



Visual Identity and Communication Materials

Portfolio of elements

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Abstract

This deliverable serves as a portfolio of visual identity elements and communications materials for use by the FastTrack consortium members to ensure that the project is communicated in a cohesive, impactful and consistent manner. This will, in turn, increase FastTrack's reach and thereby the potential impact of the project with respect to dissemination and even exploitation.

List of Beneficiaries

No	Name	Short name	Country
1	ICLEI EUROPEAN SECRETARIAT GMBH	ICLEI	Germany
2	EUROCITIES ASBL	EUROCITIES	Belgium
3	MOBIEL 21 VZW	M21	Belgium
4	EUROPEAN INTEGRATED PROJECT	EIP	Romania
5	VECTOS GMBH	VECTOS	Germany
6	ETHNIKO KENTRO EREVNAS KAI TECHNOLOGIKIS ANAPTYXIS	CERTH	Greece
7	STAD ANTWERPEN	Antwerp	Belgium
8	COMUNE DI BOLOGNA	COBO	Italy
9	BUDAPEST FOVAROS ONKORMANYZATA	MUNBUD	Hungary
10	STOCKHOLMS STAD	STOCKHOLMS STAD	Sweden

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Executive Summary

In order to support the effective communication, dissemination and exploitation of FastTrack results, a portfolio of project-specific visual elements and communication materials has been created. These elements include: FastTrack logo options; FastTrack visual/graphic elements; templates provided by the CIVITAS Initiative and altered slightly to be tailored to the FastTrack project; FastTrack roll-up banner; FastTrack brochure and infographic.

Each of the above elements is presented in the sections that follow. They have also been uploaded to the FastTrack consortium's internal project management system to be accessible to all partners (at [this link](#)), and are available to download at: https://bit.ly/FT_CommsElements. (note that this URL leads to a 'Google Drive' folder created by Adrienne Kotler, ICLEI Europe). The folder structure is as follows:

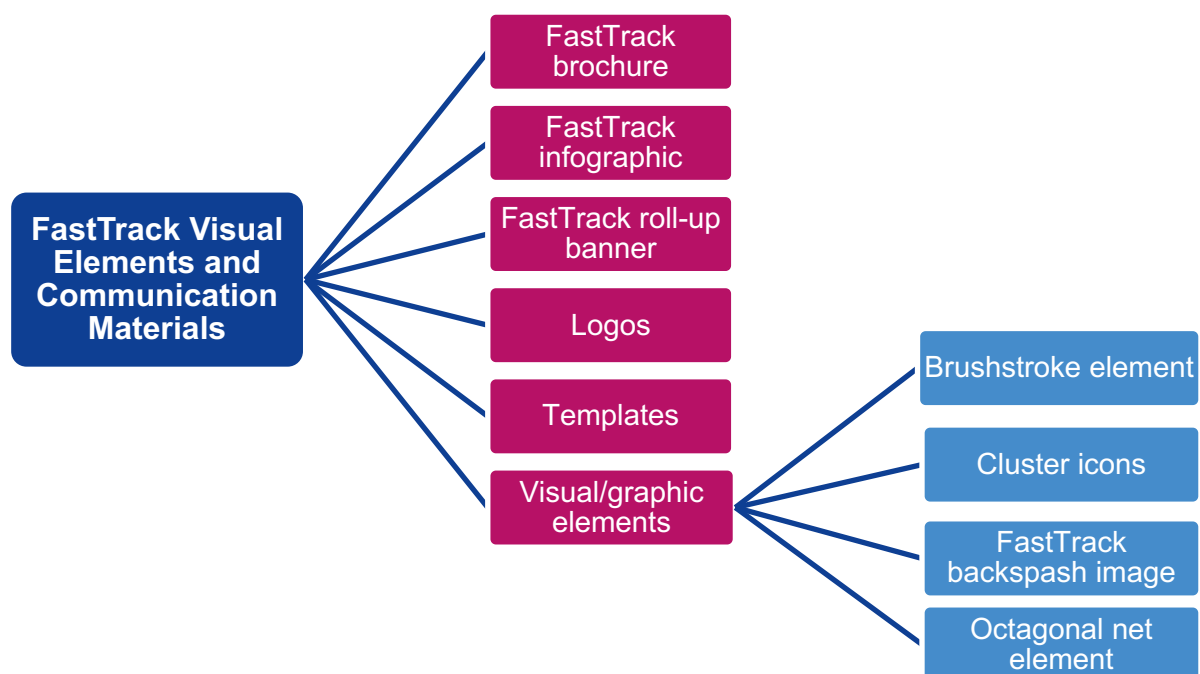


Figure 1 Folder structure for FastTrack visual elements and communication materials

In addition, social media and video creation guidelines are presented in this document for all FastTrack partners' use.

Deliverable 5.1: Communication Strategy and Editorial Guidelines, submitted in May 2021, complements this portfolio. It includes FastTrack target audience mapping and descriptions, key messaging that FastTrack partners are encouraged to use to communicate about the project, as well as a set of Editorial Guidelines provided by the CIVITAS Initiative. This deliverable is available to all FastTrack partners via our internal project management system – partners are strongly recommended to consult these two outputs (D5.1 and D5.3) in tandem.

1 FastTrack logos

The FastTrack logo has been created in collaboration with CIVITAS ELEVATE, the CIVITAS Coordination and Support Action responsible for the CIVITAS Secretariat. The logo matches the CIVITAS Initiative’s own logo, which was created to herald in the current CIVITAS phase, known as CIVITAS 2030. It uses sketch elements to depict that CIVITAS takes an integrated and people-centred approach to sustainable mobility, and utilises a light green colour that evokes the European Green Deal, and refers to CIVITAS’s integral role in helping the European Commission achieve its ambitious mobility and transport goals.

