# **Ready Set Cycle! – Sample Social Media Captions**

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

The sample captions can be used with the standard promotional graphics or the editable graphics available to you on [CycleChallenge.ie](http://www.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

* #ReadySetCycle
* #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** |
| Twitter: [@TFISmartTravel](https://twitter.com/TFISmartTravel) |
| Instagram: [@tfismartertravel](https://www.instagram.com/tfismartertravel/) |

**Announcing Ready Set Cycle! and the lead-in**

* #ReadySetCycle! is coming!

[Organisation name] has registered to take part in the @[insert TFI Smarter Travel social media tag] #ReadySetCycle! event taking place from March 6th – May 19th

* #Cycling to work or 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 #ReadySetCycle!
* Are you a new or returning cyclist? Why not contact our [Organisation Name] #CyclingChampion who will bring you through all things cycling.

**During Ready, Set, Cycle:**

**WK 1 – Day 1 Monday 6th March – Set up Cycling Champion**

* #ReadySetCycle! has started! Well done to all [employees] [students]who have cycled this morning! Don’t forget to ask our #CyclingChampion for some advice with your bike. More information on this can be found at [insert organisation portal/social media pages]

**WK 2 – Day 1 Monday 13th March – Try A Bike**

* [Organisation Name] #ReadySetCycle!Try A Bike. Why not try out a bike to suit YOU. We have {organisation} coming to our office/campus to help you Try A Bike. More information on this can be found at [insert organisation portal/social media pages]

**WK 3 – Day 1 Monday 20th March - Cycle to Work Scheme**

* #ReadySetCycle! Cycle to Work Scheme. Do you know you can purchase a bike and accessories tax free under this scheme? The scheme is [now] [always] open so contact the HR team for more information. It’s a great way to fund the cost of a new bike and get cycling!

**WK 4 – Day 1 Monday 27th March – Facilities Tour**

* As part of #ReadySetCycle! why not take a tour of our facilities on site. Come join for coffee on [insert time and date] and see what’s on offer to help you #keepcycling

**WK 6 – Day 1 Monday 10th April – Photo competition (Easter Monday)**

* #ReadySetCycle We are having a photo competition! Send us your best pictures of you out and about cycling. We have prizes for best dressed and best group photo.

**WK 7 – Day 1 Monday 17th April – Bike Clinic**

* #ReadySetCycle Bicycle Clinic is on-site [insert day/date]. Cycle into work or college and have your bicycle maintenance done while you are at work or college. Visit reception for more information and to register your name.[contact #cyclingchampion, online portal for more information]

**WK 8 – Day 1 Monday 24th April – Bike Maintenance**

* Get to know your Bike! Bike maintenance classes help cyclists that would like to learn about small repairs and get confidence in puncture repair, gear tuning, and more. Bike Shops and cycle training specialists can offer these classes and courses. #ReadySetCycle!

**WK 9 – Day 1 Monday May 1st - Distance compeititon (May Bank Holiday)**

* It’s competition time! We are running a distance competition and want both new and experienced cyclists to join us. Contact your cycle champion for more information #ReadySetCycle

**WK 10 – Day 1 Monday 8th May – National Bike Week – 13th – 21st May**

* It’s National Bike Week so use all that you have learned in the last 10 weeks to good use and #ReadySetCycle! from May 13th to 21st. Bike Week is a celebration and promotion of all things cycling. Check out events on [www.bikeweek.ie](http://www.bikeweek.ie)