

#CTWeek23 – How You Can Get Involved!

IDEAS AND SUGGESTIONS

The CTA has outlined some thought starters and ideas for you to celebrate #CTWeek23 in your region. Have fun! Activities can be short or a few days only. Don't feel obligated to fill the whole week or create multi-day activities.

1. **Harness Social Media:** Social media can be an excellent way to reach out to your target audience (if they are online) and promote your CT services. Survey your passengers ahead of time and ask why they love riding with you. Use their answers to create inspirational graphics you can share on Facebook, Twitter, LinkedIn and Instagram.
2. **Create Email Campaigns:** Create newsletters, announcements, and reminders about events you have planned during the week. You can send this as part of your email marketing to your passengers/clients or [reach out to your local council](#) to feature your activities for the week in their weekly newsletter. You can also include information about your services and how you help the community.
3. **Create Promotional Materials:** You can use [CT Week promotional assets](#) to promote your services and CT Week about two weeks before the event. You can distribute these materials at community events or leave them in public places like libraries and community centres.
4. **Publish Articles and opinion Pieces:** Write about the impact of your CT in your region or choose any topic from
 - a. How Community Transport is enabling persons with mobility issues to connect with their communities.
 - b. The impact of CT in strengthening social bonds and tackling loneliness
 - c. How CT is climate-conscious and its environmental benefits.
 - d. Celebrate the diversity in the sector and help educate more people about the importance of a community-based transport system.
5. **Collaborate with Other Organisations:** CT providers can collaborate with other organisations to promote #CTWeek23. They can reach out to local government officials, charities, and other community groups to spread the word about the event.
6. **Connect with local MPs/MSs/MLAs/MSPs and Councillors:** Reach out to your national and/or local government officials to inform them of your community's planned



activities. Encourage them to endorse CT Week, or post about CT on social media to help raise awareness of #CTWeek23 while acknowledging your organisation.

7. **Open Day or Event:** Organize an open day, fair or any event at your premises to showcase your available services and educate more people in the regions about the importance of CT. Set up information booths, provide guided tours of vehicles, and offer interactive activities like a mini trip to a nearby destination. Utilise branded signage and displays throughout the event.
8. **Appreciate Volunteers:** Send personalised thank you notes to volunteers or shout about their impacts on your social media platforms/in your newsletter.
9. **Organize a scavenger hunt** in your neighbourhood, town, or city. Provide clues within a walking loop to encourage exercise – use an accessible location so everyone can join in. Find the clues, answer the questions, and win a prize!

Overall, be flexible with your marketing communication strategies to celebrate #CTWeek23, raise awareness of your services, and promote the importance of accessible and affordable transportation for all.

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

