

WEB & SOCIAL MEDIA COMMITTEE

Meet with RAGBRAI Staff
West & East February 21/22/23

Chairperson's Role & Responsibilities

Advice from previous committee chairpersons of RAGBRAI overnight towns varies, but the top recommendation from all is to read the chapter pertaining to your committee. Familiarize yourself and your Co-chair (if you have one) with all the duties and responsibilities discussed in the handbook. Then educate your volunteers and co-workers about the content in your chapter. Reading the entire book is also recommended to eliminate duplication of effort among committees. Set up a budget immediately and establish a game plan. Then develop a timeline with specific completion dates for critical steps.

Keep these points in mind when conducting committee meetings:

- Have an agenda
- Keep meetings short, no longer than one hour
- Take minutes at each meeting
- Ask your Executive Committee Chair to attend
- Prepare for contingencies "What if?"

These are the overall responsibilities of a committee chairperson. And above all else-

DON'T LET GREED BE THE MOTIVATOR. YOU SHOULD GET ALL AGREEMENTS IN WRITING. A COPY OF ALL AGREEMENTS SHOULD BE FORWARDED TO THE TREASURER.

Your Web site will likely be your town's first exposure to the thousands of RAGBRAI participants. For almost all participants on RAGBRAI, this will be their first time visiting your town. Your web site will be the first place they look for information about your town. Most communities reported over 15,000 visits to their sites that began the day their site was available to the public. **Your site is one of the most important information tools to publicize and promote the happenings of RAGBRAI in your town to the participants as well as the residents of your community.**

RAGBRAI will provide a web landing page for your Web & Social media team to develop with your

towns content. That information will be provided in February 2022 once your town representative has been identified.

The more information the better Especially if it is a map. It should also be **informative, simple and practical**, allowing the least web-savvy guests to navigate your pages with ease. The Web has become a major medium for the distribution of RAGBRAI information to both the rider community and your local community.

An up-to-date and informative Web site will save your volunteers hours and hours of time on the phone answering very basic questions about your community, such as where the campgrounds are going to be located.

The person responsible for managing your town's RAGBRAI information on your Web site will receive log-in information for the backend of the RAGBRAI site and your web page. **You will need to recruit someone who has a background in WordPress. RAGBRAI will provide the domain.** The person or persons you choose for your web developer duties needs to be able to produce a lively and creative site. That person must be in a position to update the site as often as possible, sometimes several times per day.

Additionally, the web developer or representative of the Web & Social Media Committee needs to attend all General Meetings of the RAGBRAI Organizing Committee. **The Web & Social Media Committee also needs to work closely with the Publicity Committee for weekly updates** and the other committees that will need a presence on the Web, including Housing, Volunteer Recruitment, Food and Non-Food Vendors, Campgrounds and Hospitality.

The Publicity Committee typically gathers the information that is needed and the Web Site & Social Media Committee puts that information onto the Web site. A good rule of thumb to use is that written materials come from Publicity, while forms and other items beyond simple text come from the individual committees. The Web Site & Social Media Committee must encourage everyone to meet the established deadlines in the timeline to insure the town's Web site stays current.

The web developer does not need to be the expert in each of the committee areas, such as Housing or Food Vending. The role of the web developer is to educate these committees on how the web can accomplish their duties and save them time, phone bills and expense, plus increase accuracy. **Several towns have fielded every single request for**

Housing through the Housing section of the web page. No phone calls, no mailing of post cards.

It's important that your town establish a web presence almost immediately. Your Web site should be visible to the world **no later than the first week of March**. People will start looking for your site and information as soon as the route is announced. It is suggested that you secure a domain name immediately. Towns typically choose a domain name like "www.anytownragbrai.com" or something similar. As soon as your site is live, you can simply post, "Anytown, Iowa - Welcomes RAGBRAI - July 22, 2022 – More Info to Come" until more detailed information becomes available.

After your Web site is available to the public, the Web & Social Media Committee should meet as soon as possible with the Marketing/Media and the Map sub-chairs of the Publicity Committee to develop a game-plan for the next 23 weeks leading up to RAGBRAI. The Marketing/Media sub-chair will typically provide weekly updates from the 19 committees, minutes from the meetings and press releases. You will work closely with the Map sub-chair to prepare various maps formatted so they could be placed easily on your town's Web site.

When your site is ready, the RAGBRAI site will add a link to your URL address. To have your site linked from the RAGBRAI Web site, contact RAGBRAI at tj@ragbrai.com with your link. We can immediately link your current city Web site and change the link at any time you wish.

