

Social media schedule CRW24



Pre-campaign week build up

Date	Written content	Visual content	Campaign or theme	Member/partner highlighting	Scheduled?
Friday 17 May	It's official - the countdown to #CommunityRailWeek has begun! We're looking forward to sharing all the brilliant #CommunityRail events and activities taking place next week celebrating everything #MoreThanARailway. Who's excited? @RailDeliveryGrp #3DaysToGo	Countdown GIF / graphic	Community Rail Week	Rail Delivery Group	T – 8:30am F – 7:30am IG – 7:30am L – 8:30am
Saturday 18 May	Do you want a sneak peek at some of the events and activities that our members have planned for #CommunityRailWeek next week? Have a look here #2DaysToGo #MoreThanARailway @RailDeliveryGrp https://communityrail.org.uk/events-and-campaigns/community-rail-week/	Countdown GIF / graphic	Community Rail Week	Rail Delivery Group	T – 8:30am F – 7:30am IG – 7:30am L – 8:30am
Sunday 19 May	Tomorrow, we launch our biggest ever #CommunityRailWeek with a brilliant programme of over 90 activities being held by our members and supporters across Britain Be sure to check out our feed throughout the week to see all the #CommunityRail celebrations! #1DayToGo #MoreThanARailway @RailDeliveryGrp	Countdown GIF / graphic	Community Rail Week	Rail Delivery Group	T – 8:30am F – 7:30am IG – 7:30am L – 8:30am





Campaign week 20 to 26 May

Date	Written content	Visual content	Member/partner highlighting	Scheduled?
Monday 20	The big day is here: it's #CommunityRailWeek, sponsored by	Web link	Rail Delivery	T – 8:30am
<u>May</u>	@RailDeliveryGrp!		Group	F – 7:30am
				IG – 7:30am
	This week we'll be showcasing the inspiring work delivered by			L – 8:30am
	#CommunityRail Partnerships and station volunteers to bring people			
	together and improve access to opportunities 🐑			
	https://communityrail.org.uk/events-and-campaigns/community-rail-week/			
	#CommunityRail is #MoreThanARailway: it's a grassroots, community-led	Web link	/	T – 10:30am
	movement made up of community rail partnerships, 'station friends'			F – 10:30am
	volunteers and other community groups engaging with railways and			IG – 10:30am
	stations in different ways 🖳 #CommunityRailWeek			L – 10:30am
	https://communityrail.org.uk/about-us/what-is-community-rail/			
	Video message from Jacqueline Starr, CEO of our sponsor Rail Delivery	Video	Rail Delivery	T – 12:30pm
	Group		Group	F – 12:30pm
				IG – 12:30pm
				L – 12:30pm
	Resharing members' and partners' messages and activities / live posts from	Photos and	/	Throughout the
	team when out and about.	videos		morning
	The #CommunityRail movement engages with an estimated 65,000 young	Image /	/	T – 2:30pm
	people per year through community-led education programmes and youth	infographic		F – 2:30pm
	engagement activities, teaching rail safety and increasing travel confidence			IG – 2:30pm
	#CommunityRailWeek #MoreThanARailway			L – 2:30pm
	Live post from Yatton launch event.	Photos and	TBC	T – 4:30pm
		videos		F – 4:30pm
				IG – 4:30pm



