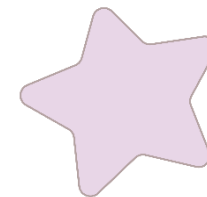


# Alameda County Safe Routes to Schools

## Golden Sneaker Contest Social Media Toolkit



Social media is a great way to reach students, teachers, and the broader community quickly and frequently. That's why we've put together this social media toolkit to provide text and graphics for our Alameda County Safe Routes to Schools (SR2S) partners to share their excitement for the Golden Sneaker Contest on their organizations' social media accounts. This toolkit was created for:

- School administrators
- School districts
- Elected officials
- Parents and caregivers
- You!

You can choose which social media post to use based on the Safe Routes to Schools theme you want to communicate to your community. Go with what works best for you! As a reminder, here are the SR2S themes:

- Building community on campus and in classrooms
- Encouraging students to be physically active
- Reducing pollution
- Reducing traffic congestion
- Promoting the choice to use active and shared transportation
- Increasing safety on our streets
- Improving academic performance

## How to Use these Social Media Posts

We've put together instructions and posts that you can use to promote the contest. When you want to use one, just do the following:

1. Download images from this toolkit and save them to your desktop.
2. Log on to your social media site, such as Facebook, Twitter or Instagram.
3. Copy and paste the text we've provided into your post, or create your own message that includes the #GoldenSneakerContest hashtag.
4. Upload the image you saved to your desktop to accompany your text.
5. Post away!



**Heads up!**  
Some text is  
highlighted  
**yellow** for you to  
personalize.  
Remember to  
change it before  
posting online!

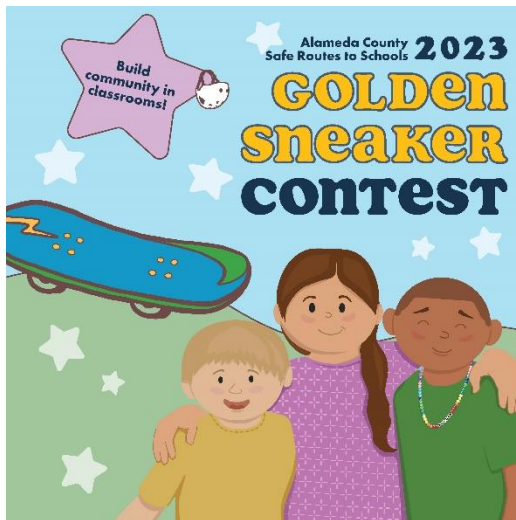
The Alameda County Safe Routes to Schools Program is an Alameda County Transportation Commission (alamedactc.org) program and is funded with Alameda County local sales tax Measure B, regional, state and federal funds.  
[info@alamedacountysr2s.org](mailto:info@alamedacountysr2s.org) | [www.alamedacountysr2s.org](http://www.alamedacountysr2s.org)



## Post 1

<b>Theme:</b> Build community on campus and in classrooms	<b>When to post:</b> Anytime now until Friday, March 10
<b>Who should post this?:</b> Elected officials, school administrative staff of participating schools	<b>Post content:</b> Looking for a way to build community at your school? Join the #GoldenSneakerContest! Classrooms work together to walk, bike, roll, use shared transit, and carpool to school to win the coveted Golden Sneaker trophy in this @AlamedaCoSR2S event. Join in the fun! 🚌👟👟

