



WEEKWITHOUTDRIVING

Social Media Toolkit

September 30-October 6, 2024

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General Information

Landing Page: weekwithoutdriving.org

Campaign Hashtag: #WeekWithoutDriving

Social Handles, if tagging organizations: @americawalks, @non_drivers, @disabilityrights wa, or local partners and other participants in photos and videos when relevant.

Depending on your audience, other hashtags can be incorporated into your posts: #Accessibility, #Nondriver, #NoDriving, #DisabilityRights, #Transportation, #ActiveTransportation, #Walkability, #Walking, #CarFree, #MobilityJustice, #PedestrianSafety, #EveryTripCounts, #MobilityForAll, #SafeStreets, #PublicTransit, #Bicycling, #ClimateChange, #CitiesForPeople, #Urbanism, #VisionZero, #RoadDesign, #TrafficEngineering, #ResilientCommunities, #Commute, #UrbanDesign, #InclusiveCommunities, #HealthyCommunities

Accessibility: Include [‘alt text’](#) when posting images.

When sharing videos, include [captions](#) to make your content more inclusive and accessible.

Graphics & Canva

- [Promotional Graphics](#)
- [Promotional Graphics Canva](#) *please edit by making copy
- [Daily Reflections](#)
- [Daily Reflection Canva](#) *please edit by making copy

[Logos & Flyers](#)

Draft Social Media Posts

Join us in fostering #InclusiveCommunities/#HealthyCommunities with the #WeekWithoutDriving challenge. This initiative sheds light on the daily #transportation barriers faced by nearly a third of Americans - including those with disabilities, seniors, and low-income individuals. By participating, we can contribute to meaningful discussions and actions towards more accessible and equitable transportation solutions. Learn how you can participate at weekwithoutdriving.org.

We're embracing the #WeekWithoutDriving! From September 30-October 6th, we'll be giving up driving and joining the millions of people who travel across their communities by walking/rolling, cycling, public transit or other modes of transportation. Join us in exploring the impact this challenge can have on our wellbeing, communities, environment and more. Together, we can pave the way for safer, connected, #accessible communities for all. Are you ready to see the difference a week can make? Sign up to take this challenge with us at weekwithoutdriving.org.

For about a third of our community, including people with disabilities, youth, and low-income families, daily travel means #nodriving. Join the #WeekWithoutDriving and understand the barriers #nondrivers experience daily. Visit weekwithoutdriving.org and learn more about the challenge from Sep 30-Oct 6th.

Imagine a week without driving. Impossible? Not quite. We're inviting you to join the #WeekWithoutDriving challenge from Sep 30-Oct 6. It's an eye-opening experience to understand the barriers faced by millions of nondrivers daily. Learn how you can participate and help make every trip count. Are you in? Register to join weekwithoutdriving.org!

A week that aims to encourage people to give up their cars, highlighting the numerous benefits like reduced air pollution, more #PublicTransit and walking/rolling and cycling in a safer environment. Challenge yourself to see the world differently Sep 30th -Oct 6th. Sign up at weekwithoutdriving.org!

Take the #WeekWithoutDriving challenge with us from September 30th to October 6th! Show us how you get around without driving for a week and the unique benefits and challenges you face. Let's spread awareness and push for #accessible communities together! Are you ready to make every trip count? Visit weekwithoutdriving.org to learn more.

Ever wondered what life is like without a car? Join the #WeekWithoutDriving and experience the daily reality of millions who rely on #walking, #transit and other modes of transportation from September 30th - October 6th. Learn more at weekwithoutdriving.org.

Draft Blurbs for Emails & Newsletters

1) This year, our organization is proud to participate in the #WeekWithoutDriving from September 30th to October 6th, a challenge that invites us to experience the everyday realities of those who, by circumstance or choice, do not drive. Nearly a third of people in the United States, including individuals with disabilities, young people, seniors, and those who cannot afford the costs associated with car ownership, navigate their lives without personal vehicles. Their experiences highlight the importance of connected, accessible, reliable public transit and safe, active transportation options for all.

The Week Without Driving is not just an opportunity to reflect on the challenges faced by nondrivers; it's a call to transformative action for creating stronger, inclusive communities. Whether it's understanding the significance of every trip made without a car or considering the complexities of relying on others for transportation, this challenge encourages empathy and insight into the diverse needs of our community members.

As an organization dedicated to [X], we see the Week Without Driving as a critical step toward recognizing and dismantling the barriers to mobility many face daily. This challenge also sheds light on a crucial intersection of transportation, economic stability, access to services, the environment, housing, public health and social equity. Throughout the Week Without Driving, we'll be sharing stories, resources, and reflections on how transportation accessibility impacts community wellbeing. We invite you to join us in this eye-opening experience. Let's embrace transit, walking, rolling and biking, exploring how each trip

counts towards building a more connected and equitable world and amplifying the voices of those often left out in discussions about mobility. Learn more and register at weekwithoutdriving.org.

2) Join [X] in the #WeekWithoutDriving from September 30th to October 6th, as we step into the daily lives of the nearly one-third of Americans who depend on walking, transit, and other means of transportation due to disability, age, or economic constraints. As an organization committed to [x], we know it is important to break down mobility barriers and highlight the critical intersection of economic, environmental, public health, transportation and social equity issues. Throughout the week, we'll share impactful stories and insights, highlighting the vital role of accessible mobility in enhancing community wellbeing. Join us on this eye-opening experience. This is our chance to build a more connected, equitable community. For more information, visit weekwithoutdriving.org.

Additional Tips

Pre-Week Without Driving

- Announce you or your organization is participating. Highlight why you or your organization is participating. Does your organization serve a substantial nondriver population and you want to learn about and share the barriers nondrivers face?
- Ask transit authorities/transportation providers to join you in promotion.
- Shoot a short video with your staff or individuals who are participating, sharing their own reasons for participating, why they find it meaningful or how they are preparing.

During Week Without Driving

- Share your experience through images or videos.
- Share barriers, challenges, surprises, observations and process. How did you figure out your route/mode? How did you decide which worked best for your situation? If you primarily work from home, how are you getting out to do other things, such as errands, recreation, healthcare, community/faith/volunteering? How did parenting/caretaking play a role in your decisions?

Post-Week Without Driving

- Continue to use the hashtag after the #WeekWithoutDriving and share what you found were the greatest unanticipated barriers and what are some of the most effective policy solutions to address those.
- Share any ongoing takeaways that occur after you have some distance from the event, especially if you change how you do your work, school, caretaking responsibilities or other commitments as a result.

- Consider scheduling time to periodically reassess what you learned from participating in the Week Without Driving and share via newsletter, blog post or social media.
- Here are some questions to consider: What are you seeing differently and what are you doing differently in your work? If you participated in the past, how was this year different? What changed for the better? For the worse?

For additional media content and inspiration, search #WeekWithoutDriving on Facebook, Instagram, LinkedIn, TikTok or Twitter. You can also check out the [2023 and 2024 media articles, blogs and videos](#).

Strategy

- Create educational content with and featuring the stories of nondrivers from your community, including seniors, youth, disabled people, recent immigrants or other people who cannot drive or cannot afford to. Connect with organizational partners and create posts together for a broader reach
- Post consistently to remind your followers about the challenge or any #WeekWithoutDriving events/actions
- Co-create content with elected officials, public officials or other decision-makers
- Share inspiring stories from your followers or advocates from your community
- Reach out to local media early and cross-promote news stories, editorials, op-eds about #WeekWithoutDriving