

Malmi Cycle Center

A social media strategy

01

What are we doing?

02

Why are we needed?

03

What is our work?

04

What do people think?

05

Year clock

06

Events

What are we doing?

2016

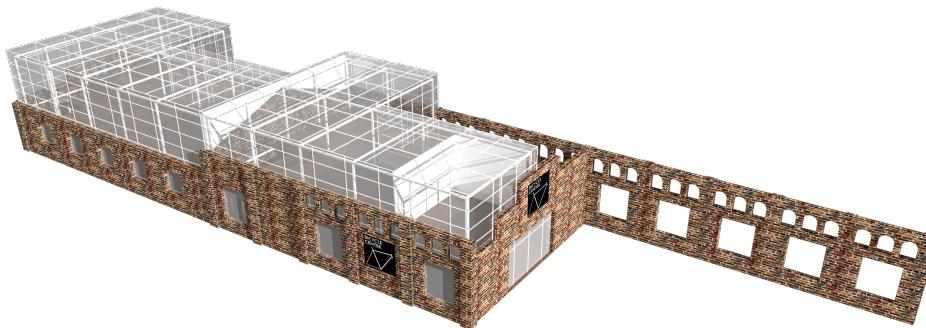


Launching of the center

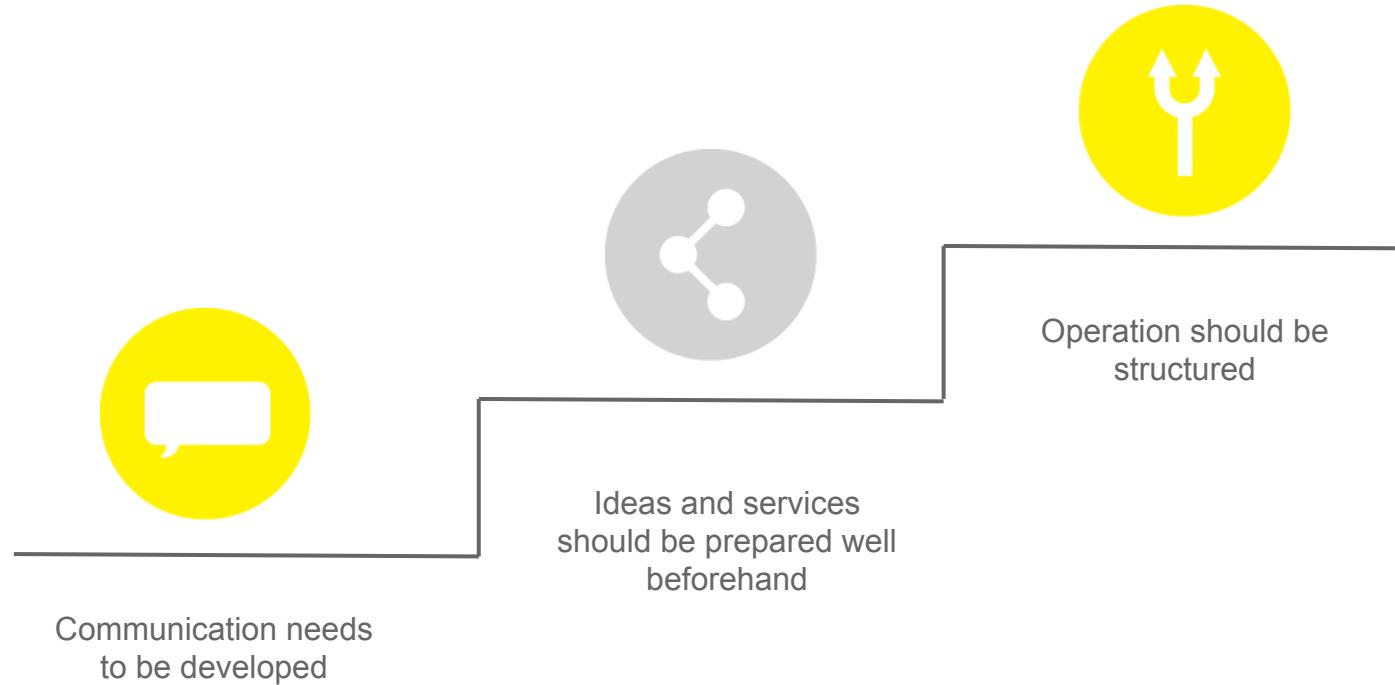
Engaging people to
participate

Cycle center on Malmi
in spring

What are we doing?