FastTrack has three logo versions: a primary logo, a primary logo without the EU flag (use described below), and an alternate blue logo. Each of these logos is available to the FastTrack consortium as PNG files, JPG files, and transparent PNG files.



Figure 2 CIVITAS FastTrack primary logo



Figure 4 FastTrack primary logo without EU flag



Figure 3 FastTrack logo in blue-scale

The EU flag must be clearly apparent on all FastTrack products. For this reason, the primary logo version with the EU flag and “co-funded by” text should be the preferred option used. However, in cases where the EU flag is already visibly integrated into the

product – such as on the cover of this very deliverable – then either of the logo versions without the EU flag may be used. In cases where the EU flag cannot be included – such as in space-constrained social media avatars, online conferencing platforms, etc. – it is imperative that the EU is mentioned elsewhere. This may be done, for example, by including the flag in a (larger) cover image, bio, or a prominent ‘about’ section.

In cases where all FastTrack partners should be listed – such as in the footer of the FastTrack website, brochure, and infographic – partner logos can be downloaded from the project’s internal project management system, by clicking [here](#) (links to Zoho).

2 FastTrack visual/graphic elements

2.1 Elements from the CIVITAS Initiative

FastTrack’s visual identity distinguishes between products produced in “MS Office” applications (i.e. in Word and Powerpoint), and those produced using desktop publishing software (i.e. visual outputs like professionally designed publications and reports, and the FastTrack website).

FastTrack uses consistent CIVITAS Initiative branding for MS Office products, making use of the Initiative’s Word and Powerpoint templates (see [3 Templates](#), below). These integrate the CIVITAS Initiative’s colours and use the font **Arial**.

2.2 FastTrack-specific visual elements

2.2.1 Introduction to FastTrack’s visual elements

For FastTrack’s more visual and designed products, including its website, brochure and infographic, it rather makes use of a unique visual identity, which strategically uses images, graphics, fonts and colours to evoke some of the project’s key tenets. Each of these elements is presented in the paragraphs that follow; this information is also summarised in a [FastTrack Design Toolkit](#), available [here](#).

FastTrack’s visually stylised outputs will vary widely – from a roll-up banner, to an Exchange Hub website, short FactSheets, final publication, and more. Being mindful of this diversity of outputs, in lieu of producing one, static template for use in stylised reports, FastTrack has compiled this collection of elements, which can be used flexibly for a variety of outputs. By integrating these components, in close collaboration with ICLEI Europe, partners can ensure that end products are designed to be tailored to their intended uses and audiences, while also being consistent and high-quality.

All partners may produce more stylised outputs; in fact, making use of the elements below is strongly encouraged. However, it is important that **ICLEI Europe always be looped in** to do a final quality and consistency check before any final, stylised products are published and shared widely. In addition, partners are encouraged to use ICLEI as a resource to support with and guide the use of visual elements.

2.2.2 The elements

At its core, FastTrack is about innovation and local areas. For this reason, the project makes use of a [“backsplash” image](#), which evokes movement and progress (innovation), and is reminiscent of street art (local communities). This image is used both in a full colour and greyscale versions.

FastTrack engages a network of dedicated Local Ambassadors, Local Affiliates (LAs), and partners. The project has applied the backlash image to a [stylised map](#) that depicts the impressive geographic spread of the FastTrack community. The project has also adopted an [octagonal net](#) – with the eight sides of the octagon representing the eight sub-topics explored by cities in topical clusters – to show the power of peer exchange across contexts.

Finally, much of FastTrack's work is organised around four topical clusters. Each cluster has its [own icon](#) and associated colour, to visually distinguish between them and their work. Three cross-cutting themes are also depicted with [icons](#).

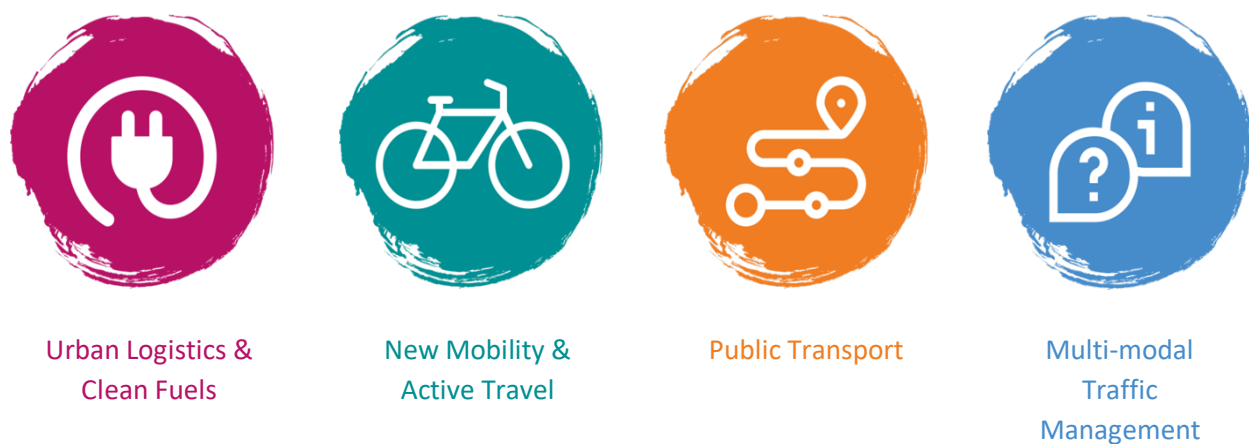


Figure 5 FastTrack's clusters' icons, cluster names, and colours

These visual elements will be used to illustrate a wide range of FastTrack concepts and outputs in a visually interesting manner. In addition to the examples presented below – such as the project brochure, roll-up banner, website, and more – they will be used to explain concepts in a visual way, as shown in a depiction of the [FastTrack Local Affiliate learning programme](#).

