



United Motorcoach Association

COVID SOCIAL MEDIA TOOLKIT

#RestartTheBus





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Introduction

With the country reopening and Congress taking measures to support that, the bus and motorcoach industry is at a crossroads. Though the Federal government has revised the requirements of the Paycheck Protection Program, many of the small businesses among our membership know we still face an uphill battle in restarting their businesses safely and recovering from the financial impact of pandemic-related shutdowns and recession. We know our members' businesses need more support in order to get rolling again.

That's why we're asking you to join together in a social media campaign to support our efforts to garner further financial support for the industry as we restart. Here's what we're telling Congress is needed to **#RestartTheBus**:

- Take PPP expansion one step further: allow businesses to borrow again at 8-week intervals.
- Consider \$15 billion in relief to the bus and motorcoach industry.

Why should Congress do this? Here's what we think:

- Motorcoach operators are small businesses with a big impact — we create jobs, support other businesses, and contribute significantly to the economy.
- We're essential — we move everyone from youth and seniors to members of the military and natural disaster evacuees.

UMA is continuing to lobby and communicate on your behalf — but social media allows us all to join together and broaden our audience in this effort. It allows you to tell your story about your business and how the shutdowns have affected it while also telling our industry's story.

This toolkit is built as a quick start guide to enable you to broaden communication about these critical messages. However, this is in service of two additional goals: First, you can use this campaign to build social media as a marketing and communications tool for your business. Second, you have a tool to support long-term marketing of your business. We hope you'll learn some new skills or strategies to use in social media in your marketing your own business going forward.

Let's band together to **#RestartTheBus**. In the following pages, we will walk you through the basics of getting your social media presence ready; offer resources to share on social media; provide guidance on sharing your story on each network; and offer ideas for staying engaged on social media after this campaign.





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Start Here: Get Your Profiles Ready

Some of us are deeply engaged on social media; some of us are just getting started. Here's a brief quick start guide for those learning the ropes and additional resources for those who are comfortable on social media. Find more links to resources with details on how to claim or set up a business social media profile in Appendix A.

For the purpose of this campaign, we will focus on [Facebook](#), [Instagram](#) and [Twitter](#). Politicians have adopted these platforms, and many members are comfortable with Facebook and Instagram for marketing purposes. Twitter provides an opportunity to share your message beyond your immediate audience, thanks to the widespread use of hashtags and ease of retweeting other users' posts.

Designate a Social Media Manager

If you do not have dedicated marketing or communications staff handling social media, identify a member of your team who can take the lead on planning, sending posts and monitoring responses for this campaign. Social media management is a big job, and multiple people on your team may chip in. But having one person to organize their efforts can help ensure consistency.

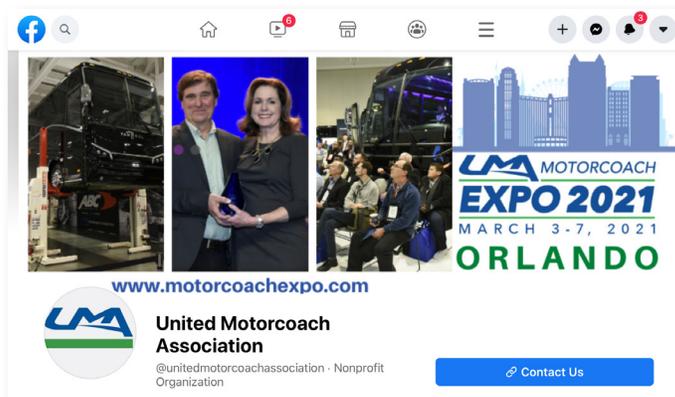
Take Inventory

In this digital age, many of us set up social media profiles only to abandon them after a few weeks. Sometimes, an employee sets up accounts for a business and no one knows to take them over when that person leaves. These are common problems.

Search Facebook, Twitter, Instagram, LinkedIn and beyond for your company name and take stock of what profiles exist in your name. Coordinate with staff who may have worked on social media in the past to figure out passwords or contact that social network to reclaim ownership of a dormant profile.

Clean Up Your Profile

If you have established social media profiles for your business, take a look at your profile page. When is the last time you updated the profile image, header image or bio/description? Do these elements represent your business's goals and identity? Take some time to update the text on your profiles to ensure the information is accurate, complete and conforms to your brand standards. If you do not have photos of your own to use, consider investing in stock photos from services like [Pexels.com](#) or [Shutterstock.com](#).





