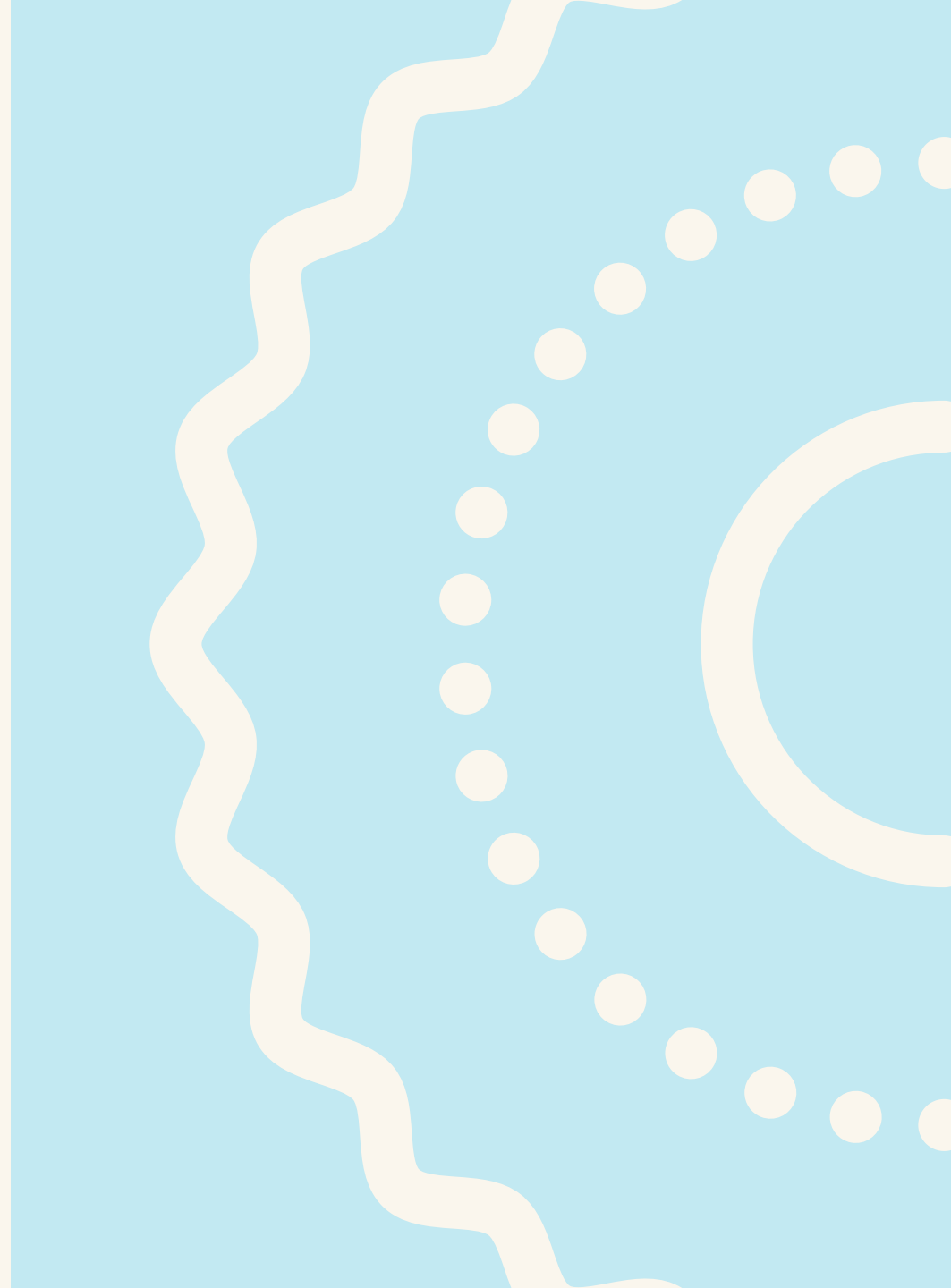




Posting with purpose and Intent

# How we post with purpose at Walk Wheel Cycle Trust

**Leonie Stebbing**  
12.05.2026



## Our purpose

# We make it possible for everyone to walk, wheel and cycle.

Because it changes everything. Our health. Our wellbeing. Our world. We're a UK-wide charity making it possible for everyone to walk, wheel and cycle with an impressive history stretching back almost 50 years.

## We call it people-powered movement

Walking, wheeling and cycling might sound like small actions. But they add up to something much, much bigger. They ripple out and change everything.



