# **Walktober 2025 – 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](stepchallenge%40nationaltransport.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** |
| X: [@TFISmartTravel](https://twitter.com/TFISmartTravel) |
| Instagram: [@tfismartertravel](https://www.instagram.com/tfismartertravel/) |

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

**• #Walktober is coming!** Team up and get walking with your colleagues and classmates from 1st–31st October 2025. Check if your workplace or campus is registered at [www.stepchallenge.ie.](http://www.stepchallenge.ie/) 🔗

• It’s that time of year again—Walktober is just around the corner! Get walking in teams of 3–6 from 1st–31st October. Make it competitive and fun! See if your organisation is registered at [www.stepchallenge.ie.](http://www.stepchallenge.ie/)

**• Over 70 organisations** are already signed up for Walktober 2025. What’s stopping you? Take long walks this autumn and make every step count on the Active Travel Logger. Register now at [www.stepchallenge.ie.](http://www.stepchallenge.ie/)

**• Walktober** begins on 1st October! There’s still time to sign up and create your team. Huddle up and start walking. Join the challenge at [www.stepchallenge.ie.](http://www.stepchallenge.ie/)

**Countdown Captions:**

📣 **Two Weeks to Go!**
• Walktober begins in 14 days! Want to top the leaderboard? Sign up now. Check if your organisation is registered at [www.stepchallenge.ie.](http://www.stepchallenge.ie/)

📅 **One Week to Go!**
• Just one week left! Gather your team of 3–6 and sign up for Walktober at <www.activetravellogger.ie>. Make every step count this October!

• This October, make walking your sole mission! Sign up for Walktober now and win great prizes throughout the month. Visit [www.stepchallenge.ie](www.stepchallenge.ie%20) for more info.

👣 **3 Days to Go!**
• #Walktober starts on Wednesday, 1st October! Team Captains are busy inviting classmates and colleagues on the Active Travel Logger. Sign up now and get ready to step! Has your organisation registered? Visit [www.stepchallenge.ie](file:///%5C%5Cnta2vms01fs01%5Cdepts%5CPTS%5CCustomer%20Engagement%5CSmarter%20Travel%5C013_SmarterTravelWorkplaces%5CActivity%20Challenges%5C2025%5CWalktober%202025%5CSocial%20Media%5Cwww.stepchallenge.ie%20).

⏳ **2 Days to Go!**
• #Walktober kicks off on Wednesday, 1st October. It’s not too late to register your organisation and team up with colleagues for a fun autumn competition! Sign up by emailing stepchallenge@nationaltransport.ie.

🌟 **1 Day to Go!**
• It’s Walktober Eve, and the excitement is building! Are you ready to step up? Plan your journey and see how you can walk during your commute to rack up extra steps. Don’t forget to log them at [www.activetravellogger.ie](file:///%5C%5Cnta2vms01fs01%5Cdepts%5CPTS%5CCustomer%20Engagement%5CSmarter%20Travel%5C013_SmarterTravelWorkplaces%5CActivity%20Challenges%5C2025%5CWalktober%202025%5CSocial%20Media%5Cwww.activetravellogger.ie).

# **During Walktober 2025**

**Social Media throughout the challenge**

**Day 1 – Wednesday 1st October**

* It’s officially #Walktober Season!👣 Are you excited for a month of fun, competition and lots of walking? We are equally looking forward to keeping the pace up! If you haven’t signed up or joined a team, sign up now ➡️ [www.ActiveTravelLogger.ie](http://www.activetravellogger.ie/%22%20%5Ct%20%22_blank)

**Day 3 – Friday 3rd October**

* #Walktober Week 1 is nearly over! Well done to all our employees [and/or students] who have continued to keep that step count going. It’s not too late to take part – team-up in Teams of 3-6 and #getwalking.

**Day 6 – Monday 6th October**

* We are now officially in full swing into Walktober. To keep you on your thinking toes, we have a fun quiz. Participate via the link in our bio 🔗 and submit your answers before 2pm on Monday 13th October to win a Walktober Goodie bag! 🏆

**Day 7 – Tuesday 7th October**

* #Walktober Week 1 Leaderboard is now Live! Well done to everyone who has taken the stride. Don’t forget to stretch your legs and your brain muscles this week. Walk and talk while you can and if you want a challenge during your break, take our quiz before 2pm on Monday 13th October.

**Day 10 – Friday 10th October**

* Don’t let the momentum die and try to walk over the weekend, whether it is a walk by the beach or a hike! Get those extra steps in to place high on the Leaderboard and don’t forget to submit your quiz before 2pm on Monday 13th October🏆

**Day 13 – Monday 13th October**

* We are already into Week 3! Time is flying. Don’t forget that the deadline to log your steps is 2pm today. For this week, we invite you to use your walk as a creative outlet and turn it into a ‘Walk of Art’! More details are on <stepchallenge.ie>

**Day 14 – Tuesday 14th October**

* The [#Walktober](https://twitter.com/hashtag/Marchathon/) Week 2 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 17 – Friday 17th October**

* Has anyone told you yet that you’re doing fantastic! We are moving into the final phase – only 1.5 weeks left! Don’t forget to keep working towards your Walk of Art before Monday 20th October. 🚶🏼

**Day 20 – Monday 20th October**

* We are nearly at the finish line! Deadline to log your steps for Week 3 is today at 2pm on <www.ActiveTravelLogger.ie>. In honour of Halloween, we want to see your horror-themed photos for Week 4 competition. Get walking and snapping 🤳🏼

**Day 21 – Tuesday 21st October**

* The [#Walktober](https://twitter.com/hashtag/Marchathon/) Week 3 Leaderboard is now live! Well done to everyone who has stepped alongside us during Week 3. We have received some really fun and team ‘spirit’ photos… we love the spooky enthusiasm 👻

**Day 24 – Friday 24th October**

* It’s the last weekend of #Walktober 2024. Don’t forget to show off your creativity and team (spooky) spirit as you get the steps in over the long bank holiday weekend. Happy Halloween! 👻🎃

**Day 28 – Tuesday 28th October**

* The finish line is in sight 🏁 Thank you to everyone for your efforts and don’t forget to log your Week 4 steps by 2pm today!

**Day 31 – Friday 31st October 5pm**

* Autumn and Walktober are officially over tonight! Thank you to everyone who has stepped alongside us throughout this month. The final deadline to log your steps is 2pm on Monday 3rd November on [www.ActiveTravelLogger.ie](http://www.ActiveTravelLogger.ie)

**Monday 3rd November**

* FINAL DAY! Reminder to log your steps by 2pm today for the last time this #Walktober 2025. The final leaderboard and Week 4 competition winners will be published on 6th November 🏆

**Thursday 6th November: Leaderboard day!**

* The Walktober final leaderboard has been published, and you can check out how you did on the Active Travel Logger (link in bio 🔗) Congratulations to all for starting a new routine before 2025 ends… maybe this is your resolution for 2026! 🌞