insight 2050

Social Media Toolkit

COLUMBUS 2020

morpc
Mid-Ohio Regional
Planning Commission

ULI Urban Land
Institute
Columbus

Social Media Toolkit

Overview

Social media is a quick and easy way to distribute the insight2050 message to your community's residents. Below you will find the tools you need to inform residents of the major growth that is expected in the Central Ohio region and lay the groundwork for working together to shape our growing community. We've made it simple and easy to funnel content through your social media networks that will allow you to customize insight2050's message with your community's "It Factor."

Where Do I Start?

Be sure to check out the insight2050 website and LinkedIn page regularly to stay informed about the progress and growth occurring in Central Ohio.

+ insight2050 website
getinsight2050.org

Follow Our Partners

Be sure to follow and like our partners' social media platforms for additional information.

+ Columbus 2020
www.columbusregion.com
twitter.com/CBUSregion

+ MORPC website
www.morpc.org
twitter.com/morpc
facebook.com/morpc

+ ULI Columbus
Columbus.uli.org
twitter.com/@uli_columbus

What's the Hashtag?

Hashtags are one of the most convenient ways to stay connected on social media. Any word following the "#" symbol is searchable on Facebook, Twitter and Instagram. Hashtags also allow communities to track discussion topics and popular content by organizing the postings of members in the community. We also encourage you to use your community's hashtags in conjunction with the insight2050 hashtags.

Stay connected with insight2050 by using the following hashtags on your social media posts:

Primary Hashtags:

#getinsight **#insight2050**

Secondary Hashtags:

#TimeFor2050 **#ItFactor**

#BuildFor2050

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Dos & Don'ts

✔ **DO** "share", "like", "favorite", and "retweet" messages from other communities

✔ **DO** add your own community voice

✘ **DON'T** be afraid to get creative

Why Participate?

Engaging residents in planning and development decision processes early allows residents to be partners in creating the community they want. It also creates the feeling of a cohesive community not just in their neighborhood but Central Ohio as a whole. Just copy and paste the messages below and add your community's voice to customize it.

Introduce insight2050

>> Umbrella Messages

💬 What is insight2050? Check it out and learn how your community can get growing at *http://getinsight2050.org* **#getinsight** ➔ POST WITH IMAGES **#3, #4, #10.**

💬 Is [*insert community name*] ready for more people?
#getinsight #Timefor2050 ➔ POST WITH IMAGE **#8.**

💬 What's our community's "It Factor"? What makes our community great?
Post your idea and tag it **#ItFactor #getinsight** ➔ POST WITH IMAGE **#11.**

>> Move Through the Message Journey with your Followers:

Step 1: What did we learn from insight2050?

💬 Central Ohio is growing. Is [*insert community name*] ready?
#getinsight #Timefor2050 ➔ POST WITH IMAGES **#7, #8.**

💬 **#FactFriday**: Central Ohio will grow by 1 million people by 2050— including our own grandkids!
#getinsight #GetReadyforIt ➔ POST WITH IMAGES **#7, #8.**

💬 Decisions today, a great community tomorrow.
#getinsight #Timefor2050 ➔ POST WITH IMAGE **#10.**

💬 **#DidYouKnow**: 150 square miles of land was urbanized in Central Ohio from 2000–2010?
What will the next 30+ years bring? **#getinsight** ➔ POST WITH IMAGES **#6, #19.**

💬 **#DidYouKnow**: Central Ohio will be the largest metro region in the state by 2050?
Bigger than Cleveland or Cinci. **#getinsight #BuildFor2050** ➔ POST WITH IMAGE **#8.**

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💬 We're getting older, having fewer kids. Is [*insert community name*] ready? Learn more at *http://getinsight2050.org* **#Timefor2050** ➔ POST WITH IMAGE **#7**.

💬 Want to know what Central Ohio will look like in 2050? Check out *http://getinsight2050.org* **#BuildFor2050** ➔ POST WITH IMAGE **#4**.

💬 Curious to see the future of [*insert community name*]? Check out *http://getinsight2050.org* **#getinsight** ➔ POST WITH IMAGE **#4**.

💬 This is why we love [*insert community name*]! Can't wait to see how we grow. **#Itfactor #getinsight** ➔ POST WITH IMAGES **#1, #2** (PERSONALIZE TO YOUR COMMUNITY OR **#13**).

💬 Crystal balls are hard to come by so luckily we have this: *http://getinsight2050.org* **#getinsight** ➔ POST WITH IMAGES **#3, #4, #10**.

Step 2: What does this mean to me?

💬 "Someone's sitting in the shade today because someone planted a tree a long time ago." – Warren Buffet **#getinsight #TimeFor2050** ➔ POST WITH IMAGE **#21**.

💬 The world is changing, and so is [*insert community name*]. *http://getinsight2050.org* **#getinsight #Timefor2050** ➔ POST WITH IMAGES **#13, #19, #21**.

💬 **#DidYouKnow**: You can help shape [*insert community name*]. Learn more at *http://getinsight2050.org* **#getinsight** ➔ POST WITH IMAGES **#1, #4, #19, #22**.

💬 **#FactFriday**: [*insert interesting fact about community*] **#ItFactor #getinsight** *Example: Franklinton was the first permanent settlement in the Columbus area* ➔ POST WITH IMAGE **#11**.

💬 Proactive planning = better quality of life. Learn more *http://getinsight2050.org* **#winning #getinsight** ➔ POST WITH IMAGES **#13, #19, #22**.