2.2.3 FastTrack fonts and colours

In visual, professionally designed products, FastTrack headings are formatted using the font **Textile**, which is [free to download](#), and evokes forward movement and innovation. FastTrack content (i.e. body text) uses **Lato**, which is also [free to download](#), and highly readable both in online and printed formats.

FastTrack uses two main colours, as well a series of cluster-specific secondary colours:

Main Colours



C30 M100 Y30 K0
R183 G17 B102
HEX: #B71166



C100 M80 Y0 K0
R15 G63 B147
HEX: #0F3F93

Secondary Colours



C90 M20 Y45 K0
R0 G143 B146
HEX: #008F92



C0 M60 Y90 K0
R240 G125 B34
HEX: #F07D22



C72 M36 Y0 K0
R70 G140 B202
HEX: #468CCA

Figure 6 FastTrack primary and secondary colours and their codes in CMYK, RGB and HEX formats

2.2.4 FastTrack website

Examples of how all of these visual elements, fonts and colours are used, can be seen by visiting the FastTrack website at: FastTrackMobility.eu.

The homepage summarises the project and its aims, and acts as a ‘jumping off point’ for readers to access additional information. It directs readers to the ‘About’ page for more details about the project, links directly to each cluster page, and features a feed of the three most recently shared News and Events.

The homepage also includes an interactive map of the FastTrack Local Ambassadors and Affiliates. The four Local Ambassadors are labelled with pins that make use of the four cluster icons to visually depict which city leads which cluster. Clicking on the Ambassador city name or pin also directs visitors to the corresponding cluster page.

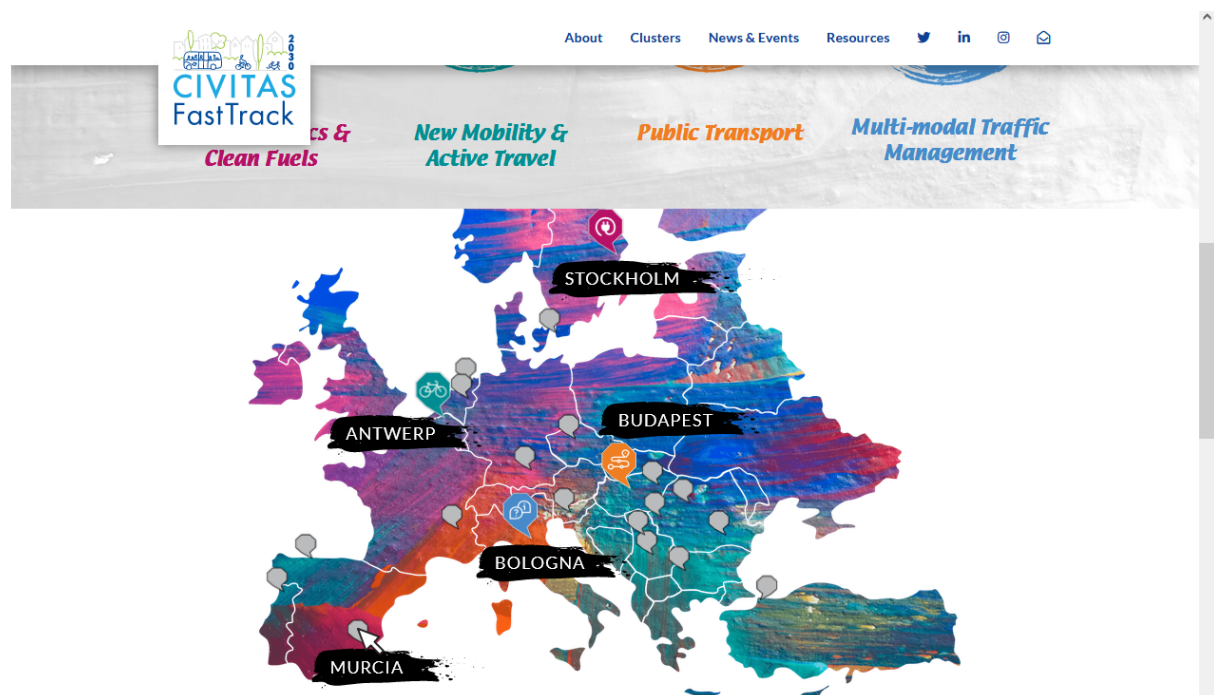


Figure 7 Screenshot of the homepage of the FastTrack website, depicting the page's interactive map.

The 20 Local Affiliates are marked on the map – with octagonal pins that harken back to FastTrack’s multiple uses of the octagon – and their names appear when visitors hover over each pin (e.g. as is seen with the City of Murcia in Figure 7, above).

Five cluster pages – one per cluster and an additional page for cross-cutting themes – act as go-to hubs of topical knowledge for visitors. These are dynamic pages that are updated regularly as FastTrack generates new insights and information. At this stage of the project, the cluster pages provide an introduction to that cluster’s topic of interest, “innovations” in that topic, and the Local Ambassador leading the cluster. Over time, these pages will transform into repositories for resources and knowledge catalysed through the FastTrack Learning Programme.