Why are we needed?



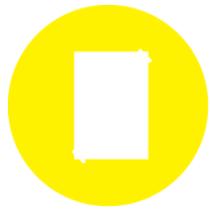
What is our work?



Social media strategy



Ideas to promote
the cycle center

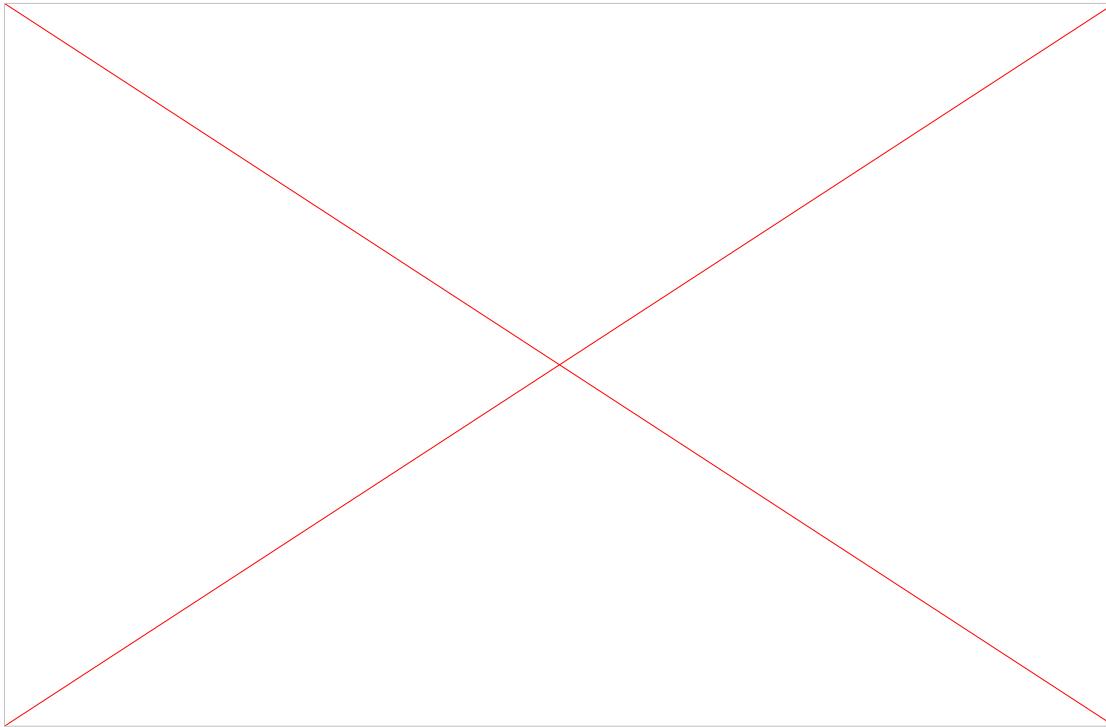


Poster designs,
flyers, look 'n' feel



Observation,
questionnaires
and interviews

What do people think?



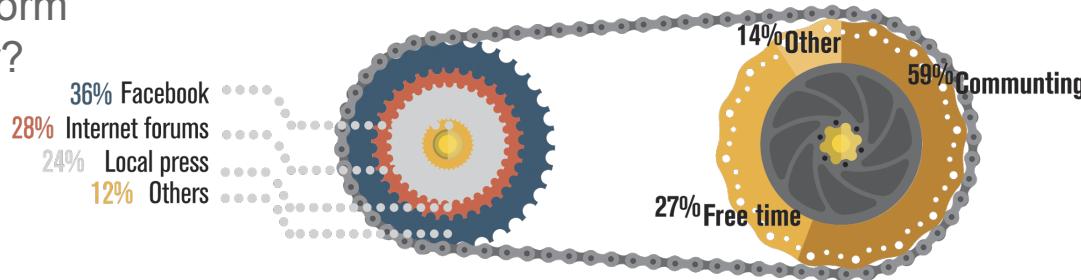
“Teemaillat voisivat myös olla kivoja, jos on tarpeeksi tilaa järjestää”
“Theme nights could also be nice if there were enough room”

