



Think > Check > Travel social media campaign guide

Our Think > Check > Travel campaign is all about making sure people who are travelling in South Yorkshire can make their journey safely. We'll be sharing messages through our own social media channels, website, email newsletters and out on the street to make sure we can speak to as many people in South Yorkshire as possible.

From 8 March, we'll see students and pupils return to education. Dedicated school bus services will be running again from Monday 8 March, to help pupils get to and from school or college.

We need your help to communicate some of our messages about school transport services to your parents and pupils. It's really important that young people understand what they'll need to do when they use school services, including:

- wearing a face covering on board and in stations and interchanges, unless they're exempt
- travelling with classmates or their year group 'bubble' as far as possible
- carrying their travel pass to make sure they can get 80p travel on bus or tram
- carrying proof of purchase if they use a daily or weekly ticket
- sanitising their hands before and after their journey
- planning in advance and
- checking the latest travel information regularly.

We've created a bank of images for use on social media which you can download alongside this guide so you can share these through your channels.

This guide is designed to give you the messages to go alongside the relevant images, which you can then tweak to add your school-specific guidelines or information.

All our school travel information is available on our website here:

<https://www.travelsouthyorkshire.com/en-gb/journeyplanning/school-travel>

You can find specific bus services for each school in South Yorkshire here:

<https://www.travelsouthyorkshire.com/en-gb/journeyplanning/school-buses>

All the information about travel passes for young people is here:

<https://www.travelsouthyorkshire.com/en-gb/ticketsandpasses/under-16-passes>




<https://www.travelsouthyorkshire.com/en-gb/ticketsandpasses/16-18-passes>

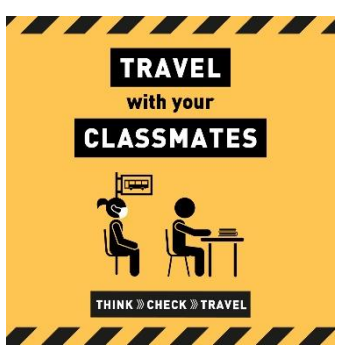


All our information about travelling safely can be found here:





<https://www.travelsouthyorkshire.com/en-GB/LandingPage/coronavirus>

Please use these links in your communications, and feel free to add them to your website too to help pupils and parents access the information they need to plan ahead. We're asking people to consider whether it's possible to try walking, scooting or cycling to school, instead of using public transport if possible, but we know that might not be an option for some families. To help with walking to school, our colleagues at Modeshift STARS have created free, five minute 'walking bubble' maps for all schools at modeshiftstars.org/staysafegetactive/

Here are some example messages to use with the images we've provided for our Think. Check. Travel. Campaign which you can use when you're talking to your pupils and parents about travelling to school.

		
<p>If you're travelling to school using public transport, please plan ahead and check your travel times.</p> <p>Use this message from Friday 5 March.</p>	<p>If you're travelling to college using public transport, please plan ahead and check your travel times.</p> <p>Use this message from Friday 5 March.</p>	<p>You must wear a face covering if you're aged 11 or over on board public transport and in stations and interchanges, unless you're exempt.</p>
<p>There are dedicated school services running again from Monday 8 March which won't be available to the general public.</p>	<p>There are dedicated school and college services running again from Monday 8 March which won't be available to the general public.</p>	<p>You'll need your own face covering, and don't forget to sanitise your hands before you board and after your journey.</p>
<p>There is still limited capacity on the general public transport network due to social distancing.</p>	<p>There is still limited capacity on the general public transport network due to social distancing.</p>	

		
<p>If you're travelling by public transport, please travel with your year group or your classmates on board.</p>	<p>To travel for 80p on bus or tram, or half fare on Northern trains, you'll need your MegaTravel or 16-18 Travel Pass.</p>	<p>Check the latest travel and safety information before you travel so you know what you need to do to travel safe.</p>
	<p>If you haven't got your MegaTravel or 16-18 Travel Pass yet you can still apply - you'll need it to travel for 80p on bus or tram. Without it you could be charged full fare.</p>	
	<p>You can pay by cash on board for your 80p fare if you have your MegaTravel or 16-18 Travel Pass. Please try to have the right change.</p> <p>If you usually buy a weekly ticket you'll need to buy in advance online or at a ticket machine and carry your proof of purchase, which you may be asked to show on board.</p>	

		
<p>You can use this graphic if you're talking to people about walking to school.</p>	<p>You can use this graphic if you're talking to people about using the tram to get to school.</p>	<p>You can use this graphic if you're talking to people about using the bus to get to school.</p>
		
<p>You can use this graphic if you're talking to people about cycling to school.</p>		