

# Alameda County Safe Routes to Schools

## Bike 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 Bike 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 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 event. When you want to use one, just do the following:

1. [Download images](#) from this toolkit.
2. Log on to your social media site, such as Facebook, X (formerly Twitter), or Instagram.
3. Copy and paste the text we've provided into your post or create your own message that includes the #BikeToSchoolDay hashtag.
4. Upload the image 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 (alamedact.org) program and is funded with Alameda County local Measure BB sales tax, and regional, state, and federal funds.



**Post 1**

<p><b>Theme:</b> Build community on campus and in classrooms</p>	<p><b>When to post:</b> Anytime now until Thursday, May 14th</p>
<p><b>Who should post this?:</b> Elected officials, school administrative staff of participating schools</p>	<p><b>Post content:</b> Looking for a way to build community at your school? Join #BikeToSchoolDay! Celebrate active transportation by biking, walking, or rolling to school during this <a href="#">@AlamedaCoSR2S</a> event. Join in the fun! 🚲 🚶 🚲</p>

Facebook graphic



X graphic



Instagram graphic



**Post 2**

<p><b>Theme:</b> Build community on campus and in classrooms</p>	<p><b>When to post:</b> Anytime now until Thursday, May 14th</p>
<p><b>Who should post this?:</b> Elected officials</p>	<p><b>Post content:</b> I'm overjoyed to support community-building on #BikeToSchoolDay, which encourages students and families to walk, bike, or roll to school. Show your support for this @AlamedaCoSR2S event! Register here: <a href="https://bit.ly/4dd1yCS">https://bit.ly/4dd1yCS</a></p>

Facebook graphic



X graphic



Instagram graphic



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**Post 3**

<p><b>Theme:</b> Encourage students to be physically active</p>	<p><b>When to post:</b> Anytime now until Thursday, May 14th</p>
<p><b>Who should post this?:</b> Anyone!</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 #BikeToSchoolDay is a great way to get moving! 🚲 Let's all get moving and join this <a href="#">@AlamedaCoSR2S</a> event!</p>

Facebook graphic



X graphic



Instagram graphic



**Post 4**

<p><b>Theme:</b> Reduce pollution</p>	<p><b>When to post:</b> Anytime now until Thursday, May 14th</p>
<p><b>Who should post this?:</b> Anyone!</p>	<p><b>Post content:</b> I'm [select: walking, biking, rolling] for the @AlamedaCoSR2S #BikeToSchoolDay because it keeps us healthy by reducing air pollution around my school - and it's fun! 🚲 🚸</p>

Facebook graphic



X graphic



Instagram graphic



**Post 5**

<p><b>Theme:</b> Reduce pollution</p>	<p><b>When to post:</b> Anytime now until Thursday, May 14th</p>
<p><b>Who should post this?:</b> Elected officials</p>	<p><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 <a href="#">@AlamedaCoSR2S</a>'s #BikeToSchoolDay, May 14. Together, we can keep ourselves and our planet healthy 🙌🌍</p>

Facebook graphic



X graphic



Instagram graphic



**Post 6**

<p><b>Theme:</b> Reduce traffic congestion</p>	<p><b>When to post:</b> Anytime now until Thursday, May 14th</p>
<p><b>Who should post this?:</b> Anyone!</p>	<p><b>Post content:</b> Join other [your school community] families that are choosing not to wait in drop-off traffic and instead are biking and rolling to school on #BikeToSchoolDay, May 14. <a href="https://www.alamedacountytransportation.com">@AlamedaCoSR2S</a></p>

Facebook graphic



X graphic



Instagram graphic



7

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**Post 7**

<p><b>Theme:</b> Promote the choice to use active and shared transportation</p>	<p><b>When to post:</b> Anytime now until Thursday, May 14th</p>
<p><b>Who should post this?:</b> Anyone!</p>	<p><b>Post content:</b> Jumpstart a new healthy habit with #BikeToSchoolDay! Join your school community to walk, bike, roll, carpool, or take shared transit on May 14th! The benefits are endless! <a href="https://www.alamedacountytransportation.com">@AlamedaCoSR2S</a></p>

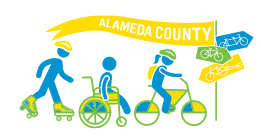
Facebook graphic



Twitter graphic



Instagram graphic



**Post 8**

<p><b>Theme:</b> Increasing safety on our streets</p>	<p><b>When to post:</b> Anytime now until Thursday, May 14th</p>
<p><b>Who should post this?:</b> Anyone!</p>	<p><b>Post content:</b> I'm [select: biking, rolling] for the <a href="#">@AlamedaCoSR2S</a> #BikeToSchoolDay because fewer cars = fewer crashes and make our school streets safer. Join the fun on May 14th.</p>

Facebook graphic



Twitter graphic



Instagram graphic



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**Post 9**

<p><b>Theme:</b> Improving academic performance</p>	<p><b>When to post:</b> Anytime now until Thursday, May 14th</p>
<p><b>Who should post this?:</b> Families and caregivers</p>	<p><b>Post content:</b> My family is [select: biking, rolling] for the @AlamedaCoSR2S #BikeToSchoolDay because physical activity before school boosts academic performance and supports mental health!</p>

Facebook graphic



Twitter graphic



Instagram graphic



**Post 10**

<p><b>Theme:</b> Encourage peers to use active transportation</p>	<p><b>When to post:</b> Anytime now until Thursday, May 14th</p>
<p><b>Who should post this?:</b> High school students</p>	<p><b>Post content:</b> I'm [select: biking, rolling] to school for the @AlamedaCoSR2S #BikeToSchoolDay to keep myself and the planet healthy. See you out there! 🍌 🌍</p>

Facebook graphic



X graphic



Instagram graphic