What to Put on the Web ASAP

Housing (Postcards/Forms)

As soon as you have been named a host town, riders and teams will start contacting anyone they can to find in your town (chamber, motels, city government offices) that will give them information about a place to stay. Yes, RAGBRAI is a communal camping event; however, lots of riders would rather have the convenience of hot showers, privacy and the personal hospitality of your residents.

The HOUSING area should be established for the riders immediately, with the other areas marked "under construction" until information becomes available. **This page should inform riders that requests for private housing will not be addressed until after May 1, and only to those who have registered for the ride.** Refer to the housing postcard under the Housing Committee section. The contact for private housing requests and even an application form can be added later.

Contact Information

As just mentioned in this section, the riders will start calling anyone and everyone they can find in your community for information if you don't have your Web site up. Within the first week of being named a host town, the city offices will usually field more than 1,000 phone calls. Most of the calls would be unnecessary if the web page was up and contained contact information. We suggest creating site specific email addresses for each committee. It is not good to put personal email addresses on a Web site because of spammers. However, the site specific addresses can be forwarded to the Co-chairs' personal email inbox. It is unlikely that Committee Chairs will check a new email inbox. Make it easy, set up forwarding only email addresses.

What Goes on the Web Next

Map of the City (Publicity/Maps)

All maps on the Web site should be of top quality that are easily viewable, readable and "printer friendly". It is the responsibility of the Publicity Committee's Map sub-chair to create all maps, frequently updating them, and provide you with maps in the format that you need to place them on your Web site.

You will work closely as a team leading up to RAGBRAI only making updates to the map when you are relatively certain that these locations will not change. Many people will print maps from your Web site and will assume that the information is correct, since it appeared on your Web site. Indicate on your map that it is 'subject to change' so riders know to check back for the final version. **By June 1**, final maps should appear on your Web site. **By July 1**, food vendor locations and non-food vendor locations should appear on the Web site.

Maps will produce the largest number of hits to your site.

Here's one way to think of your Web site. Your Web site should answer the who, what, where, and when about every icon on your maps.

Once your town decides the theme, most Web sites in previous years had been converted to take on the community's theme. Spend more time on content than design until the theme is chosen if your Web site will reflect your theme. It would be a waste of your time and resources to spend a lot of time creating the look of your Web site only to re-do it the moment your theme and logo is unveiled. A basic look is fine until the theme is launched.

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Eventually your Web site will need to address the following:

- Housing
- Hotels/Motels
- Bike and Vehicle Routes
- Entertainment
- Committees and Contacts (e-mail only)
- Volunteer Recruitment and Assignments
- Food / Vendors
- Bike Shop & Demo Team Locations [RAGBRAI]
- RAGBRAI's Information and Merchandise trailer/Lost & Found and Baggage Trucks
- Campgrounds
- Community Announcements and Updates
- Emergency Shelters
- Shuttle Routes

Two sections for the Web Site

Divide your Web site into two major headings:

- Rider Information
- Resident Information

Under Rider Information

Provide as much information as you can to a person passing through your town. You might consult cyclists in your area who have ridden the ride to get their input. But it's pretty simple.

You should have answers to every question that is asked to the various committees. If one person asks, it is likely that others have that same question. You can add to these "frequently asked questions" as they arise. You may not know all the specific answers from the very beginning, but you can answer with responses such as "Internet service will be provided for guests. Specific times and locations have yet to be determined." This information should be updated frequently as planning progresses. Review the Information Center chapter for types of information riders look for. Here are some ideas:

- What are the bike and support vehicle routes in and out of your town?
- What food will be available and where?
- What entertainment are you planning and when?
- Where can water bottles be filled?
- Where will your Beverage Garden be? What are its hours? Will there be a cover charge? Are all ages allowed in the beverage garden?
- How can riders locate and contact the emergency services in your town?
- Will you have a cell phone charging station or computers available, and if so where?
- Where are the portable toilets located?
- Where are the campgrounds?
- How do I reserve a shuttle to the airport?
- How can I apply for Housing?
- Where is the long-term parking and how much?

- Who to contact for answers to more questions on any of the above topics.

Under Resident Information

You also have the opportunity to communicate to the residents of your community just what will be happening, how they can get involved, and the volunteer needs that you have.

