



Social media guide

TDM Week 2023

TDM Week will take place from **September 18-22, 2023**, and posting to social media is a great way to get involved. This guide provides information about TDM Week, sample social media posts, content ideas, and resources that you can use on each of your platforms. Feel free to use the sample posts as inspiration and customize them as you'd like. Be sure to tag [@actnational](#) across social media and use the hashtag #TDMWeek on your posts. Liking, sharing, and commenting on other TDM Week posts will increase their visibility, so be sure to engage!

Does your chapter, council, or committee have a post you'd like to share via ACT national social platforms? [Complete the social media request form here](#) and be sure to carefully review the instructions. Feel free to reach out to acaravella@actweb.org with questions.

[Visit this link to download social media graphics for TDM Week 2023.](#)

About TDM Week

TDM Week is designed to create awareness among elected officials, DOTs, and government, transit, and planning agencies, of the importance to include safe and reliable alternative modes of transportation for all users in the transportation planning process. It also encourages employers to adopt TDM principles and programs within their corporate culture, whether in Human Resources or facility planning, to provide viable incentives and amenities that reduce the carbon footprint of their employees' commute.

This week is an opportunity to recognize the value that TDM brings to everyone's journeys.

[Further information can be found on the ACT website.](#)

Sample LinkedIn posts






This year, #TDMWeek is celebrated on September 18-22. Transportation Demand Management (TDM) creates the accessible and reliable transportation options that our communities need to thrive.

Visit www.actweb.org/tdm-week to get involved and join me in celebrating the many benefits of TDM.

This #TDMWeek, I celebrated by attending [chapter event]. Alongside fellow TDM professionals, I [describe activity].

TDM creates change and improves our daily travel. I am proud to be a part of this industry and look forward to continuing to share its importance together.

As #TDMWeek begins, let's celebrate the positive impact that TDM makes for all travelers and all communities. Some of TDM's many effects include:

-  Reducing road congestion
 -  Improving transportation system efficiency
 -  Bringing communities together
 -  Stimulating economic activity
 -  Better air quality
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Sample Twitter posts

Happy #TDMWeek! I'm celebrating by [activity/event]. It's not too late to join this week's events, and you can get involved by visiting www.actweb.org/tdm-week.

Our economy, workplaces, and communities are stronger because of TDM, and that's why I'm celebrating #TDMWeek from September 18-22.

This week, let's come together to foster awareness about TDM. Through TDM, travelers are informed and empowered to make the most of their transportation options.

Be a part of the #TDMWeek movement and join the celebration!

Additional content ideas

Need additional ideas? To get involved, you can share:

- What TDM means to you
- Photos of a transportation mode in your city or town that has made a positive impact on your travels
- One of TDM's benefits that your followers may not know
- A statistic, news article, or study about TDM that stands out to you

- Photos from your chapter's TDM Week event
- A TDM win from your community