includes everyone and begins with us! Spread the word. Use these social media, public awareness and outreach tools to share information and engage your community, family and friends. Together we can shift to a move-more AT culture!

### Share Your Voice

[www.physicalactivitynetwork.ca](http://www.physicalactivitynetwork.ca)

Share your voice on the official PAN-RC website by logging in and posting comments on the various pages. Our goal is to stimulate engaged online conversations. Browse PAN-RC partners, working groups, resources and news. Check out the calendar of events. Learn how to join the PAN-RC network. Keep engaged to help make change.

### Learn More About Active Transportation

[www.physicalactivitynetwork.ca/AT](http://www.physicalactivitynetwork.ca/AT)

Share this link to spread the word about Active Transportation (AT) in Renfrew County. Learn more about the benefits of integrating more walking and cycling into daily routines. Comment on what AT means to you, your family and your community.

### Increase Access to Enhanced Outdoor Spaces

[www.physicalactivitynetwork.ca/FIT](http://www.physicalactivitynetwork.ca/FIT)  
[www.physicalactivitynetwork.ca/book-tree-rc](http://www.physicalactivitynetwork.ca/book-tree-rc)  
[www.guidetooutside.ca](http://www.guidetooutside.ca)

Learn more about these award-winning community projects and how social innovation fits supports Renfrew County's AT strategy. Post your feedback online.

### Join the AT Nation

- promote AT by writing letters to your community newspaper
- promote local AT events
- make a community presentation about the benefits of AT
- host curriculum-based AT school and outreach programs
- share the AT fact sheets
- distribute AT reflectors
- post an AT decal in your storefront window
- provide support services and products to AT users

### Take AT to the Street

Plan walking, cycling or running fundraisers, circulate community posters to promote AT locally. Download an AT poster or post this social media promo out and about in your community at:

- schools, libraries and churches
- stores and service centres
- rinks, ball fields and recreation centres
- beaches and trailheads
- special events



## Post it on Facebook

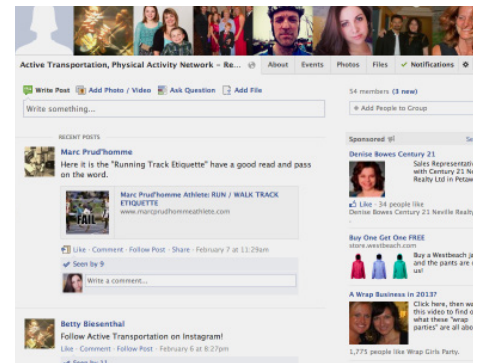
[www.facebook.com/groups/activetransportation](http://www.facebook.com/groups/activetransportation)

Join the AT Facebook Group to connect with fellow AT enthusiasts:

- share and connect with people of all ages, backgrounds and abilities
- like, comment, follow and share the posts
- post a resource hyperlink, comment or question
- share images and videos, hints and tips
- promote AT events

To post a message to the AT group, email:

[activetransportation@groups.facebook.com](mailto:activetransportation@groups.facebook.com)



## Be an AT Tweeter

[@PAN\\_RC\\_AT](https://twitter.com/PAN_RC_AT)

In 140 characters or less tell us why AT is good for you, your family and your community! Promote events, post resources, retweet and upload images that share the story of AT in Renfrew County. To spread the reach, tag your tweets with these AT hash tags:

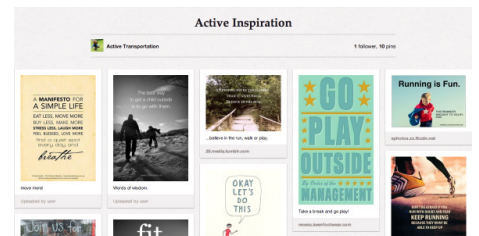
#activetransportation	#movemore	#walk
#healthycommunity	#walkability	#cycle
#activerenfrewcounty	#walkrc	#bikerc



## Pin it on Pinterest

[www.pinterest.com/panrc/active-inspiration/](http://www.pinterest.com/panrc/active-inspiration/)  
[www.pinterest.com/panrc/outside-and-active/](http://www.pinterest.com/panrc/outside-and-active/)  
[www.pinterest.com/panrc/at-renfrew-county/](http://www.pinterest.com/panrc/at-renfrew-county/)

Browse the AT boards for inspiration. Better yet, if you would like to start pinning to any of the AT boards, email us and we'll help get you started:  
[friends@bonnecherepark.on.ca](mailto:friends@bonnecherepark.on.ca)

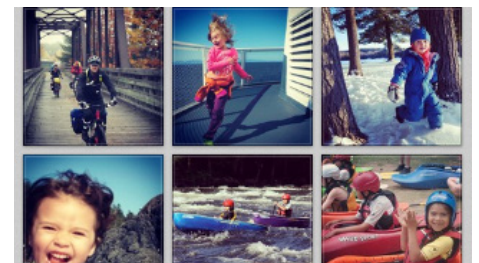


## Capture it on Instagram

[www.instagram.com/activetransportation](http://www.instagram.com/activetransportation)

Instagram is a fun and quirky way to share your AT life through photos. Snap a pic with your mobile phone, then choose a filter to transform the image into a visual memory to share. Tag your images with some of our favourites:

#activetransportation	#movemore	#walk
#healthycommunity	#walkability	#cycle



## Make it Mobile-Friendly

These QR codes provide direct links for connecting to online AT content with mobile devices. Integrate them into your communications: posters, newspaper ads, banners and fact sheets. Test them out!



## Make and Share a Move More Chalkboard

For instructions, go to: [www.physicalactivitynetwork.ca/AT](http://www.physicalactivitynetwork.ca/AT)

Can art change the world? Yes. Is it important to share one's voice? Indeed! Creating and sharing a Move More chalkboard is a great way to engage active and creative participation towards building healthy community. Use the board at community events to engage everyone in sharing their voice. Take photos of your chalkboard and upload them to the AT Facebook Group:

[www.facebook.com/groups/activetransportation](http://www.facebook.com/groups/activetransportation)

