



# 2 Wheels Greater Manchester

Social Asset Toolkit – June 2022

**Ride to Work**

**SAFER  
ROADS  
GM**



Top tips for riders of mopeds, scooters & motorcycles

   @2WheelsGM



## 2WGM Toolkit 1 – Ride To Work (RTW)

Schedule for posting

Date	Poster Asset
16th June 2022	No 1 Celebrating RTW
17th June 2022	No 2 Ride to Work Day mission
18th June 2022	No 3 Changing from cars to motorcycles
19th June 2022	No 4 Access to bus lanes
20th June 2022	No 5 The motorcycle way
21st June 2022	No 6 Employers' guide
22nd June 2022	Filter friendly poster



## Social Media Post examples

### Poster one

Just one week to go until Ride to Work Day 😎

Read all about it:

<https://www.2wheelsgm.com/ride-to-work-day>

#2wheelsGM, #takecaregtrmcr, #rtwfun, #ridetoworkfun

### Poster two

Ride To Work Day is all about spreading the good news. Commuting to work on a motorcycle, moped or scooter is affordable and fun 😊 Anyone can get involved – let's break some records!

#2wheelsGM, #takecaregtrmcr, #rtwfun, #ridetoworkfun

### Poster three

We know that more and more commuters are turning to motorcycles as a better solution than the car. Find out why: <https://www.2wheelsgm.com/ride-to-work-day>

#2wheelsGM, #takecaregtrmcr, #rtwfun, #ridetoworkfun

### Poster four

"It is time for a consistent default access for motorcycles, just as already exists informally for pedal cycles."

💡 Colin Brown – MAG

#2wheelsGM, #takecaregtrmcr, #rtwfun, #ridetoworkfun





## Social Media Post examples

### Poster five

Commuting? The best way is the motorcycle way 🏍️

Learn why this Ride to Work Day: <https://www.2wheelsgm.com/ride-to-work-day>

#2wheelsGM, #takecaregrmcr, #rtwfun, #ridetoworkfun

### Poster six

FAO bosses across the country! 🇬🇧

👉 <http://ride-to-work-day.mag-uk.org/ride-to-work-resources/>

#2wheelsGM, #takecaregrmcr, #rtwfun, #ridetoworkfun

### Ride to Work Day

Today is Ride to Work Day 🏍️

Hands up if you're getting your bike out today 🙋

#2wheelsGM, #takecaregrmcr, #rtwfun, #ridetoworkfun

### Filter friendly

"REMEMBER! Every motorcycle that filters past you...

... is one less car in the queue in front of you 😎

#2wheelsGM, #takecaregrmcr, #rtwfun, #ridetoworkfun



## Social Media Post examples - Bonus posts

We all care about the environment, right? 🌍

By riding to work, you will reduce carbon emissions and improve air quality in towns and cities.

Find out more: <https://www.2wheelsgm.com/ride-to-work-day>

#2wheelsGM, #takecaregrmcr, #rtwfun, #ridetoworkfun

This Ride to Work Day, we want to remind you that commuting on a motorcycle, moped or scooter is affordable and fun ✅

Find out more: <https://www.2wheelsgm.com/ride-to-work-day>

#2wheelsGM, #takecaregrmcr, #rtwfun, #ridetoworkfun



## Social Assets – see accompanying files

Poster 1



Poster 2



Poster 3



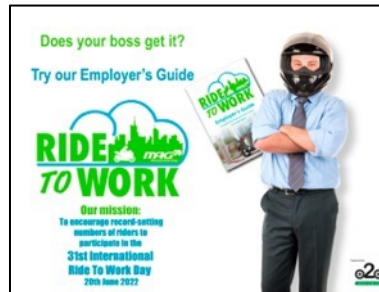
Poster 4



Poster 5



Poster 6



Filter Friendly Poster



Proud to Support Image