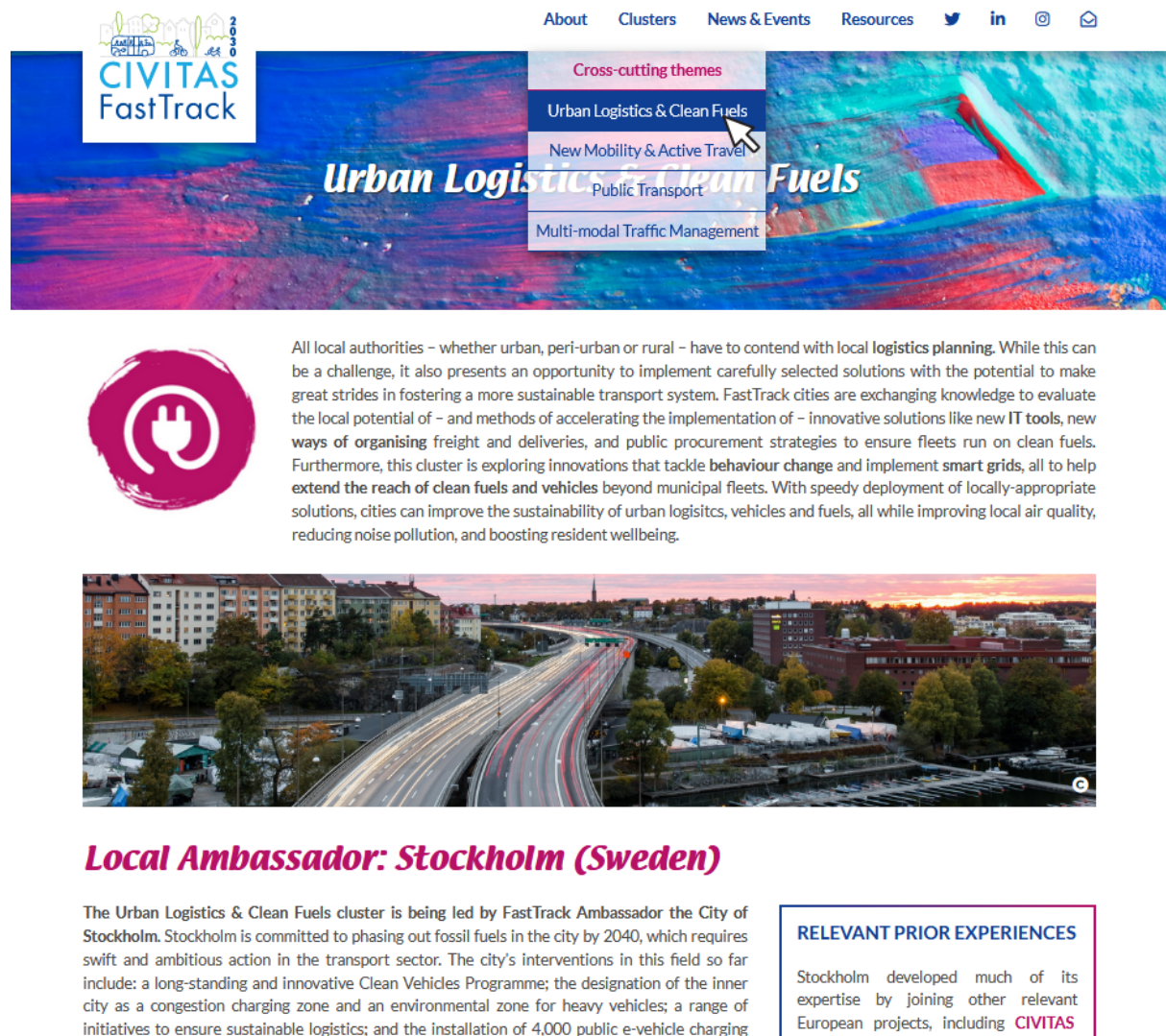


Figure 8 Screenshot depicting the Urban Logistics & Clean Fuels cluster page, as well as the menu showing each of the five cluster pages.

The FastTrack News and Events feeds provide a platform for partners to share all manner of relevant updates. News articles will span blog-style opinion pieces, articles highlighting FastTrack progress, summaries of key learnings as soon as they become available, updates and news from FastTrack LAs, new resources, and more.

ICLEI Europe will lead on writing all News items, and will send quarterly reminders to the FastTrack consortium to contribute ideas and updates suitable to be shared.

The FastTrack website will be dynamic, and constantly updated with resources, multimedia outputs, and news items contributed by FastTrack partners and sister projects.

3 Templates

As part of CIVITAS's re-branding process – in conjunction with the launch of CIVITAS 2030 – the Initiative created three templates for CIVITAS projects to use. This spans a deliverable template, a Word document template, and a Powerpoint template. FastTrack has slightly tailored each of these to make use of the project's logo and reflect its grant agreement number.

These three FastTrack-specific templates have been shared with the project consortium via its internal project management system, and are available to download at: https://bit.ly/FT_CommsElements (Google Drive).

4 FastTrack brochure

FastTrack has produced an 8-page (A5) brochure, designed to be optimised for print and web viewing. The [brochure](#) introduces the FastTrack project, maps its Local Ambassadors and Local Affiliates, introduces its approach and methods, and provides readers with links to stay in touch with and learn more about FastTrack. The brochure is highly visual, and written in easily understood language, which conveys FastTrack's vision succinctly and clearly.

4.1 Infographic

The FastTrack brochure includes a two-page (A5) infographic, which summarises the project's aim, approach, and key outcomes in a highly visual manner. This infographic is designed to be updated iteratively. It makes use of the recognisable octagonal net – a key component of the FastTrack visual identity – to which additional octagons can be added as the project progresses. In this way, the infographic serves both to set up the project, and to showcase its results at a later date.

The infographic is visible on the following page of this deliverable, and is available to download at the FastTrack internal project management system, and at: bit.ly/FT_CommsElements. Please note that, in this case, the infographic does not include the EU flag or funding statement, as it is used as part of the brochure, which does include these components.

