



# Social Media Toolkit 2023

This pack is a guide to how you can get involved in promoting TravelWise Week on social media, along with graphics to share and suggested posts.

## #TravelWiseWeek

TravelWise Week is a world-wide, week-long Travel Challenge where Modeshift asks everyone to Travel Wisely!

Taking place between **16-22 September** each year, TravelWise Week promotes active travel, public transport, and other cleaner and healthier transport choices and culminates with **World Car Free Day** where everyone is challenged to Travel Wisely by ditching the car and finding an alternative mode of travel for just one day.

TravelWise Week provides the perfect opportunity to present realistic travel alternatives to employees, students, and the wider public, whilst raising awareness around the impacts of travel choices on an individual's health and wellbeing, and on the environment.

During TravelWise Week, **schools, higher education establishments and businesses** are challenged to complete a **5-day Travel Challenge**, with a series of active and sustainable travel activities being delivered from Monday to Friday.

Modeshift challenges **Local Authorities** to organise and deliver activities across the **7-days of TravelWise Week** that celebrate active and sustainable travel, ending the week on a high with a **Car Free Day** event.

All organisations taking part could be recognised through Modeshift's new and exciting TravelWise Week Awards!

We've prepared some example posts for you to use and downloadable graphics to schedule into your posts. We'd love to hear about your plans for the week, so make sure you share them with us by tagging [@TeamModeshift](#) and using [#TravelWiseWeek](#), [#TravelWisely](#) and [#CarFreeDay](#).

We will be posting on Twitter, Facebook, and LinkedIn.

 [www.twitter.com/TeamModeshift](https://www.twitter.com/TeamModeshift)

 [www.linkedin.com/company/teammodeshift](https://www.linkedin.com/company/teammodeshift)

 [www.facebook.com/TeamModeshift](https://www.facebook.com/TeamModeshift)

**EUROPEAN MOBILITY WEEK**  
16-22 SEPTEMBER

TravelWise Week is held at the same time as,  
and in coordination with European Mobility  
Week (EMW) [mobilityweek.eu/home/](https://mobilityweek.eu/home/)





**MODESHIFT**

**TravelWise Week**

**16-22 SEPTEMBER**

## Resources included with this guide

Graphics purpose-built for social media.

Please make sure you always do one of the following in each post to amplify your reach:

- Use **#CarFreeDay** **#TravelWiseWeek** or **#TravelWisely**
- Tag **@TeamModeshift**
- Link to the TravelWiseWeek webpage  
[www.TravelWiseWeek.org.uk](http://www.TravelWiseWeek.org.uk)



## Make a pledge!

Please make a pledge to act on during TravelWise Week. This is key content for you to use on social media. Pledge cards are included in this guide.

### The pledges people are making are:

- I will walk to school and back every day.
- I'll be ditching the car on #CarFreeDay.
- I'll use public transport to get to my office.
- I'll cycle to work for three days this week.

### How to make a pledge:

Take a photograph or \*video of yourself holding one of the pledge cards or use the digital pledge\*\* included in this toolkit. Then post it on social media using the hashtag **#TravelWiseWeek**.



*\*If you are filming, please could you do so in landscape mode.*

*\*\*Digital pledge – In this toolkit there is a PowerPoint slide for each social platform. Just type your pledge in the space provided, then save it as a jpeg and use on socials.*

**You can come up with your own pledge too!**

## Further information

Visit [www.travelwiseweek.org.uk](http://www.travelwiseweek.org.uk) where you will find a range of ideas and resources available to download including posters, pledge cards, social media graphics, and more.



**MODESHIFT****TravelWise Week****16-22 SEPTEMBER**

## Social media pack

Please follow, retweet, share and reply to the [@TeamModeshift](#) accounts. Use the hashtag [#CarFreeDay](#) [#TravelWiseWeek](#) or [#TravelWisely](#) and in your tweets, use emojis and tag us!

### Suggested posts:

**Team Modeshift**[@teammodeshift](#)

We're taking on the [#TravelWiseWeek](#) challenge. During the 16 – 22 September we'll be making more active and sustainable journeys. Join us 📍 [TravelWiseWeek.org.uk](#) [@TeamModeshift](#)

**Team Modeshift**[@teammodeshift](#)

All organisations taking part in [#TravelWiseWeek](#) have the opportunity to be recognised through Modeshift's new and exciting TravelWise Week Awards! 🏆

Visit [TravelWiseWeek.org.uk](#) for more information. [@TeamModeshift](#)

**Team Modeshift**[@teammodeshift](#)

This [#TravelWiseWeek](#) we pledge to... What will you do? Visit [TravelWiseWeek.org.uk](#) for more information. [@TeamModeshift](#)

**Team Modeshift**[@teammodeshift](#)

Make your [#TravelWiseWeek](#) pledge:

🚌 I will walk to school and back every day

🚶 I'll be ditching the car on [#CarFreeDay](#)

🚲 What will you do?

Visit [TravelWiseWeek.org.uk](#) for more information. [@TeamModeshift](#)

**Team Modeshift**[@teammodeshift](#)

How to make a pledge:

📷 Take a photo of yourself holding a pledge card or use the digital pledge frame.

👏 Post it on social using the hashtag [#TravelWiseWeek](#).

📍 Pledge cards available from [TravelWiseWeek.org.uk](#) [@TeamModeshift](#)

**Thank you for your support, we can't wait to see what you get up to!**

**Any questions please contact [info@modeshift.org.uk](mailto:info@modeshift.org.uk)**

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