

# The importance of context in crafting effective content

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# The Context of Boulder B-cycle

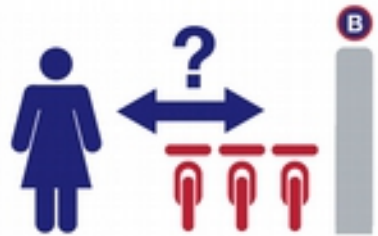


- Launched May 2011
- 39 stations, 275 bikes
- 13<sup>th</sup> largest system
  - 278<sup>th</sup> largest city
- A 501(c)(3) nonprofit
- 3 full time staff

# Context Informs Content



- How do users interact with various social media/web platforms?



- How do our riders interact with our systems?



- Why do users choose to ride for the first time?

Platform	Uses
Twitter	<ul style="list-style-type: none"><li>• Text &amp; photos</li><li>• Tagging (sponsors/topics)</li><li>• Short user interactions</li><li>• For the love of God, <b>not</b> customer service</li></ul>
Facebook	<ul style="list-style-type: none"><li>• Good for multimedia</li><li>• Sucks if you don't pay</li></ul>
Instagram	<ul style="list-style-type: none"><li>• Photos, contests</li><li>• Tagging (places, topics, sponsors)</li><li>• Behind-the-scenes content</li></ul>
Website/blog	<ul style="list-style-type: none"><li>• <b>Sales</b></li><li>• <b>Long-form features</b></li></ul>



# Context: Automated Rider Interaction



# Opportunity: Human Interaction



Boulder B-cycle @Boulder\_Bcycle · 9 Jan 2014

Rider alert: 13th & Spruce is down today while we repair the hamster wheel inside the kiosk. It should be back up tomorrow.

4 2



Boulder B-cycle @Boulder\_Bcycle · 10 Jan 2014

13th & Spruce is back up and running. Ride on!



3:33 PM - 10 Jan 2014 · Details



# Context: Getting from A to B on the clock



# Opportunity: Promoting Easy Interactions



**UBER FOR HIPPIES.**  
DOWNLOAD THE FREE B-CYCLENOW APP.

BOULDER **B** *cyclo*



**HACK YOUR COMMUTE.**  
DOWNLOAD THE FREE B-CYCLENOW APP.

BOULDER **B** *cyclo*

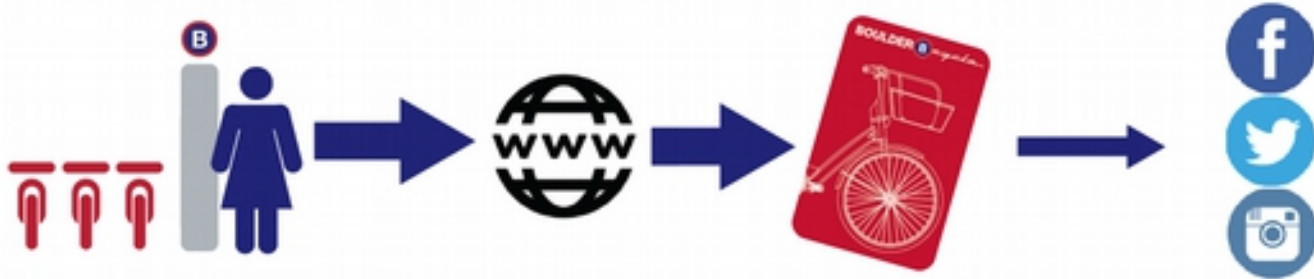


# Context: Rider Acquisition

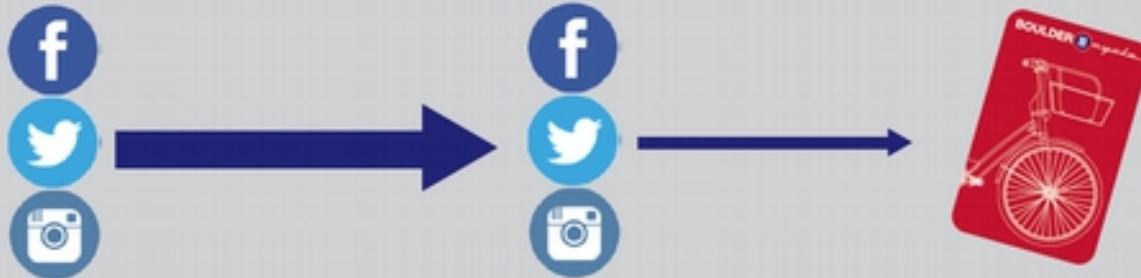
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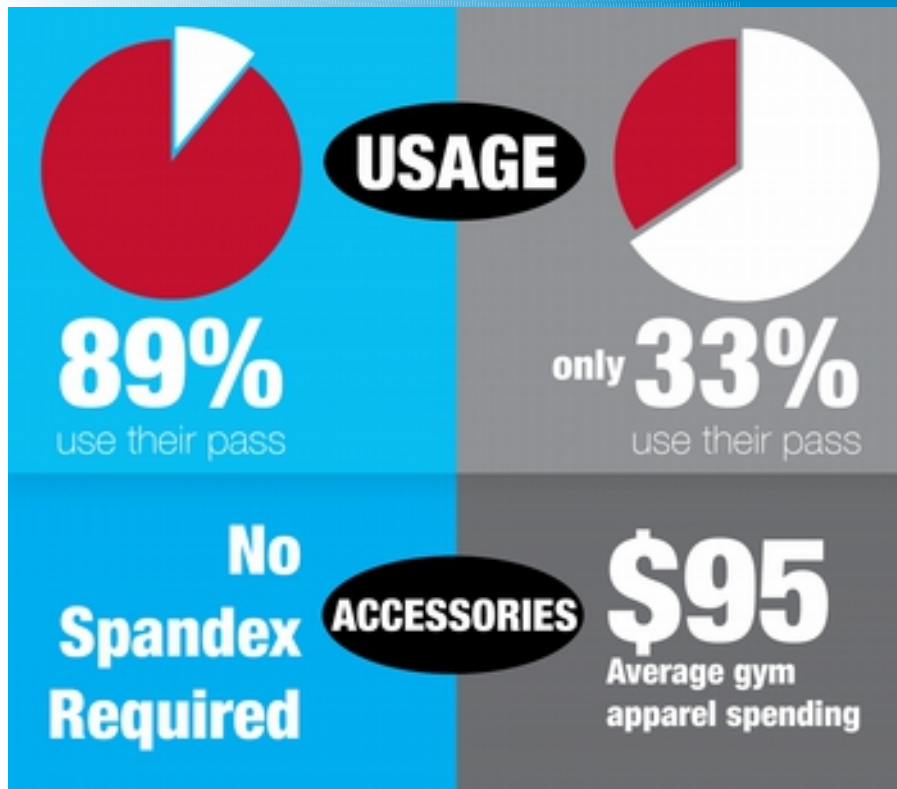
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# Opportunity: Reinforcing Value



# Opportunity: Reinforcing Value





# Takeaways

- Know your riders
- Be a human person (as best you can)
- Not all platforms are created equal