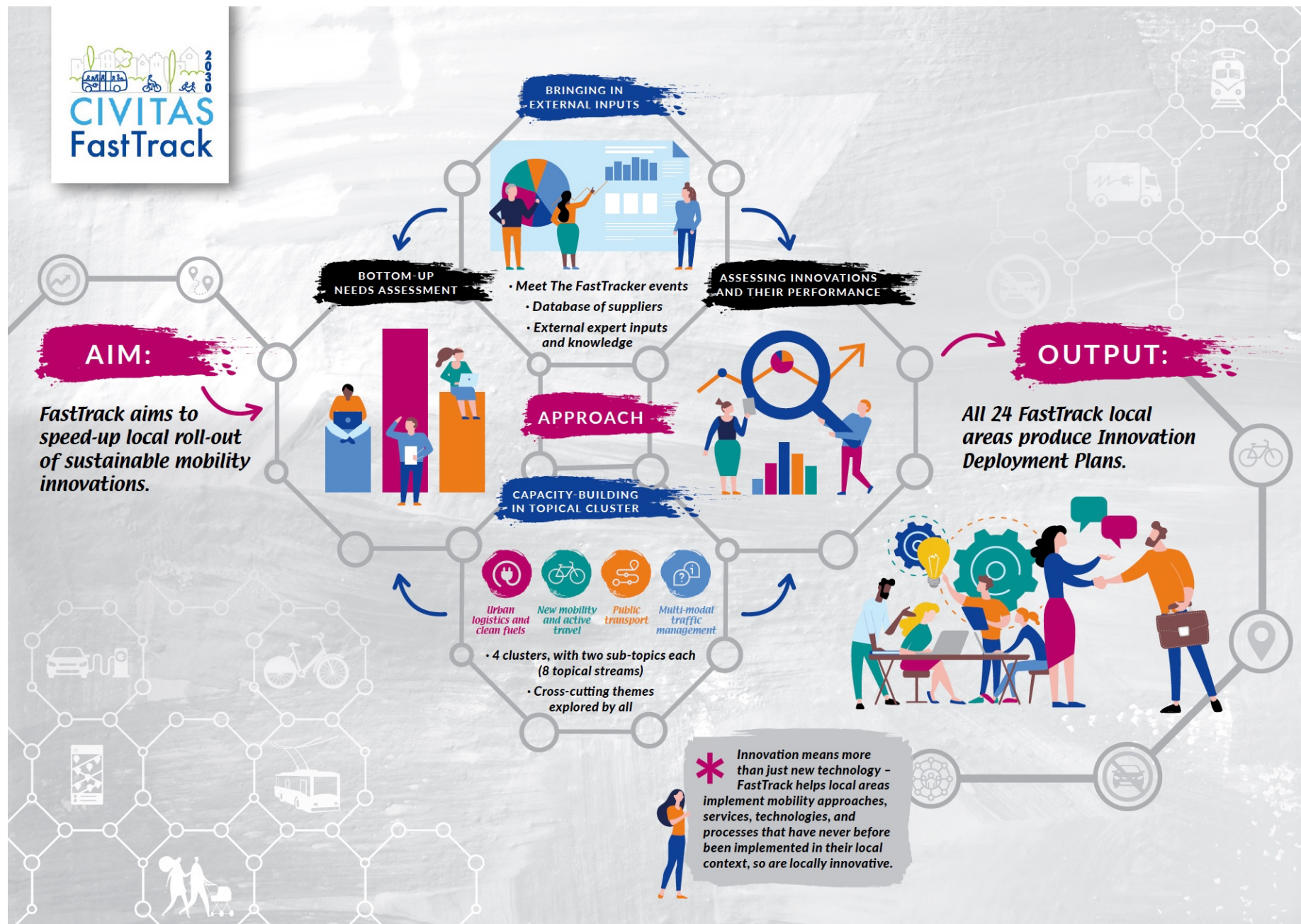


Figure 9 FastTrack infographic

5 FastTrack roll-up banner

FastTrack has also created a so-called “roll-up banner” suitable for use at in-person events, booths, or to be placed in a meeting room to appear in the background of a video call. The roll-up banner design makes strategic use of FastTrack’s visual identity, with large and eye-catching imagery to pique interest and redirect audiences to the project website to learn more.

The roll-up banner will be printed once in-person events recommence. The design is available to download via the FastTrack internal project management system, and at: bit.ly/FT_CommsElements (Google Drive).

6 Guidelines and other resources

Please note that all FastTrack outputs **must** include the following funding statement:

The FastTrack project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement no. 101006853.

6.1 Social media guidelines

As part of the launch of the new CIVITAS 2030 rebrand, the CIVITAS Initiative provided projects with social media guidelines. These have been adapted in the sub-sections that follow in two main ways: first, to be tailored to FastTrack’s needs, and second, to address project partners (as opposed to the original guidelines, which address CIVITAS projects).

The original guidelines were authored by ICLEI Europe and shared with CIVITAS projects in spring 2021.

6.1.1 Background

Social media channels serve to capture the attention of our target audiences,¹ create buzz around the project, and help our outputs and resources to reach those who could benefit from learning from and applying them.

FastTrack is making use of the social media platforms Twitter, Instagram and LinkedIn. Various FastTrack partners are active on each of these platforms, and their engagement with the project on social media will be critical to ensure optimal dissemination of results.

The FastTrack project works with 24 local areas (LAs) with vastly different contexts and local cultures. In order to effectively engage our diversity of target groups – including municipal and regional mobility practitioners and innovation service providers – we will need LAs to support our dissemination efforts, and to engage in their own languages and on their own feeds.

¹ see D5.1 Communication Strategy for target audience mapping

These social media guidelines aim to assist FastTrack partners and LAs to comfortably and effectively make use of their own social media channels to help bolster the project's overall visibility.

6.1.2 Twitter

What follows is adapted from the Twitter guidelines provided by the CIVITAS Initiative.

Twitter is among the most popular and fastest moving platforms, and therefore it is particularly valuable to have an active presence on this website.

Posts (called “tweets”) should be short, clear, and paired with engaging graphics. In order to assist with this, FastTrack has created a template with different graphics, which can be used to complement tweets. This template is designed to be used with the free, online graphics tool [Canva](#), and can be accessed here: https://bit.ly/FT_SocialMediaCards (this link brings you to a template hosted by, and used with, the website Canva).

Language of Twitter posts must be accessible and not too technical. Tweets garner the most engagement when they mention other relevant accounts, thereby encouraging those accounts to share your tweet further. One way to mention other relevant accounts is to “tag” them in an accompanying graphic or image – the FastTrack project account ([@FastTrackMobi](#)) uses this tactic to engage FastTrack partners, LAs, and sister projects.

