





The following template can be used as a **starting point** for your social media plan. Add in your own local posts to inform and encourage people to take part in your local events. Sample social media images are included below. All available Social Media resources in both Irish and English are available to download at [www.bikeweek/resources](http://www.bikeweek/resources).

Date	Suggest FB/Instagram	Suggested Twitter	Suggested Image	Notes
<p><b>April</b></p>	<p>It's nearly time for Bike Week! – May 13<sup>th</sup> – 21<sup>st</sup></p> <p>Bike Week is a celebration and promotion of all things #cycling. Bike Week 2023 will take place from Saturday 13th to Sunday 21st May 2023. There's lots of events to look forward to held all throughout Ireland.</p> <p>Check out <a href="http://bikeweek.ie">bikeweek.ie</a> for more information</p> <p>#Bikeweek</p>	<p>Bike Week 2023, is coming! May 13<sup>th</sup> – 21<sup>st</sup></p> <p>Bike Week is a celebration and promotion of all things #cycling. Bike Week 2023 will take place from Saturday 13th to Sunday 21st May 2023. There's lots of events to look forward to held all throughout Ireland.</p> <p>Check out <a href="http://bikeweek.ie">bikeweek.ie</a> for more information</p> <p>#Bikeweek</p>		<p><a href="https://www.transportforireland.ie/wp-content/uploads/2023/03/44.-BikeWeek-Social-Media-Its-a-Breeze-English-1080-x-1080.jpg">https://www.transportforireland.ie/wp-content/uploads/2023/03/44.-BikeWeek-Social-Media-Its-a-Breeze-English-1080-x-1080.jpg</a></p>





# BikeWeek

	<p>National Bike week is returning from 13<sup>th</sup> May. Check out bikeweek.ie to find out what's happening in your County. #Bikeweek</p> <p><i>'Tá Seachtain Náisiúnta na Rothar ag teacht ar ais an 13 Bealtaine. Téigh chuig bikeweek.ie chun a fháil amach cad atá ag tarlú i do Chontae.'</i> #Bikeweek</p>	<p>National Bike week is returning from 13<sup>th</sup> May. Check out bikeweek.ie to find out what's happening in your County. #Bikeweek</p> <p><i>'Tá Seachtain Náisiúnta na Rothar ag teacht ar ais an 13 Bealtaine. Téigh chuig bikeweek.ie chun a fháil amach cad atá ag tarlú i do Chontae.'</i> #Bikeweek</p>	 <p>Seachtain na Rothar 13ú - 21ú Bealtaine 2023 NÍ STRÓ AR BITH É</p> <p>TFI TRANSPORT FOR IRELAND bikeweek.ie</p>	<p><a href="https://www.transportforireland.ie/wp-content/uploads/2023/03/43.-BikeWeek-Social-Media-Its-a-Breeze-Irish-1080-x-1080.jpg">https://www.transportforireland.ie/wp-content/uploads/2023/03/43.-BikeWeek-Social-Media-Its-a-Breeze-Irish-1080-x-1080.jpg</a></p>
<p>Day 1 – 13<sup>th</sup> May</p>	<p>Here we go! It's bike week day 1. We hope you are looking forward to nine days of cycling, fun, comradery and being part of a National Campaign! Let's get ready to cycle 😊 <a href="http://bikeweek.ie">bikeweek.ie</a> #Bikeweek</p>	<p>Welcome to #BikeWeek. We hope you are looking forward to nine days of cycling, fun, comradery and being part of a National Campaign! Let's get ready to cycle 😊 <a href="http://bikeweek.ie">bikeweek.ie</a> #Bikeweek</p>	 <p>BikeWeek 13th - 21st May 2023 IT'S EASY PEASY LEMON SQUEEZY</p> <p>TFI TRANSPORT FOR IRELAND bikeweek.ie</p>	<p><a href="https://www.transportforireland.ie/wp-content/uploads/2023/03/48.-BikeWeek-Social-Media-Easy-Peasy-English-1080-x-1080-2.jpg">https://www.transportforireland.ie/wp-content/uploads/2023/03/48.-BikeWeek-Social-Media-Easy-Peasy-English-1080-x-1080-2.jpg</a></p>