Community Rail Week	,			More Railwo
				L – 4:30pm
	People and organisations across Britain are uniting this	Web link	/	T – 6:30pm
	#CommunityRailWeek to highlight the amazing benefits #CommunityRail			F – 6:30pm
	Partnerships and station volunteers bring to all different areas of our			IG – 6:30pm
	communities 🗳			L – 6:30pm
	See the inspiring programme of activities:			
	https://communityrail.org.uk/events-and-campaigns/community-rail-week/			
	promoting social inclusion	Web link	/	T – 8:30pm
	a combatting the climate crisis			F – 8:30pm
	widening access to green travel			IG – 8:30pm
				L – 8:30pm
	These are just a few ways the #CommunityRail movement is			
	#MoreThanARailway and plays a vital role in connecting and enhancing our communities.			
	Discover more this #CommunityRailWeek:			
	https://communityrail.org.uk/about-us/what-is-community-rail/			
	Resharing members' and partners' messages and activities / live posts from	Photos and	/	Throughout the
	team when out and about.	videos		afternoon
	Look out for:			
	- Try the Train trip with Penistone Line Partnership and Yorkshire Coa	st CRP		
	 Derwent Valley Line CRP bug hotel workshop with schoolchildren 			
	- Community Rail Lancashire trip to Burnley Manchester Road with Bi	itish Sign Langu	ıage group	
	- CRPs of Wales & Borders display at Manchester Piccadilly			
	- Southeast CRP volunteer gardening day at Ore Station			
sday 21	There's lots going on for day 2 of #CommunityRailWeek	Image /	Northern, East	T – 8:30am
<u>May</u>		infographic	Midlands Railway,	F – 7:30am
	#CommunityRail displays at @NetworkRailMAN with @northernassist &		Southeast CRP,	IG – 7:30am
	@EastMidRailway's Nottingham Station; bike marking in Brighton with			L – 8:30am



More than a Railway

	Courth and CDD, availed will smile with CODI II and a Mile of 1000		Hanassad CDD C	V-SV IXOII
	SoutheastCRP; guided rail trails with @CRL_live; and #HerewardCRP		Hereward CRP &	
SU	pporting adults with additional needs to #TryTheTrain		CRL	
Se	ee the full list here: https://communityrail.org.uk/events-and-			
	mpaigns/community-rail-week/			
O	ur #CommunityRail members across Britain engage more than 16,000	Web link	/	T – 10:30am
ре	eople a year in activities to promote rail and sustainable tourism 🚓			F – 10:30am
				IG – 10:30am
Th	nis #CommunityRailWeek, learn more about the impact community rail			L – 10:30am
	n have at local level to spearhead change 🕠			
ht	tps://communityrail.org.uk/			
Liv	ve post from Alexandra Palace event.	Photos and	TBC	T – 12:30pm
		videos		F – 12:30pm
				IG – 12:30pm
L			,	L – 12:30pm
	esharing members' and partners' messages and activities / live posts from	Photos and	/	Throughout the
	am when out and about.	videos		morning
	ere at Community Rail Network, we support community-based groups and	Social media	/	T – 2:30pm
	artnerships that connect their community with their railway, delivering	graphic –		F – 2:30pm
SO	cial, environmental and economic benefit 🖔	education		IG – 2:30pm
	teat to find a transmitte #Common attributed 2	stats		L – 2:30pm
VV	ant to find out more this #CommunityRailWeek?			
Vi	sit our website: https://communityrail.org.uk/about-us/who-we-are/			
	d you know 50% of Britain's railway stations are 'adopted' by local	Image /	/	T – 4:30pm
СС	ommunities?	infographic		F – 4:30pm
				IG – 4:30pm
Th	nese volunteer groups help to bring people together, make stations			L – 4:30pm
	elcoming and safe, and add value to communities 🤎	1	1	





	What's your favourite thing about your local station? #CommunityRailWeek			
	This week, our #CommunityRail members are running workshops, confidence trips, exhibitions, guided walks, station open days, cycle rides and so much more.	Web link	Rail Delivery Group	T – 8:30pm F – 8:30pm IG – 8:30pm L – 8:30pm
	Find out what's happening in your area this #CommunityRailWeek #MoreThanARailway @RailDeliveryGrp https://communityrail.org.uk/events-and-campaigns/community-rail-week/			
	Resharing members' and partners' messages and activities / live posts from team when out and about.	Photos and videos	/	Throughout the afternoon
	- Northern CRPs display at Manchester Piccadilly			
	 Northern CRPs display at Manchester Piccadilly Southeast CRP bike marking and registration event at Brighton & Hotel Hereward CRP Try the Train trip with adults with additional needs 	ove		
Wednesday 22 May	- Southeast CRP bike marking and registration event at Brighton & Ho	Web link	East Suffolk Lines, Community Rail Lancashire, Meldreth, Shepreth & Foxton CRP, Scouts	T – 8:30am F – 7:30am IG – 7:30am L – 8:30am



