



Editorial Content Calendar Social Media Posts Mobility Week 2020 – Save the Date Messages

Thank you for helping spread the word about the Florida Department of Transportation’s Mobility Week 2020!

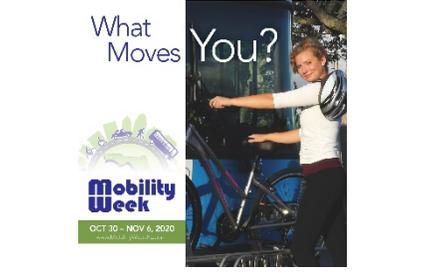
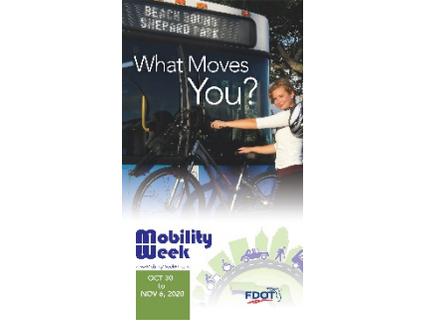
The tables below outline the social media graphics that are available for use across different platforms. The intent is that the post text can be copied and pasted directly into your organization’s social media accounts, along with the specific image file for that platform. All of the creative assets are available in the Toolkit page of the Mobility Week website at www.MobilityWeekFL.com.

Other Considerations for Social Media Posts during Mobility Week 2020

- These initial posts focus on a “Save the Date” message and highlight the availability of the Virtual Events Guidance document.
- We anticipate that many of the events taking place during Mobility Week 2020 will be virtual events. As these events are scheduled, we will update the “Schedule of Events” page of the Mobility Week website and distribute additional social media posts to our partners.
- Depending on your organization’s social media accounts and previous posts, you may want to revise these posts to reflect your brand language and organization’s tone of voice.
- Replace any of these posts with unique social media content to highlight your agency’s specific Mobility Week efforts. Sharing photos from your organization’s previous Mobility Week programs can increase engagement with your followers.
- Please use the hashtag #MobilityWeekFL with your posts when appropriate.
- Using a social media management platform to schedule posts may mitigate concerns about the level of effort required to manage a social media presence during Mobility Week.
- Depending on your organization, the easiest way to share these posts may be to follow the Florida Department of Transportation’s social media accounts and share FDOT’s messages once posted.
- Follow the accounts of other organizations hosting Mobility Week events to show your support of their efforts.
- If your organization does not have social media accounts, consider featuring Mobility Week activities in your organization’s newsletter or in direct messages to your employees and constituents.

We appreciate your support of Mobility Week 2020!

Post #1: Save the Date for Mobility Week 2020

PLATFORM	COPY	FILE NAME AND IMAGE
	<p>Join us Oct. 30-Nov. 6, 2020 for Mobility Week, a statewide celebration of making smart, efficient, and safe transportation choices. Learn more at www.MobilityWeekFL.com.</p>	<p>01_FB-Post-SAVE THE DATE</p> 
 <p>*Add link in bio/linkTree if/when sharing post if possible</p>	<p>Join us Oct. 30-Nov. 6, 2020 for Mobility Week, a statewide celebration of making smart, efficient, and safe transportation choices. #MobilityWeekFL</p>	<p>01_IG-Post-SAVE THE DATE</p> 
 <p>*STORY IMAGE*</p>	<p>*STORY IMAGE*</p>	<p>01_IG-Story Image-SAVE THE DATE</p> 
	<p>Join us Oct. 30-Nov. 6, 2020 for Mobility Week, a statewide celebration of making smart, efficient, and safe transportation choices. Learn more at www.MobilityWeekFL.com. #MobilityWeekFL</p>	<p>01_TW-Post-SAVE THE DATE</p> 

Post #2: Virtual Events Guidance

PLATFORM	COPY	FILE NAME AND IMAGE
	<p>Need tips on hosting virtual events for Mobility Week? Check out the Virtual Events Guidance, now available on the Mobility Week website! https://bit.ly/MWVirtual</p>	<p>02_FB-Post-VIRTUAL EVENTS</p> 
 <p>*Add link in bio/linkTree if/when sharing post if possible</p>	<p>*CAROUSEL POST*</p> <p>Need tips on hosting virtual events for Mobility Week? Check out the Virtual Events Guidance, now available on the Mobility Week website! #MobilityWeekFL</p>	<p>02_IG-Carousel-1-VIRTUAL EVENTS</p>  <p>02_IG-Carousel-2-VIRTUAL EVENTS</p> 
	<p>*STORY IMAGE*</p>	<p>02_IG-Story Image-VIRTUAL EVENTS</p> 
	<p>Need tips on hosting virtual events for Mobility Week? Check out the Virtual Events Guidance, now available on the Mobility Week website! https://bit.ly/MWVirtual #MobilityWeekFL</p>	<p>02_TW-Post-VIRTUAL EVENTS</p> 

Post #3: What is Mobility Week?

PLATFORM	COPY	FILE NAME AND IMAGE
	<p>Wondering what Mobility Week is all about? https://youtu.be/kAa9zW4BSUs</p> <p>It's about community, volunteers, new experiences and leadership! Learn more at www.MobilityWeekFL.com and consider partnering with us to host your own Mobility Week event.</p>	<p>03_FB-Post-VIDEO-1</p> 
	<p>Wondering what Mobility Week is all about? https://youtu.be/kAa9zW4BSUs</p> <p>It's about community, volunteers, new experiences and leadership! Learn more at www.MobilityWeekFL.com and consider partnering with us to host your own #MobilityWeekFL event.</p>	<p><i>Same image as above</i></p> 

Banners and Cover Photos: Save the Date for Mobility Week 2020

PLATFORM	INSTRUCTIONS	FILE NAME AND IMAGE
	Facebook cover image for individual profile pages	<p>03_FB-Cover-SAVE THE DATE</p> 
	LinkedIn banner for individual profile pages	<p>03_LI-Banner-SAVE THE DATE</p> 
	Twitter header image for individual profile pages	<p>03_TW-Header-SAVE THE DATE</p> 