

MODESHIFT

TravelWise Week

16-22 SEPTEMBER

Social Media Toolkit 2024

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

#TravelWiseWeek

TravelWise Week is Modeshift's yearly, global, week-long travel challenge. Could you [#TravelWisely](#) and walk, wheel or ride more during TravelWise Week?

Taking place between 16-22 September each year, TravelWise Week promotes walking, wheeling, riding, public transport, and other cleaner and healthier transport choices. It culminates in World Car Free Day when everyone is encouraged to find an alternative mode of travel for just one day.

All organisations taking part could be recognised through Modeshift's TravelWise Week Awards.

Go on, Travel Wisely!

[#TravelWiseWeek](#) [#TravelWisely](#) [#WalkWheelRide](#)

Visit TravelWiseWeek.org.uk for more information.

We would really love your support to help us promote the campaign.

Below are some suggested social media posts. You can download images to accompany the posts at TravelWiseWeek.org.uk

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

 www.twitter.com/TeamModeshift

 www.linkedin.com/company/teammodeshift

 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/



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

- Use #TravelWiseWeek #TravelWisely or #WalkWheelRide
- Tag @TeamModeshift
- Link to the TravelWiseWeek webpage 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 frames are available on [Canva](https://www.canva.com). You will be prompted to create a free account if you don't already have one. You can edit the template to include a photograph and what your pledge is.

Just drop your chosen image in and share on social!

The pledges people are making are:

- I will walk to school and back every day.
- I'll use public transport to get to my office.
- I'll cycle to work for three days this week.

You can come up with your own pledge too!



Join the movement, make a pledge and let's increase active and sustainable journeys together.

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#TravelWisely

TravelWiseWeek.org.uk



#TravelWisely

TravelWiseWeek.org.uk



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16-22
September
2024

I pledge to...

Travel 
Wisely!

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Further information

Visit www.travelwiseweek.org.uk where you will find a range of ideas and resources available to download.



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Pledge frames are available to download and print at www.TravelWiseWeek.org.uk

Social media pack

Please follow, retweet, share and reply



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

Make your [#TravelWiseWeek](#) pledge:

I will walk to school and back every day

What will you do?

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



Team Modeshift
@teammodeshift

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



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



Team Modeshift
@teammodeshift

Could you [#TravelWisely](#) and walk, wheel or ride more during Modeshift TravelWise Week? 🙌

[👉](#) Make a pledge today at TravelWiseWeek.org.uk



Team Modeshift
@teammodeshift

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

Further information

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Team Modeshift

September 16, 2024

Pledge your support for Modeshift's TravelWise Week and download FREE resources.

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Go on, Travel Wisely!

[#TravelWiseWeek](#) [#TravelWisely](#) [#WalkWheelRide](#)

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Team Modeshift

September 16, 2024

We're pledging our support for Modeshift's TravelWise Week.

Could you [#TravelWisely](#) and walk, wheel or ride more during TravelWise Week?

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Go on, Travel Wisely!

[#TravelWiseWeek](#) [#TravelWisely](#) [#WalkWheelRide](#)

 Visit TravelWiseWeek.org.uk for more information.

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

Any questions please contact
info@modeshift.org.uk

Further information

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