“Ohjattuja kuntoajoja on paljon. me hitaammin polkevat kaipaamme yhteisiä retkiä”
“There are a lot of guided high intensity rides. We slower ones need shorter trips”

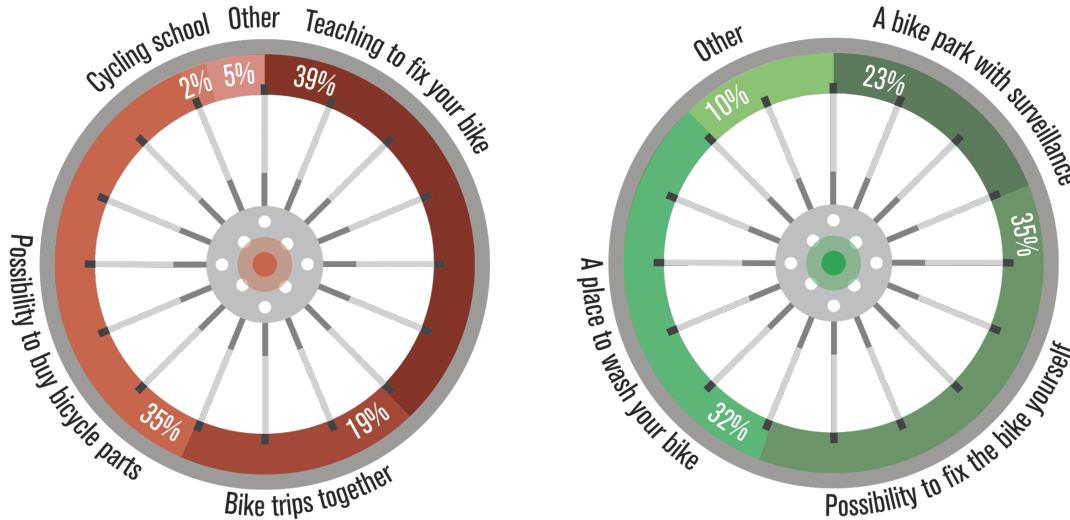
“Sähköpyörien latauspiste”
“A charging spot for electric bikes”

“Auki myös viikonloppuisin”
“Open also at weekends ”

How should we inform
about the center?



Which following
services would
you use the most?



On what purposes
do you use your
bike most often?

What could the
cycle center offer
to you?

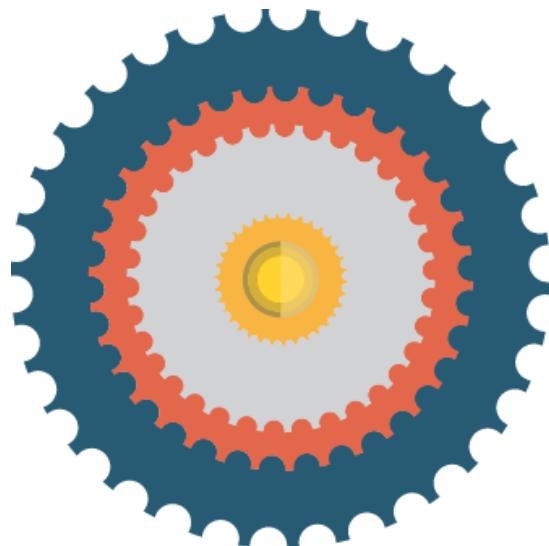
How should we inform about the center and its services?

