

Walk to School Week – social media engagement

This brief is for schools talking part in Walk to School Week who want to shout about their participation on social media.

Social media photo ideas

- pupils posing with their walking superpowers sign using [this template](#) (simply print the sign and ask pupils to write their walking superpower on it)
- pupils and families walking to school
- pupils receiving their daily or end of week reward
- pupils using the wall charts in the classroom
- teachers or school staff handing out the rewards

(If you are happy for Living Streets to use your photos to promote our walk to school initiatives, please send your photos along with [this completed consent form](#) to your Living Streets contact. Photos with pupils require parent/carer consent.)

Social media video ideas

Share a quick video of teachers/pupils/parents/carers answering some of the prompt questions below.

For pupils:

- What are you enjoying the most about Walk to School Week?
- Which is your Walking Superpower and why?

For teachers/school staff:

- Is active travel to school important to your school and why?
- What effects, if any, will Walk to School Week have on school culture?
- Why did your school decide to try Walk to School Week?

For parents/carers:

- What are you and your child enjoying the most about Walk to School Week?
- For families who find it difficult to walk/cycle/scoot to school, what advice would you give them?

Social media posts ideas

- a) This week is @LivingStreets' #WalktoSchoolWeek! Our pupils are walking to school and collecting #WalkingSuperpowers that benefit individuals, communities and the planet. <http://livingstreets.org.uk/wtsw>
- b) It's @LivingStreets' #WalktoSchoolWeek and our pupils are ready to unleash their #WalkingSuperpowers. Our school is proud to celebrate the #walktoschool along with hundreds of thousands of pupils this week. <http://livingstreets.org.uk/wtsw>

- c) This week our school is celebrating cleaner air, safer streets and healthier children with @LivingStreets' #WalktoSchoolWeek. Share your #walktoschool snaps with us! #WalkingSuperpowers <http://livingstreets.org.uk/wtsw>

Social media graphics (click on the link to download each graphics)

- Main Walk to School Week graphic – [DOWNLOAD](#)
- 'We're talking part in Walk to school Week' graphic – [DOWNLOAD](#)
- 'Walking Superpowers collage' graphic – [DOWNLOAD](#)
- Day 1 (Super Strong) – [DOWNLOAD](#)
- Day 2 (Super Smart) – [DOWNLOAD](#)
- Day 3 (Super Smiley) – [DOWNLOAD](#)
- Day 4 (Super Safe) – [DOWNLOAD](#)
- Day 5 (Super Sustainable) – [DOWNLOAD](#)

Superpower sign for photos (print and use for pupils' photos)

- 'My walking superpower is...' sign – [DOWNLOAD](#)

Preview

