**Social media example posts – Community Rail Awards**

**Congratulations on being shortlisted for this year’s Community Rail Awards. Please see below suggestions for posts to include on your social media channels to highlight your success to your audiences. These can be adjusted to fit your own style and tone of voice.**

In any post please include the official hashtags: **#CRA25** | **#CommunityRail**

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 something relevant to what you’re posting, for maximum impact. You may find it useful to use the ‘we’re shortlisted’ graphic provided in the [**Awards toolkit here**](https://communityrail.org.uk/community-rail-awards-shortlist-toolkit/).

You can use the example posts in any order, the dates below are just given as a guide.

For more advice, please see our[**social media guidance here**](https://communityrail.org.uk/wp-content/uploads/2023/06/Social-media-guidance-for-community-rail-partnerships-and-groups.pdf).

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| **Example posts** |
| Great news! We’ve been shortlisted in the 2025 #CommunityRail Awards with our [insert details of project/initiative that has been shortlisted]. Wish us well for the Awards evening in March! #CRA25 |
| We’re excited to announce that we’ve been shortlisted for [insert category name] in the #CommunityRail Awards 2025. Our project [insert details of project/initiative that has been shortlisted]. |
| Our project [insert project name] has been shortlisted in the national #CommunityRail Awards, celebrating the hard work & passion of the wonderful community rail movement. Find out more about our project here: [insert link to your shortlisted project] #CRA25 |
| Our project [insert project name] has been shortlisted in the 2025 #CommunityRail Awards. [insert details of project/initiative that has been shortlisted]. Find out more: [insert link to your shortlisted project/website] |
| The #CommunityRail Awards is all about celebrating the hard work & passion across the wonderful community rail movement and we’re proud to have been shortlisted for [insert award category] for our work [insert project details & the impact it has made to the local community]. |
| There’s not long to go now until we find out if we’re winners at this year’s #CommunityRail Awards. Discover our shortlisted project here: [insert link to your shortlisted project/website] |
| We’ve been shortlisted in this year’s #CommunityRailAwards! A big thank you to [insert individuals/partners] that have supported us, we couldn’t have done it without you. Hear more about our shortlisted project & the difference it has made to the community: [insert link to your shortlisted project] |

**If you’d like advice on promoting your shortlisted status, please contact our Comms & Policy team at:** [**news@communityrail.org.uk**](mailto:news@communityrail.org.uk)