Community Rail Week				More Railwe
	Resharing members' and partners' messages and activities / live posts from	Photos and	/	Throughout the
	team when out and about.	videos		morning
	Each year, dedicated and passionate volunteers give around 370,000 hours	Web link	/	T – 4:30pm
	of their time to #CommunityRail, helping to deliver arts and heritage			F – 4:30pm
	projects, community gardening, station improvements and lots more.			IG – 4:30pm
	#MoreThanARailway			L – 4:30pm
	The #CommunityRail movement strives to enable greener, healthier and	Image /	/	T – 6:30pm
	more joined-up journeys, empowering more people to explore hidden gems	infographic		F – 6:30pm
	across the UK using sustainable transport 🖳			IG – 6:30pm
				L – 6:30pm
	Why not give the train a try on your next trip? #CommunityRailWeek			
	#MoreThanARailway			
	Our members are out and about in celebration of #CommunityRailWeek,	Web link	Rail Delivery	T – 8:30pm
	sponsored by @RailDeliveryGrp, showcasing the inspiring work that goes on		Group	F – 8:30pm
	in #CommunityRail to create more united communities and inclusive			IG – 8:30pm
	mobility.			L – 8:30pm
	See what's going on in your area https://communityrail.org.uk/events-			
	and-campaigns/community-rail-week/			
	Resharing members' and partners' messages and activities / live posts from	Photos and	/	Throughout the
	team when out and about.	videos		afternoon
	Look out for:			-
	- EMR CRPs display at Sheffield			
	- East Suffolk Lines CRP guided walk from Trimley to Felixstowe			
	- Meldreth, Shepreth & Foxton CRP Platforms for Change event at Leto	chworth Garder	n City	
	- South Fylde Line CRP burying time capsule at St Annes followed by g	uided walk		
rsday 23	We're already halfway through #CommunityRailWeek!	Web link	Marston Vale	T – 8:30am
May			CRP, Oxfordshire	F – 7:30am
			CRP, Essex &	IG – 7:30am
			South Suffolk	L – 8:30am





	Today sees @marstonvalecrp leading a #TryTheTrain trip, Oxfordshire CRP		CRP, Wherry	
	hosting a station open day and @ESSCRP_ @WherryLines @BitternLine		Lines CRP, Bittern	
	talking to passengers at London Liverpool St.		Line CRP	
	Find more events https://communityrail.org.uk/events-and-			
-	campaigns/community-rail-week/			
	What's so special about taking #DaysOutByRail? How about:	Web link	Scenic Rail Britain	T – 10:30am
				F – 10:30am
	exploring a new place sustainably			IG – 10:30am
	you can relax and enjoy the journey			L – 10:30am
	nowing you're doing your bit for the planet			
	Find more travel inspiration through @ScenicRailBrit this			
_	#CommunityRailWeek: https://www.scenicrailbritain.com/			
	Video from SLC Rail / SLC Property (corporate partners)	Video	SLC Rail / SLC	T – 12:30pm
			Property	F – 12:30pm
				IG – 12:30pm
_				L – 12:30pm
	Resharing members' and partners' messages and activities / live posts from	Photos and	/	Throughout the
_	team when out and about.	videos		morning
	Recent figures suggest the #CommunityRail movement actively engages	Image /	/	T – 2:30pm
	around 12,000 people in activities linked to biodiversity, nature and the	infographic		F – 2:30pm
	outdoors 🤀 🔮			IG – 2:30pm
				L – 2:30pm
_	#CommunityRail is so much #MoreThanARailway.			
	Not sure how to get involved with #CommunityRailWeek?	Image /	Rail Delivery	T – 4:30pm
		infographic	Group	F – 4:30pm
				IG – 4:30pm
				L – 4:30pm