- How do residents sign up to house a rider or a team? (see form Housing section)
- What are your volunteer needs? (see recruiting form in Volunteer Recruitment section)
- How does one become a food vendor? (see application in the Food Vendor section)
- How can entertainers become involved?
- Describe the bike route and any parking restrictions or street closures to be aware of.
- Bike Safety for Residents - residents need to know how to act so as not to cause accidents. Get a RAGBRAI veteran to help you. A good example is- Look behind you before opening car door in the path of an oncoming bike.
- List your committee structure with e-mail addresses so people know whom to contact.
- All committee meetings should be posted in advance with times and locations of the meetings. Minutes from these meetings may be obtained from the recording secretary and should also be posted.
- A message from the mayor asking for citizen cooperation and outlining the benefits of hosting the ride is helpful.
- Most important: Make sure your Web site is never out of date. An out-date site does little to instill confidence for cyclists and residents.

You can add other areas as you deem important, but at the beginning, keep it to the basics.

All messages should be answered daily. Housing requests by e-mail should be responded to per the manner described in the Housing Committee section. Update the home page on a weekly basis to keep up the enthusiasm.

Tips

- With the prevalence of smart phones, you should consider utilizing a web platform that is mobile and tablet ready.
- Use Google Analytics. It is free and provides detailed reports. You can set up a daily email report on the site activity that can be sent to all of the Co-chairs.
- Consider the Web site as a revenue generator. You can sell banner or sidebar ads complete with hyperlinks. You may also pursue a Web site sponsor.
- Set up an online shopping cart. Through the

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shopping cart you can sell t-shirts and collect Housing fees. In addition, starting and ending towns can sell long-term parking passes online.

- Consider using a ftp site to make disks and other files accessible to committee members.
- Use of live webcams have become popular and provide a considerable amount of web traffic to your site on the day of your event.

Sample Web sites from Last Year

If you would like to look at working sample Web sites from previous year's overnight communities, you may be able to visit some of these sites because most are currently still available to the public on the web. Here is a listing of past year's Web site addresses for you to peruse:

Active RAGBRAI Web sites from 2021:

<https://ragbrai.orangecityiowa.com/>
<http://spencerragbrai.com/>
<http://www.algonaragbrai.org/>
<https://www.clearlakeragbrai.com/>
<http://charlescityragbrai.com/>

You may want to consider keeping ownership of your domain after RAGBRAI to use it next time you host. This is easier and cheaper than buying it from a broker.

Social Media

In this day and age, social media can be one of the best (and easiest) ways to stay in touch with RAGBRAI riders, members of your community, vendors, and the media. Your social media page(s) should be informative, simple, and practical, and if you have time, fun!

We all know there are tons of social media platforms out there these days. Facebook is the king of them all, and if you use only one platform, that should be it. Be sure to set up a Page as opposed to a Group or personal profile. This makes it easier for people to find you and will allow you to set more than one administrator. Other options we have seen include Instagram, Twitter, YouTube, and yes even TikTok. Instagram: video and photo sharing app – use this if you will have a lot of these to share!

Twitter: microblogging platform – use this if you have a lot of Twitter followers on a city page, or if you will have lots of short messages to share.

YouTube: video hosting website – use this if you plan on creating videos for RAGBRAI

TikTok: video creating and sharing app – use this if you have a lot of younger followers

When you set up your page, consider who will be visiting and what information they'll be looking for. And then cater to that. Your top audiences will likely be:

- RAGBRAI riders
 - Looking for maps, campsite and housing info, and entertainment info
- Your community members
 - Curious about your town's RAGBRAI plans, volunteer opportunities, and road closures
- Vendors
 - Just looking for a vendor sign-up form

You do not have to have all the above listed in posts on your Facebook page, although it is helpful and can provide all the content you need to have a successful page. It helps a lot to have a link to your website clearly listed on your page, when people Google "RAGBRAI Centerville" often the first thing that comes up will be your Facebook page.

With that in mind, be sure that for whichever social media platforms you use, you can keep an eye on the inbox DAILY. If you can't cover questions on three platforms, cut back to two. This is your first impression to riders and you want to be sure you're welcoming! If you know you won't be able to check Facebook or Instagram messages for a longer duration of time (ex: the days surrounding RAGBRAI), designate someone with Wi-Fi access to cover you, or set an away message. This can be done in the Inbox tab of a Facebook page. A sample away message might be:

We are downtown welcoming riders to Centerville! If you have questions or need assistance, please stop by and see us at the Centerville Information booth, located at 3rd and Main Streets downtown. Thank you and we hope you're having an amazing time in our community!

