



Walking School Bus/Bike Trains

SAMPLE SOCIAL MEDIA MESSAGES

ALL ABOARD THE WALKING SCHOOL BUS! [NEIGHBORHOOD] will kick off our Walking School Bus on [DATE], to help students and families walk to and from [NAME OF SCHOOL] school safely. There's room for all to get on board. Contact [NAME] for more information!

Does your student want to walk to [NAME OF SCHOOL], but not by themselves? The [NAME OF NEIGHBORHOOD] Walking School Bus program at [SCHOOL] is for you! To learn more, visit [APS SRTS WEBSITE] or contact [WSB COORDINATOR] for more information.

What is a Walking School Bus? Pretty much the most fun you will have on your walk to school, that's what! For more information and to sign up, contact [NAME].

Concerned your students aren't getting enough physical activity? Walking to school is a great way to add movement and get somewhere! Join our [NEIGHBORHOOD NAME] Walking School Bus and walk the talk!

Looking for a way to volunteer in the [NAME] neighborhood? Our [NAME OF SCHOOL] Walking School Bus needs leaders to walk with students to and from school – contact [NAME] for more information.

Content to consider:

*Add a picture, the Safe Routes to School logo, or an illustration if you have one! Make sure you have photo releases for everyone in the photograph, or use photos that don't show students' faces.

*Link to [APS Safe Routes to School Walking School Bus resources](#) for more information.

*As the program progresses, include facts and data about your WSB, quotes from students and leaders, and reminders on how to register.