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Add the UMA Frame to Your Page Profile Photo

We've created a frame to put around your Facebook Page's profile photo to signal your support for the industry during this campaign. In order to add this to your Facebook Page's photo, here are the instructions, from Facebook:

1. Go to www.facebook.com/profilepicframes
2. Click your profile picture in the bottom left and select your Page.
3. Search for UMA #RestartTheBus.
4. Choose the UMA frame from the results.
5. Click "Use as Profile Picture."



Connect With Other Members

Social media is, first and foremost, social. We encourage you to follow, like, and interact with your fellow UMA members in raising awareness for the industry at this time. In addition to posting about your experience, share or retweet other operators' posts about their experiences.

UMA provides a [directory of members at this link](#). You can find other operators, associate members, and travel partners here.

Social Media Post Basics

To post on any social network, you should be ready with three or four of the following elements:

Copy. This is the post text, which you enter into the text box provided. This should be short, focused on key details that cannot be communicated through images and encourages people to take an action. This is the bare minimum for any social media post, but it isn't basic. There are a lot of ways to catch users' attention with just a bit of text.

Multimedia content. A photo, video, graphic, animation, etc. On all major social media networks, posts perform better with a high-quality or eye-catching image. Video is even more engaging and shareable.

For this campaign, we are providing an infographic and individual social media cards that you can include in your posts. These will help communicate messages that may be too wordy for the post copy. Find graphics here: [Dropbox link](#)





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Link. If you ask readers of your posts to take an action, include a link that makes it easy. Whether that's learning more information, signing up for your email list, or some other digital action, you should consider with each post if you should be providing a URL to more info. You can also include links with more information, or just a link to your website to help support your story. Please note: Instagram is first and foremost for sharing photos, so it does not activate URLs in posts (they aren't "clickable"), so many businesses include a link in their bio info and direct people there for more information.

Hashtag. Hashtags are both search tools and taglines, and they work on all social networks. When you add a hashtag to your posts, these posts become searchable by that hashtag. As an example, check out the [#IamUMA](#) hashtag on Twitter. You'll see all tweets with that hashtag gathered on one page.

Here are some suggested hashtags to use:

- UMA Hashtags
 - #IamUMA
 - #RestartTheBus
- Common shutdown-related tags:
 - #COVID19
 - #Shutdown
 - #ShutdownStories

Engagement. When preparing posts, it can be easy to forget that social media is, well, social. Tag key stakeholders and partners in your posts (including UMA). Respond to comments and replies. Thank a few of your retweeters. This sort of engagement allows social media to have the most impact in getting the word out and raising your business's profile.





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Share #RestartTheBus Messages

We've divided the messaging for this campaign into three sections. In the first section, we'll help you share the story of the bus and motorcoach industry: who we are, who we serve, and how we support the economy. In the following two sections, we'll tackle the effects of the pandemic and what the industry needs to recover.

Consider sharing your #RestartTheBus posts in that order, over a short period of time – a day or two. Then boost the campaign by sharing your fellow UMA members' stories.

Below, we provide a few template posts for each message. Build on these messages with your business's story. Some of these post templates have bracketed areas where you can easily add a short description of a story unique to your business. You can modify any of these posts to include a few sentences and a photo — or draft very short stories of your own.

You can find the graphics referenced in these templates at this [Dropbox link](#).

Message 1: Share the Industry's Story

By posting on social media, we're communicating with our colleagues in the industry, with the businesses we serve, with legislators and with customers. In order to make the case for legislative support in re-starting after shutdowns, we first need to tell the story of how important our industry is to the economy.

Here are some questions to get you started:

- How do you partner with other businesses?
- Who are your employees, and how do they provide great service?
- What groups have you been proud to transport? Have any charter tours been particularly memorable?

Sharing details like this make the messages more compelling for readers.

Plus, politicians care about these details when considering what legislation to support. It shows how it affects their constituents. Find your Representatives and Senators using the tools linked to below. Once you find their websites, you should be able to find their social media profiles by looking for social network icons in the upper right corner of the webpage or in the webpage footer:

- [House of Representatives search tool](#)
- [GovTrack search tool](#) for finding your Members of Congress

Social Media Post Templates

Facebook

Small businesses of the bus and motorcoach industry serve our communities by providing timely transportation for our military, our youth and our communities during national disasters. Learn more about our impact in the graphic below and share to spread the word as we recover from COVID-19 shutdowns and #RestartTheBus!

