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

**Please see below suggestions for posts to include on your social media channels during Community Rail Week 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 any of the campaign hashtags, if space allows:

**#CommunityRailWeek** | **#CRW25**| **#Railway200**

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/community-rail-week-members-toolkit/). 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**

To link in with this year’s Community Rail Week theme, every day we will focus our social media posts around one of the four key themes of Railway 200, highlighting relevant member activities and initiatives. The four themes are:

* Skills & education
* Innovation, technology & environment
* Heritage, culture & tourism
* Celebrating railway people

Included below are example posts which link to these themes, alongside a selection of general posts about your activity, that you may wish to use and adjust to suit your own messages and tone.

**Mitigating negative comments**

With any social media presence there is always a chance to receive negative comments. It is up to you how you would prefer to handle these types of comments, however we find the advice from the [Third Sector Network](https://thirdsectornetwork.co.uk/blog/f/negative-social-media-comments-to-engage-or-not-to-engage) to be a helpful guide. Below is an example post you could use if relevant, feel free to adjust to your own tone:

*Whatever the current situation regarding rail travel, we cannot underestimate the value of our railways to the lifeblood of the country and the important and unique role they play in our history and our future. We are therefore proud to get behind Community Rail Week.*

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

Erin Kelly, Comms & marketing officer: erin@communityrail.org.uk

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| The big day is finally here - it's #CommunityRailWeek!This year’s theme is #Railway200 and we’ll be joining our #CommunityRail family in showcasing our work and sharing the positive benefits it has for local communities. Keep an eye on our socials to find out more.Find out more about the work we do: [insert your website link] | Did you know that we’re part of a national grassroots #CommunityRail movement, consisting of 75 partnerships and 1,300 station volunteer groups?This week, we’re proud to celebrate #CommunityRailWeek with our nationwide family. #Railway200 [include photo/video clip of some of your recent activity/work] | 2025 marks 200 years since the world’s first passenger train launched, connecting people, places, communities and ideas for generations to come. We’re proud to be involved in this year’s #CommunityRailWeek, shining a spotlight on our work and ensuring the railways remain at the heart of our communities. Find out more about the work we do: [insert your website link] #Railway200 | As a member of @CommunityRail, we’re proud to support #CommunityRailWeek, launching today!This week, we’ll be showcasing the work that we do to bring people together, create more inclusive communities and help tackle social isolation. [insert your activity highlights] |
| Not sure what we do or what #CommunityRail is?As the national #CommunityRailWeek launches, now is a great time to discover our valuable work connecting communities with their railways. Find out more: [insert your website link or link to communityrail.org.uk]  | Not sure how to get involved with #CommunityRailWeek?Simply sharing our messages with your friends and followers helps spread the word about the benefits #CommunityRail can bring to our climate and communities. | We’re part of community rail, a growing grassroots movement delivering a major social return on investment of £17.89 for every £1 spent.See some of the work we deliver here: [insert your website link] #CommunityRailWeek #Railway200 |  |

**Monday 19 May – launch day**

**Tuesday 20 May – Railway 200 theme:** Skills & education

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| On today’s agenda for #CommunityRailWeek, we’ll be sharing some of our projects and initiatives that link in with #Railway200 theme of skills & education.Follow our feed or visit our website to find out more: [insert your website link]  | #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] #CommunityRailWeek | We are passionate about empowering young people and families to access work, education and leisure opportunities that may otherwise be out of reach.Find out more this #CommunityRailWeek here: [insert your website link]  | Happy #CommunityRailWeek!This week, @CommunityRail Partnerships and station volunteer groups just like us will be raising the profile of #CommunityRail and celebrating the inspiring work happening across Britain to connect communities with their railway. [include photo/video clip of some of your recent activity/work] |
| 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 #CommunityRailWeek | Did you know that our projects help the rail network to be more inclusive; attract people back to rail and build confidence to travel?Find out more about what we do here. #CommunityRailWeek [insert your website link] | We engage with [insert the number of schools you have worked with or other relevant education stats] to educate young people about rail safety and sustainable travel #CommunityRailWeek |  |

**Wednesday 21 May – Railway 200 theme:** Innovation, technology & environment

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| As part of #CommunityRailWeek today we’re highlighting our work around innovation, technology & the environment, linking in with a key theme of #Railway200. Make sure you’re following us to find out more. | Today we’re excited to be [insert event/activity] at [insert location/time] as part of our #CommunityRailWeek celebrations linking in with #Railway200. | Did you know we actively engage members of the local community in activities linked to biodiversity, nature, and the outdoors?See examples of our work in the outdoors here: [insert your website link] #CommunityRailWeek | As a member of @CommunityRail, we’re proud to help empower communities to voice their local needs and aspirations in the development and innovation of rail and other forms of sustainable transport. [include photo/video clip of some of your recent activity/work] #CommunityRailWeek |
| 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] #CommunityRailWeek | Travelling by train is one of the greenest ways to travel, especially when combined with walking & wheeling, cycling and taking the bus.We want to encourage more people to take greener, healthier journeys by [insert details/a link to your work in this area] #CommunityRailWeek #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] #CommunityRailWeek |  |

