# **Walktober – Sample Social Media Captions**

Below is a selection of social media captions you can use or amend to promote the Walktober Step Challenge 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 [www.StepChallenge.ie](http://www.StepChallenge.ie). If you have any questions please do not hesitate to email [stepchallenge@nationaltransport.ie](mailto:stepchallenge@nationaltransport.ie).

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

* #Walktober
* #TFISmarterTravel

You can tag the following page on the relevant platform.

|  |
| --- |
| **TFI Smarter Travel Social Media** |
| Twitter: [@TFISmartTravel](https://twitter.com/TFISmartTravel) |
| Instagram: [@tfismartertravel](https://www.instagram.com/tfismartertravel/) |

**Announcing Walktober and the lead-in to Walktober**

* #Walktober is coming!

[Organisation name] has registered to take part in the @[insert TFI Smarter Travel social media tag] Walktober Step Challenge.

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

* [Organisation name] has registered to take part in #Walktober.

Team-up with your colleagues and get #walking throughout the month of October. Teams must be comprised of 3 to 6 to place on the Leaderboard.

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

* #Walktober is fast approaching! There are XX number of Teams signed up and ready to get #walking from [organisation name].

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

* Who will make it to the top of the [organisation name] Leaderboard in this year’s #Walktober Step Challenge?
* The Top 10 Teams on the [organisation name’s] Leaderboard at the end of Walktober will be entered into a prize draw to win [insert details of internal prize]. To join or create a Team visit [www.ActiveTravelLogger.ie](http://www.ActiveTravelLogger.ie)
* Get together in Teams of 3-6, create a Team on the Active Travel Logger and get ready to step👣
* Commute more sustainably, increase your activity levels and have fun as you incorporate walking throughout your day. [www.ActiveTravelLogger.ie](http://www.ActiveTravelLogger.ie)
* #Walktober 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 #step. Check out the video tutorials that will help you on [www.StepChallenge.ie](http://www.StepChallenge.ie).
* Don't forget to sign-up to take part in #Walktober. It's quick, easy and you can even do it on your mobile📱
* Walktober takes place from 3rd to 31st of October with great prizes to be won throughout!👣🏆 Sign-up now: [www.ActiveTravelLogger.ie](http://www.ActiveTravelLogger.ie)
* [XX] DAYS TO GO👣 #Walktober begins on Monday 3rd October 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 step🕛 [www.ActiveTravelLogger.ie](http://www.ActiveTravelLogger.ie)
* [Organisation] already has [XX] number of Teams taking part in #Walktober this year. Walktober starts on Monday 3rd October. Join or create a Team of 3-6 people and take part to be in with a chance to win great prizes! Sign-up now on [www.ActiveTravelLogger.ie](http://www.ActiveTravelLogger.ie).
* #Walktober is a great way to connect with your [colleagues / classmates], have fun and to incorporate #walking as a mode of transport throughout your day! Sign-up now on [www.ActiveTravelLogger.ie](http://www.ActiveTravelLogger.ie) and be in with a chance to win great prizes throughout!

**During Walktober:**

Sample social media captions for use during Walktober will be uploaded in due course.