Important: please always tag @FastTrackMobi in your posts.

In addition to tweets, Twitter also enables users to:

- *Retweet*: a quick and easy way to share other accounts' content to your own feed; retweeting is highly recommended, but should not be your only content
- *Quote tweet*: this feature enables to you re-share another accounts' post, while also adding a few lines of new text. This should be used to help link the post you are retweeting to FastTrack, and to make clear why you find the post important to share in the context of FastTrack.
- *Thread*: this is a series of tweets that are visually connected to one another, and this method thus works well to convey longer messages, or to share a series of related updates; simply click on the speech bubble below your own tweet to create a thread. The first tweet in a thread will be viewed repeatedly and be more visible than the others, so it should be catchy and act as a 'hook'.
- *Poll*: an option to foster more interactive engagement with followers; polls should be fun and personal, using clear and approachable language. This is a particularly good option for accounts that already have active and engaged followers, as it does not work as well or look very good if polls garner no (or very few) responses.

Professional twitter accounts are typically most active at the start of the business day – weekdays between 8:30–10:00 – so this is a strategic time to post. Alternatively, professional accounts are also quite active on weekdays around 15:00.

For LAs who wish to also reach non-professional audiences, such as their local residents, posting later in the day may prove to be more effective. Posts made on Fridays tend to reach fewer accounts.

If posting more than once a day – which is quite common on a platform as fast-moving as Twitter – it is useful to space these posts out by a few hours to give each post time to be seen and shared. Relevant hashtags and emoticons can also be used to increase the visibility of your posts. However, these should be used with purpose (not randomly selected) and be used somewhat sparingly. Hashtags can be searched before using them to confirm whether they are used by your target audience.

Tweet ideas:

- Live tweet your impressions and memorable quotes from FastTrack Capacity Building Weeks
- Tweet interesting outcomes and images captured during FastTrack learning opportunities, such as site-visits
- Tweet out links to resources that you have created in the context of FastTrack
- Tweet out links to resources that you come across that could be relevant for FastTrack LAs and partners
- Share posts from the FastTrack sister projects
- Use Twitter to promote FastTrack opportunities, such as the upcoming Call for Suppliers, and tag accounts associated with organisations or experts who you think should apply (or share the opportunity further)
- Use Twitter to promote FastTrack events, or events relevant to FastTrack's audience.

Examples:

The three examples below showcase:

1. An original tweet from @FastTrackMobi, which uses hashtags, emoticons and an accompanying social media card.
2. A post originally shared by the CIVITAS Initiative, and “quote tweeted” by FastTrack with additional text.
3. A post originally shared by the CIVITAS Initiative (@CIVITAS_EU) and “Retweeted” by FastTrack.

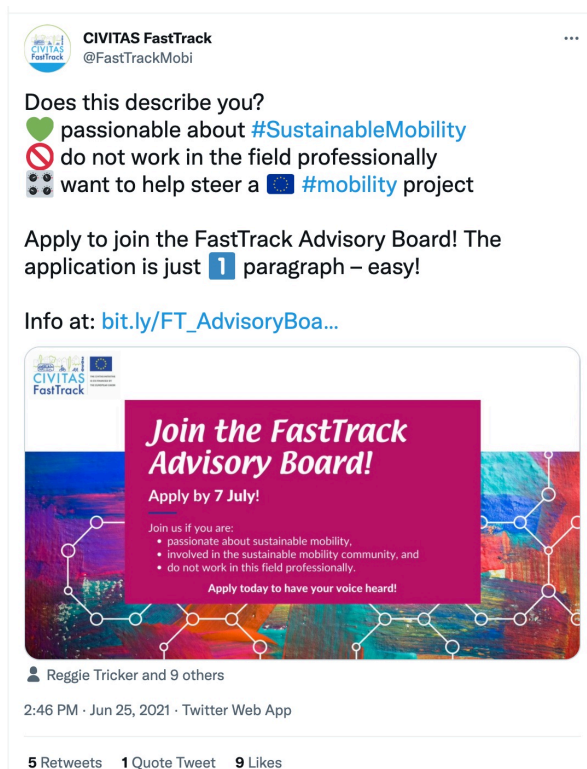


Figure 12 Example of an original tweet sent by FastTrack, and accessible at: <https://twitter.com/FastTrackMobi/status/1408406347167698954>

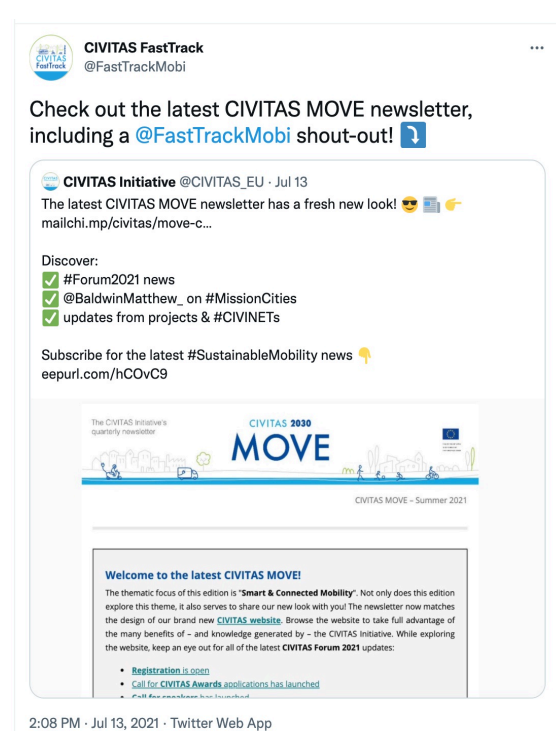


Figure 11 Example of a FastTrack “quote tweet”, accessible at: <https://twitter.com/FastTrackMobi/status/1414919734575910933>