- Use [Infographic](#) with these posts [UMA_Infographic_Jun2020.jpg]





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Instagram

Motorcoaches contribute nearly \$101 billion in direct economic impact annually, in addition to serving nearly 600 million passengers a year. We've always strived to provide our communities with the support they need, such as [insert personal story]. [#RestartTheBus](#)

- Use a photo of your staff with this post

Twitter – strict 280 character limit

The motorcoach industry is filled with small businesses working to serve our communities, our military, and other businesses. While we may be small, our impact is felt nationwide — here's how. [#RestartTheBus](#)

- Use [Infographic](#) with these posts [UMA_Infographic_Jun2020.jpg]

We strive to support our communities every day. [include a short description of a way you support you community, e.g. transporting local middle schoolers on field trips to state capitals]. We are proud to be able to support our local economy and community members.

[#RestartTheBus](#)

- Use a photo of the group described or a related stock photo

Message 2: Tell the Story of Your COVID-19 Experiences

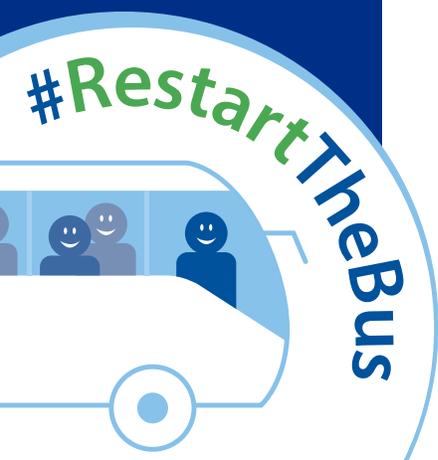
We know the reality of the COVID-19 pandemic means many motorcoach operators have been forced to shut down. In order to survive, operators need support from communities and the federal government. Do your business partners know this? Do your neighbors understand the challenges? With this set of messages, we'll help get the word out about the realities of our industry's experience during the COVID-19 shutdowns.

Even more so than the previous step, sharing your story is critical here. Feeling nervous about talking publicly about this? That's understandable — and you should only share to the degree to which you are comfortable.

Here are questions to get you started with some ideas of what to share, for a variety of comfort levels:

- How many days has it been since you last had a chartered group?
- Are you in touch with any furloughed employees, and are they willing to share how the pandemic has affected their job and career?
- If yours is a family business, highlight this detail. How has your family stepped up to adapt your operations to the pandemic? What has the pandemic meant for you? ([This story can provide some inspiration](#)).
- What business partners depend on your buses to transport customers? Consider reaching out to them to include them in social media posts.
- What has your business accomplished during the shutdowns? How have you made the most of "downtime"?

You can include photos of employees or from past charters with these posts. Of course, make sure you have employees' permission and buy-in before sharing a story or photo, or that you have a photo release from past customers.





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Social Media Post Templates

Facebook and/or Instagram

In the wake of the COVID-19 pandemic, we are concerned about the lack of relief provided for the motorcoach industry during the business shutdowns. We're calling on our colleagues in the industry to share your stories as we look to be heard by our nation's lawmakers and our business partners so we can receive the COVID-19 relief we need. [#RestartTheBus](#)

- Include appropriate photo/video or [social media cards](#) [UMA_SocialMediaCards_Jun2020_Facebook1.jpg, UMA_SocialMediaCards_Jun2020_Facebook3.jpg; UMA_SocialMediaCards_Jun2020_Instagram1.jpg, UMA_SocialMediaCards_Jun2020_Instagram3.jpg]

[Name] has been with us since [year]. He's a great employee and also a great parent and [role in the community, e.g. soccer coach]. [Name] has been furloughed since [date]. We want to bring him back to work, get him earning again. Help us [#RestartTheBus](#)

- Include appropriate photo/video or [social media cards](#) [UMA_SocialMediaCards_Jun2020_Facebook1.jpg, UMA_SocialMediaCards_Jun2020_Facebook3.jpg; UMA_SocialMediaCards_Jun2020_Instagram1.jpg, UMA_SocialMediaCards_Jun2020_Instagram3.jpg]

Twitter – strict 280 character limit

Like many small businesses, we've been affected by the COVID-19 #shutdown. The bus and motorcoach industry is coming together to share our #shutdownstories — please RT and tag your legislators!