Photo: Jon Bewley

# A bit about me and how we work at Walk Wheel Cycle Trust

## Leonie Stebbing, Social Media Officer

- Part of the Brand and Marketing Team
- Oversee the charity's social media channels (at present, Instagram, Facebook for B2C audience, and LinkedIn and Bluesky for B2B)
- Work closely with Content Marketing Officers, as well as Communications and Media Team across the charity
- Also work closely with devolved nations comms teams - they manage Facebook and Bluesky accounts for their respective nations
- We've had some big changes recently - a full rebrand and name change (formerly known as Sustrans)



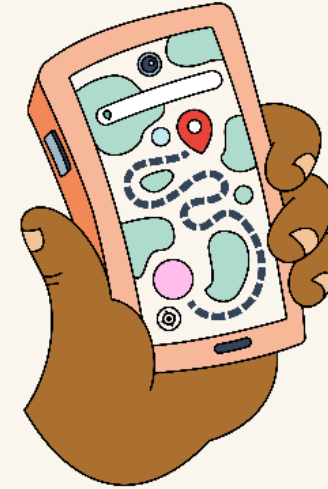
# What does posting with purpose mean?

**Every post earns its place**

**This means, posts are designed for:**

- A specific audience
- A strategic goal
- A desired outcome (not just engagement)
- Social Media as part of a wider system not a broadcast tool
- Accessibility and inclusivity - our values are baked into our content

In larger organisations there can be a lot of noise but limited capacity. Purpose is what stops social media becoming reactive, performative, or just habit driven.



# Our strategic lens

## How social media fits into our 2026-30 strategy

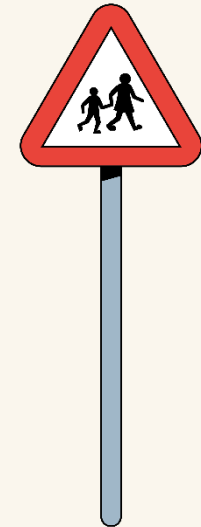
At Walk Wheel Cycle Trust, social media sits very deliberately within our wider Brand and Marketing strategy.

Brand and Marketing pillars:

- Increase brand awareness and engagement
- Build a movement - time, money, voice
- Influence and B2B income

Social media supports 'top of funnel' - awareness, lead and engagement.

But we are always thinking about onward journeys. Audience is key.



# Audience first - channel specific thinking

**Right audience, right channel, right job**

## **B2C audience channels**

- Instagram
- Facebook

These are spaces where storytelling, emotion and relatability really matter

## **B2B audience channels**

- LinkedIn
- Bluesky

Expertise, influence and peer to peer conversations sit more naturally here.

Having clarity over our channels makes everything else easier because content decisions become strategic rather than reactive.