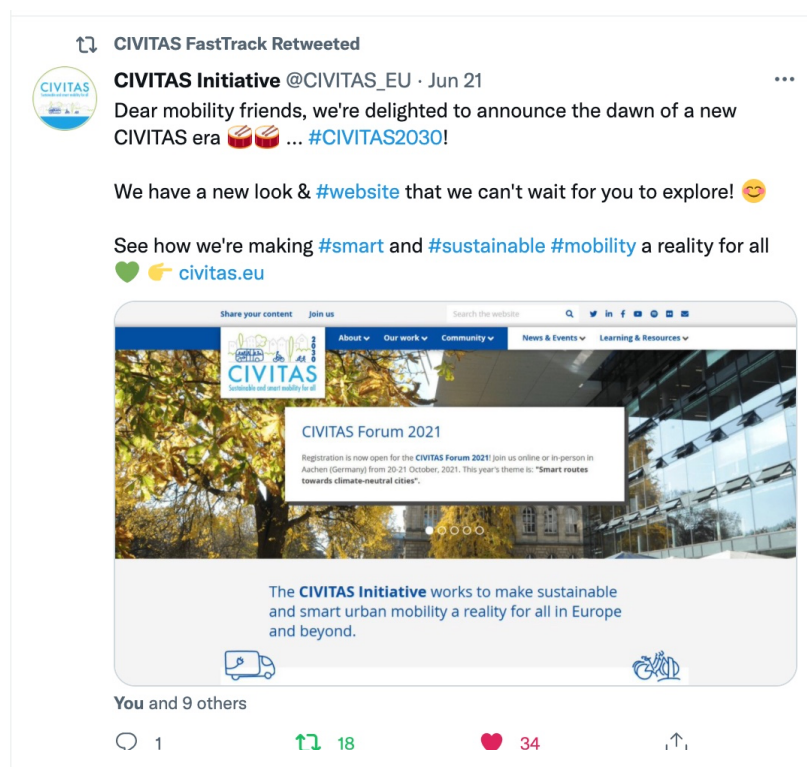


Figure 10 Example of a FastTrack retweet, accessible at: https://twitter.com/CIVITAS_EU/status/1406874681903357954

Relevant accounts to tag on Twitter:

- @FastTrackMobi: <https://twitter.com/FastTrackMobi>
- @ICLEI_Europe (project coordinator): https://twitter.com/ICLEI_Europe
- @CIVITAS_EU: https://twitter.com/CIVITAS_EU
- @RECIPROCITY_EU (sister project): https://twitter.com/RECIPROCITY_EU
- @AssuredUAMH2020 (sister project): <https://twitter.com/AssuredUAMH2020>
- @Transport_EU (DG MOVE): https://twitter.com/Transport_EU

FastTrack has curated lists of relevant accounts, which are accessible at <https://twitter.com/FastTrackMobi/lists>.

LAs and partners who wish to explore Twitter further can reach out to FastTrack's communications person (adrienne.kotler@iclei.org) to arrange a targeted training session.

6.1.3 LinkedIn

What follows is adapted from the LinkedIn guidelines provided by the CIVITAS Initiative.

With more of a business focus, LinkedIn is an ideal platform for connecting with professionals, including the innovation suppliers that are so important to FastTrack. FastTrack has a project LinkedIn page (<https://www.linkedin.com/company/civitas-fasttrack/>), and interacts with the broader CIVITAS Initiative by engaging with the CIVITAS LinkedIn page (<https://www.linkedin.com/company/civitas-initiative/>)

The tone in posts on LinkedIn is more serious and professional, and the focus of posts tends towards networking and knowledge-sharing, rather than promotion.

There are two types of posts on LinkedIn: a regular text post accompanied by a photo, graphic or video, and a poll. As on any platform, posts with visual elements typically perform better; the FastTrack social media card template should be used for LinkedIn posts as well (https://bit.ly/FT_SocialMediaCards).

Compared to Twitter, LinkedIn makes more liberal use of hashtags, and these are often used by platform users to find interesting posts.

LinkedIn posts may be much longer than Twitter posts. However, only the first three lines of text will be visible to those scrolling their feeds, while the rest of your post will only be visible by clicking a "...see more" button. As such, the most important messages and, if applicable, hyperlinks should appear in the first three lines.

Accounts can be mentioned in LinkedIn posts by typing @ followed by the account name (e.g. @FastTrack) in order to extend the post's reach. This should be done strategically and more judiciously than on Twitter. Mentions should be placed either near the end of the post (after the "...see more") or as tags in an accompanying photo. Unlike on Twitter where mentions/tags are used more liberally to connect with others, for LinkedIn we recommend using tags only when the user is directly linked to what is being posted.

A useful feature of LinkedIn is that it is possible to upload documents that can be viewed directly on LinkedIn without taking the user to another page. Attach a document by clicking on the “attach a photo” icon.

LinkedIn also has a “LinkedIn Articles” feature, which enables users to share longer articles in a simple, blog-like format. Multiple photos can be embedded in these articles, and authors have more formatting options at their disposal (i.e. different the size of text, making use of bulleted lists, etc.). FastTrack intends to use this feature to share opinion pieces on topics that are top-of-mind in the field of sustainable mobility innovation. This should complement the regular news articles posted to the website’s news feed (<https://fasttrackmobility.eu/news>), which include blog-style opinion pieces, but also – unlike LinkedIn – includes articles about FastTrack progress, learnings, key updates from FastTrack LAs, resources, etc.

Finally, the CIVITAS Initiative manages an urban mobility LinkedIn group, which FastTrack partners and LAs are invited to join at: [linkedin.com/groups/4286016/profile](https://www.linkedin.com/groups/4286016/profile).

