

## Marchathon – Sample Social Media Captions for Coordinators

Below is a selection of social media captions you can use or amend to promote the Marchathon 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

- #Marchathon
- #TFISmarterTravel

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)

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

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### Announcing Marchathon and the lead-in to Marchathon

- #Marchathon is coming!

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

Team-up with your colleagues and get #walking throughout the month of March. 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)

- #Marchathon 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 #Marchathon Step Challenge?

- The Top 10 Teams on the [organisation name's] Leaderboard at the end of Marchathon 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)
- #Marchathon 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 #Marchathon. It's quick, easy and you can even do it on your mobile 📱
- Marchathon takes place from 1<sup>st</sup> – 31<sup>st</sup> March with great prizes to be won throughout! 🚶 🏆  
Sign-up now: [www.ActiveTravelLogger.ie](http://www.ActiveTravelLogger.ie)
- [XX] DAYS TO GO #Marchathon begins on Wednesday March 1<sup>st</sup> 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 #Marchathon this year. Marchathon starts on Wednesday March 1<sup>st</sup>. 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).
- #Marchathon 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 Marchathon:**

#### **Social Media throughout the challenge**

##### **Week 1**

##### **Day 1 – 1<sup>st</sup> March**

- Welcome to #Marchathon! 🚶 We hope you are looking forward to a month of stepping, fun, comradery, competitions and of course, more stepping! Don't forget to [#GetWalking](#) on the commute where possible to increase your step count! Sign-up now → [www.ActiveTravelLogger.ie](http://www.ActiveTravelLogger.ie)

Day 2 – 2<sup>nd</sup> March

- #Marchathon has started! Well done to all our employees [and students] who have walked this morning! It's not too late to take part – team-up in Teams of 3-6 and #getwalking.

## **Week 2**

Day 6 – 6<sup>th</sup> March

- Deadline to log your steps for Week 1 of #Marchathon🕒👉 Log your steps on the Active Travel Logger by 2pm today to be in with a chance to win prizes and to place on the Week 1 Leaderboard🏆 Log your steps on [www.ActiveTravelLogger.ie](http://www.ActiveTravelLogger.ie) It's still not too late to take part, sign up now!

Day 7 – 7<sup>th</sup> March

- The #Marchathon Week 1 Leaderboard is now live! Well done to everyone who has stepped alongside us during Week 1. We stepped a total of [insert number] steps👉 View the Leaderboard to see where your Team has placed within [name of Organisation] and nationally.

## **Week 3**

Day 13 – 13<sup>th</sup> March

- Deadline to log your steps for Week 2 of #Marchathon🕒👉 Log your steps on the Active Travel Logger by 2pm today to be in with a chance to win prizes and to place on the Week 1 Leaderboard🏆 Log your steps on [www.ActiveTravelLogger.ie](http://www.ActiveTravelLogger.ie) It's still not too late to take part, sign up now!

Day 14 – 14<sup>th</sup> March

- The #Marchathon Week 2 Leaderboard is now live! Well done to everyone who has stepped alongside us during Week 2. We stepped a total of [insert number] steps👉 View the Leaderboard to see where your Team has placed within [name of Organisation] and nationally.

Day 16 – 16<sup>th</sup> March

- Step into St. Patrick's Day. Take a photo while you are out walking this weekend for #Marchathon and submit it into the Competition Entry Form by 2pm Monday for a chance to win a Marchathon Goodie Bag for you and your Team Members.

#### **Week 4**

Day 20 – 20<sup>th</sup> March

- The deadline to log your steps for week 3 is 2pm today! Log into your ActiveTravelLogger account and log your steps so you can place on this week's #Marchathon Leaderboard. [www.ActiveTravelLogger.ie](http://www.ActiveTravelLogger.ie)

Day 21 – 21<sup>st</sup> March

- The [#Marchathon](#) Week 3 Leaderboard is now live! Well done to everyone who has stepped alongside us during Week 3. We stepped a total of **[insert number]** steps 🦶  
View the Leaderboard to see where your Team has placed within [name of Organisation] and nationally.

Day 26 – 28<sup>th</sup> March

- It's the last weekend of #Marchathon 2022 so keep stepping. Well done to everyone who has stepped during the month.

#### **Week 5**

Day 27 – 27<sup>th</sup> March

- The deadline to log your steps for week 4 is 2pm today! Log into your ActiveTravelLogger account and log your steps so you can place on this week's #Marchathon Leaderboard. [www.ActiveTravelLogger.ie](http://www.ActiveTravelLogger.ie)

Day 28 – 28<sup>th</sup> March

- The [#Marchathon](#) Week 4 Leaderboard is now live! Well done to everyone who has stepped alongside us during Week 4. We stepped a total of **[insert number]** steps 🦶  
View the Leaderboard to see where your Team has placed within [name of Organisation] and nationally.

Day 31 – 31<sup>st</sup> November

- Marchathon is now complete. Well done everyone. Remember to log your steps before 2pm next Tuesday, 4<sup>th</sup> April and keep up walking on the commute and whenever you can.

#### **Week post challenge**

Monday – 3<sup>rd</sup> April

- The deadline to log your final steps is 2pm tomorrow! Log into your ActiveTravelLogger account and log your steps so you can place on the final #Marchathon Leaderboard. [www.ActiveTravelLogger.ie](http://www.ActiveTravelLogger.ie)

Tuesday – 4<sup>th</sup> April

- The deadline to log your final steps is 2pm today! Log into your ActiveTravelLogger account and log your steps so you can place on the final #Marchathon Leaderboard.  
[www.ActiveTravelLogger.ie](http://www.ActiveTravelLogger.ie)

Thursday – 6<sup>th</sup> April

- The [#Marchathon](#) **FINAL** Leaderboard is now live! Well done to everyone who has stepped alongside us during Marchathon. We stepped a total of **[insert number]** steps 🙌  
View the Leaderboard to see where your Team has placed within [name of Organisation] and nationally.