- Include [social media cards](#) [UMA_SocialMediaCards_Jun2020_Twitter1, UMA_SocialMediaCards_Jun2020_Twitter3.jpg]

Before the pandemic, we worked closely with [business partner] to transport their customers. As they consider reopening, they need us there to continue providing service. @[legislator Twitter handle]

- Include photo or video of/ related to business

Message 3: Request Action

In many ways the industry has already come together to request action from legislators, driving to D.C. and speaking out on social media. Let's keep the message going: we're coming together as an industry to get back to business successfully. Tag your legislators and call out the specific legislative actions that will support that:

- Take PPP expansion one step further: allow businesses to borrow again at 8-week intervals.
- Consider \$15 billion in relief to the bus and motorcoach industry.





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These issues are changing quickly. As we put together this toolkit, Congress and President Trump passed the Paycheck Protection Flexibility Act, which changed some of the requirements of using the [Paycheck Protection Program](#). You can stay up to date by following UMA on social media, following Bus & Motorcoach News, or setting up a Google Alert for “Paycheck Protection Program.”

Social Media Post Templates

Facebook and/or Instagram

We need an expansion of the PPP and \$15 billion in funding to be able to get our motorcoaches back on the road post COVID-19. Join us in taking action — share these images and tag your local officials in these posts as we work together to reach our federal and state lawmakers.

- Include [social media cards](#) [UMA_SocialMediaCards_Jun2020_Facebook2.jpg, UMA_SocialMediaCards_Jun2020_Facebook4.jpg; UMA_SocialMediaCards_Jun2020_Instagram2.jpg, UMA_SocialMediaCards_Jun2020_Instagram4.jpg]

We were excited to see the passage of the Paycheck Protection Flexibility Act, which addressed some of the concerns of small businesses like ours. Now we’re calling on our legislators [Tag them] to take their support one step further.

- Include [social media cards](#) [UMA_SocialMediaCards_Jun2020_Facebook2.jpg, UMA_SocialMediaCards_Jun2020_Facebook4.jpg; UMA_SocialMediaCards_Jun2020_Instagram2.jpg, UMA_SocialMediaCards_Jun2020_Instagram4.jpg]

Twitter

Small businesses in the bus and motorcoach industry need support as we [#RestartTheBus](#) and serve our communities. Here’s what we need: [Tag your legislators]

- Include [social media cards](#) with details on requests [UMA_SocialMediaCards_Jun2020_Twitter2, UMA_SocialMediaCards_Jun2020_Twitter4.jpg]

Our industry needs support to get our motorcoaches back on the road post COVID-19. Join us in taking action — share this post and tag your legislators as we work together to [#RestartTheBus](#).

- Include [social media cards](#) with details on requests [UMA_SocialMediaCards_Jun2020_Twitter2, UMA_SocialMediaCards_Jun2020_Twitter4.jpg]





Next Steps: Continuing Social Media Engagement

Of course, social media can be a powerful sales and marketing tool. As states reopen and you get back to business, here are some ideas to pivot from this campaign to messages that communicate to potential customers:

- Share photos or videos of your sanitation process and employees in masks. Talk directly to customers about how you are working to keep them safe. For example, you can highlight sanitation techniques you are using, like [electro-static sprayers](#).
- Ask your first post-shutdown charter if you can share photos of them on your buses. This will help customers see that you are operating and that you are following safety practices.
- Welcome back furloughed employees with photos and short descriptions of what makes them great members of your team.

Plus, social media provides you with a way to broadcast a very simple message: you are restarting and getting back to business.

Resources for Social Media Questions

These publicly available resources are intended to answer common FAQs about using social media for business.

[Overview of how to set up social media for business – covers many networks](#)

[Twitter's Getting Started guide](#)

[Guide for claiming an existing Facebook page](#)

[How to tag another Facebook Page in a post](#)

[How to retweet](#)

[How to pin a Tweet](#)

[How to post videos on Facebook](#)

[How to post videos on Twitter](#)

[How to share live video on Facebook](#)

[How to make good video content for social media](#)

[Proper image sizes for posting to social media](#)

[How to use and find hashtags on Twitter](#)

[Common daily hashtags](#)

[List of social media management software](#)

[How to create social media graphics](#)

