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

**Congratulations on receiving a Bronze 2025 Community Rail Award. 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 be sure to include our hashtags, if space allows: **#CRA25** | **#CommunityRail**

Photographs and video clips work really well in catching a reader’s eye online. Be sure to include a photo/video clip relevant to what you’re posting, for maximum impact. You may find it useful to use the ‘winner’ graphic provided in the [**toolkit**](https://communityrail.org.uk/cra-winnerstoolkit/) or perhaps an image from the awards evening.

Read our ‘[**suggestions for promoting success**](https://communityrail.org.uk/wp-content/uploads/2024/02/Suggestions-for-promoting-success.pdf)’ guidance for more ideas on how you can spread the word about your award.

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)or get in touch with our[**Comms team**](mailto:news@communityrail.org.uk).

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| **Example posts** |
| Great news! We received a Bronze Award in the #CommunityRail Awards with our [insert details of project/initiative] in the category of [insert category name]. Thanks for all your support! #CRA25 |
| We’re excited to announce that we came third in the [insert category name] in this year’s #CommunityRail Awards. Our project [insert details of project/initiative] #CRA25 |
| Our project [insert project name] was recently highly commended at this year’s #CommunityRail Awards, during an evening celebrating the hard work & passion of the wonderful community rail movement. Find out more about our project here: [insert link to your winning project] #CRA25 |
| Did you know it’s been two decades since the #CommunityRail Awards first began and we’re proud to have been recognised for [insert category name] award in this special anniversary year #CRA25 |
| We were not the only highly commended at this year’s #CommunityRail Awards. You can see a full list and learn more about each project here: [www.communityrail.org.uk/cra25](http://www.communityrail.org.uk/cra25). Congratulations to everyone! #CRA25 |
| The #CommunityRail Awards are all about celebrating the hard work & passion across the wonderful community rail movement and we’re proud to have our project highly commended in the [insert category name]. The project [insert project details & the impact it has made to the local community] #CRA25 |
| We came third in the #CommunityRail Awards! A big thank you to [insert individuals/partners] that have supported us, we couldn’t have done it without you. Hear more about our winning project & the difference it has made to the community: [insert link to your project or a video clip with a volunteer or person involved in the project] #CRA25 |
| Although the #CommunityRail Awards are now over we continue to work with our partners and community rail family to [insert a few key areas of your work for the following year, such as sustainability projects, working with diverse groups, promoting tourism & leisure, encouraging positive change etc.] #CRA25 |
| We're proud to be one of [76 #CommunityRail Partnerships / 1,300 station volunteer groups] across Britain driving change at a community level, promoting social inclusion, wellbeing and economic development. Learn more about our highly commended project here: [insert link to your project] #CRA25 |
| As part of the #CommunityRail movement, our volunteers spend valuable time maintaining vibrant outdoor spaces at stations, not just for passengers and the community to enjoy, but also to nurture local wildlife too 🐞  Find out more about our highly commended project here: [insert link to your project] #CRA25 |
| #CommunityRail groups work to understand the access requirements of their communities in order to enhance #Accessibility and improve train travel for all.  Our [insert details of project/initiative] was highly commended in the category of [insert category name] at this year's Community Rail Awards #CRA25 |
| Our #CommunityRail Partnership is passionate about helping people to access more sustainable journeys for tourism, heritage and leisure 💚  We're delighted our project [insert details of project/initiative] came third in the [insert category name] category at this year’s Community Rail Awards #CRA25 |
| Did you hear the good news? We won a #CommunityRail Award! 🎉 Our project [insert details of project/initiative] scooped up third place in the category of [insert category name]. Huge thanks to [insert individuals/partners] for all their support in making it happen #CRA25 |
| As part of the #CommunityRail movement, our group plays a vital role in enhancing environmental sustainability via biodiversity, gardening and wildlife projects 🌱  Our project [insert project name] was recently highly commended at this year’s Community Rail Awards. Find out what we achieved here: [insert link to your winning project] #CRA24 |
| Did you know that we’re part of a national grassroots #CommunityRail movement, consisting of over 75 partnerships and 1,200 station volunteer groups? Our award-winning project [insert project name, details & the impact it has made to the local community]. |
| Did you know that our projects help the railway to be more inclusive; attract people back to rail; and build confidence to travel? Our project [insert details of project/initiative] was recently highly commended in the category of [insert category name] at this year's #CommunityRail Awards.  Find out more about the impact it has had: [insert link to your project] #CRA25 |

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