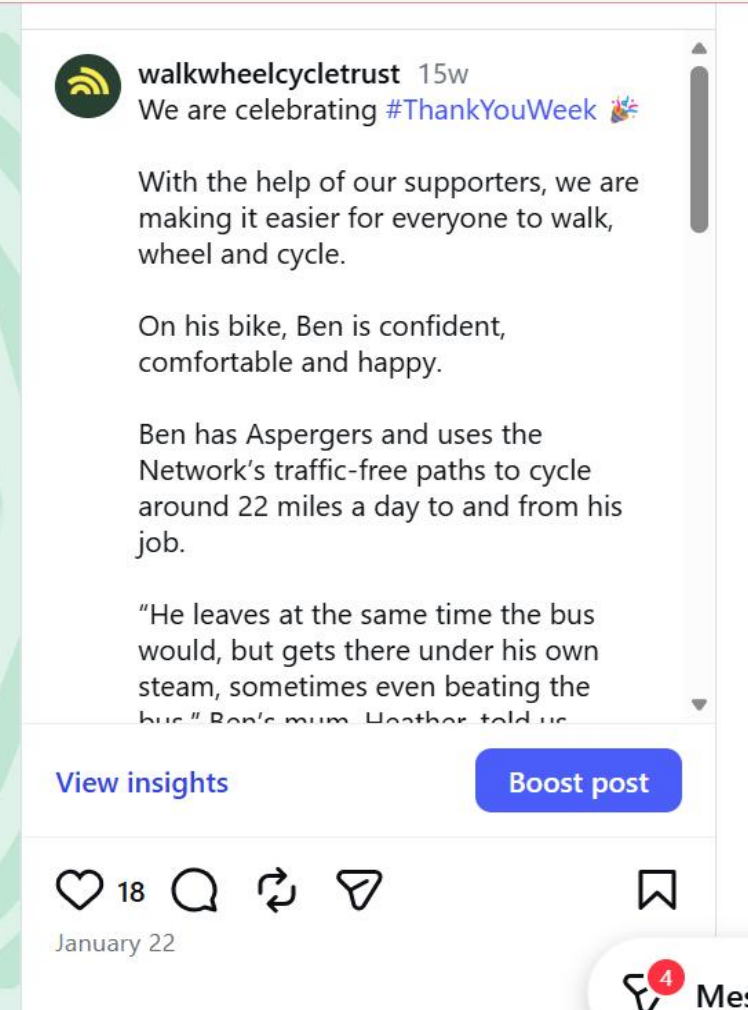
# Purpose in practice: B2C storytelling

## Inspiration with intent

Our aim is for our B2C audience to trust our brand. Here, storytelling is key.

Ben's story is a good example of a human-first post. The focus is on a lived experience and reflects our people-first values. We posted it as part of Thank You Week, highlighting the important work our supporters do and the positive impact that supporting us makes to others.

Strategically it's building emotional connection and trust which is vital if we want people to engage with us in the long term.

