



WEEKWITHOUTDRIVING

Thursday, October 1 - Thursday, October 8, 2026

#WeekWithoutDriving | weekwithoutdriving.org

Social Media Toolkit 2026

General Information

- **Landing Page:** weekwithoutdriving.org
- **Campaign Hashtag:** #WeekWithoutDriving
- **Social Handles, if tagging organizations:** @weekwithoutdriving @americawalks @non_drivers and local partners, participants in photos and videos when relevant. We're all platforms!
- **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

Official Flyer in [English](#)

Official Flyer in [Spanish](#)

[Blank Flyers](#)

Graphics

[Google Drive](#)

[Canva](#)

Official Logos



**WEEK
WITHOUT
DRIVING** [Download](#) [Square Week Without Driving Logo](#)



WEEKWITHOUTDRIVING [Download](#) [Horizontal Week Without Driving Logo](#)

NONDRIVERS
ALLIANCE  [Download](#) [Horizontal Nondrivers Alliance White Logo](#)



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Strategy

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 stations or newspapers to cover 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 micro-influencers. 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 participants 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 and other governmental agencies near you.
 - Ask transit authorities 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, as well as other city agencies.
- 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. Post daily reflections to get the conversation going.
 - Create a content calendar so you can keep on track. Check out our [Content Calendar Template](#).

During Week Without Driving

- Post daily and repost participant posts.
- Write compelling personal stories.
- If you are organizing an event, ask to interview participants.
 - Share their stories, their barriers, initiatives, surprises and observations as they experience the event.
- 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.
 - Use the hashtag after the #WeekWithoutDriving and share what you found were the greatest unanticipated barriers and some of the solutions that were shared. Consider scheduling time to periodically reassess and share what you learned and if there were any surprising wins.
 - 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.
 - Take into account ongoing takeaways that occur after you have distance from the week and events, especially if there are any asks, relationship building or ongoing work that comes from the week. People like to hear stories. Use the [Week Without Driving Map](#) to get inspired and share your wins!

Draft Social Media Posts

Build up to Week Without Driving

What would change in your life if you couldn't drive?

For one week, Oct 1-8, we're inviting you to navigate our community without driving and notice what you find. The gaps. The connections. The community that could work better for all of us, including those who cannot drive. Are you in? #WeekWithoutDriving

Most of us inherited a world built around driving. Week Without Driving asks: what would it look like if we built it differently? Oct 1-8. Join us. #WeekWithoutDriving

Everyone drives! ... Do they though? I bet you know a nondriver. Learn what they experience in our community and the hurdles they overcome. Learn what we can change. #WeekWithoutDriving

Transportation shapes who gets to participate and opportunities. Week Without Driving invites decision-makers, advocates, and community members to navigate their city without driving and bring what they learn back to the table. Sign up Oct 1-8! #WeekWithoutDriving

It's not every week that we get to reimagine our world. It's time to make the "impossible" possible. Dream big, take the time to reflect and advocate for the changes you want to see. Sign up Oct 1-8! #WeekWithoutDriving

This Thursday, we begin Week Without Driving until Thursday, October 8th. Every trip will give you a story to tell and we want to hear yours. Are you ready? #WeekWithoutDriving

During Week Without Driving

This week, decision makers across the country are walking, busing, and biking alongside their constituents. Some are finding the gaps, others are discovering how their city works and some are reflecting on their walk home. This is what #WeekWithoutDriving makes possible, a shift in how people understand the places we all visit.

Today, I'm participating in #WeekWithoutDriving. This week isn't about making you feel guilty for driving. It's about making you curious to imagine something different. We're trying to build a city where you don't need to drive to belong.

Are you driving? I'm not from Oct 1-8th. Why? It's called Week Without Driving. And it's not really about cars. It's about what you notice when you're not in one. Follow along for the week. And if you want to try it too, link in bio. #WeekWithoutDriving

Something shifted. Maybe it was the bus stop where you talked to a stranger. The sidewalk that ended without warning. The bike lane that made you feel, just for a moment, like our community feels safe. Share your transportation story and tag us! #WeekWithoutDriving

We want to see what your commute looks like without driving! Tell us your story and about your day. #WeekWithoutDriving

Not every errand should require driving. What's within walking distance of your front door? This might be the week that you discover and hear stories from others who can't drive. Are you participating in #WeekWithoutDriving this year?

Post Week Without Driving

What'd you learn during your #WeekWithoutDriving? This week doesn't make us experts. But it does make us witnesses to what can change and what we want to change. Give us your aha! moments!

#WeekWithoutDriving 2026 wrapped yesterday. Here's what stood out to us!

X participants from our community. X elected leaders joined us on the ride-along event. And best of all, countless stories heard!

Across the country, participants found what people without cars already know: the system has gaps. Missing sidewalks, sometimes buses are delayed, crossing signals don't give people enough time, and our neighborhoods designed around driving. But now you see something you can't unsee! What stayed with you? #WeekWithoutDriving

What'd you learn during your #WeekWithoutDriving? A #WeekWithoutDriving doesn't make us experts. But it does make us witnesses to what can change and what we want to change. Give us your aha! moments!

"QUOTE SOMEONE IN YOUR COMMUNITY."

This is why we do this every year. Car dependency is designed to feel normal. A WeekWithoutDriving is just long enough to start seeing our transportation for what it is. And now that we know some of the challenges ahead, we know what we can do to make it better.

Did you find yourself wondering, why is it like this during your #WeekWithoutDriving? Advocates don't usually start with a policy position. They started with a walk. A bus ride. A moment when they realized things could be different for them or someone they cared about, in a way they couldn't stop thinking about. This week creates those moments on purpose. What experience compelled you this week?

Additional Tips

- If you are using social media to engage a broad audience, post regularly ahead of Week Without Driving.
 - **Don't post about transportation, post about people!** Share inspiring stories from your followers or advocates from your community.
 - **Make stories local**, use street names, neighborhood names, local landmarks every time you can.
 - Create **interactive social media posts**, such as polls or quizzes or simple this or that questions.
 - 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.
- If you are hosting an event, **post consistently about your event** to remind your followers to join.
- **Co-create content** with elected officials, public officials or other decision-makers.
- Reach out to local media early and cross-promote news stories, editorials, op-eds about the week.
- Create posts that **debunk myths** of your community, myths could be: "Everyone drives!" "No one bikes here!" "No one wants to ride the bus."
- The first day is usually the **highest-reach moment**. Fire off your launch post early (7am local). Tag local officials, media, and partners.
- Post one strong post per day during the Week. Rotate themes. **Every post should invite people to do something**. Re-share community content every single day. This will cut your workload in half and makes participants feel seen.
- Finally, close-off strong. Share the numbers. Thank participants. **Issue a clear action ask**. This day has the second-highest engagement potential of the week.