

Louisiana Truck Driver Appreciation Week | Social Media Content & Examples

***Highlighted posts: Recommended to be scheduled on the listed day**

Non-highlighted posts can be scheduled any time throughout the week

Questions? Email allison@lmta.la

Post 1: 21 TDA Dates (Truck Driver Appreciation Week Sept. 15-21)



***Post or schedule on social media Sunday Sept 15**

Facebook Post (A) :

This week, Sept. 15-21, is #NationalTruckDriverAppreciationWeek. This year's celebration takes on a special meaning for our nation's economy! Professional truck drivers are the key link in our nation's supply chain, continuing to deliver despite facing unprecedented obstacles. Truckers move America forward!

Twitter Post (A):

Sept. 15 -21 is #NationalTruckDriverAppreciationWeek. This week take time to #ThankALouisianaTrucker for delivering for our state not only in 2024, but every day!

Facebook Post (B) – Company Specific:

This week (*Your business name here*) with the help of @TruckinginLA and @LMTAFoundation are celebrating Louisiana truck drivers during #NationalTruckDriverAppreciationWeek. This week take time to #ThankALouisianaTrucker for delivering for our state not only in 2024, but every day!

Twitter Post (B) – Company Specific:

This week (*Your business name here*) and @TruckinginLA will be celebrating #NationalTruckDriverAppreciationWeek. This week, #ThankALouisianaTrucker for delivering for our state.

Post 2: LA Jobs (Over 90,000 Jobs in Louisiana...)

Post or schedule on social media Monday Sept. 16



Facebook Post (A):

In Louisiana, over 90,000 jobs are within the trucking industry. If you know of someone in the industry, help us #ThankALouisianaTrucker during #NationalTruckDriverAppreciationWeek!

Twitter Post (A):

Did you know, over 90,000 jobs in Louisiana are in the trucking industry? Chances are you know of someone in trucking - help us #ThankALouisianaTrucker during #NationalTruckDriverAppreciationWeek.

Facebook Post (B) – Company Specific:

(Your business name here) employs *(driver count-ex.100)* of the over 90,000 jobs in Louisiana's trucking industry! Help us celebrate our drivers with @TruckingInLA during #NationalTruckDriverAppreciationWeek.
#ThankALouisianaTrucker

Twitter Post (B) – Company Specific:

(Your business name here) employs *(driver count-ex.100)* of the over 90,000 jobs in Louisiana's trucking industry! Help us and @TruckingInLA #ThankALouisianaTrucker during National Truck Driver Appreciation Week.

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Post 3: Communities Fact (78.2% of Louisiana's Communities...)

Post or schedule on social media Tuesday Sept. 17



Facebook Post (A):

Over 78 percent of Louisiana's communities EXCLUDESEVELY depend on truckers to move their goods. #ThankALouisianaTrucker for delivering on behalf of our communities!
#NationalTruckDriverAppreciationWeek

Twitter Post (A):

78 percent of our state's communities depend on truckers to move their goods.
#ThankALouisianaTrucker for delivering for our state every day during
#NationalTruckDriverAppreciationWeek

Facebook Post (B) – Company Specific:

(Your business name here) helps deliver to the 78 percent of our state's communities who depend solely on trucking to move goods. This week help us, in partnership with @TruckinginLA, thank our drivers for delivering for us every day.
#ThankALouisianaTrucker

Twitter Post (B) – Company Specific:

the 78 percent of Louisiana's communities depend solely on business like *(Your business name here)* to move their goods. This week #ThankALouisianaTrucker with us and @TruckinginLA for
#NationalTruckDriverAppreciationWeek

Post 4: 21 Motto (Truckers Move America Forward)

Post or schedule on social media Wednesday Sept. 18



Facebook Post (A):

This year's #NationalTruckDriverAppreciationWeek takes on a special meaning for our nation's economy. Truckers move America forward!

Professional truck drivers are the key link in our nation's supply chain, continuing to deliver despite facing unprecedented obstacles. #ThankALouisianaTrucker as truckers move America forward!

Twitter Post (A):

This year's #NationalTruckDriverAppreciationWeek takes on a special meaning for our nation's economy. Truckers move America forward! #ThankALouisianaTrucker

Facebook Post (B) – Company Specific:

When the world stopped, truckers kept it moving!

