



America Walks - Week Without Driving Social Media Toolkit for Markets with Lime

**Please use the Promo Code AMERICAWALKS for 50% off rides from September 29 - October 5. Only in U.S. markets where Lime bikes or scooters are present.*

General Information

- Landing Page: weekwithoutdriving.org
- Campaign Hashtag: **#WeekWithoutDriving**
- Social Handles: @americawalks, @lime @non_drivers, @disabilityrightswa, or local partners and other participants in photos and videos when relevant.
- Additional Hashtags: **#LimeInstead #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.

LIME X AMERICA WALKS GRAPHICS

Draft Social Media Posts

Could you go a week without driving? From Sept 29 - Oct 5, I'm stepping out of the driver's seat and into the reality of our community members who rely on walking, rolling, transit, or biking to get around. For those who can use bikes and scooters, Lime is getting into the action by offering a special discount! Use the promo code **AMERICAWALKS** for 50% off rides this week. Join me and share your journey using the hashtags **#WeekWithoutDriving #LimeInstead**.

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 a third of Americans, this is daily life. From Sept 29 - Oct 5, I'm participating in **#WeekWithoutDriving** to understand the barriers that exist, using options like walking, transit, and shared micromobility using Lime's special promo code AMERICAWALKS for 50% off for rides this week **#LimeInstead**

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 me as I participate in the **#WeekWithoutDriving** from Sept 29-Oct 5, 2025, and see firsthand what it's like to navigate our community with alternative, sustainable transportation options like walking, transit and micromobility options offered by Week Without Driving sponsor Lime. 50% off this week with promo code AMERICAWALKS. **#LimeInstead** What will you experience? What will you learn? What needs to change?

For many, getting around without driving is a daily challenge, not a choice. From Sept 29 - Oct 5, I'm ditching the driver's seat to understand how communities serve (or fail) those who walk, bike, **Lime**, or take public transit. The goal? Let's work toward streets that work for EVERYONE! **#WeekWithoutDriving**. Go **#LimeInstead** this week with 50% off using promo code AMERICAWALKS

Draft Blurb for Individual 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, with support from Lime, I'm participating in the **#WeekWithoutDriving** from September 29 - October 5. Use the promo code *AMERICAWALKS for 50% off rides this week.* **#LimeInstead**

Throughout the week, I'll be sharing stories, reflections, and resources from myself and other community members that highlight the importance of accessible transportation for all. I invite you to join us in this powerful initiative, explore what it reveals about our transportation system, and take action to build more connected communities. Sign up at **weekwithoutdriving.org** and follow our journey.

[Logos](#) & [Lime Logos](#)

Draft Blurb for Organizational 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, with support from Lime, I'm participating in **#WeekWithoutDriving** from September 29 - October 5. As an organization dedicated to [X], we see Week Without Driving as a critical step toward recognizing and dismantling the barriers to mobility many face daily. For those who can use bikes and scooters, Lime is getting into the action by offering a special discount! (add promo code) Think you can do it? Use the promo code *AMERICAWALKS for 50% off rides this week.*

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]! **#LimelInstead**

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**.