**Thursday 22 May – Railway 200 theme:** Heritage, culture & tourism

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| We’re halfway through #CommunityRailWeek so today we’re showcasing our work around the #Railway200 theme of heritage, culture & tourism. Our most recent project [insert link to latest tourism and leisure project and its aims/outcomes] | To celebrate #CommunityRailWeek, we’re working with [insert partner/train operator] to share the benefits of taking the train and why you should consider taking the train for your next day out. Take a look at some of our suggestions here on how you can explore the area by train [add link to your website or your page on ScenicRailBritain.com]. | #CommunityRail engages more than 16,000 people per year in activities to promote rail and sustainable tourism. We are all about promoting the benefits of experiencing greener days out by train!Just 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 #CommunityRailWeek | Did you know we feature on the #ScenicRailBritain website? Take a look at our page here and explore our line on your next railway adventure: [insert link to your page on ScenicRailBritain.com] #CommunityRailWeek |
| Take the family on a greener adventure this summer and plan a trip by train. Some of our favourite things to do include [insert highlights from your area that are easy to reach by train] #CommunityRailWeek | 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]. #CommunityRailWeek #Railway200 | We work closely with our tourism partners including [tag a few of your partners or focus on one and explain how you work together to promote sustainable transport in your area] #CommunityRailWeek #Railway200 |  |

**Friday 23 May – Railway 200 theme:** Celebrating railway people

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| 50% of Britain’s railway stations are adopted by local communities and today we wanted to shine a spotlight on these passionate and dedicated volunteers, linking in with #Railway200’s theme of celebrating railway people #CommunityRailWeekAlong our line we have [insert details of volunteers you have along your line or at your station]  | We’d love to hear your experiences and suggestions on how our rail network can become more inclusive.What kinds of activities would you like to see at your local station? How can we better connect local communities with the railway?Let us know your thoughts! #CommunityRailWeek #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]?Find out more about what we do here: [insert your website link] #CommunityRailWeek | We’re proud to be part of the national @CommunityRail movement, connecting communities with their local stations and contributing to a more inclusive railway [insert highlights of the work you do]. #CommunityRailWeek |
| 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] #CommunityRailWeek #Railway200 | Do you want to be part of our railway future? We’re looking for new volunteers to help us with [insert the types of roles you’re looking for volunteers to fill and what people could expect – you may wish to have a short quote from a current volunteer or a video clip about why they enjoy volunteering].Find out more about what we do here and how you can get involved: [insert your website link] | #Railway200 is about celebrating railway people, and we have some amazing, passionate and dedicated people in #CommunityRail. Just take a look at some of our volunteers [insert name of volunteer you want to highlight and give details on the support they’ve given to community rail]. #CommunityRailWeek | 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] #CommunityRailWeek #Railway200 |

**Saturday 24 May – generic messaging**

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| It’s been fantastic to spend the past five days celebrating #CommunityRailWeek and #Railway200 with our nationwide family.Check out what we got up to! [include photo/video clip of some of the week’s highlights] | #CommunityRailWeek might soon be over, but there are still plenty more #Railway200 celebrations to be had!Throughout 2025, we’re joining the nation in celebrating the past, present and future of rail, and its impact on national life. Discover how we’re marking the birth of the modern railway here: [insert link to your Railway 200 webpage] | Although #CommunityRailWeek is coming to an end, we work throughout the year to help bring people together, with railways and stations at the very heart of what we do.Look out for some of our exciting new projects [insert a couple of highlights/teasers here] coming soon! #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 #CommunityRailWeek |

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| Have you been inspired by our posts showcasing #CommunityRail?As the national #CommunityRailWeek comes to an end, now is a great time to discover our valuable work connecting communities with their railways. Find out more: [insert your website link or link to communityrail.org.uk] | Although #CommunityRailWeek is coming to an end, we work hard all year to connect communities by rail and support green, inclusive and healthy travel. And there’s plenty more #Railway200 activities to come.Find out more about what we do here and how you can get involved: [insert your website link] | 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

#CommunityRailWeek is all about showcasing the myriad of ways the #CommunityRail movement is so much #MoreThanARailway. #Railway200 | Thank you for joining us during #CommunityRailWeek!We hope you’ve been inspired to see your local station and railway in a new light, and have learnt about the amazing work #CommunityRail Partnerships and station groups just like us do within communities. #Railway200 |

 **Sunday 25 May – generic messaging**