More than a Railway

				727 1101111
	Simply sharing our messages with your friends and followers helps spread the word about the benefits #CommunityRail can bring to our climate and communities			
	#CommunityRail is so much #MoreThanARailway. @RailDeliveryGrp			
	Our corporate partners and supporters give more than just their money: they offer our members their time and expertise to help develop the reach of #CommunityRail.	Web link	/	T – 6:30pm F – 6:30pm IG – 6:30pm L – 6:30pm
	Read about the ways our partners are providing support to our members #CommunityRailWeek https://communityrail.org.uk/partners-and-supporters/our-partners-supporters/			
	Did you know #CommunityRail engages with around 12,000 adults per year with activities to help people feel confident using public transport and make rail more accessible and inclusive There's so much more to #CommunityRail than meets the eye. #CommunityRailWeek #MoreThanARailway	Web link	/	T – 8:30pm F – 8:30pm IG – 8:30pm L – 8:30pm
	https://communityrail.org.uk/events-and-campaigns/community-rail-week/			
	Resharing members' and partners' messages and activities / live posts from team when out and about.	Photos and videos	/	Throughout the afternoon
	Look out for: - Essex & South Suffolk CRP and Community Rail Norfolk display at Lo Oxfordshire CRP open day at Didcot Parkway - Marston Vale CRP Try the Train activity at Ridgmont - Community Rail Lancashire Accrington Eco Station open day	ndon Liverpool	Street	
Friday 24 May	There's still plenty going on for Day 5 of #CommunityRailWeek.	Web link	Transport for Wales, Poacher Line CRP	T – 8:30am F – 7:30am IG – 7:30am L – 8:30am



More than a Railway

Why not visit @transport_wales CRPs at Birmingham New Street and learn more about sustainable tourism, or meet members of the @poacherline team at Sleaford Station?			
Find more activities here #MoreThanARailway https://communityrail.org.uk/events-and-campaigns/community-rail-week/			
We'd love to hear your experiences and suggestions on how our rail network can become more inclusive.	Image / infographic	/	T – 12:30pm F – 12:30pm IG – 12:30pm
What kinds of activities would you like to see at your local station? How can we better connect local communities to the railway?			L – 12:30pm
Let us know your thoughts! #CommunityRailWeek			
Resharing members' and partners' messages and activities / live posts from team when out and about.	Photos and videos	/	Throughout the morning
Are you aware of the work station adopters do supporting 50% of Britain's railway network?	Image / infographic	/	T – 2:30pm F – 2:30pm IG – 2:30pm
These #CommunityRail groups enhance stations in many different ways, including through community gardening, arts and heritage projects, and youth engagement workshops #CommunityRailWeek			L – 2:30pm
Live post from Manchester event.	Photos and videos	TBC	T – 4:30pm F – 4:30pm IG – 4:30pm L – 4:30pm
Thank you to our Sustainable Transport Alliance partners for supporting us with this year's #CommunityRailWeek @BusUsersUK @CBTransport @WeAreCyclingUK @CTAUK1 @Como_uk @livingstreets @Sustrans, working together to advance sustainable, inclusive travel	Web link	Bus Users UK, Campaign for Better Transport, Cycling UK, CoMoUK,	T – 6:30pm F – 6:30pm IG – 6:30pm L – 6:30pm





	Find out more #CommunityRailWeek https://communityrail.org.uk/partners-and-supporters/sustainable- transport-alliance/		Community Transport Association, Living Streets, Sustrans	
	Our #CommunityRail members are passionate about engaging everyone within their communities, particularly those who face difficulties accessing rail - supporting people to access new education, employment and leisure opportunities #MoreThanARailway #CommunityRailWeek	Image / infographic	/	T – 6:30pm F – 6:30pm IG – 6:30pm L – 6:30pm
	In case you're just catching up on the excitement It's #CommunityRailWeek, sponsored by @RailDeliveryGrp	Image / infographic	Rail Delivery Group	T – 8:30pm F – 8:30pm IG – 8:30pm L – 8:30pm
	We're showcasing the work that takes place across #CommunityRail to bring people together, create more inclusive communities and help tackle social isolation			·
	Resharing members' and partners' messages and activities / live posts from team when out and about.	Photos and videos	/	Throughout the afternoon
	Look out for: - Devon & Cornwall Rail Partnership taking young people with learning - Essex & South Suffolk CRP Try the Train trip for pupils from Sudbury to - Community Rail Lancashire working with refugees - Meet the Poacher Line CRP team at Sleaford Station			eter City FC
Saturday 25 May	Tomorrow may be the last day of #CommunityRailWeek, but there's still chance to squeeze in some more activities today!	Web link and image	Rail Delivery Group	T – 8:30am F – 7:30am IG – 7:30am
	Check out our interactive map to see what activities are taking place across Britain today #MoreThanARailway @RailDeliveryGrp https://communityrail.org.uk/events-and-campaigns/community-rail-week/			L – 8:30am





