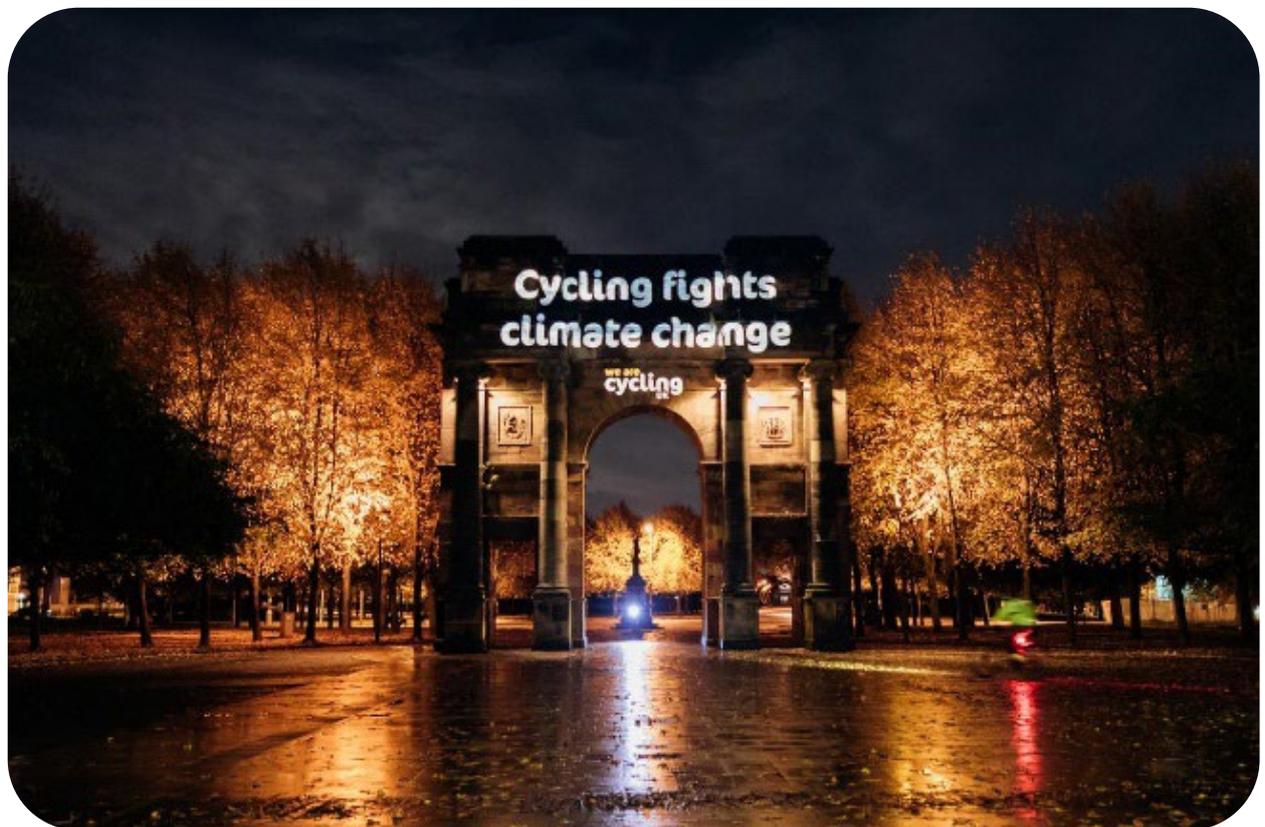




# COP26: Cycling fights climate change

Social media toolkit  
October / November 2021



## 1. Introduction

With the spotlight on Glasgow ahead of the COP26 summit, [we lit up iconic Glasgow locations](#) to take a message to world leaders: cycling fights climate change.

At Cycling UK we want to highlight the urgent need for investment in cycling and other modes of active travel. We are also calling on cyclists to 'Pedal on COP' on 6 November to call for climate action. You can find out more by visiting our [website](#).

This toolkit has been designed for you to use on your social media channels to tell our national and local governments that cycling is the way forward.

## 2. Template posts

Feel free to use the suggested copy below, or create your own posts.

Cycling has the power to fight climate change. But time is running out.

Ahead of #COP26 we're supporting [tag Cycling UK]'s call for more investment in cycling and walking. Visit their website to find out how you can take action: <https://bit.ly/cop26-cyclinguk>

Did you know the domestic transport sector accounts for nearly 1/3 of the UK's greenhouse gas emissions?

Cycling can fight the climate crisis. That's why we're backing [tag Cycling UK]'s call for urgent investment in cycling ahead of #COP26: <https://bit.ly/cop26-cyclinguk>

The bicycle has been around for over 200 years and has the power to fight the climate crisis. Ahead of #COP26 we're supporting [tag Cycling UK]'s call for more investment in cycling. There's no need to reinvent the wheel.

Find out more: <https://bit.ly/cop26-cyclinguk>

Please tag Cycling UK in your posts and we will do our best to share and amplify your message. Here are our different social handles by channel:

-  [Facebook](#) @CyclingUK
-  [Twitter](#) @WeAreCyclingUK
-  [Instagram](#) @wearecyclinguk

It is also worth using hashtags if you have enough character space, such as **#COP26** and **#ThisMachineFightsClimateChange**.

### 3. Assets & additional content

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-  Imagery to use can be found [here](#).
-  Visit our website for more info on the [Glasgow projections](#) and [COP26](#).

### 4. Any questions?

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Thank you for supporting this campaign. With your help we can make sure that cycling is accessible for all, for a brighter future.

If you have any questions regarding the materials provided in this toolkit, please contact the digital and social media officer [hannah.duncan@cyclingsuk.org](mailto:hannah.duncan@cyclingsuk.org)

If you have any other questions regarding Cycling UK's involvement at COP26, please contact campaigns manager [keir.gallagher@cyclingsuk.org](mailto:keir.gallagher@cyclingsuk.org)