Be sure you are tagging @RAGBRAI in all of your posts – we love to like and share the towns' content! If you post something important and Andrea doesn't share, please message our pages or email her at andrea@RAGBRAI.com.

The week of RAGBRAI, you may want to pin certain items to the top of your Facebook page to make them easy to find. Examples would include a map of your town (and campgrounds), entertainment schedule, and food vendor locations. Or combine all three into your town map, and pin that to the top of your page. This will save a LOT of questions to your inbox.

RAGBRAI® Trademark Guidelines

The following are guidelines for communities regarding the authorized and prohibited usage of the RAGBRAI name and logo. Legal action will be taken against any person(s) or parties who misuse the trademark or use it without authorization. **If you have any doubt if it is a legal use, please ask the RAGBRAI Director before you print.**

General Trademark Statement

The marks and names, RAGBRAI®, RAGBRAI® XLIX, RIDE RIGHT®, and Register's Annual Great Bicycle Ride Across Iowa™, are and shall be the exclusive property of The Des Moines Register and Tribune Company.

The RAGBRAI and RIDE RIGHT logos are registered trademarks and cannot be used without prior written permission of The Des Moines Register. All authorized uses of these marks must carry this notice: "RAGBRAI is a registered trademark of and licensed by the Des Moines Register and Tribune Company. All rights reserved."

Only official RAGBRAI bicycle shops and select Friends of RAGBRAI have limited permission to use these marks on T-shirts and those promotional items or promotional purposes approved in writing in advance by The Des Moines Register.

Committee's Use of RAGBRAI

Your local committee may use the words RAGBRAI and the RAGBRAI logos in their tabloid and on their Web site as long as it is not connected in a commercial way. For example, you could not have a large Buzz Motors logo above the RAGBRAI logo on your Web site, but you could have the RAGBRAI logo with some corporate sponsors along the side column of your Web site.

If you have questions, please contact RAGBRAI at The Des Moines Register prior to any use of the RAGBRAI trademarks or the sale of goods supplied or sold.

News Purposes (by media)

The RAGBRAI trademarks may be used by news sources (including newspapers, radio and television stations) if the use is part of a news story, but all uses must include the "®" symbol on first reference. Official logos are available to the media upon request. E-mail requests to andrea@ragbrai.com.

Use of the marks in connection with the sale of videotape highlights, sale of overruns or reprints, operation of an electronic bulletin board or computer data base (such as a home page), or other business use, however, is deemed to be commercial and

therefore would no longer be considered "news." Thus it would not be allowed without prior written permission from The Des Moines Register.

Simply put, your local newspaper may create a bike ride special section (primarily so the riders have an accurate map and a complete listing of things to do/see and places to eat), but the advertisers who advertise in it MAY NOT use the RAGBRAI name or logo in their advertisements without prior written permission from The Des Moines Register and RAGBRAI officials. TV and radio stations may broadcast live at a particular location during the event, as long as an advertiser does not financially support the time with RAGBRAI ads, i.e. "Stop in for our RAGBRAI Sale."

Advertising

Use of the trademarks, such as the official logo, to sell commercial advertisements or commercial space and merchandise must be specifically authorized in writing in advance by The Des Moines Register and RAGBRAI officials. Normally, that authority is granted as part of a Friends of RAGBRAI package, where The Des Moines Register receives contractual assurances as to the use of its marks and the products or services licensed, as well as compensation for such use of the trademark.

If you are contacted by a company that wants to use the RAGBRAI logo or wants to sell or advertise goods or services bearing the RAGBRAI logo or trademark, please contact The Des Moines Register immediately. You are advised that The Des Moines Register has rights under federal and state law which may be violated if you make an unauthorized use of the RAGBRAI trademark or assist another in the manufacturing, marketing or sale of goods or services that use the RAGBRAI trademarks without permission of The Des Moines Register and RAGBRAI officials.

A simple signal of improper and unauthorized usage is using the name RAGBRAI in lower case. Because RAGBRAI is an acronym with a special and unique meaning, this usage is improper and would never be authorized by The Des Moines Register or RAGBRAI.

The bottom line is: the RAGBRAI trademark (be it spoken, written, electronic, digital or in logo form) may not appear in any advertisement or commercial use without a signed agreement from The Des Moines Register and RAGBRAI officials.