36%
Facebook

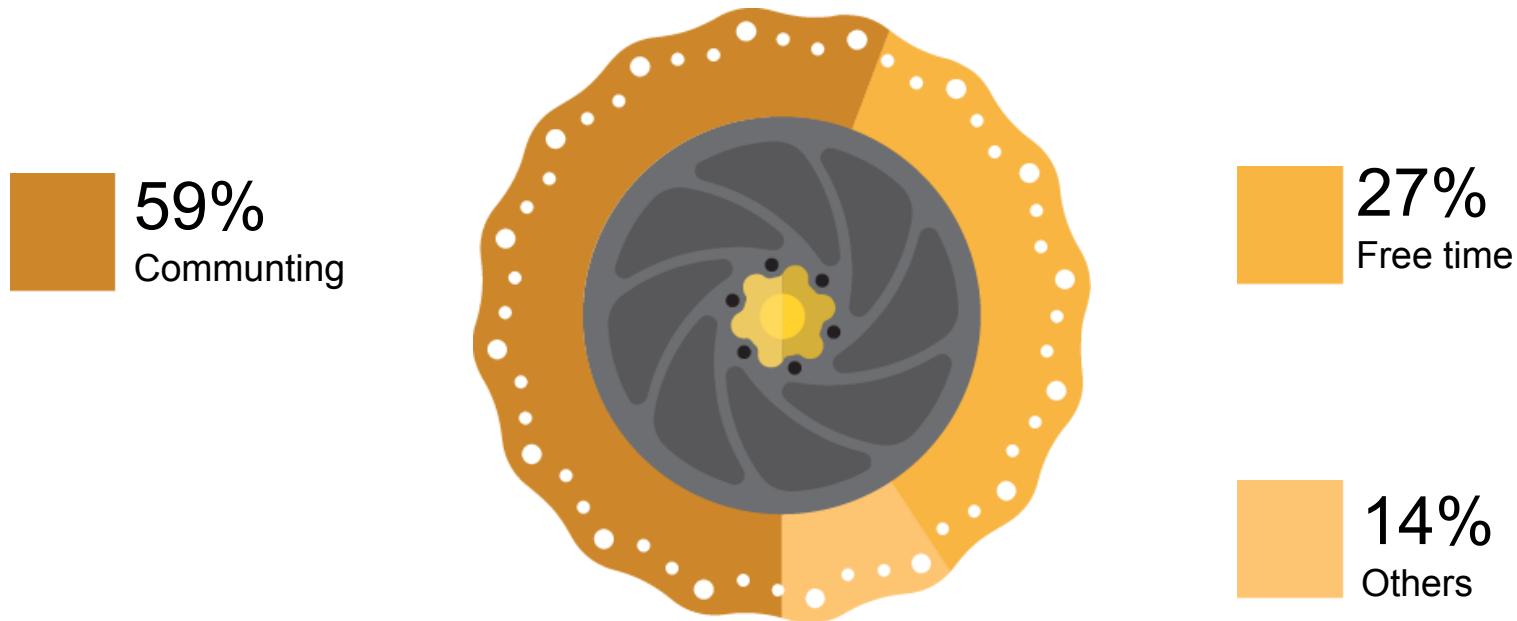
28%
Internet forums

24%
Local press

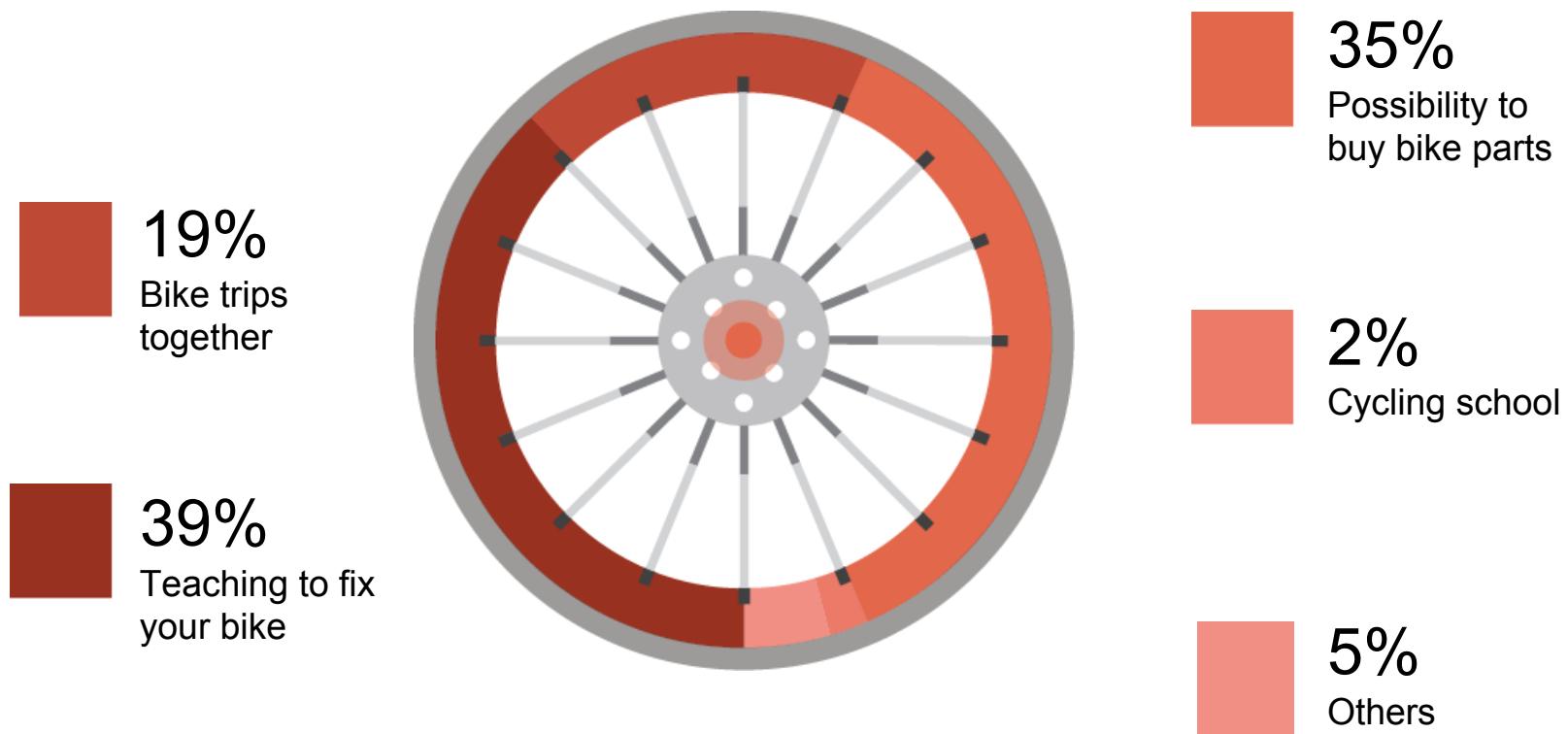
12%
Others



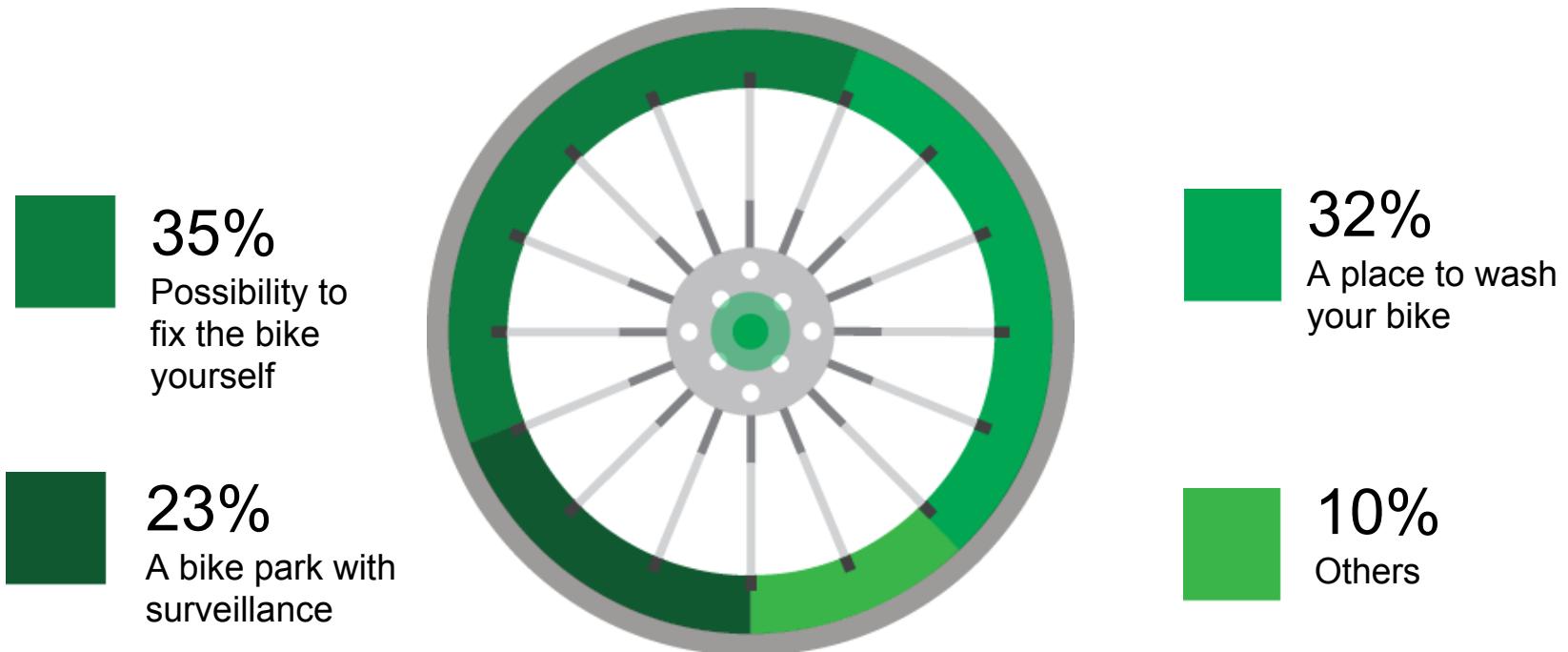
On what purposes do you use your bike most often?



Which following services would you use the most?



What could the cycle center offer to you?



Year clock



Pyöränhuoltoiltamat sisätiloissa

Bike maintenance nights indoors when it's cold outside

Vinkkejä talvivarusteista

Tips for winter equipments

Talviretket

Winter trips

Aktivoitumista lomilla: joululomat, talvilomat

Activation during the holidays: christmas holiday, winter holiday etc.

Syksyhuollot: pyörät talviteloille

Autumn maintenance: get your bikes ready for winter

Muistutus pyöränvaloista

Remind people of using bike lights

