

CTWeek24 Virtual Journey Guidance

Before submitting your stories to our CTWeek24 Virtual Journey map, there are a few things to consider. Below, we include ideas for what to submit and guidelines for content:

CTWeek Virtual Journey Map: Content Ideas

Stories:

1. **Personal Impact Stories:** Share narratives from individuals who have benefited from your Community Transport services. Highlight how these services have positively impacted their lives.
2. **Volunteer and Staff Stories:** Feature stories from volunteers and staff members, showcasing their dedication and the difference they make in the community.

Photos:

1. **Daily Operations:** Candid shots of your vehicles in action, whether picking up passengers, delivering essential goods, or at community events.
2. **Community Events:** Images from events or activities where your transport services played a crucial role.
3. **Behind the Scenes:** Photos of your team at work, maintaining vehicles, planning routes, or engaging with the community.

Videos:

1. **Day in the Life:** Short videos documenting a typical day for your CTO, highlighting key moments and interactions.
2. **Testimonial Videos:** Video testimonials from passengers, volunteers, and staff members discussing the importance and impact of your services.
3. **Special Projects:** Videos showcasing any unique or special projects your CTO has been involved in, demonstrating innovation and community support.



Additional Content:

1. **Statistics and Infographics:** Share any compelling statistics or infographics that highlight the scope and impact of your services.
2. **Maps and Routes:** Visual representations of the areas you serve, emphasising the breadth and reach of your services.

Submission Guidelines

- Ensure all content is high-quality and clear.
- Obtain permission from individuals featured in stories, photos, and videos.
- Highlight diversity and inclusivity in your submissions.
- Focus on positive and inspirational content that showcases the essence and impact of Community Transport services.

How to Submit:

1. **Visit the CTWeek Virtual Journey form:** [Follow the survey link here](#) to access the submission form.
2. **Fill out the form:** Provide the necessary details about your CTO and the content you are submitting.
3. **Upload your content:** Attach your stories, photos, and videos as required by the form.
4. **Review and Submit:** Ensure all information is accurate and complete before submitting.

By providing rich, engaging, and diverse content, you'll help highlight the critical role Community Transport services play across the UK, making your CTO a standout feature on our CTWeek Virtual Journey Map.

Questions?

Our Comms team is here to help! Drop us an email at comms@ctauk.org.

