

# Alameda County Safe Routes to Schools

## International Walk and Roll to School Day 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 International Walk and Roll to School Day 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 image to post and craft a message based on the Safe Routes to Schools theme you want to tailor and communicate to your community. Go with what works best for you! As a reminder, here are some 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 event. 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, X, or Instagram.
3. Create your own message that incorporates a SR2S theme and includes the #WalkAndRoll23 #InternationalWalkAndRoll and/or #SafeRoutesToSchools hashtags. See example posts below.
4. Upload the image you saved to your desktop to accompany your text.

**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 a program of the Alameda County Transportation Commission ([alamedactc.org](http://alamedactc.org)) and is funded with Alameda County's local Measure BB sales tax, and regional, state and federal funds. [info@alamedacountysr2s.org](mailto:info@alamedacountysr2s.org) | [www.alamedacountysr2s.org](http://www.alamedacountysr2s.org)



5. Post away

**Post 1: Elected Officials**

<p><b>Theme:</b> Building community on campus and in classrooms</p>	<p><b>When to post:</b> Anytime now until Tuesday, October 3rd</p>
<p><b>Who should post this?:</b> Elected officials and their staff</p>	<p><b>Post content:</b> Looking for a way to build community at your school? Join #WalkAndRoll23! Celebrate active transportation by biking, walking, or rolling to school during this @AlamedaCoSR2S event. 🚶 🚲 🚼 Join in the fun! #InternationalWalkAndRoll #SafeRoutesToSchools</p>

<p><b>Facebook graphic</b></p> 	<p><b>Twitter graphic</b></p> 	<p><b>Instagram graphic</b></p> 
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**Post 2: Elected Officials**

<p><b>Theme:</b> Reduce pollution</p>	<p><b>When to post:</b> Tuesday, October 3rd &amp; Wednesday, October 4th</p>
<p><b>Who should post this?:</b> Elected officials and their staff</p>	<p><b>Post content:</b> Reducing transportation emissions is critical to keeping our communities and planet resilient and healthy. That's why our school community is participating in @AlamedaCoSR2S's #WalkAndRoll23, October 4th. Together, we can keep ourselves and our planet in tip-top shape 🌍</p>



**Post 3: School Administrators**

<p><b>Theme:</b> Building community on campus and in classrooms</p>	<p><b>When to post:</b> Anytime now until Tuesday, October 3rd</p>
<p><b>Who should post this?:</b> School administrative staff of participating schools</p>	<p><b>Post content:</b> At [insert name of school or community], we're excited to support community-building on #WalkAndRollToSchoolDay, which encourages students and families to walk, bike, or roll to school. 🚶🚲🦽 Show your support for this @AlamedaCoSR2S event! #WalkAndRoll23 #SafeRoutesToSchools</p>

<p><b>Facebook graphic</b></p> 	<p><b>Twitter graphic</b></p> 	<p><b>Instagram graphic</b></p> 
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**Post 4: School Administrators**

<p><b>Theme:</b> Encourage students to be physically active</p>	<p><b>When to post:</b> Tuesday, October 3rd &amp; Wednesday, October 4th</p>
<p><b>Who should post this?:</b> School administrative staff of participating schools</p>	<p><b>Post content:</b> Did you know biking to school can help children achieve the CDC's recommended amount of exercise? Biking, walking, or rolling on #WalkAndRollToSchoolDay is a great way to get moving! 🏃🚶🚲 Let's all get moving and join this @AlamedaCoSR2S event! #WalkAndRoll23 #SafeRoutesToSchools</p>

<p><b>Facebook graphic</b></p> 	<p><b>Twitter graphic</b></p> 	<p><b>Instagram graphic</b></p> 
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**Post 5: Parents/caregivers**

<p><b>Theme:</b> Improving academic performance</p>	<p><b>When to post:</b> Anytime now until Tuesday, October 3rd</p>
<p><b>Who should post this?:</b> Families and caregivers</p>	<p><b>Post content:</b> My family is [select: walking, biking, rolling] for the @AlamedaCoSR2S #WalkAndRollToSchoolDay because physical activity before school boosts academic performance and supports mental health! #WalkAndRoll23 #SafeRoutesToSchools</p>



**Post 5: Parents/caregivers**

<p><b>Theme:</b> Encourage students to be physically active</p>	<p><b>When to post:</b> Tuesday, October 3rd &amp; Wednesday, October 4th</p>
<p><b>Who should post this?:</b> Families and caregivers</p>	<p><b>Post content:</b> Excited to see the community out biking, walking, and rolling on #WalkAndRollToSchoolDay! 🚶🚲🚘 What a great way to get moving during this @AlamedaCoSR2S event! 🏃 #WalkAndRoll23 #SafeRoutesToSchools</p>

<p><b>Facebook graphic</b></p> 	<p><b>Twitter graphic</b></p> 	<p><b>Instagram graphic</b></p> 
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