



WEEKWITHOUTDRIVING

September 29 - October 5, 2025

#WeekWithoutDriving | weekwithoutdriving.org

Social Media Toolkit 2025

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.

Add other hashtags can be incorporated into your posts: #Accessibility, #Nondriver, #WalkRollRide #NoDriving, #DisabilityRights, #Transportation, #ActiveTransportation, #Walkability, #Walking, #MobilityJustice, #PedestrianSafety, #EveryTripCounts, #MobilityForAll, #SafeStreets, #PublicTransit, #Bicycling, #InclusiveCommunities, #HealthyCommunities, etc

Accessibility: Include 'alt text' when posting images. When sharing videos, include [captions](#) to make your content more inclusive and accessible.

Flyers & Graphics

- [Promotional Flyers & Graphics Folder](#) (English & Spanish)
- Week-of Daily Reflections (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 *[hashtags]*


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

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 [hashtags]

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! Join us at weekwithoutdriving.org [hashtags]

Draft Blurb for Emails & Newsletters

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. 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.

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]!

Additional Tips

- Announce you or your organization is participating.
- Reach out to local media.
- Connect with elected officials who are participating.
- Connect with local influencers.
- Reach out to local businesses.
- Reach out to transit agencies near you.

- Get content ready.
- Post daily.
- Write compelling personal stories.
- Create collaborator posts.
- Continue to engage past the Week.
- Share takeaways, especially from others.

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.