

RoundTrip Digital Media Toolkit for Employers

Greater Madison MPO



Logos

Include the *RoundTrip Greater Madison Employer Partner* logo or the *RoundTrip Greater Madison* logo in your communications about RoundTrip.

The logos shown here are low-resolution examples. Download the original logo files (PDF and PNG) at this link: <https://bit.ly/RT-Employer-Partner-Logos>.



Social Media Tags

Please remember to tag the RoundTrip program so we can engage with your posts and amplify your message. Tag us via the Greater Madison MPO account at @GreaterMadisonMPO on Facebook and @greatermadisonmpo on LinkedIn.

Social Media Graphics

Include any of these graphics with your posts. The graphics shown here are low-resolution examples. Download and edit the original graphics (PDF and JPEG) at this link: <https://bit.ly/RT-Employer-Social-Graphics>, or contact us for design assistance.



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Facebook Post Text Example

RoundTrip is a free online program you can use to connect with alternatives to driving alone in Dane County. [Your Organization Here] partners with @GreaterMadisonMPO to promote RoundTrip's resources to our staff. Join the [Your Organization Here] network at RoundTripGreaterMadison.org to explore fun, affordable commute options and access incentives.

#RoundTripGreaterMadison #RoundTripEmployerPartner #DaneCountyCommutes
#Madison[or other home city]Commutes

Instagram Post Text Example

[Your Organization Here] is a RoundTrip Greater Madison employer partner. RoundTrip is a free online program that helps you explore alternatives to driving alone in Dane County. Join the [your organization name here] network to find affordable, convenient options for your commute.

#RoundTripGreaterMadison #RoundTripEmployerPartner #DaneCountyCommutes
#Madison[or other home city]Commutes

LinkedIn Post Text Example

[Your Organization Here] is proud to partner with the @greatermadisonmpo RoundTrip program to enhance our employee commute options! RoundTrip offers free online resources at RoundTripGreaterMadison.org that support members in using sustainable alternatives to driving alone in Dane County. The [Your Organization Here] network in RoundTrip allows our employees to find convenient, affordable options like carpooling, bicycling, public transit, and vanpooling that work for their commute. Members can also join the Emergency Ride Home program for car-free commuters, and access fun seasonal challenges that reward sustainable trips.

Becoming a RoundTrip Greater Madison Employer Partner is another way that [Your Organization Here] demonstrates our commitment to our employees and community.

E-News or Email Text Example

[Your Organization Here] is a RoundTrip Greater Madison Employer Partner. RoundTrip is a free online program you can use to connect with alternatives to driving alone in Dane County. This is a great way to make your commute and other trips more affordable, more sustainable, and more fun.

Sign up for free and join the [Your Organization Here] network at [RoundTripGreaterMadison.org OR private network link] to match with co-workers, and watch for RoundTrip challenges every spring and fall for your chance to win prizes!

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Talking Points

- [Your Organization Here] is excited to partner with the RoundTrip Greater Madison program and the Greater Madison MPO.
 - RoundTripGreaterMadison.org lets you explore affordable, convenient commute options tailored to you. You can connect with colleagues for carpooling and bicycling, access car-free commute supports like the Emergency Ride Home program, and join fun seasonal challenges as part of our workplace network.
 - RoundTrip is a free online program you can use to connect with alternatives to driving alone in Dane County.
 - RoundTripGreaterMadison.org shows you nearby carpools, bikepools, vanpools, Metro Transit options, BCycle bikeshare locations, and park-n-rides to help you commute with ease.
 - Sign up for free at RoundTripGreaterMadison.org by entering a home and work address, and join the [Your Organization Here] network to match with co-workers.
 - Sign up through RoundTrip, choose car-free options to get to work or school, and join the Emergency Ride Home program for peace of mind in case of the unexpected.
 - Start commuting by bike with RoundTrip. The Bike Buddies program connects experienced bike commuters in Dane County with new riders who have similar routes—if you have questions or want a more experienced partner to ride with, reach out to any “Bike Buddy” matches in your bikepool list.
 - Watch for RoundTrip Challenges for your chance to earn incentives and win prizes.
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Contact Us:

roundtripgreatermadison.org
roundtrip@cityofmadison.com
(608) 266-7433 (RIDE)