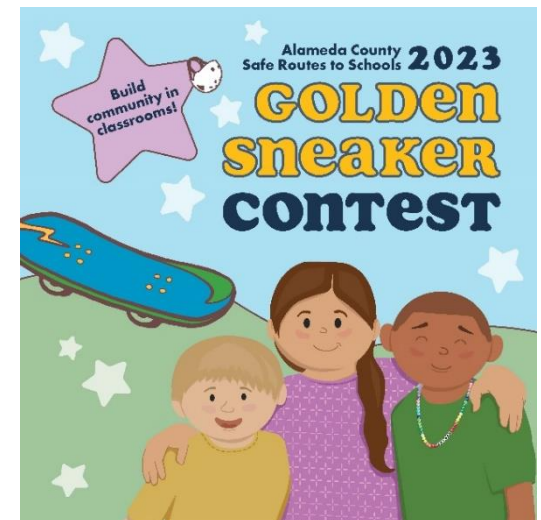
Facebook graphic



Twitter graphic



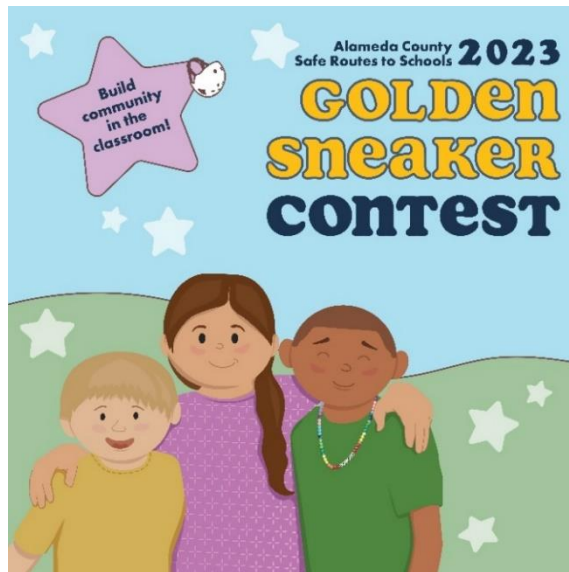
Instagram graphic



## Post 2

<b>Theme:</b> Build community on campus and in classrooms	<b>When to post:</b> Anytime now until Friday, February 3
<b>Who should post this?:</b> Elected officials	<b>Post content:</b> I'm overjoyed to support community-building in the #GoldenSneakerContest, where classrooms work together to walk, bike, roll, take transit, or carpool to win the Golden Sneaker trophy. Show your support for this @AlamedaCoSR2S event! Register here: <a href="https://bit.ly/GoldenSneakerContest">bit.ly/GoldenSneakerContest</a>

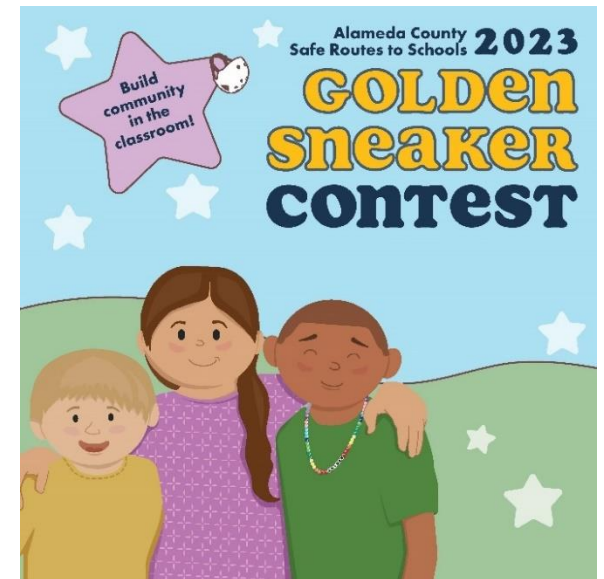
Facebook graphic



Twitter graphic



Instagram graphic



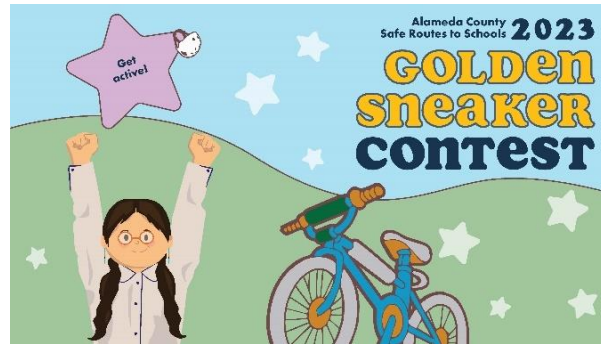
### Post 3

<b>Theme:</b> Encourage students to be physically active	<b>When to post:</b> Between Monday, February 27 and Friday, March 10.
<b>Who should post this?:</b> Anyone!	<b>Post content:</b> Did you know walking can help children achieve the CDC's recommended amount of exercise? The #GoldenSneakerContest is a great way to get those steps in! 🏃 Let's get moving and join this @AlamedaCoSR2S event!

