



WEEKWITHOUTDRIVING

weekwithoutdriving.org

Social Media Toolkit 2025

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General Information

Landing Page: weekwithoutdriving.org

Campaign Hashtag: #WeekWithoutDriving

Social Handles, if tagging organizations: @americawalks, @non_drivers, @disabilityrightswa, 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, #WalkRollRide #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.

Flyers, Graphics & Canva

- [Promotional Flyers Folder](#) (English & Spanish)
- [Social Media Graphics Folder](#) (English & Spanish)
- Promotional Flyers Canva File *only found on Google Drive, if you need access, sign up or contact Ruth at ruth@americawalks.org
- Social Media Graphics Canva File *only found on Google Drive, if you need access, sign up or contact Ruth at ruth@americawalks.org
- Week-of Daily Reflections (TBD)
- Week-of Daily Reflection Canva File (TBD)

Official Logos

Draft Social Media Posts

Could You Go a Week Without Driving?

From Sept 29 - Oct 5, at [organization/city], we're stepping out of the driver's seat and into the reality of millions who rely on walking, rolling, biking, transit, or carpooling every day.

Think you can do it? Join us for this experience and share your journey with us using the hashtag #WeekWithoutDriving! 💡

Sign up at weekwithoutdriving.org

#Accessibility, #Nondriver, #WalkRollRide #NoDriving, #DisabilityRights, #Transportation, #ActiveTransportation, #Walkability, #Walking, #CarFree

Imagine: No searching for parking. No traffic jams. No gas money spent.

But also: No easy access to work, the grocery store, or medical appointments.

For nearly 1/3 of Americans, this is daily life. From Sept 29 - Oct 5, we are participating in #WeekWithoutDriving to understand the barriers that exist. Sign up at weekwithoutdriving.org

#Accessibility, #Nondriver, #WalkRollRide #NoDriving, #DisabilityRights #EveryTripCounts, #MobilityForAll, #SafeStreets


Join us in fostering Healthy Communities during #WeekWithoutDriving Sept 29-Oct 5, 2025

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.

#Accessibility, #Nondriver, #WalkRollRide #NoDriving, #DisabilityRights #PublicTransit, #Bicycling, #ClimateChange, #CitiesForPeople, #Urbanism, #VisionZero, #RoadDesign, #TrafficEngineering, #ResilientCommunities, #Commute, #UrbanDesign, #InclusiveCommunities, #HealthyCommunities

Let's be real: Our streets aren't designed for nondrivers. And every day, one third of Americans who cannot drive face these challenges and more:

 Speeding cars.

 Missing sidewalks.

 Limited transit options.

Join the #WeekWithoutDriving from Sept 29-Oct 5, 2025 and see firsthand what it's like to navigate your community without driving.

What will you experience? What will you learn? What needs to change?

Join us at weekwithoutdriving.org

#SaferStreets #WalkableCities #PublicTransitMatters

For many, getting around without driving is a daily challenge, not a choice. From Sept 29 - Oct 5, we're ditching the driver's seat to understand how communities serve (or fail) those who

walk, roll, bike, carpool or take transit. The goal? Learn. Adapt. Advocate. Let's work toward streets that work for EVERYONE!

#Accessibility, #Nondriver, #WalkRollRide #NoDriving, #DisabilityRights #PublicTransit, #ResilientCommunities, #Commute, #InclusiveCommunities, #HealthyCommunities

For about a third of our community, including people with disabilities, youth, those who've aged out of driving 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 initiative from Sep 29-Oct 5.


This is a call to action!

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 29th - October 5th. Learn more at weekwithoutdriving.org.

Draft Blurbs for Emails & Newsletters

1) Imagine navigating your community without being able to drive. How would you get to work, the grocery store, or a doctor's appointment? For millions of people across our country, this is an everyday challenge. Missing sidewalks, unreliable transit, and car-centered infrastructure create barriers that limit independence, access to opportunities, and quality of life. This year, *[Organization]* is participating in **Week Without Driving** from **September 29 - October 5**.

Throughout the week, we'll be sharing stories, reflections, and resources from our staff and community members that highlight the importance of accessible transportation for all. We invite you to join us in this powerful initiative, explore what it reveals about our transportation system, and take action to build a more connected *[city]*.

 Sign up at weekwithoutdriving.org and follow our journey at @AmericaWalks *[your org handle]*!

2) 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 initiative 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. Sign up at weekwithoutdriving.org and follow our journey at @AmericaWalks [your org handle].

3) Join [X] in the Week Without Driving from September 29th to October 5th, 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 and your organization are participating. Does your organization serve a substantial nondriver population and you want to learn about and share the barriers nondrivers face?

- **Reach out to local media.**

Engage your local news station or newspaper to cover the work you are doing and why Week Without Driving is important for your community. Share pictures in advance of areas you plan to highlight. If you have connected with an elected official, ask them to participate in a briefing and livestream on social media.

- **Connect with local influencers.**

Your community probably has local microinfluencers. Get in touch with them and see if they want to participate. Plan on collaborating on a few posts.

- **Reach out to local businesses.**

Ask local businesses if they can offer any type of incentives for nondrivers during the week. Come up with a few collaborations together and post on social media to get people excited about the goodies!

- **Reach out to transit agencies near you.**

Ask transit authorities/transportation providers to join you in promotion or see if you can set up a fare free day during the week to promote on social media and amplify their services.

- **Get content ready.**

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. Check out the daily reflections and post them. You can come up with your own and engage your audience so you can hear directly from them.

During Week Without Driving

- **Post daily.**

Share your experience through images or videos.

- **Write compelling personal stories.**

Share barriers, initiatives, 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?

- **Create collaborator posts.**

If you have engaged businesses, elected leaders, influencers, or community members, ask to create videos together during the week so you can inspire others to join in.

Post-Week Without Driving

- **Continue to engage past the Week.**

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. 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?

- **Share takeaways, especially from others.**

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.

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.

- Create interactive social media posts, such as polls or quizzes or simple this or that questions.
- Prepare ready-to-go Social Media Templates for Participants with captions that will make it easier to engage. This is more important for elected officials and other decision makers.
- Create posts that debunk myths of transportation in your community. Examples could be: “Everyone drives!” “Biking isn’t realistic!” “The public transit system is broken!” “No one wants to ride the bus.”
- Post consistently, especially the weeks leading up to WWD, to remind your followers to join or if there are any 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.