**Social media example posts – Railway 200**

**Please see below suggestions for posts to include on your social media channels during Railway 200 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 space allows.

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**](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**.

**Example posts**

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

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| **Theme** | **Example posts** |
| General | Did you know that we’re part of a national grassroots #CommunityRail movement, consisting of over 75 partnerships and 1,300 station volunteer groups?We’re proud to celebrate #Railway200 with our nationwide family by connecting communities with their local stations and contributing to a more inclusive railway. [include photo/video clip of some of your recent activity/work] |
| Not sure how to get involved with #Railway200?Simply sharing messages with your friends and followers helps spread the word about how our railways continue to shape national life, and the benefits #CommunityRail can bring to our climate and communities. |
| Throughout this year, community rail partnerships and station volunteer groups just like us will be raising the profile of #CommunityRail and celebrating the incredible role our railways play in connecting places, people, communities and ideas. #Railway200 [include photo/video clip of some of your recent activity/work] |
| Not sure what we do or what #CommunityRail is?Check out [insert your website link or link to communityrail.org.uk] to learn how our work connects communities with their railways. #Railway200 |
| We're joining our #CommunityRail family in getting involved with #Railway200 - 2025's year-long celebration of the past, present and future of rail and its impact on national life.How will you be part of the journey? @railway200 <https://www.youtube.com/watch?v=W61HVcGuaLI>  |
| Innovation, technology and environment | Travelling by train is one of the greenest ways to travel, especially when combined with walking & wheeling, cycling and bus.We want to encourage more people to take greener, healthier journeys by [insert details/a link to your work in this area] #Railway200 |
| Did you know when you choose the train instead of a car you can save big on emissions?We promote the use of sustainable travel through our work with [give examples of the work you do to promote sustainable, greener journeys] #Railway200 |
| We’re proud to be part of the grassroots #CommunityRail movement, which plays a key role in putting local railways and stations at the heart of inclusive, empowered, sustainable and healthy communities, and produces an incredible social return of investment of £17.89 per £1 spent.Our projects have included [insert details/a link to your work] #Railway200 |
| As a member of the #CommunityRail movement, we coordinate projects and initiatives within our local communities to:💟 establish stations as community hubs🫂 promote social inclusion🛤️ widen access to green travel♻️ combat the climate crisis#Railway200 is all about showcasing the myriad of ways the #CommunityRail movement is so much #MoreThanARailway 🫶 |
| Education and skills | #CommunityRail engages with an estimated 65,000 young people per year through community-led education programmes and youth engagement activities teaching rail safety and increasing travel confidence.Find out more about the work we do with young people: [insert your website link] #Railway200 |
| Did you know #CommunityRail engages with around 12,000 adults per year with activities designed to help people feel confident using public transport and make rail more accessible and inclusive.Our projects have included [insert details/a link to your work in this area] #Railway200 |
| During a recent project to [insert objective of project such as increase confidence], we worked closely with [tag partner you worked with on the project].You can find out more about this project and our other work here: [insert your website link] #Railway200 |
| The #CommunityRail movement engages everyone within communities – particularly those who face difficulties accessing rail - supporting people to access new education, employment and leisure opportunities that may otherwise be out of reach.Our projects have included [insert details/a link to your work in this area] #Railway200 |
| Celebrating rail people | 🤝 helping others through volunteering🫂 providing opportunities for social bonding🦾 contributing to inclusive and more resilient societies#CommunityRail is with communities, for communities.Learn about our amazing network of volunteers here: [insert details/a link to your work in this area] #Railway200 |
| 50% of Britain’s railway stations are ‘adopted’ by local communities and we’re proud to be one of them! Our work focuses on [insert details about your work e.g. community gardening, youth engagement, art and history projects etc.] #CommunityRail #Railway200 |
| Each year, dedicated and passionate volunteers give around 370,000 hours of their time to #CommunityRail, helping to deliver arts and heritage projects, community gardening, station improvements and lots more. We’d like to thank our volunteers along the [insert route or name of stations adopted if you have space] #Railway200 |
| Did you know that we’ve been involved in/worked with [insert a project you’re proud of/or a partner you’ve worked with and highlights of the project]?Hear from [name/participant] about their experience and the impact of the project [insert details/quote] #CommunityRail #Railway200 |
|  | For #Railway200’s theme of ‘celebrating railway people’ we want to shine a spotlight on our volunteers. [insert name of volunteer you want to highlight and give details on the support they’ve given to community rail] #CommunityRail |
| Culture, heritage and tourism | Have a delightful day out by train and know that you’re helping the environment at the same time!You could visit [insert a couple of tourism highlights near your line/station]. #Railway200 |
| #CommunityRail engages more than 16,000 people per year in activities to promote rail and sustainable tourism. We are all about showcasing the benefits of experiencing greener days out by train. Take a look at our latest project here: [insert link to latest tourism and leisure project or you can link to your page on ScenicRailBritain.com] #Railway200 |
| As a member of the #CommunityRail movement, we work alongside other transport partners to promote greener journeys and cultural experiences, connecting our local communities to the things and places they love in a more sustainable way.Our projects have included [insert details/a link to your work in this area] #Railway200 |
|  | Do you want to start making greener choices?Why not take the train for your next leisure journey? We’ve got [insert route highlights/local attractions] that are easily accessible from [insert station] #Railway200 |

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

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