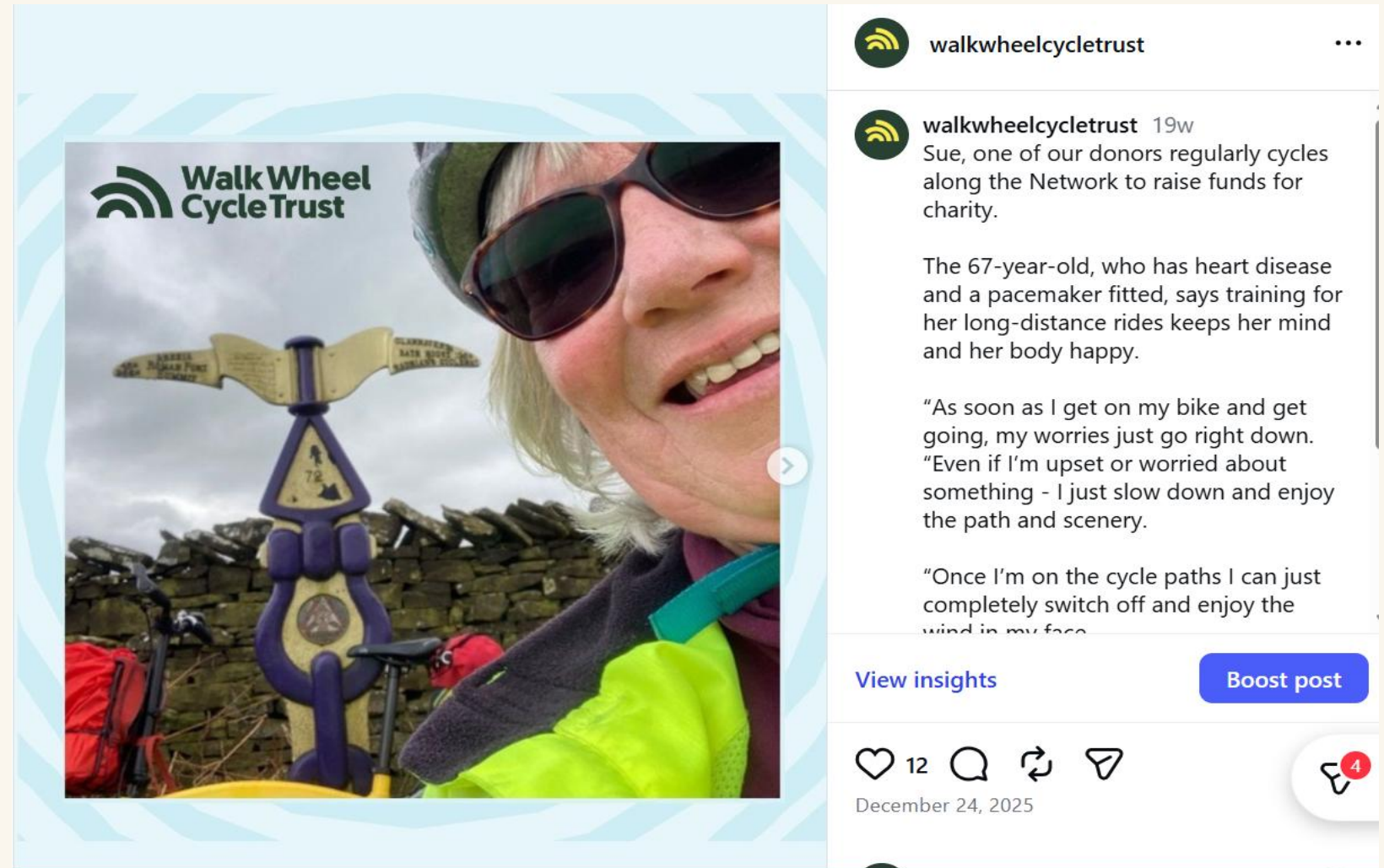


# Purpose in practice: B2C storytelling

## Inspiration with intent

Sue's story is a good example of an impact led post. It connects the individual's experience to wider change, helping people understand these individual stories are part of something much bigger.

Neither post is asking for immediate action (a CTA) and that's intentional here (we do use a CTA where appropriate). The purpose here is belief, familiarity and brand affinity, which we know increases people's likelihood to support us down the line.



**Walk Wheel Cycle Trust**

walkwheelcycletrust

walkwheelcycletrust 19w  
Sue, one of our donors regularly cycles along the Network to raise funds for charity.

The 67-year-old, who has heart disease and a pacemaker fitted, says training for her long-distance rides keeps her mind and her body happy.

"As soon as I get on my bike and get going, my worries just go right down. "Even if I'm upset or worried about something - I just slow down and enjoy the path and scenery.

"Once I'm on the cycle paths I can just completely switch off and enjoy the wind in my face.

