



Social media is all about sharing information and making connections.

During a major campaign such as Community Rail Week, having a social media presence plays a vital role in enabling you to:

Reach out to new audiences.

Raise awareness of community rail among the general public.

Share key messages.

Amplify the work, projects, events, news, etc your organisation is doing.

Consult and converse with your community, so you understand what they need and how they can benefit most from their railway.

## A quick social media guide

### Things to think about:

Who are your audiences?

- Potential volunteers / local news outlets / transport industry professionals / third sector organisations and charities / general public / certain demographics (young people / underrepresented groups, etc)

Which platforms do they use?

- Twitter/X, Facebook, Instagram, LinkedIn, TikTok.

Creating content

- Text posts (short posts or longer blogs)
- Visuals (photos, videos, infographics, GIFs)
- Open questions / polls
- Web links – drive traffic to your website

Tools for scheduling in advance

- In-app (e.g. Meta Business Suite for FB and IG) or external software (Hootsuite, Later)
- This will help you post anywhere between 1 and 5 times a day during the campaign. Remember, it's better to post engaging and meaningful content once a day than it is to just 'fill the gaps' with anything.

Insights and analytics – track engagement and see top post performers.

Create and manage paid adverts.



## Constructing a strong post



**Lowestoft Central**  
@LowestoftCentr1

This year we worked with @greateranglia & @WherryLines to welcome the new #NorthLowestoftMensShed to #Lowestoft station. They will be based on the former Cattle Dock & have already begun recruiting members & clearing the land. #CommunityRailWeek #WorldCupOfStations



You and 4 others

11:39 PM · May 22, 2023 · 334 Views

Try to get all the most important pieces of information into the post – thinking of the 6 W's is always useful (who, what, when, where, why – and how).

Keep the tone light, engaging and professional – you are representing your whole organisation when you are using social media, so must be mindful of your voice and your messaging.

**Gloucestershire Community Rail Partnership**  
338 followers  
11mo · 🌱

We promote healthier, greener journeys ❤️  
Our new TrainTripper website allows individuals to plan their adventures by train this half-term [https://lnkd.in/eCe\\_DDF2](https://lnkd.in/eCe_DDF2) #CommunityRailWeek #GreenerJourneys #Halfterm #TrainTripper

**We promote healthier, greener journeys**

Connecting Communities by Rail | Community Rail Network | Rail Delivery Group  
National Rail

1 repost

Accompany your post with visuals (photos, videos, infographics, web links, etc) wherever possible.

When attaching photos, please take the time to include a short description for each image – this is essential for your content to be as accessible as possible.

For example, the ALT text on the first X picture above reads: “Photo showing the former cattle dock at Lowestoft Station now overgrown with grass, buddleia and gorse being viewed by new members of North Lowestoft Mens Shed.”





highpeak\_hopevalley\_crp Nottingham Following ...

5 likes

highpeak\_hopevalley\_crp We had a great time at joining other Community Rail Partnerships, Community Rail Network, East Midlands Railway and CrossCountry trains at Nottingham Station today, to spread the word about visiting the Peak District National Park by train.

Thank you as ever to Cross Country and East Midlands Railway for their support 🙏

#CommunityRailWeek Poacher Line Community Rail Partnership @community\_rail @eastmidsrailway @crosscountrytrains @peakdistrictnationalpark



Hashtags are very useful to include. Always use #CommunityRailWeek and, if space allows, other hashtags such as #MoreThanARailway, #CommunityRail, #Sustainability, #ActiveTravel, etc. You may also want to # place names (as in the example) or any other important words or phrases you see fit.

If your hashtags have multiple words in them, please use camel case to ensure the text is accessible – e.g., #CommunityRail, not #communityrail.

Tag other organisations, local partners, train operators and news outlets to increase the reach of your post – they might also repost!

Community Rail Network 25 May 2023 · 🌐

It was our honour to bring together MSPs, Community Rail Partnerships and volunteers, and our partners and supporters in Scotland yesterday for our first Scot Parliament event. Huge thanks to [Emma Harper MSP](#) and [Kevin Stewart SNP](#) for their support in celebrating and empowering #CommunityRail ✉️ #CommunityRailWeek

📷 Photo credit: Iona Shepherd.

You and 14 others 6 shares

Like Comment Send Share