**Launch day activities & virtual ‘wave-off’ – Railway 200**

**The official start of Railway 200 begins on 1 January 2025**

**#WaveOff**

To mark the occasion, we are encouraging community rail to take part in a virtual ‘wave-off’, aligning with our heritage railway colleagues who are taking part in a joint ‘whistle-up’.

Our ‘wave-off’ will be delivered through videos posted to social media and aims to get lots of people talking about community rail and the launch of Railway 200. You can use this ‘wave-off’ as the launch of your own Railway 200 celebrations, highlighting the activities you’re planning throughout the year.

To get involved in the ‘wave-off’ you simply have to upload a video to social media on 1 January showing you, your volunteers or even passengers waving at a train. This video can be taken at a station or from a safe trainspotting location along the route. It doesn’t even have to include a train and it certainly doesn’t need to be edited or a lengthy video, keep it as simple as you like. Alternatively you can use our generic family waving video that we’ve included in the [**toolkit here**](https://communityrail.org.uk/railway-200-campaign-toolkit-for-members/). Simply use the hashtag #WaveOff when posting online.

**Members with no access to social media accounts**

Don’t worry if you don’t have access to a social media account for your group, we’d still love to see you involved. Simply send your ‘wave-off’ video to our comms team via [**news@communityrail.org.uk**](mailto:news@communityrail.org.uk) and we will include it in our promotions. Please be sure to send your video before 20 December.

**Schedule your posts**

We’re going virtual so as many community rail members and partners can get involved as possible. Given the launch date is a bank holiday and many members will be away from their desks, we are encouraging you to schedule your ‘wave-off’ and supplementary social media posts in advance. This way you can still be part of the online conversations. For specific advice, please get in touch with our [**comms team**](mailto:news@communityrail.org.uk).

**Example social media posts**

**Please see below suggestions for posts to include on your social media channels during the Railway 200 launch and the first week of January to help spread key messages and amplify your work. These can be adjusted to fit your own activities and promotions so feel free to use your own style/tone of voice.**

In any post please be sure to include the **#Railway200** campaign hashtag.

If you mention a local partner, business, or train operating company, be sure to tag them in and they may repost too.

A photograph or short video clip works really well in catching a reader’s eye online. Be sure to include a photo or clip relevant to what you’re posting, for maximum impact. You may find it useful to use one of the campaign graphics we have provided in the [**toolkit here**](https://communityrail.org.uk/railway-200-campaign-toolkit-for-members/). Ensure you have the relevant permission of those featured in the photo or video and provide a photo/video credit where needed. For more advice on permissions please contact our [**comms team**](mailto:%20news@communityrail.org.uk).

**Example posts**

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| **Example posts** |
| Today we join our #CommunityRail family for a nationwide #WaveOff to celebrate the start of a year-long programme of events commemorating 200 years of the modern railway.  #Railway200 |
| Today marks the start of a year-long, jam-packed programme of events in celebration of 200 years of the modern railways.  We’ve got some exciting things planned for our own celebrations of this momentous milestone. [More details here [insert web address]/be sure to be following us for more details about these activities later this year – delete as appropriate]  #Railway200 #CommunityRail |
| We’re proud to be part of #Railway200 as it launches today. Throughout 2025 you can look forward to a packed programme of events focused around four key themes:  🤝Celebrating railway people  📝 Skills & education  🏛Heritage, culture & tourism  🌍Innovations, technology & environment  Take a look at what we’ve got planned [insert web address or link to [**Railway200 map**](https://railway200.co.uk/search-for-activities-and-events/)] |
| Today we join our #CommunityRail and wider #RailwayFamily in launching the start of an exciting year-long programme of events and activities in celebration of #Railway200. [See what we’ve got planned here [insert web address]/be sure to be following us for more details about these activities later this year – delete as appropriate] |
| Our friends across #HertiageRailways are taking part in a ‘whistle-off’ at noon today to help launch #Railway200. We thought we’d join in with our own virtual ‘wave-off’ to join in the celebrations...  [insert video clip of volunteers/passengers waving at the trains at your local station] |
| Did you know this week is the official kick off to #Railway200, marking the start of a year-long programme of events to commemorate 200 years of the railway?  We’re proud to be part of these celebrations with our nationwide family. Be sure to follow us to hear the latest about what exciting things we’ve got planned for the year or find out more here: [insert web address] |
| This week we took part in a virtual #WaveOff to mark the launch of #Railway200. Why not join in the celebrations and send us a video of your wave-off [at our station/one of our stations delete as necessary], we’d love to see it! #CommunityRail |

**If you’d like advice on how to promote your activities year-round on social media, please contact:**

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