# **Ready Set Cycle! – Sample Social Media Captions**

Below is a selection of social media captions you can use or amend to promote Ready Set Cycle to the staff and or students at your organisation or campus.

The sample captions can be used with the standard promotional graphics or the editable graphics available to on [our website](https://www.nationaltransport.ie/tfi-smarter-travel/cycle-challenge-ie/ready-set-cycle/). If you have any questions, please do not hesitate to email cyclechallenge@nationaltransport.ie

If the character limits allow, you may wish to include the following hashtags

* #ReadySetCycle
* #TFISmarterTravel

If the character limits allow, you can tag the following page on the relevant platform.

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| **TFI Smarter Travel Social Media** |
| Twitter: [@TFISmartTravel](https://twitter.com/TFISmartTravel) |
| Instagram: [@tfismartertravel](https://www.instagram.com/tfismartertravel/) |

**Announcing Ready Set Cycle! and the lead-in**

* #ReadySetCycle! is coming!

[Organisation name] has registered to take part in the @[insert TFI Smarter Travel social media tag] #ReadySetCycle! event taking place from May 5th – May 25th

* #Cycling to work or college is a great way to save money, be more active, improve your health and to reduce your emissions! That’s why [Organisation Name] has registered to take part in #ReadySetCycle!
* Are you a new or returning cyclist? Why not contact our [Organisation Name] #CyclingChampion who will bring you through all things cycling.

 **– Bike to Work day**

* It’s #BikeWeek and we are taking part in Bike to Work day on May 14th for #ReadySetCycle!. Check out all the cycling events happening all over the country on [www.bikeweek.ie](http://www.bikeweek.ie)