Signage

The use of the trademark is allowed in good faith for signage used as a salutation, but, again, WILL NOT be allowed in advertisements. For example,

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"Welcome RAGBRAI riders" positioned on a marquee board is a good display of a town's spirit. However, signage which advertises a sale, i.e. RAGBRAI special-Zap Soda Pop \$3.25 a case, is commercial use of the trademark and will not be allowed without prior written permission.

Many companies will also ask to print welcome signs on their corporate banners. A beverage company logo could not be printed on the same banner that says "Welcomes RAGBRAI". They could, however, print the banner with the words, "Welcomes Riders!"

Again, if you have any doubt if it is a legal use, please ask the RAGBRAI before you print.

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WEB & SOCIAL MEDIA COMMITTEE TIMELINE & CHECKLIST

This is a schedule that worked for a town last year. Set a timeline that is reasonable for your community.

MARCH 2022

- RAGBRAI will send log-in information for your town
- Secure social media pages (Facebook, Twitter, Instagram, Tik Tok)
- Post general city map on web site (Publicity's Map sub-committee)
- Meet with Housing Committee regarding creating the Housing Match FB group on May 1 and associated liability issues
- Welcome letter from the Mayor or town representatives (Executive Committee)
- Work with Publicity Committee to get information and city map online as soon as possible
- Meet with RAGBRAI Staff
- Meet with Volunteer Committee regarding volunteer recruitment forms on the Web site
- Post Community Information section for residents to visit to find weekly progress, notes, and decisions (Publicity Committee)
- Work with Food Service and Non-food Vendor Committees to have the Vendor Application Forms ready to put on the Web site
- Work with Housing Committee to post form for residents to sign up to house riders
- Meet with Publicity Committee
- Budgets due to Budget/Fundraising Committee
- Attend the Overnight Host Town Meeting in Des Moines

APRIL 2022

- Post finalized logo (Publicity Committee)
- Post finalized theme (Publicity Committee)
- Post community news on beautification projects, safety concerns, etc. for residents (Hospitality Committee)
- Post text description of campground (Campground Committee)
- Meet with Showers, Sanitation & Recycling Committee

MAY 2022

- Begin to post food available by vendors, churches, etc. Show vendor areas on map. Update as available (Food Service and Publicity's Map sub-committee)
- Update Housing section with application form for riders to apply for private home/yard stays. Ready by May 1 (Housing Committee)
- Meet with RIDE RIGHT Committee
- Meet with Public Safety Committee
- Update campground description (Campground Committee)
- Work with Entertainment & Special Events Committee to post schedule of Entertainment
- Meet with Shuttle Committee

JUNE 2022

- Post bicycle and support vehicle routes (Publicity's Map sub-committee, RIDE RIGHT, Law Enforcement and Public Safety Committees)
- Post RV parking and dump site information (Publicity's Map sub-committee, Showers, Sanitation & Recycling Committee and Public Safety Committee)

JULY 2022

- Post on Web site that Housing FB match
- Post Entertainment line-up and show locations on map (Publicity's Map sub-committee and Entertainment & Special Events Committee)
- Volunteer orientation and training meeting
- Community clean-up

AFTER RAGBRAI

- Send out thank you notes
- Complete surveys
- Wrap up meeting with RAGBRAI Staff

As soon as RAGBRAI is announced in your town, RAGBRAI will produce web pages off our site that you can use to communicate to riders and residents. If you need to link a more detailed web site off of our pages you can do that as well.

RAGBRAI® is coming to
ANYTOWN, IOWA!
Tuesday, July 24, 2022



Check back at this site for more exciting details!

Requests for private housing will not be addressed until after May 1, and only to those registered with valid wristband numbers.

**RAGBRAI® WEB & SOCIAL MEDIA BUDGET
CENTERVILLE, IOWA (JULY 27, 2016)**

REVENUE

Web & Social Media Income	Budgeted	In-Kind	Actual
Sponsorship	0.00	0.00	0.00
<hr/>			
TOTAL REVENUE	\$0.00	\$0.00	\$0.00

EXPENSES

Web Site	Budgeted	In-Kind	Actual
Web Hosting	160.00	0.00	0.00
Long Lines Support	450.00	0.00	0.00
Web Development	3,000.00	3,000.00	0.00
<hr/>			
TOTAL EXPENSES	\$3,610.00	\$3,000.00	\$0.00

	Budgeted	In-Kind	Actual
Total Revenue	\$0.00	\$0.00	\$0.00
Total Expenses	\$3,610.00	\$3,000.00	\$0.00
TOTAL PROFIT/LOSS	-\$3,610.00	-\$3,000.00	\$0.00

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