

Glow rides social media toolkit

From streets to social media feeds, let's make glow rides impossible to miss.

Thanks for hosting a glow ride in support of **#MyRideOurRight**. Together, we're not only lighting up the streets but also shining a spotlight on the call for safer cycling.

This pack gives you everything you need to take your ride **from streets to social media feeds** – with ready-made graphics, captions, and ideas to help your event stand out online.

By sharing your glow ride on social media, you'll help spread the glow, inspire others to join in, and show that cycling is for everyone.

Don't forget to tag us, our social media handles are:

Instagram, X & Threads: @wearecyclinguk

Facebook, LinkedIn, TikTok & YouTube: @CyclingUK

Bluesky: @cyclinguk.bsky.social

3 hashtags to use so we can see your posts to reshare are:

- **#MyRideOurRight**
- **#GlowRide**
- **#CyclingUK**

Glow rides are back! –

Graphic: [Glow rides are back!](#)

Caption: We're back for another year of @CyclingUK #MyRideOurRight glow rides! ✨

We had so much fun lighting up the night last year, and we can't wait to do it all again.

Join us at **[location]** at **[time]** on **[date]** as we shine a light on the need for safer streets for women.

Because when it's safer for women, it's safer for everyone.

#GlowRides #CyclingUK

We're hosting a glow ride –

Graphic: [Glow with us!](#)

Caption: ✨🚲 We're hosting a @CyclingUK glow ride!

Join us at **[location]** at **[time]** on **[date]** as we light up the night for #MyRideOurRight, calling for safer streets for women to cycle.

Because when it's safer for women, it's safer for everyone.

Bring your lights and come glow with us!

#GlowRides #CyclingUK

Join our glow ride –

Graphic: [Join the glow](#)

Caption: ✨ We're bringing the glow to [location]!

Join us at [time] on [date] for a @CyclingUK glow ride for #MyRideOurRight, calling for safer streets for women.

When it's safer for women, it's safer for everyone.

Come ride, glow and make your voice heard.

#GlowRides #CyclingUK

Day before glow ride –

Graphic: [Day before the glow ride](#)

Caption: ✨ 1 day to go until our #MyRideOurRight glow ride in [Location]! Grab your lights and be part of the movement for safer cycling.

 [Insert day & date]

 Meet: [Location]

 Depart: [Time] | Ride lasts [Duration]

#GlowRides #CyclingUK

Day of glow ride –

Graphic: [Day of glow ride](#)

Caption: ✨ We're all aglow! See you at [location] at [time] for our @CyclingUK #MyRideOurRight glow ride as we light up the night for safer streets for women.

Because when it's safer for women, it's safer for everyone.

#GlowRides #MyRideOurRight

🌙 Other ideas for day-of stories & posts

As well as the day-of graphic, here are some fun and simple ideas you and your riders can share **before, during, and after** the ride to keep the glow alive online:

✨ Before the Ride

- **Transformation post** – plain bike ➡ glowing bike (before & after photo/video).
- **Ready to glow** – short clip of lights being switched on for the first time.
- **Decorating time** – photos or timelapse of you wrapping your bike in lights.
- **Glow prep** – boomerang or reel of riders adding glow sticks, fairy lights, or face paint.
- **Countdown selfie** – excited pre-ride photo with “We’re glowing in 1 hour!” overlay.

During the Ride

- **Glow wave** – short video of riders waving with their lights on.
- **Glow squad** – group selfie/video just before setting off or at a stop.
- **Light trails** – moving shots of bikes glowing in the dark.
- **Cheer cam** – riders calling out “#MyRideOurRight!” for a quick story clip.
- **Street glow** – a photo of your group lighting up the road or landmark.

After the Ride

- **Best dressed bike** – share your group’s glowing winner.
- **Post-ride smiles** – group photo with happy glowing faces after the finish.
- **Highlight reel** – a quick video compilation of the best clips/photos from the night.
- **Thank you post** – thanking riders for joining and linking to the campaign.
- **Keep the glow going** – encourage everyone to share their own photos and tag #MyRideOurRight

Here are some ready-made quick-fire [captions](#) to keep handy for quick posting on the day (copy and paste into your phone notes for extra speed).

Let’s make glow rides impossible to miss, on the road and in the social media feed.