**#RailDay2025 Social Media Recap**

**Hashtag Performance (obtained via BrandMentions.com)**

* **Total Mentions of #RailDay2025:** 209
* **Reach:** 1.2 million
* **Engagements (likes, shares, comments):** 2,300

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The hashtag sparked meaningful conversations around freight rail’s future. Not only did it trend among rail advocates, but also gained attention from Members of Congress and stakeholders.

**📈 Top Trending Hashtags (besides #RailDay2025)**

| **Hashtag** | **Uses** |
| --- | --- |
| #RailChampions | 35 |
| #FreightRail | 31 |
| #RailPolicy | 19 |
| #Infrastructure | 10 |
| #RailSafety | 9 |
| #CleanEnergy | 6 |
| #Railroads | 4 |
| #PermittingReform | 4 |

**Platform & Conversation Performance**

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### GoRail’s Best Performing Posts by Platform

#### **X (Twitter)**

🔗 [View Post](https://x.com/GoRail/status/1920223441254232562)

Big thanks to @RepMikeKennedy for talking rail with us on #RailDay2025. From safety grants to faster permitting, Congress can make sure rail continues to support Utah’s 3rd district. @UTPortAuthority

**📊 Impressions:** 300+

#### **Facebook**

🔗 [View Post](https://www.facebook.com/GoRail/posts/pfbid02yM8Pe8Wq7WVXmwrr2KRiSfc9QRdsqSTgqzD8HS1S9iLoKfHG9qrt2pmJfnPFPrt8l)

Passionate about freight rail’s role in powering our economy and protecting our planet? Become a #RailChampion this #RailDay2025!
🌐 [RailChampions.org](https://www.RailChampions.org)

**📊 Views:** 296

#### **Instagram**

🔗 [View Post](https://www.instagram.com/p/DJWgL9FNAQT/?utm_source=ig_web_copy_link)

From rural towns to bustling cities, freight rail is the backbone of American commerce.
On #RailDay2025, we're meeting with lawmakers to advocate for policies that keep our railroads safe, efficient, and competitive. Together, we drive progress. 🚆

**📊 Views:** 121

### Member of Congress Engagement

These Congressional offices posted or boosted our message:

* Rep. **Mike Kennedy, M.D.** – [Retweet & Like](https://x.com/GoRail/status/1920223441254232562)
* Rep. **Buddy Carter** – [Facebook Post](https://www.facebook.com/share/p/12K596y2ZvW/)
* Rep. **Hank Johnson** – [Tweet](https://x.com/RepHankJohnson/status/1920179374994620722)
* Rep. **Robin Kelly** – [Tweet](https://x.com/RepRobinKelly/status/1920215951368221024)

### Takeaways

* **Multi-platform strategy worked**, but LinkedIn was missing on the day of. Let's fix that next year.
* **Photos of face-to-face interactions** performed best (Nate & Ben post was a top performer). More field-generated content = more engagement.
* **#RailDay2025 had strong brand association** with #RailChampions — let’s build on that pairing moving forward.

### Recommendations for 2026

* **Post on LinkedIn** **day-of**
* **Encourage MOC & staff to post more to create more of a conversation with them**
* **Empower GTs and Field Staff** to text photos in real time to post day-of.
* **More real moments** = higher engagement. Action shots > posed group pics.