# **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 on [our website](https://www.nationaltransport.ie/tfi-smarter-travel/cycle-challenge-ie/ready-set-cycle/). 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 April 8th – May 17th

* #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 –– 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 dat. 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 – 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 – 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 5 - 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]
* Would you like to start a cycling forum? Contact your #cyclingchampion and get started.

**WK 6 – Bike to Work day**

* It’s #BikeWeek and we are taking part in Bike to Work day on May 15th for #ReadySetCycle!. Check out all the cycling events happening all over the country on [www.bikeweek.ie](http://www.bikeweek.ie)