



**LEARN THE
FACTS**
PLAY IT SAFE
schoolbusfacts.com

PROMOTING SCHOOL BUS RIDERSHIP THROUGH FACEBOOK

Less traffic, cleaner air, and safer, more affordable transportation—these are just some of the benefits that the school bus provides. Yet there are many people who still don't know how safe the school bus is or how important it is to communities. Here are some ways you can help spread the word about the school bus through Facebook.

- Download and post the Facebook graphics available at schoolbusfacts.com to help spread the word.
 - In addition to posting the social media resources on your personal Facebook page, post them on the pages of relevant community or educational groups.
 - Follow the American School Bus Council at www.facebook.com/ASBCHQ and share the ways you are using the media at schoolbusfacts.com to help spread the word.
 - Tag American School Bus Council and other relevant groups or contacts in posts that promote or support the school bus.
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- Many suggestions can be adapted for Twitter.***
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- Update your Facebook cover image with the one provided on schoolbusfacts.com and create a call to action button on it that links to the website.
 - Paste the link to schoolbusfacts.com in your news feed(s). Wait several seconds before clicking the "post" button so that the meta data is generated from the hyperlink. Once the metadata is generated, you can replace the url in your post with a personalized message. The metadata that links to schoolbusfacts.com will remain.
- Share the animated infographics by going to the [ASBC YouTube page](#), selecting an animation, clicking on the share icon, and selecting your social media networks. With six different animations to share, considering sharing a different animation on six different days.
 - Align your posts efforts with observances, events or seasons to garner more attention and interest. For example:
 - Remind communities about the importance of driving safely around the school bus at the beginning of a new school year.
 - Post ways that school communities and other groups can support the school bus prior to scheduled community events or meetings. Share information from schoolbusfacts.com in Facebook event feeds.
 - February is [Love the Bus month](#). Post a message in support of school bus ridership during the month of February to commemorate it and link it to lovethebus.com.
 - The third week in October is [National School Bus Safety Week](#). Spread the word about your commitment to keeping kids safe in and around the bus.