

## Cycle into Summer – Sample Social Media Captions

Below is a selection of social media captions you can use or amend to promote Cycle into Summer to the staff and/or students at your organisation.

The sample captions can be used with the standard promotional graphics or the editable graphics available to you on [CycleChallenge.ie](http://CycleChallenge.ie). If you have any questions please do not hesitate to email [cyclechallenge@nationaltransport.ie](mailto:cyclechallenge@nationaltransport.ie)

If the character limits allow, you may wish to include the following hashtags

- #CycleIntoSummer
- #TFISmarterTravel

If the character limits allow, you can tag the following page on the relevant platform.

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### TFI Smarter Travel Social Media

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Twitter: [@TFISmartTravel](https://twitter.com/TFISmartTravel)

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Instagram: [@tfismartertravel](https://www.instagram.com/tfismartertravel)

### Announcing Cycle into Summer and the lead-in

- #CycleIntoSummer is coming!

[Organisation name] has registered to take part in the @[insert TFI Smarter Travel social media tag] Cycle into Summer event

To join, create your Team or join an existing Team visit [www.ActiveTravelLogger.ie](http://www.ActiveTravelLogger.ie)

- #Cycling to work/college is a great way to save money, be more active, improve your health and to reduce your emissions! That's why [Organisation Name] has registered to take part in #CycleIntoSummer.

Team-up and #CycleHappy with us from 9<sup>th</sup>-29<sup>th</sup> May. Sign-up now: [ActiveTravelLogger.ie](http://ActiveTravelLogger.ie)

- [Organisation name] has registered to take part in #CycleIntoSummer

Team-up and #CycleHappy with your colleagues/students. Get together in Teams of 2-4 people.

To sign up, create or join a Team visit [www.ActiveTravelLogger.ie](http://www.ActiveTravelLogger.ie)

- #CycleIntoSummer is fast approaching! There are XX number of Teams signed up and ready to get #cycling from [organisation name].

Staff/students who sign-up by [insert date] will go into a random prize draw to win [insert internal organisation prize]. Sign-up now: [www.ActiveTravelLogger.ie](http://www.ActiveTravelLogger.ie).

- Are you a new or returning cyclist? Why not contact our [Organisation Name] #HelpingHand who will bring you through the basics of bicycle maintenance.  
#CycleIntoSummer is for people of all cycling abilities. Team-Up and #CycleHappy.  
Sign-up now: [www.ActiveTravelLogger.ie](http://www.ActiveTravelLogger.ie).

- Get together in Teams of 2-4, create a Team on the Active Travel Logger and get ready to #CycleIntoSummer. Reduce your emissions, get healthy and save money as you #CycleHappy.  
Sign-up now: [www.ActiveTravelLogger.ie](http://www.ActiveTravelLogger.ie)

- #CycleIntoSummer is only [XX] days away. So far [insert organisation] have [XX] Teams signed up to take part.

Log onto your Active Travel Logger account to join or create a new Team and get ready to #CycleHappy. Check out the video tutorials that will help you on [www.CycleChallenge.ie](http://www.CycleChallenge.ie)

- Don't forget to sign-up to take part in #CycleIntoSummer. It's quick, easy and you can even do it on your mobile 📱 Cycle Into Summer takes place from 9<sup>th</sup> to 29<sup>th</sup> of May with great prizes to be won throughout! 🏆

Sign-up now: [www.ActiveTravelLogger.ie](http://www.ActiveTravelLogger.ie)

- [XX] DAYS TO GO

#CycleIntoSummer begins on Monday 9<sup>th</sup> May and Team Captains are busy on the Active Travel Logger inviting their classmates and colleagues to join Teams

Sign-up now and get ready to #CycleHappy 🕒 [www.ActiveTravelLogger.ie](http://www.ActiveTravelLogger.ie)

### During Cycle into Summer:

- #CycleIntoSummer has started! Well done to all employees/students who have cycled this morning! It's not too late to take part – team-up in Teams of 2-4 and #CycleHappy with us.  
Don't forget to ask our #HelpingHand for some advice with your bike. More information on this can be found at [insert organisation portal/social media pages]
- [Organisation Name] #CycleIntoSummer Bicycle Clinic is on-site [insert day/date]. Cycle into work/college and have your bicycle maintenance done while you are at work. Visit reception for more information and to register your name.
- It's not too late to take part in #CycleIntoSummer. There are plenty of great competitions and prizes to be won throughout the three week event.  
Team-Up and #CycleHappy. Sign-up now on [www.ActiveTravelLogger.ie](http://www.ActiveTravelLogger.ie)
- If you are taking part in #CycleIntoSummer, don't forget to ask where our #cycleparking is located so you can lock your bike safely and [insert details on more cycle parking facilities]. If you haven't signed-up to take part, do it now! [www.ActiveTravelLogger.ie](http://www.ActiveTravelLogger.ie).

- Next week is National #BikeWeek. As part of our #CycleIntoSummer event, we are taking part in this year's national #CycleToWork day which takes place on [insert details]. Get on your bike and #CycleHappy into work. We will have tea and coffee on arrival (change to suit).
- Our #CycleIntoSummer Lunchtime Cycle is taking place this [insert day] from [Insert time]. We will be cycling as a group to [insert location] and back. If you don't have a bicycle, use one of the shared bikes so you can take part and #CycleHappy with us. For more information please visit reception.
- The deadline to log your cycle journeys is 2pm today! Log into your ActiveTravelLogger account and log your cycle journeys so you can place on this week's #CycleIntoSummer leaderboard. [www.ActiveTravelLogger.ie](http://www.ActiveTravelLogger.ie)
- Congratulations to [Team XYZ] on winning this week's [insert competition details] as part of the #CycleIntoSummer event!  
We hope you are all enjoying cycling where possible and clocking up those cycle journeys. You can still be in with a chance to win prizes. For more information visit [www.CycleChallenge.ie](http://www.CycleChallenge.ie).