Valmistaudu talvikauteen: nastat alle

Prepare for the winter season: put your winter tyres on

Pyörien keväthuolto

Spring maintenance

Pyöränpesupäivät

Bike washing days

Aktiivinen sometoiminta alkaa: kuvia kesäkeleistä, ensimmäisistä pyörälenkeistä

Activation in the social media: pictures of summer weather, of first biketrips

Lyhyitä pyöräilijöiden haastatteluja/henkilökuvia

Short interviews and profiles of cyclists

Pyöräkirppikset

Bike flea markets

Yhteiset retket (HePo mukaan)

Public bike trips (Helsingin Polkupyöräilijät - association in co-operation)

Tour De France -kisakatsomo (heinäkuussa): pyöränhuoltoa samaan aikaan, kahvittelua?

Tour De France -studio (in July): some bike maintenance and coffee at the same time?

Year clock



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Events



Spring maintenance

“Spring is here! Come and prepare for the cycling season by servicing your bike. We will guide you and help with the maintenance work. You can wash your bike at the cycle center!”



Cycling school

“Learn to ride a bike! A cycling school is held at Malmi cycle center. If you’re unsure of your cycling skills, come and improve them!”



Bike jumble

“Welcome to the bike jumble of Malmi cycle center! Come to sell and buy bike parts and other accessories. Our cafeteria will serve the jumble people”

Spring maintenance



Cycling school



Bike jumble



Malmi
Cycle center



Malmi
Cycle center



Thank you

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Taneli Lahtinen
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