



Social Media Guide 2025

Mode Shift Month is a month-long celebration dedicated to all things walking, wheeling, cycling, and journey sharing by public transport or car. It provides the perfect opportunity to enable people to choose the way they travel, and present realistic travel alternatives to employees, students, and the wider public. This will ensure we can all live in happier, healthier, and more inviting communities.

Mode Shift Month is all about #TeamModeshift working together, including local, regional and national events, to inspire individuals to try something new, be it cycling to work, walking to school, car sharing, or using public transport for longer journeys, by providing people with the tools and inspiration to make a Mode Shift.

Campaign Month: September 2025

Channels: X, Facebook, LinkedIn

Image/Asset Link: www.modeshiftmonth.org.uk

Pledge Frame Templates: Available on [Canva](https://www.canva.com)

Hashtag: #ModeShiftMonth

Tag us: @TeamModeshift

Calendar of Events: View and join local and national events
www.modeshiftmonth.org.uk

EUROPEAN MOBILITY WEEK
16-22 SEPTEMBER






European Mobility Week takes place during
Mode Shift Month.
<https://mobilityweek.eu/the-campaign/>



How you can support Mode Shift Month

We'd love your help spreading the word and inspiring others to take part in Mode Shift Month this September!

Here's how you can support us:

-  Make and share your personal or organisational pledge using our Canva pledge frame.
-  Post throughout September about your Mode Shift journey.
-  Browse the **calendar of events** and take part in activities near you.
-  Use the hashtag **#ModeShiftMonth** in your posts.
-  Like, share, and comment on @TeamModeshift posts on X, Facebook, and LinkedIn.

Suggested Social Media Posts

General Campaign Awareness



Team Modeshift

September, 2025



Mode Shift Month is coming this September!

Join [#TeamModeshift](#) in celebrating walking, wheeling, cycling and shared journeys.

Take part in events happening across the UK and make a pledge for change.

[#ModeShiftMonth](#)   

www.modeshiftmonth.org.uk



Team Modeshift

September, 2025

Join [#TeamModeshift](#) in celebrating walking, wheeling, cycling and shared journeys.

Find an event to join and make your pledge today!



[#ModeShiftMonth](#) | [@TeamModeshift](#)



www.modeshiftmonth.org.uk

Further information

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

**MODE
SHIFT
MONTH**

Pledge Campaign



Team Modeshift

September, 2025

I pledge to walk to school and back every day this [#ModeShiftMonth!](#)

What's your pledge?



Use the pledge frame to create yours and tag [@TeamModeshift](#).

Let's inspire each other to make everyday journeys better.



Take part: www.modeshiftmonth.org.uk

[#ModeShiftMonth](#)   



Team Modeshift

September, 2025



'I'll cycle to work for three days this week.'

Make your own pledge during [#ModeShiftMonth](#) and support it by joining an event near you!



Take part: www.modeshiftmonth.org.uk

[@TeamModeshift](#)

For Organisations and Schools



Team Modeshift

September, 2025

We're taking part in [#ModeShiftMonth!](#)

Throughout September, we're encouraging staff and students to walk, wheel, cycle or share their journeys.

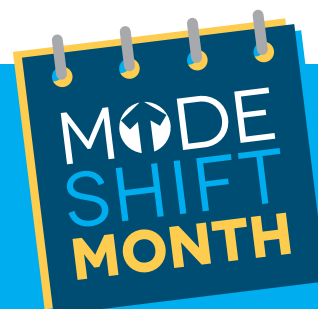
Browse the campaign calendar and join an event to support your pledge.

[@TeamModeshift](#)

More at: www.modeshiftmonth.org.uk

Further information

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








Team Modeshift

September, 2025

Is your workplace or school ready for **#ModeShiftMonth**?

September is all about inspiring small changes for everyday journeys.

Make a pledge. Start a conversation. Join the movement.   

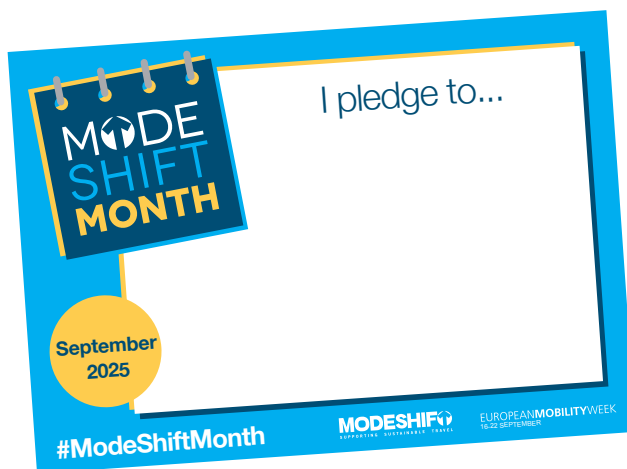
#ModeShiftMonth | **@TeamModeshift**

Campaign Assets and Resources

Download the Canva pledge frame template and add your photo and pledge.
(You'll be prompted to create a free Canva account if you don't already have one.)

Printable pledge posters available at:
www.modeshiftmonth.org.uk

We're taking part in **#ModeShiftMonth**
social media tile:
www.modeshiftmonth.org.uk



#ModeShiftMonth www.modeshiftmonth.org.uk



Further information

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