6.1.4 Instagram

FastTrack is relying on an array of visual outputs to share its methods and results with wide audiences, including short, informal video clips (more information on videos in the following section, [6.2](#)). This makes the project particularly well-suited to test out the use of Instagram. FastTrack’s own Instagram feed can be found at [@FastTrackMobi](#).

Compared to Twitter and LinkedIn, Instagram is less often used by our primary audiences – including mobility practitioners working within local authorities, and local service providers. However, we expect the platform to be a good way to reach the project’s tertiary audience of consumers, local residents of LAs, and communities/neighbourhoods within LAs.

Instagram is a highly visual channel, in which users share photographs and videos either to their feeds, or as short-lived “stories.” These visuals should be square (1:1 aspect ratio), and can be altered with Instagram “filters” and tagged to certain geographic locations where the visual was shot. Users can “love” others’ posts, comment on them, or share others’ posts to their own “stories”.

Tips for making optimal use of Instagram depends on whether an account is in the phase of building its follower base, versus once it has an engaged audience. Once a professional Instagram account reaches 100 followers, more statistics and analytics become available, which enable the user to pivot in their strategy.

Until accounts have secured 100 followers, follower bases can be grown by following relevant and interesting accounts, and loving or sharing relevant posts from relevant feeds.

Once an account reaches 9 posts and 100 followers, it is advisable to consult Instagram analytics (referred to in the app as “insights”) daily, and to adjust behaviour accordingly. These insights will, for example, provide information about when your followers typically interact with your posts, and how different post types, post times, hashtags and more each perform.

Instagram is typically used less frequently than Twitter – while it is acceptable on Twitter to post multiple times per day, it is more common on Instagram to post 1–4 times per week.

It is advisable to post real images rather than Social Media cards, and a single post can include a gallery of images, which viewers will swipe through. Instagram stories are popular, and can be used liberally. They also offer interactive alternatives such as polls, which can be effective engagement tools.

FastTrack LAs are encouraged to engage local youth to help them develop Instagram content. Young professionals are more active on Instagram, and it is a platform well-suited to post images or short videos to show off a local mobility innovations.

6.2 Video guidelines

6.2.1 Background

Videos will form an integral component of how FastTrack reaches and connects with audiences. Generally speaking, three types of videos are foreseen: a project video, eight topical videos, and additional informal videos for social media.

FastTrack will work with professional video makers to produce an overarching project video. This will draw on footage captured throughout the project at its various events and capacity-building opportunities, as well as footage captured in and by Local Affiliates. It will serve to summarise the FastTrack approach and results.

The other two video types will be developed in a more bottom-up manner, led in large part by FastTrack partners and LAs. The guidelines that follow serve to support and guide this work.

First, each of FastTrack's four clusters is further subdivided into two topical streams. Shorter, more informal videos will be produced showcasing the main processes or results of each of the eight topical streams. These videos will be rather informal and approachable in nature, well-suited to distribution on social media, and shot by partners and Local Affiliates themselves during cluster meet-ups, FastTrack events, and learning opportunities.

Local Affiliates and partners are encouraged to these videos to tell the stories they feel are most impactful and worth sharing, with ICLEI supporting with storyboarding. These topical videos are expected to be released in batches throughout the project – those released in the first half of the project will focus on the methodology and approach taken by clusters, while those released in the second half of FastTrack's lifespan will highlight results.

Second, FastTrack will call on all partners to capture short, informal videos appropriate for social media. The idea behind these videos is not to work with a professional video maker, nor to make videos that are long and comprehensive. Rather, they are an opportunity to make audiences feel as though they are on-the-ground alongside the FastTrack team. Some examples of such videos that have proven to be successful in the past include: conducting 1-minute interviews on a smart phone or tablet with speakers or participants at an event; using a personal device to document local

mobility challenges (e.g. unsafe bicycle lanes) and successes (e.g. improved cycling infrastructure); or capturing a 1-minute preview of a site visit.

6.2.2 Tips for success

Both of the two FastTrack video types that will be led by FastTrack LAs and partners are meant to feel approachable and like a glimpse into what it would be like to be on-the-ground alongside FastTrack. Despite this informal nature, there are nonetheless tricks that can help ensure that the videos are impactful, clear and easy to follow:

- Whenever possible, make use of a microphone when recording video. This does not have to be a professional-grade microphone – even the microphones that are built into most earbuds will suffice. This will ensure that sound quality is adequate.
- Whenever possible, record videos in “landscape” orientation (with your phone or tablet held sideways). Most computer screens are wider than they are tall, and thus videos that are shot to be wider will look much better on most screens.
- Even for informal, quick videos, it is helpful to plan out your shot before capturing it.
 - One example is to print out cards with 1–4 interview questions on them before going to an event. You can then hand them to event participants that you wish to capture on video, and ask them to pick one of the questions and answer it in one minute or less.
- For the 8 cluster videos, it is important to think about what stories you – as a partner or LA – feel are most impactful and worth sharing, and then to consult with ICLEI to make a plan for how to best capture that story (or those stories) during events, site visits, etc.
- Videos that get the best traction on social media are **1 minute or shorter**. Informal videos aimed to capture social media audiences should be kept short and to-the-point. Even a 10-second clip showcasing a local mobility success can be a great asset.
- Make use of subtitles in video clips – it is common for people to watch videos with the sound off, and this ensures accessibility of videos to those who are hearing impaired.
- For videos that are stationary (e.g. simply pointing at a single person being interviewed), it is advisable to use a tripod, if possible.

It is imperative to always keep in mind the FastTrack design guidelines outlined throughout this document when creating videos. Whenever possible, videos must feature the FastTrack logo with the EU flag, and the formal FastTrack funding statement. If a video is shot on a phone and posted directly to social media – without post-production – then these components must be mentioned directly in the content of the social media post.

Additional FastTrack elements – such as the octagonal net, backplash image, map, etc. – may also be used in videos. This should be coordinated with ICLEI Europe to ensure consistency, readability, and high quality.