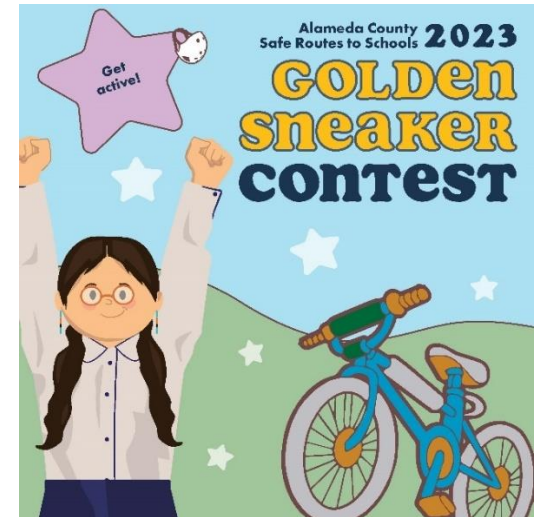
Facebook graphic



Twitter graphic



Instagram graphic



#### Post 4

<b>Theme:</b> Reduce pollution	<b>When to post:</b> Between Monday, February 27 and Friday, March 10
<b>Who should post this?:</b> Anyone!	<b>Post content:</b> I'm [select: walking, rolling, using shared transit, or carpooling] for the @AlamedaCoSR2S #GoldenSneakerContest because it keeps us healthy by reducing air pollution around my school - and it's fun! Join the contest, Feb 27 til March 10.

Facebook graphic



Twitter graphic



Instagram graphic



## Post 5

<b>Theme:</b> Reduce pollution	<b>When to post:</b> Anytime now until Friday, March 10
<b>Who should post this?:</b> Elected officials	<b>Post content:</b> Reducing vehicle emissions is critical to keeping our air and planet clean. That's why you and your school community should participate in @AlamedaCoSR2S's #GoldenSneakerContest, Feb 27-Mar 10. Together, we can keep ourselves and our planet healthy 🌱🌍

Facebook graphic



Twitter graphic



Instagram graphic



## Post 6

<b>Theme:</b> Reduce traffic congestion	<b>When to post:</b> Anytime now until Friday, March 10
<b>Who should post this?:</b> Anyone!	<b>Post content:</b> Join the many schools in [insert jurisdiction name] that are choosing not to wait in drop-off traffic and instead are walking, rolling, or using shared transit to school during the #GoldenSneakerContest, Feb 27-Mar 10. @AlamedaCoSR2S

Facebook graphic



Twitter graphic



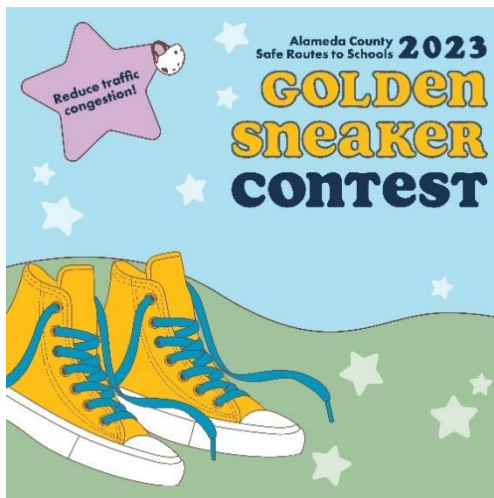
Instagram graphic



## Post 7

<b>Theme:</b> Promote the choice to use active and shared transportation	<b>When to post:</b> Anytime now until Monday, February 27
<b>Who should post this?:</b> Anyone!	<b>Post content:</b> Jumpstart a new healthy habit with the #GoldenSneakerContest! Join your school community to walk, bike, roll, carpool, or take shared transit for two weeks (Feb 27 - Mar10) or maybe more! The benefits are endless! @AlamedaCoSR2S

Facebook graphic



Twitter graphic



Instagram graphic



## Post 8

<b>Theme:</b> Increasing safety on our streets	<b>When to post:</b> Anytime now until Friday, March 10
<b>Who should post this?:</b> Anyone!	<b>Post content:</b> I'm [select: walking, rolling, using shared transit, or carpooling] for the @AlamedaCoSR2S #GoldenSneakerContest because fewer cars = fewer crashes and make our school streets safer. Join the fun Feb 27 til March 10.

Facebook graphic



Twitter graphic



Instagram graphic



## Post 9

<b>Theme:</b> Improving academic performance	<b>When to post:</b> Anytime between Monday, February 27 and Friday, March 10
<b>Who should post this?:</b> Families and caregivers	<b>Post content:</b> My family is [select: walking, rolling, using shared transit, or carpooling] for the @AlamedaCoSR2S #GoldenSneakerContest because physical activity before school boosts academic performance and supports mental health! Join this fun contest, now until March 10.

Facebook graphic



Twitter graphic



Instagram graphic