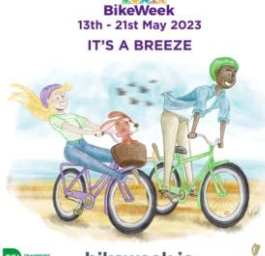


# BikeWeek

<p>Day 3 – 15<sup>th</sup> May</p>	<p>#BikeWeek is underway. Check out <a href="http://www.bikeweek.ie">www.bikeweek.ie</a> to see what’s happening in your County. This is a great week to engage in a range of activities to get you back on your bike, improve your skills or most importantly just enjoy cycling!</p>	<p>#BikeWeek is underway. Check out <a href="http://www.bikeweek.ie">www.bikeweek.ie</a> to see what’s happening in your County. This is a great week to engage in a range of activities to get you back on your bike, improve your skills or most importantly just enjoy cycling!</p>	 <p><b>BikeWeek</b> 13th – 21st May 2023 IT'S A BREEZE</p> <p>TFI <small>TRANSPORT FOR IRELAND</small> bikeweek.ie <small>AN BHEAN-SPÓRTOIR</small></p>	<p><a href="https://www.transportforireland.ie/wp-content/uploads/2023/03/44.-BikeWeek-Social-Media-Its-a-Breeze-English-1080-x-1080.jpg">https://www.transportforireland.ie/wp-content/uploads/2023/03/44.-BikeWeek-Social-Media-Its-a-Breeze-English-1080-x-1080.jpg</a></p>
<p>Day 5 – 17<sup>th</sup> May</p>	<p>We’re at the halfway point of #BikeWeek 2023 Lots of people out cycling, joining events and the schools are getting the children involved too. Remember to check out <a href="http://bikeweek.ie">bikeweek.ie</a> for all the updates on events taking place in your local area.</p>	<p>We’re at the halfway point of #BikeWeek 2023 and it’s going fantastic. Lots of people out cycling, joining events and the schools are getting the children involved too. Remember to check out <a href="http://bikeweek.ie">bikeweek.ie</a> for all the updates on events taking place in your local area.</p>	 <p><b>Seachtain na Rothar</b> 13ú – 21ú Bealtaine 2023 TÁ SÉ RÍ-ÉASCA</p> <p>TFI <small>TRANSPORT FOR IRELAND</small> bikeweek.ie <small>AN BHEAN-SPÓRTOIR</small></p>	<p><a href="https://www.transportforireland.ie/wp-content/uploads/2023/03/48.-BikeWeek-Social-Media-Easy-Peasy-English-1080-x-1080.jpg">https://www.transportforireland.ie/wp-content/uploads/2023/03/48.-BikeWeek-Social-Media-Easy-Peasy-English-1080-x-1080.jpg</a></p>




# BikeWeek

<p>Day 7 – 19<sup>th</sup> May</p>	<p>The fun factor gauge is rising! So many people are enjoying #BikeWeek. It’s wonderful to see the interest and to see so many bikes on our streets, parks, and on our fabulous Greenways. Keep it going and check out <a href="http://www.bikeweek.ie">www.bikeweek.ie</a> for all the information you need to take part.</p>	<p>The fun factor gauge is rising! So many people are enjoying #BikeWeek. It’s wonderful to see the interest and to see so many bikes on our streets, parks, and on our fabulous Greenways. Keep it going and check out <a href="http://www.bikeweek.ie">www.bikeweek.ie</a> for all the information you need to take part.</p>		<p><a href="https://www.transportforireland.ie/wp-content/uploads/2023/03/48.-BikeWeek-Social-Media-Easy-Peasy-English-1080-x-1080-2.jpg">https://www.transportforireland.ie/wp-content/uploads/2023/03/48.-BikeWeek-Social-Media-Easy-Peasy-English-1080-x-1080-2.jpg</a></p>
<p>Day 8 – 20<sup>th</sup> May</p>	<p>#BikeWeek ends tomorrow it’s a great chance to jump your bike and join an event and have fun family and friends. Check out <a href="http://bikeweek.ie">bikeweek.ie</a> for the details and come along and enjoy.</p>	<p>#BikeWeek ends tomorrow so make us happy by jumping on your bike and joining an event and having fun with family and friends. Check out <a href="http://www.bikeweek.ie">www.bikeweek.ie</a> for the details and come along and enjoy.</p>		<p><a href="https://www.transportforireland.ie/wp-content/uploads/2023/03/TFI-Bike-Week-Social-GIF-Breeze.gif">https://www.transportforireland.ie/wp-content/uploads/2023/03/TFI-Bike-Week-Social-GIF-Breeze.gif</a></p>



# BikeWeek

<p>Day 9 – 21<sup>st</sup> May</p>	<p>#BikeWeek ends TODAY! What a fantastic fun filled week for everyone. Thank you to all the volunteers that assisted, thank you to the schools who ran events for the children and a BIG thank you to everyone who took part! We hope you enjoyed #BikeWeek and we look forward to seeing you on your bike in 2024. Thank you!</p>	<p>#BikeWeek ends TODAY! What a fantastic fun filled week for everyone. Thank you to all the volunteers that assisted, thank you to the schools who ran events for the children and a BIG thank you to everyone who took part! We hope you enjoyed #BikeWeek and we look forward to seeing you on your bike in 2024. Thank you!</p>		<p><a href="https://www.transportforireland.ie/wp-content/uploads/2023/03/48.-BikeWeek-Social-Media-Easy-Peasy-English-1080-x-1080-2.jpg">https://www.transportforireland.ie/wp-content/uploads/2023/03/48.-BikeWeek-Social-Media-Easy-Peasy-English-1080-x-1080-2.jpg</a></p>
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Notes: For social media it might be worth asking a question within a tweet or post to generate engagement for example, “We are half-way through bike week! What events have you taken part in so far? We’d love to see you on your bike, so make sure to tag us at (insert handle here, for example @tfismartertravel)”

Change [www.bikeweek.ie](http://www.bikeweek.ie) to bikeweek.ie saves on space and the domain is the same (better for Twitter)

Only use the #bikeweek once per post

Might be worth having a list of emoji’s or even encouraging the use of them to highlight the fun element, here is a screencap of examples you could include that might fit well:

