How Facebook’s Bike Program Shifted to 100% Virtual

Q&A with Tiffany Seeney & Laura Brigham

What kind of information would be shared during 1:1 bike consultations?

The most popular topic right now is specific to bike sales, and what kind of bike is best for that particular customer. Other popular topics include recommendations about recreational bike routes, bike racks, and how to customize your bike to fit a specific need.

Do you think a bike week or month works better? We run a week but might run a month next year

I think if you’re only going to offer one or the other, a Bike Month is a great idea. We decided to start running Bike Weeks in April, and run one each month leading up to September Bike Month, so that by the time we got to September, we had a better idea of what worked well thanks to 5 months of practice.

How often do you offer your digital noon classes? Do you change the content for each class?

Each class is offered 1x per month. We have 13 virtual classes that we currently offer, and we spread them out over the month.

Do you track any data from employees who ride bikes?

We track data around all of our offerings (1:1 Consulations, Classes, Zwift Rides, Bike Weeks, Bike Month).
Are you live streaming through Facebook? And is that the only platform you’re using? If so, why?

Employees enroll in our classes via Cornerstone, and then the virtual class is held over Zoom. We do host shorter Live Streams to highlight certain skills, like how to wash your bike or how to fix a flat.

How has participation changed over time? Do you find that a particular demographic (e.g. women, men, age group etc) is interested more than another? What are the reasons?

We’ve definitely seen more interest in cycling by parents who are trying to get outside more with their kids.

What incentives are you using?

We are partnering with outside brands (like Clif and GU) to promote our internal events. This month we are also internally incentivizing participation through a bike giveaway sponsored internally by Facebook.

Also, how frequent are the events?

We host a “Bike Week” each month, and “Bike Month” is going on during September!

How did you have to reframe or change the offering going from a specific geography (Menlo Park, CA) to global? With content, instruction, understanding local resources?

This grew organically at first, and as we saw interest from offices further and further away, we began thinking about the bigger global picture. We’ve had to communicate internally with more teams when it comes to Marketing to a more global audience and getting all of the proper approvals.

Can you talk more about your cargo bike class? What do you cover? Cargo bikes specifically, or generally hauling gear?

We talk about the different types of cargo bikes, reasons to ride a cargo bike, things to consider when purchasing a cargo bike, tips for hauling passengers and cargo as well as general tips on how to maintain your cargo bike.
Do you have employees log rides and keep it all on a common dashboard?

No. It would be awesome to capture this though!

What type of virtual events do you see employees engaging in most?

The incentivized photo challenges! People LOVE sharing bike related photos! It’s also the most popular type of content for people to engage with, comment on, and really has helped strengthen our virtual community.

Are the classes held outside?

Pre-pandemic, certain classes were outside (Learn to Ride, City Street Riding 101), but in our virtual world, all of our classes are via Zoom, and therefore can be done wherever a person chooses to dial in from.

These are like spinning classes?

Not quite—the classes are education-based with the intent to help people learn skills to help them ride safer, skills to help them take care of their bike, or overall knowledge about which type of bike is best for them. We host Zwift rides outside of classes and those, are more workout based similar to a spin class.

Thanks for having us and sharing your updates! Do you ever work with outside Bicycle Organizations for programming, collaborations, or events?

Yes! We are always looking for ways to support and collaborate with outside organizations. SVBC, SFBC, and People for Bikes are just a few who we work with.
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Is FB willing to share some of their online classes with others (assuming they were recorded)?

Classes generally aren’t recorded, and they’re specific to a Facebook audience (i.e. internal links and resources). But we—as Bikes Make Life Better—have been noodling ways to make some of our EDU resources available to the larger community. So maybe sometime soon!

What times are you finding are most popular for classes? Lunchtime, workday, evening? Related to that, are people paid to attend or do they need to do this in their free time?

We find that the lunchtime slot is best for a majority of our employees. All bike perks are covered by Facebook and free for employees and contractors.

How long are the classes, and what curriculum are you using?

We schedule classes for an hour, but most of the time are done before then. We are all LCI instructors and have catered the curriculum from the League to fit our audience.

Do you do 1-1 via appointment or have a set time (like office hours)?

We schedule 1:1s on an individual basis. Our team is around 9-5pm PDT, for any quick questions but lots of the 1:1s need a bit more time which we schedule.

Do you offer any financial incentives for riding, and are they still on going during covid shelter in place?

We do not offer financial incentives for riding (though I think we should!).

What types of things should organizations with smaller bike programs consider doing to engage with Team Members in the time being?

Creating a Bike BINGO or some sort of incentivized social game would be perfect for organizations with smaller bike programs.
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How is Facebook planning to capture the audience of employees who have joined the organization since wfh has began? How will these employees find out about the bike program?

This is a GREAT question. Pre-COVID we had a presence at the Menlo Park New Hire Orientations (pre-COVID Menlo Park was the go-to location for all U.S. new hires), which is how we would educate new employees about our services. We currently are reaching those new hires by posting our marketing content to broader internal Facebook groups. There is a lot of room for growth in this area, and is definitely something that we are talking about often (and involves approvals from more teams than our own).

What kinds of virtual classes seem to be the most popular/in demand?

Our “Bike Buying and Anatomy,” “E-Bike Buying and Anatomy,” and “Cargo Biking 101” classes have been the most popular as of late.

Along the lines of your “Biking through COVID class,” have you added a “family biking” education component to the classes?

We talk about family biking in our Cargo Biking 101 class, but it could definitely be a topic that we create an entire class out of.

What type of virtual events do you do?

Zwift rides, Facebook Live guest speaker series, Classes, engagement “challenges,” such as BINGO, photo challenges, etc.