



## Walktober 2023 – 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.

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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)

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## 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 2<sup>nd</sup> to 29<sup>th</sup> 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 2<sup>nd</sup> 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 2<sup>nd</sup> 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 2023

### Social Media throughout the challenge

Day 1 – Monday 2<sup>nd</sup> October

- Welcome to [#Walktober!](#) 🚶 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 3 – Wednesday 4<sup>th</sup> October

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

Day 5 – Friday 6<sup>th</sup> October

- Take a photo while you are out walking this weekend for [#Walktober](#) and submit it into the Competition Entry Form by 2pm Monday for a chance to win a Walktober Goodie Bag for you and your Team Members.

Day 8 – Monday 9<sup>th</sup> October

- Deadline to log your steps for Week 1 of [#Walktober](#) 🕒 🚶 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 9 – Tuesday 10<sup>th</sup> October

- The [#Walktober](#) 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.

Day 15 – Monday 16<sup>th</sup> October

- We are at the halfway point of [#Walktober](#). Well done to all Team Members and Team Captains so far 🙌 To be in with a chance to win prizes for Week 2 of Walktober, don't miss today's deadline of 2pm. To log your steps: [www.ActiveTravelLogger.ie](http://www.ActiveTravelLogger.ie)

Day 16 – Tuesday 17<sup>th</sup> October

- The [#Walktober](#) 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 22 – Monday 23<sup>rd</sup> October

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

Day 23 – Tuesday 24<sup>th</sup> October

- The [#Walktober](#) 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 – Friday 27<sup>th</sup> October

- It's the last weekend of [#Walktober](#) 2023 and it's Halloween so get spooky and keep stepping. Don't forget to enter Halloween photo competition.

# Post Walktober 2023

## Social Media post the challenge

### Day 30 – 31<sup>st</sup> October

- Walktober is now complete. Well done everyone. Remember to log your steps before 2pm tomorrow, Wednesday 1<sup>st</sup> November and keep up walking on the commute and whenever you can.

### Day 31 – 1st November

- Walktober is now complete. Remember to log your steps before 2pm today and keep up walking on the commute and whenever you can.

### Day 33 – Friday 3<sup>rd</sup> November

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