	Almost 8,000 people per year are engaged in creative, cultural and artistic	Image /	/	T – 12:30pm
	#CommunityRail projects helping to increase confidence and access to	infographic		F – 12:30pm
	opportunities, all whilst bringing bursts of colour to stations at the heart of			IG – 12:30pm
	community life 😯 #MoreThanARailway #CommunityRailWeek			L – 12:30pm
	Resharing members' and partners' messages and activities / live posts from	Photos and	/	Throughout the
	team when out and about.	videos		morning
	#CommunityRail initiatives help our rail network to:	Web link	/	T – 4:30pm F – 4:30pm
	± be more inclusive			IG – 4:30pm
	## empower more people to choose rail			L – 4:30pm
	♣ build confidence to travel			
	ncourage switching from car to train for a more sustainable future			
	Find out more this #CommunityRailWeek: https://communityrail.org.uk/ #MoreThanARailway			
	Resharing members' and partners' messages and activities / live posts from	Photos and	/	Throughout the
	team when out and about.	videos		afternoon
	Look out for:			
	 CRPs of Wales & Borders display at Birmingham New Street promot 	ing sustainable	tourism	
	 Friends of Romiley Station volunteer task session 			
	- Bures Station open gardens	T	1	.
Sunday 26	Although #CommunityRailWeek is coming to an end, our members work	Web link	Rail Delivery	T – 8:30am
<u>May</u>	hard all year to connect communities by rail and support green, inclusive		Group	F – 7:30am
	and healthy travel 👥			IG – 7:30am
				L – 8:30am
	Get all the latest news from #CommunityRail by signing up to our			
	bulletin #MoreThanARailway https://communityrail.us3.list-			
	manage.com/subscribe?u=022070f554c80046b4597d389&id=c3b0a2b651			





We're heading into the last few hours of this year's #CommunityRailWeek	Image /	/	T – 12:30pm
and wow, what a week it has been!	infographic		F – 12:30pm
			IG - 12:30pm
This afternoon, we'd love to hear what your favourite part of the week was.			L – 12:30pm
How have you been shining a spotlight on the lesser-known community side			
of the railway? #MoreThanARailway			
Resharing members' and partners' messages and activities / live posts from	Photos and	/	Throughout the
team when out and about.	videos		morning
Days out are even better by train, and climate-friendly too: on a 30-mile	Web link	Scenic Rail Britain	T – 4:30pm
journey, you'll cut CO2 emissions by up to 86% compared to going by car.			F – 4:30pm
			IG – 4:30pm
Where will your next adventure take you?			L – 4:30pm
Find travel inspiration with @ScenicRailBrit → #CommunityRailWeek			
https://www.scenicrailbritain.com/ #MoreThanARailway			
Thank you for joining us during #CommunityRailWeek 🚱	Image /	Rail Delivery	T – 6:30pm
, , , , , , , , , , , , , , , , , , , ,	infographic	Group	F – 6:30pm
We hope you've been inspired to see your local station in a new light, and			IG – 6:30pm
have learnt about the amazing work #CommunityRail Partnerships and			L – 6:30pm
station groups do all year within communities #MoreThanARailway			
@RailDeliveryGrp			
Resharing members' and partners' messages and activities / live posts from	Photos and	/	Throughout the
team when out and about.	videos		afternoon
	•	•	

Look out for:

- Southeast CRP rail to ramble event from Tunbridge Wells
- Beds & Herts CRP tour of St Albans South signal box
- TransWilts CRP and Wessex Wanderer Railway Walk from Westbury