# Social Media Copy Samples

Social media is one of the most powerful ways to connect in today’s digital world. Please feel free to use the following wording as a starting point for posting anything to do with your Capital Improvement Plan project to Facebook, Twitter, LinkedIn and Instagram in your community.

**Tag for Facebook: @TCtrailSentierTC**

**Tag for Twitter: @TCtrail**

**Tag for Instagram: @transcanadatrail**

**Tag for LinkedIn: Trans Canada Trail | Sentier Transcanadien**

**Hashtags to use: #ThankYouTCT and #DoSomethingGreat**

## Announcing your Capital Improvement Plan Grant

**Twitter**: Great news! [your organization’s name] is excited to announce that we received a TCT grant to enhance our section of the @TCtrail! #ThankYouTCT #DoSomethingGreat

**Facebook**: Facebook fans, we have great news! [your organization’s name] just found out that we received a TCT grant to [explain what your grant will be used for] on our section of the @TCtrailSentierTC. #ThankYouTCT  
#DoSomethingGreat

**Instagram**: So excited to announce that [your organization’s name] was awarded a TCT grant to enhance our section of the @transcanadatrail! #ThankYouTCT #DoSomethingGreat

## Capital Improvement Plan Grant awareness

What does it take to enhance the @TCtrail? Learn how TCT’s Capital Improvement Plan is put to work all across the country by visiting tctrail.ca #ThankYouTCT #DoSomethingGreat

Through donor support, TCT provides grants via their Capital Improvement Plan to ensure funds have the greatest impact for the Trans Canada Trail. By receiving this grant, we’re [explain what your grant will be used for]. #ThankYouTCT #DoSomethingGreat

We’re [explain what your grant will be used for] on the Trans Canada Trail. This wouldn’t be possible without TCT’s Capital Improvement Plan grant! #ThankYouTCT #DoSomethingGreat

TCT is committed to supporting efforts to maintain and improve Trail sections across Canada through its Capital Improvement Plan grant. Funding recipients, like us, are extremely grateful! #ThankYouTCT #DoSomethingGreat

As a Capital Improvement Plan grant recipient, [your organization’s name] is able to increase and improve the quality of the Trans Canada Trail by [explain what your grant will be used for]. #ThankYouTCT #DoSomethingGreat

As a Capital Improvement Plan grant recipient, [your organization’s name] is able to improve the safety and comfort of users of the Trans Canada Trail by [explain what your grant will be used for]. #ThankYouTCT #DoSomethingGreat

As a Capital Improvement Plan grant recipient, [your organization’s name] is able to contribute to making the Trans Canada Trail accessible by [explain what your grant will be used for]. #ThankYouTCT #DoSomethingGreat

As a Capital Improvement Plan grant recipient, [your organization’s name] is able to contribute to promoting accessibility and inclusion on the Trans Canada Trail by [explain what your grant will be used for]. #ThankYouTCT #DoSomethingGreat

As a Capital Improvement Plan grant recipient, [your organization’s name] is able to increase the number of greenway sections on the Trans Canada Trail by [explain what your grant will be used for]. #ThankYouTCT #DoSomethingGreat

## Ways for public to get involved

Last year, [insert number of volunteers that worked with you] volunteers contributed [insert number of volunteer hours] hours in enhancements to the Trans Canada Trail! Are you ready to #DoSomethingGreat? [insert volunteer sign-up link]

Keeping the Trans Canada Trail a national treasure starts with me…and you! Find out how to get involved [insert organization volunteer sign-up link] #ThankYouTCT #DoSomethingGreat

Spanning over 28,000 kilometres, keeping the Trans Canada Trail great takes a team of thousands of dedicated volunteers. Are you ready to #DoSomethingGreat? [insert volunteer sign-up link]