



Smarter  
Travel

Behaviour Change Programme

## 2026 Marchathon Step Challenge

### Sample Social Media Captions for Coordinators



# Overview

Below is a selection of sample social media captions that you can use or adapt to promote the Marchathon Step Challenge to staff and/or students within your organisation.

These captions can be paired with the standard promotional graphics or the editable templates available at [www.stepchallenge.ie](http://www.stepchallenge.ie).

If you have any questions, please contact the Smarter Travel team at [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.

- TFI Smarter Travel Social Media
- Twitter: @TFISmartTravel
- Instagram: @tfismartertravel



Sample Instagram Graphic

# Announcing Marchathon

- The TFI Smarter Travel Step Challenge, #Marchathon, is on the way! [Organisation name] is officially signed up for the @TFIsmartertravel Marchathon Step Challenge. Join the fun, create or join a Team at [www.activetravellogger.ie](http://www.activetravellogger.ie)
- [Organisation name] is taking part in the TFI Smarter Travel Step Challenge #Marchathon. Team up with colleagues and get #walking all month long. Teams of 3–6 people qualify for the Leaderboard. Sign up at [www.activetravellogger.ie](http://www.activetravellogger.ie)
- The #Marchathon Step Challenge is nearly here! [Organisation name] already has XX Teams ready to get walking. Sign up by [date] to enter a prize draw for [internal prize]. Join at [www.activetravellogger.ie](http://www.activetravellogger.ie)
- Who will climb to the top of the [organisation name] Leaderboard in this year's #Marchathon Step Challenge? Get ready to step your way to the top.
- The Top 10 Teams on the [organisation name] Leaderboard at the end of Marchathon will be entered into a draw for [internal prize]. Create or join a Team at [www.activetravellogger.ie](http://www.activetravellogger.ie)



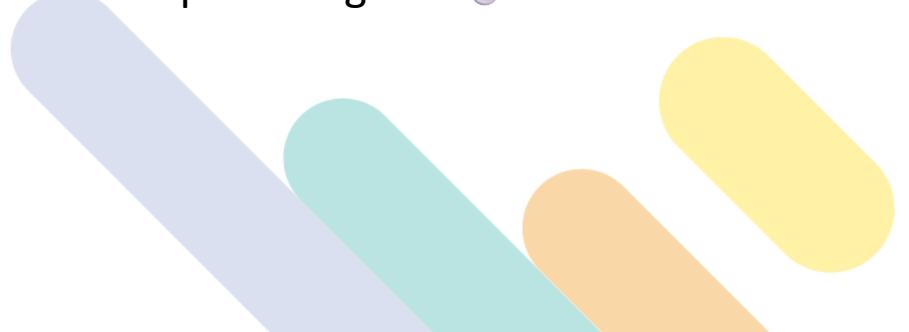
# The Lead-in to Marchathon

- Add a spring to your step this March, as every walk counts! The Marchathon Step Challenge runs from 2nd – 29th March 2026. To sign up, visit [www.stepchallenge.ie](http://www.stepchallenge.ie)
- Commute more sustainably, increase your activity levels and have fun as you incorporate walking throughout your day. Sign up for the 2026 Marchathon Step Challenge by visiting [www.activetravellogger.ie](http://www.activetravellogger.ie)
- A little movement goes a long way as the 2026 Marchathon Step Challenge kicks off on 2nd March. Create or join a team by signing up on [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.



# The Lead-in to Marchathon

- 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 log your steps through your phone.
- There are great prizes to be won during Marchathon 2026! Compete with walkers nationally from 2nd -29th March by signing up now: [www.activetravellogger.ie](http://www.activetravellogger.ie)
- Captains, rally your team as there is only 1 week to go for the 2026 Marchathon Step Challenge! Sign up via the link in our bio 
- Make movement part of your everyday this March by participating in the TFI Smarter Travel #Marchathon Step Challenge! For information on the step challenge, visit [www.stepchallenge.ie](http://www.stepchallenge.ie) 



# During Marchathon: Week 1

## Day 1 – 2nd March

- Welcome to #Marchathon. A full month of stepping, fun, friendly competition and team spirit begins today. Don't forget to get walking on your commute to boost those steps. Sign up now on [www.activetravellogger.ie](http://www.activetravellogger.ie)

## Day 3 – 4th March

- #Marchathon has officially begun! Well done to all our employees [and students] who got their steps in this morning. It's not too late to join — team up in groups of 3–6 and #GetWalking.

## Day 5 - 6th March

- Week 1 is nearly over... hope you were off to a great start! Continue to build those steps over the weekend and if you haven't signed up yet, there is still time. Join now on [www.activetravellogger.ie](http://www.activetravellogger.ie)



# During Marchathon: Week 2

## Day 8 - 9<sup>th</sup> March

- Deadline to log your Week 1 steps is today! ⏳ To be in with a chance to appear on the Leaderboard and win prizes, log your steps on [www.activetravellogger.ie](http://www.activetravellogger.ie).

## Day 9 – 10<sup>th</sup> March

- Week 1 Leaderboard is now live!** Well done to everyone who got the Marchathon momentum going 🚶 Check where your team ranks within **[Organisation name]** via the Active Travel Logger.

## Day 12 – 13<sup>th</sup> March

- Happy Friday Walkers! Have you entered the [Week 2 Competition]? Don't forget to keep walking and logging your steps. #Marchathon2026



# During Marchathon: Week 3

## Day 15 – 16<sup>th</sup> March

- Week 3 is our Green-themed week in honour of St. Patrick's Day! Dress up in green and send us your group photos. But before that, don't forget the deadline to log your steps for the previous week is at 2pm today.

## Day 17 – 18<sup>th</sup> March

- We hope you enjoyed that mid-week holiday but don't stop logging your steps. Check how your team is placed as Week 3 Leaderboard is now live on [www.activetravellogger.ie](http://www.activetravellogger.ie)

## Day 19 – 20<sup>st</sup> March

- Team work makes the *Green* work! Keep those photos coming in to win some great prizes and don't forget to make the steps count over the weekend. #Marchathon2026



# During Marchathon: Week 4

## Day 22 – 23<sup>rd</sup> March

- Week 3 logging deadline is today at 2pm! Log into the Active Travel Logger and submit your steps to appear on the National Leaderboard. Keep moving this #Marchathon.

## Day 23 - 24<sup>th</sup> March

- Marchathon Week 3 Leaderboard is now Live! Amazing effort by everyone who has turned every step into a Walk of Art... which is this week's competition. We hope you are mapping your route and remember to submit your route maps by Monday at 2pm.

## Day 26 – 27<sup>th</sup> March

- It's the last weekend of #Marchathon 2024 so make the last mile count. Log your steps until Sunday on [www.activetravellogger.ie](http://www.activetravellogger.ie)

## Day 28 – 29<sup>th</sup> March

- It's the last day of #Marchathon2026! Great effort from everyone on keeping up the momentum this whole month. Don't forget to log your final steps by 2pm tomorrow on [www.activetravellogger.ie](http://www.activetravellogger.ie)

# Post Marchathon

## Day 30 – 30<sup>th</sup> March

- Want to rank on the Final #Marchathon2026 Leaderboard? The deadline to log your steps is 2pm today. Log on to [www.activetravellogger.ie](http://www.activetravellogger.ie) and make those steps count.

## Day 33 - Thursday 2nd April

- The Big Day is Here – Marchathon 2026 Final Leaderboard is Live now. Congratulations to all winners and well done to everyone in [Organisation name] for being such enthusiastic participants – you are our walking champions! Continue to keep walking on your commute.

