

A photograph of three cyclists riding on a paved path. The cyclist in the foreground is wearing a red and blue jersey, a yellow and green helmet, and blue shorts with "ST. AUGUSTINE'S" written on the leg. The cyclist in the middle is wearing a white long-sleeved shirt and a black helmet. The cyclist in the background is wearing a black and yellow jersey and a yellow helmet. The path is lined with green trees and a wooden fence on the right. The sky is blue with some clouds.

REPORT ON OKC EASTSIDE BIKE RIDE FACEBOOK EVENT

OKC Eastside Bike Ride Event

Client: An NGO organizing a bike ride event



Task: To gain likes and followers, increase reach and engagement on the Facebook Page and Event Page



Duration: 1 month



The goals of the task:

- Create a Facebook Event page for “OKC Eastside Bike Ride “
- Create a Facebook Page to land the event
- Gain Likes and followers for Facebook Page,
- Gain event responses



OKC Eastside Bike Ride Event

Metrics to be measured:

- Number of Likes on MTCCOK page,
- Number of Followers,
- OKC Eastside Bike Ride Event - Reach of FB Campaign, and
- OKC Eastside Bike Ride Event - Number of People Attending the Event for this page.



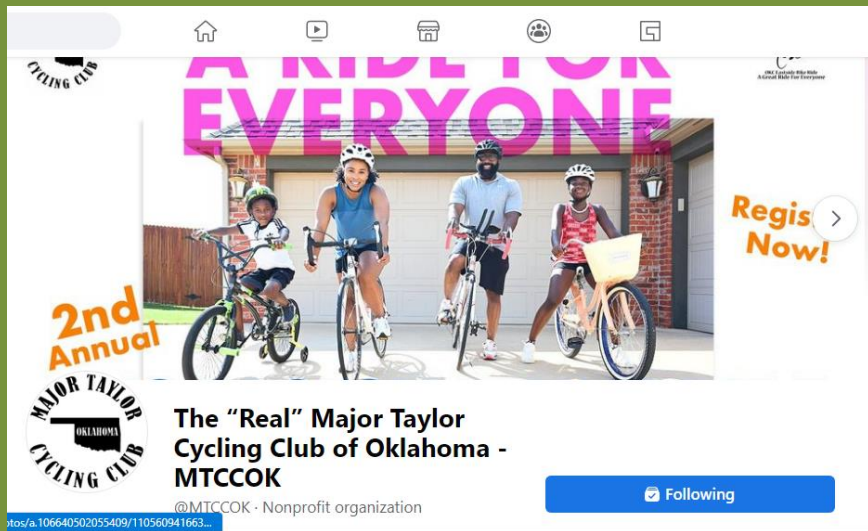


OKC Eastside Bike Riders
A Great Ride For Everyone

SOLUTION

The following were performed:

- Created a Facebook page “The “Real” Major Taylor Cycling Club of Oklahoma – MTCCOK” inserting informative contents and photos,



Who was Major Taylor?



Marshall Walter Taylor (Born in 1878 in Indianapolis, Indiana) is regarded as a cycling legend who was one of the greatest cyclists of his era, setting numerous world records and winning a World Championship and multiple National Championships, all while battling racism throughout his career from the late 1800s to early 1900s.

SOLUTION



- Created engaging content to reach genuine likes and followers through photos, videos and text;
- Analyze the target group to be reached and most engaging time to post content;
- Develop a schedule posting plan for 4 weeks with posting per week



OKC Eastside Bike Ride
A Great Ride For Everyone

SOLUTION

- Create a Facebook Event page for “OKC Eastside Bike Ride”

The screenshot shows a Facebook event page for the 'OKC Eastside Bike Ride'. On the left is a sidebar with navigation options: 'Events', a search bar, 'Home', 'Your Events', 'Birthdays', 'Notifications', a '+ Create new event' button, 'Categories' (Classics, Comedy), and a URL. The main content area features a large banner with the text 'A RIDE FOR EVERYONE' in pink, '2nd Annual' in orange, and 'OKC EASTSIDE BIKE RIDE' in blue. The banner includes a photo of four cyclists and logos for 'ANJOR TAYLOR CYCLING CLUB' and 'OKC EASTSIDE BIKE RIDE'. Below the banner, the event details are listed: 'SATURDAY, JULY 2, 2022 AT 1 PM UTC+02', 'OKC EASTSIDE BIKE RIDE', and '4201 N Lincoln Blvd, Oklahoma City, OK 73105-5210, United States'. A 'Register Now!' button is on the right. At the bottom, there are buttons for 'Invite', 'Edit', and 'Insights', along with a 'Discussion' tab and a 'Comedy' category tag.

Events

Search Events

Home

Your Events

Birthdays

Notifications

+ Create new event

Categories

Classics

Comedy

A RIDE FOR EVERYONE

2nd Annual

OKC EASTSIDE BIKE RIDE

SATURDAY, JULY 2, 2022 AT 1 PM UTC+02

OKC EASTSIDE BIKE RIDE

4201 N Lincoln Blvd, Oklahoma City, OK 73105-5210, United States

Register Now!