(Your business name here) and drivers across the state stepped up when they were needed most and have kept the economy on its feet despite facing unprecedented obstacles. Join us and @TruckinginLA to #ThankALouisianaTrucker this week for keeping us moving when everything seemed to stop.

Twitter Post (B) – Company Specific:

(Your business name here) drivers stepped up during the pandemic when they were needed most despite facing unprecedented obstacles. Join us and @TruckinginLA to #ThankALouisianaTrucker this week because when the world stopped, truckers kept it moving!

Post 5: LA Companies *(There are over 10,000 trucking companies...)*

Post or schedule on social media Thursday Sept. 19



Facebook Post (A):

There are over 11,000 trucking companies in Louisiana! Join us and #ThankALouisianaTrucker as we celebrate these hardworking men and women during National Truck Driver Appreciation Week.

Twitter Post (A):

There over 11,000 trucking companies in Louisiana, help us #ThankALouisianaTrucker and celebrate these hardworking men and women during #NationalTruckDriverAppreciationWeek.

Facebook Post (B) – Company Specific:

(Your business name here) is one of the 11,000 Louisiana trucking companies found across the state. Join us and @TruckinginLA to #ThankALouisianaTrucker during National Truck Driver Appreciation Week as we applaud the hardworking men and women who deliver to us daily!

Twitter Post (B) – Company Specific:

(Your business name here) is one of 11,000 trucking companies in Louisiana. Join us and @TruckinginLA to #ThankALouisianaTrucker as we applaud the hardworking men and women who deliver for us daily during #NationalTruckDriverAppreciationWeek.

Post 6: Tons (*Louisiana Truckers Transport over 170,450 Tons....*)

Post or schedule on social media Friday Sept. 20



Facebook Post (A):

Louisiana truckers transport more than 170,450 tons of goods daily throughout the state. The things that you use daily were likely hauled by a trucker at some point! #T170,450 tons of goods daily throughout the state. #ThankALouisianaTrucker this week for keeping our economy moving.

#NationalTruckDriverAppreciationWeek

Twitter Post (A):

Truckers in Louisiana transport more than 170,450 tons of goods daily throughout the state. #ThankALouisianaTrucker this week during #NationalTruckDriverAppreciationWeek for keeping our economy moving.

Facebook Post (B) – Company Specific:

(Your business name here) drivers help haul the more than 170,450 collective tons of goods that are transported throughout the state by truckers every day. As we near the end of #NationalTruckDriverAppreciationWeek we hope you #ThankALouisianaTrucker.

Twitter Post (B) – Company Specific:

(Your business name here) drivers and other members of @TruckinginLA are responsible for hauling 170,450 collective tons of goods in the state daily. Help us #ThankALouisianaTrucker as we complete #NationalTruckDriverAppreciationWeek.

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Post 7: Thank you Truckers (*Truckers thank you for delivering for...*)

***Post or schedule on social media Saturday Sept. 21**



Facebook Post (A):

As #NationalTruckDriverAppreciationWeek comes to a close we would like to celebrate the hardworking Louisiana drivers in our state who deliver to us not just this week, but every day! If you haven't this week #ThankALouisianaTrucker for keeping our economy moving when the world seemed to stop!

Twitter Post (A):

As we close out #NationalTruckDriverAppreciationWeek we would like to celebrate our industry's hard-working drivers. If you haven't this week #ThankALouisianaTrucker for keeping our economy moving when the world seemed to stop!

Facebook Post (B) – Company Specific:

As #NationalTruckDriverAppreciationWeek comes to a close (*Your business name here*) and @TruckinginLA would like to celebrate the hardworking drivers in our industry who deliver for us not just this week, but every day! If you haven't this week #ThankALouisianaTrucker and (*Your business name here*)'s drivers for keeping our economy moving when the world seemed to stop!

Twitter Post (B) – Company Specific:

(*Your business name here*) & @TruckinginLA would like to celebrate the drivers in our industry who deliver for us during #NationalTruckDriverAppreciationWeek & every day! #ThankALouisianaTrucker and (*Your business name here*)'s drivers for keeping our economy moving.
