

Social Media Tips

#CTWeek23! Bridging Gaps; Connecting Communities

Let's celebrate the impact of Community Transport across the UK!

Below, you'll find suggested social media content you can use during the week or in the days building up to the week. Feel free to adapt or customize the suggested posts to suit your needs and organization.

Hashtags: #CTWeek23 #BridgingGaps #ConnectingCommunities

Social Media Tip Sheet

There are a variety of free social media websites and tools for your organisation to use during CT Week and for the general promotion of your services.

Social Platforms:

- [Twitter](#)
- [Facebook](#)
- [LinkedIn](#)
- [Instagram](#)

Tips:

- Maintain a friendly and conversational tone.
- Interact with your audience/followers, ask questions, don't just make announcements.
- Share personal insights – authentic personal reflections can spark interesting discussions and engagement.
- Post regularly – about 3-5 posts each day is recommended.
- Make your posts eye-catching, include an image or graphic rather than just text.
- Use the official hashtag #CTWeek23 – this helps create an online conversation that makes activity easier to track.
- Share your excitement before CT Week begins. Post about what you are looking forward to, any events you plan on hosting etc.
- Engage with other posts from other members and organisers. Liking, commenting, and sharing these posts can foster a sense of community and connection.



- Vary content – share photos, videos, quotes, and short reflections to keep posts interesting and diverse.
- Remember to tag CTA's Social Media Accounts and any key stakeholder handles. This increases visibility and can lead to retweets, shares, and engagements.

Post Ideas:

- Share photos of your services, volunteer drivers, vehicles, and staff during CT Week
- Share photos of your CT week plans and events.
- Share quotes by passengers about the incredible impact of your service on them.
- Share an interactive poll to foster a sense of community.
- Share short videos from staff/volunteers about what it means to them to be part of CT and #ConnectingCommunities.
- Start a conversation with someone who shares your passion for supporting people in your community – this could be a support agency (like your local CVC/CVS), partner, funder, public body (like your local health board or council), or a charity based in your local area
- Find creative ways to show the impact of your work, like following a journey from the driver's safety checks, through all the pick-ups and drop-offs – bring your service to life through photos or videos for those who are new to the wonderful world of CT!

Please remember to use the hashtags #CTWeek23 and tag CTA on [Twitter](#), [Facebook](#) and [LinkedIn](#) in all your posts!

