

Bakerloo Bolt Twitter campaign

Celebrating Maida Vale's 100th Birthday

Background

100 years ago when Maida Vale station opened its doors for the first time on 6 June, it was staffed entirely by women.

To mark the centenary, Maida Vale station will be hosting two days of celebrations on Friday 5 and Saturday 6 June in collaboration with the 100 Years of Women in Transport (YOWIT) programme.

In the lead up to the celebration the YOWIT programme is launching a Twitter based challenge called the Bakerloo Bolt.

#BakerlooBolt

The Bakerloo Bolt is a photo based challenge taking place on the Bakerloo line. Twitter users are invited to take a photograph at a station on the Bakerloo line and post it on Twitter using the hashtag #BakerlooBolt.

When users post their photograph on Twitter, they will then need to nominate a friend or colleague to take a photo at a different station on the Bakerloo line. The aim of the challenge is to keep passing the baton until a photograph has been taken at every one of the 25 stations on the line. The stations do not need to be visited in order.

The YOWIT Twitter account has started to promote the challenge and explain its format. Twitter users who engage with the campaign using the hashtag #BakerlooBolt will be retweeted, 'favourited' or responded to by the 100 Years of Women in Transport team. Users who post photographs taken at a Bakerloo line station with the hashtag will be given the chance to win a YOWIT badge. To win the challenge a user needs to be part of the chain of photos.

The challenge will end on Saturday June 6 and winners announced on Monday 8 June.

How you can get involved

- 1) Follow @transportwmn on Twitter and Instagram
- 2) Post tweets explaining what #BakerlooBolt is and encourage Twitter users to take part
- 3) Encourage those in your sector to get involved by following @transportwmn on Twitter and Instagram and taking part in the challenge
- 4) Use your own social media channels to promote and encourage engagement with the campaign. The campaign will be focused on Twitter and Instagram so please direct traffic to these channels from other social media sites.

- 5) Use your social media channels and internal communication channels to promote Maida Vale's centenary on Saturday 6 June.

If you have any questions please email YOWIT@tfl.gov.uk