

Department for Transport, it's everyone's journey campaign Alt text and image descriptions

Accessibility

Always ensure you use image descriptions for those who are blind or partially sighted. Please also ensure that all #tags used are typed in CamelCase to make your captions more accessible. You can find further information on making your social media accessible on the [RNIB website here](#).



1. Things are a little different on public transport. Let's be prepared to help each other as we try to get things back to normal. **#ItsEveryonesJourney #WorldOfDifference**

[Image description]

Graphic with the Department for Transport and it's everyone's journey logos and the text "Help make a world of difference." Graphic shows cartoon style illustration of woman looking at one way sign scratching her head as though confused and illustration of man with child socially distancing from woman with cane.



2. Remember, not all disability is visible; being patient could make a world of difference to everyone's journey. **#ItsEveryonesJourney #WorldOfDifference**

[Image description]

Graphic with the Department for Transport and it's everyone's journey logos and the text "A little patience makes a world of difference." Graphic shows cartoon style illustration of woman looking at watch standing behind woman looking at one way sign who is scratching her head as though confused.

**A little understanding
can make a world
of difference**



3. Face coverings are there to protect us, but please remember that some people might be exempt from wearing one. **#ItsEveryonesJourney #WorldOfDifference**

[Image description]

Graphic with the Department for Transport Department for Transport and it's everyone's journey logos and the text "A little understanding can make a world of difference." Graphic shows cartoon style illustration of woman standing with face covering on public transport and man seated without face covering.

**A little thought
makes a world
of difference**



4. Some people find it difficult to socially distance and may rely on others to make space. **#ItsEveryonesJourney #WorldOfDifference**

[Image description]

Graphic with the Department for Transport and it's everyone's journey logos and the text "A little thought makes a world of difference." Graphic shows cartoon style illustration of man with child socially distancing from woman with cane.

A little consideration can make a world of difference



5. If you don't need a priority seat or designated wheelchair space, please keep them free for people who do. **#ItsEveryonesJourney #WorldOfDifference**

[Image description]

Graphic with the Department for Transport and it's everyone's journey logos and the text "A little consideration can make a world of difference." Graphic shows cartoon style illustration of man with laptop sitting on a public transport priority seat, with thought bubble 'Maybe others need this seat more than I do?'

A little consideration can make a world of difference



For Instagram and Facebook

[Image description]

Graphic with the Department for Transport and it's everyone's journey logos and text "A little consideration can make a world of difference." Graphic shows cartoon style illustration of man with laptop sitting on a public transport priority seat, with thought bubbles, 'There's another seat just over there', 'Maybe others need this seat more than I do?', 'I should move before I get too lost in this spreadsheet.'

Having the confidence to travel makes a world of difference



6. We're regularly cleaning surfaces, buttons and handrails to make everyone's journey as safe as possible. **#ItsEveryonesJourney #WorldOfDifference**

[Image description]

Graphic with the Department for Transport and it's everyone's journey logo and the text "Having the confidence to travel makes the world of difference." Graphic shows cartoon style illustration of man listening to music and illustration of woman in wheelchair priority space reading a book on public transport. Surfaces sparkle as a result of being clean.

A little help makes a world of difference



7. For information about changes to the network and the support services available, including passenger assistance and face covering exemption cards, visit everyonesjourney.campaign.gov.uk **#ItsEveryonesJourney #WorldOfDifference**

[Image description]

Graphic with the Department for Transport and it's everyone's journey logo and the text "A little help makes a world of difference." Graphic shows cartoon style illustration of public transport staff providing guidance to man with walking stick.