Insights

Invite

Edit

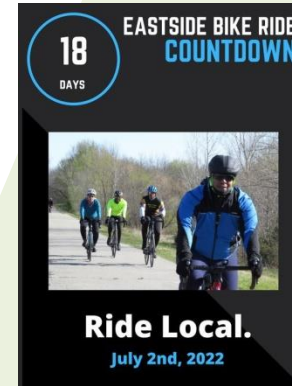
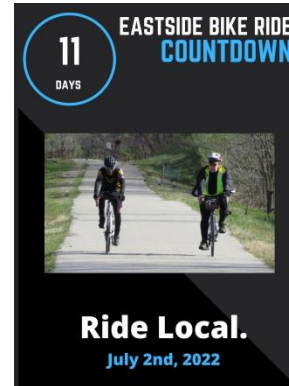
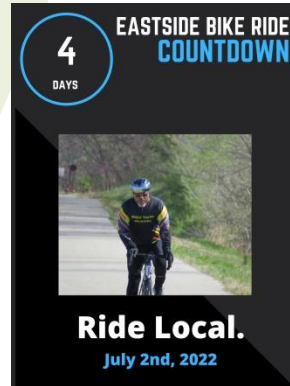
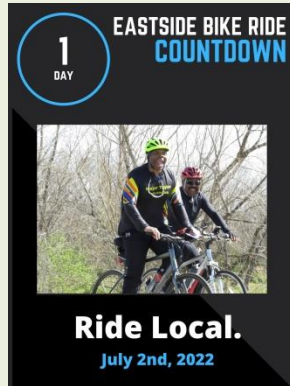
Discussion

<https://www.facebook.com/MTCCOK/photos/gm.395296082498365/1085767551951170/>



OKC Eastside Bike Ride
A Great Ride For Everyone

SOLUTION

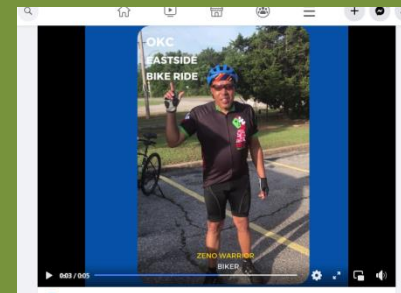
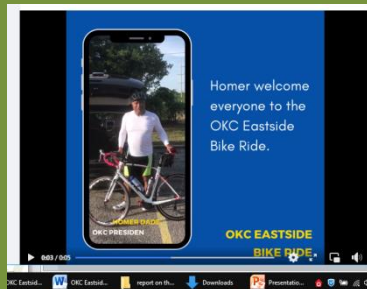
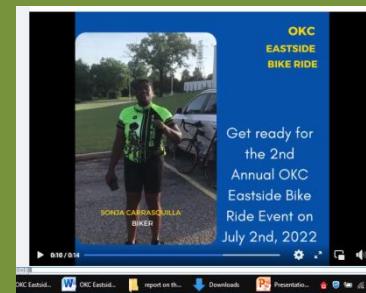


- Posted all the necessary content so new audience would want to follow the page,
- Develop a schedule posting plan for 4 weeks with posting per week
- Share the content to linked group pages
- Planned Facebook Ad Campaign
- was permanently posting and sharing content, so new audience would engage and become loyal



OKC Eastside Bike Ride
A Great Ride For Everyone

VIDEO CREATION





OKC Eastside Bike Ride
A Great Ride For Everyone

RESULTS

Facebook Page

- 60 Facebook likes and 73 following with organic content posting





RESULTS

- 264 organic Facebook page visits



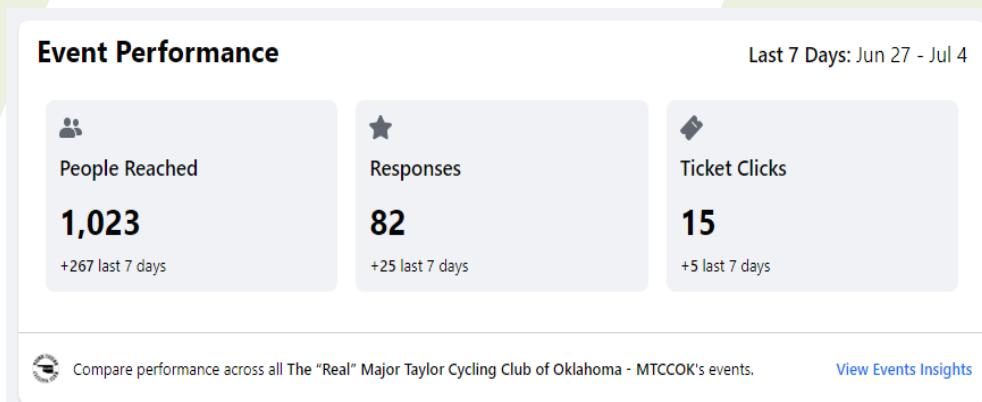
3376 people reached



RESULTS

Facebook Page Event

- 213 people join the Event on site
- 82 people responded to the Facebook page Event
- In the last 7 days 1023 people reached the Facebook page Event





OKC Eastside Bike Ride
A Great Ride For Everyone

CONTENT



July 2, 2022
**OKC
EASTSIDE
BIKE RIDE**



July 2, 2022
**OKC
Eastside
Bike Ride**
Ride Local.



OKC EASTSIDE BIKE RIDE
RIDE LOCAL.
JULY 2ND, 2022



**EASTSIDE BIKE RIDE
COUNTDOWN**

1
DAY

Ride Local.
July 2nd, 2022



OKC EASTSIDE BIKE RIDE
JULY 2, 2022



MAJOR TAYLOR CYCLING CLUB



The client was extremely satisfied with the results and said that I exceeded the expectations!

"The Freelancer created a Facebook Page for our event and then managed the social media communications for our organizations. She was logical, clever, and intentional. I enjoyed communicating with this Freelancer; she understood my desire for this task. At the end, she provided me with a detailed report on her performance. The event was highly successful with over 200 participants. Results matter! Will definitely work with this Freelancer again!" Dr. Green

Looking forward to discussing your project and helping you reach your goals too!
Feel free to contact me today!

[Send Me e message on UpWork](#)