View insights Boost post

12 4

December 24, 2025

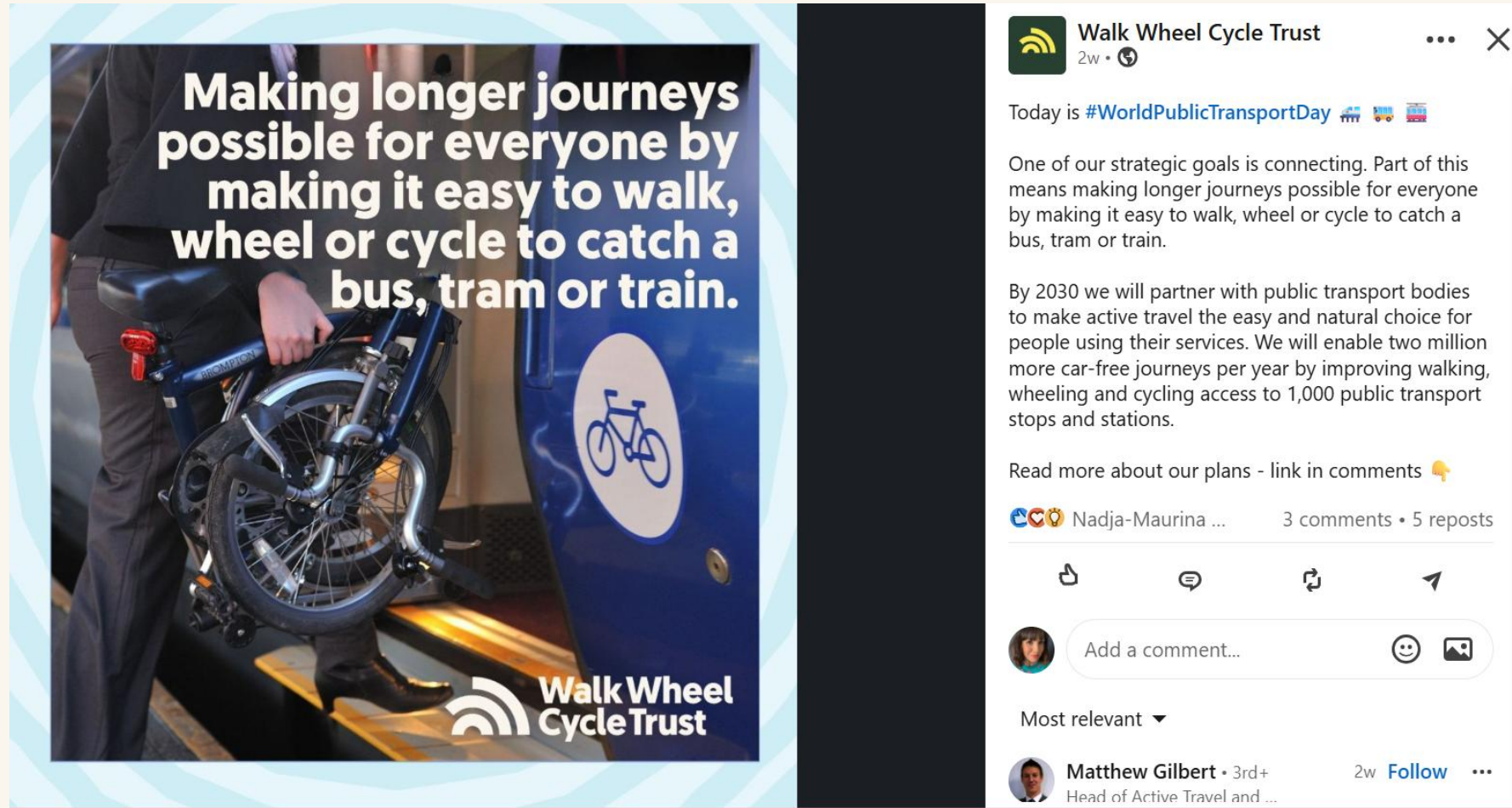
# Purpose in practice: B2B influence

## Updates and expertise

For our B2B audience, our purpose is to be seen as credible, experts in our field, and worth engaging with by decision makers, peers and partners.

This LinkedIn post is a good example of the different approach. It's not just about sharing updates, it's about showing insight and our thinking.

Strategically this supports our goals around influence, policy conversations and commercial opportunities.



# Purpose in practice: B2B influence

## Updates and expertise

Bluesky is a great channel for connecting with industry peers, as this post demonstrates – Bikeability UK used our branded campaign resources to support our recent Big Walk and Wheel event.

This also shows the content is clear, credible and genuinely useful which is exactly what we want from B2B social content.

This is what posting with purpose looks like for us in these spaces – content that earns trust and invites collaboration.



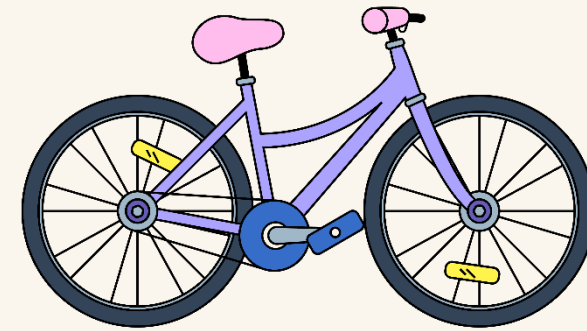
# Saying no is also strategic

## Decommissioning X

Posting with purpose also means knowing when to stop doing something.

We've made the decision to decommission our X channels. This was values led, evidence-based and driven by declining engagement, safeguarding concerns, and the reality that the platform no longer served a strategic purpose for our B2B audiences.

Rather than trying to be everywhere, we choose to focus our time and energy where it actually makes an impact.



# What we did instead

## Reinvesting with intent

The decision to decommission our X channels has allowed us to reinvest in LinkedIn and Bluesky properly with consistent posting, authentic engagement and space to test and learn.

It wasn't about jumping platforms, it was about aligning our channels with our purpose and being confident enough to let some things go.



# Measuring what matters

## Purposeful metrics

Because our content is purposeful, our measurement is too.

We look beyond surface level (aka 'vanity') metrics to things like engagement quality, advocacy actions, onwards journeys and contribution to awareness and propensity to support.

The key question is always: how is social media helping the charity achieve its wider goals?



# Key takeaways

## Be ruthless about purpose

- Design content for outcomes, not obligation. Start with the end - what do you want your audience to do when they see a specific piece of content? Create the content to fit the end goal.
- Creativity works best when guided by strategy.





Walk Wheel Cycle Trust is the charity making it possible for everyone to walk, wheel and cycle.

We work directly with communities to make change happen. Then we evidence the impact to influence policies that push those changes further.

Because people powered movement changes everything. Our health. Our wellbeing. Our world.

Find out more at  
**[www.walkwheelcycletrust.org.uk](http://www.walkwheelcycletrust.org.uk)**

Walk Wheel Cycle Trust is a registered charity no. 326550 (England and Cymru), SC039263 (Scotland) and 20206824 (Republic of Ireland)

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