💬 Taking the bus saves you money **#getinsight** ➔ POST WITH IMAGES **#14, #15, #16, #24** .

💬 How you commute matters **#getinsight** ➔ POST WITH IMAGES **#5, #12, #24**.

Step 3: How can proactive planning help?

💬 "By failing to prepare, you are preparing to fail." – Benjamin Franklin **#getinsight** ➔ POST WITH IMAGES **#5, #10**.

💬 Planning today means not wasting resources tomorrow. **#getinsight #BuildFor2050** ➔ POST WITH IMAGES **#4, #6, #19 #21**.

💬 If practice makes perfect, planning makes it legendary. **#getinsight #BuildFor2050** *http://getinsight2050.org* ➔ POST WITH IMAGES **#13, #14, #23**.

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What makes [*insert community name*] unique? Help us preserve our "It Factor" and plan for our future. **#getinsight #ItFactor** ➔ POST WITH IMAGE **#11.**

Plan today. Save land tomorrow **#getinsight** ➔ POST WITH IMAGE **#22.**

This is our community's **#ItFactor #getinsight** ➔ POST WITH IMAGES **#1,** (PERSONALIZE TO YOUR COMMUNITY OR **#13**).

Step 4: Why should I embrace this change?

Want your grandkids to grow up here too? Let's make it great together. **#SaveOurItFactor** ➔ POST WITH IMAGES **#11, #13.**

Help [*insert community name*] plan for growth. **#getinsight #BuildFor2050** ➔ POST WITH IMAGES **#2, #7, #8, #22.**

If we're not growing we're dying. Embrace change. Make it great. **#getinsight** ➔ POST WITH IMAGES **#4, #8, #21, #22.**

Is your community transit friendly? **#getinsight** ➔ POST WITH IMAGES **#5, #12, #14, #15.**

Transit riders save nearly $12,000 each year over owning a car. **#getinsight** ➔ POST WITH IMAGES **#14, #16.**

How will we get around in 2050? **#getinsight** ➔ POST WITH IMAGES **#12, #14, #15.**

Step 5: How will we work together to shape our growing community?

"It's not the plan that's important, it's the planning." – Dr. Gramme Edwards **#getinsight** ➔ POST WITH IMAGES **#10, #21.**

Great things never come from comfort zones. **#WednesdayWisdom #Buildfor2050** *http://getinsight2050.org* ➔ POST WITH IMAGES **#3, #4, #10.**

WE have the power to influence development. Check it out and raise your voice → *http://getinsight2050.org* **#getinsight** ➔ POST WITH IMAGES **#3, #9, #10.**

Let's work together to make [*insert community name*] the place to be! **#getinsight** ➔ POST WITH IMAGES **#9, #13, #21.**

What is the future YOU see for [*insert community name*]? **#getinsight #Timefor2050** ➔ POST WITH IMAGE **#9.**

insight2050 provides the tools, the community provides the vision. **#getinsight #Timefor2050** ➔ POST WITH IMAGES **#3, #4, #9.**

insight2050 sets the course, [*insert community name*] drives the possibilities. **#ItFactor #getinsight** ➔ POST WITH IMAGE **#1, #2, #3, #10, #13.**

Social Media Toolkit

Images to Post

[Your community image can go here]

[Your community image can go here]

#1

#getinsight

insight 2050

#2

Make It Happen.

insight 2050

#3

Plan now for a better future.

insight 2050

#BuildFor2050

#4

insight 2050

getinsight2050.org

Images to Post
#FactFriday

#5

Traffic Congestion

insight 2050

Columbus-area commuters spent 40 hours stuck in traffic in 2011.

#6

Land Consumption

insight 2050

150 square miles (95,000 acres) of agricultural land in Central Ohio was urbanized from 2000–2010.

#7

Evolving Housing Needs

insight 2050

Over 80% of growth in the next 40 years will be households with one or two persons, with no children.

#8

Population Growth

insight 2050

The Central Ohio region is expected to grow by 1 million people by 2050—that's 80 more people a day!

Images to Post

#9

My vision for Central Ohio is _____.

#getinsight

insight2050

#10

Plan now for a better future.

getinsight2050.org

insight2050

#11

Our #ItFactor is _____.

insight2050

#12

Driverless cars are cool. But we still need transit to move more people.

insight2050

[*Personalize for your community, or ask residents to give their own answers*]

Images to Post

#13

insight
2050

We're preserving our #ItFactor

#14

insight
2050

Transit-friendly communities = people-friendly communities

#getinsight

#15

insight
2050

More transit moves more people.

| 40 People = 40 Cars | 40 People = 1 Bus |

#getinsight

#16

insight
2050

Parking is not free.

1 Year of Parking	1 Year of Transit
$1,600	$1,020

#getinsight

Images to Post

#17

Housing Growth

insight 2050

Did you know?

2 out of 3 housing units added between 2010–2015 were apartments?

#18

Job Growth

insight 2050

Did you know?

122,000 jobs were added to central Ohio since 2010.

#19
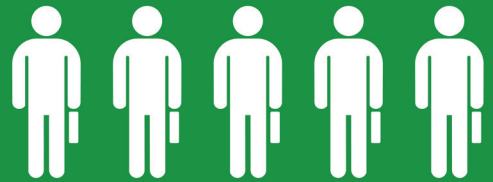
insight 2050

Save $3.28 Billion*

| Grow like in the past = $16.4B | or | Grow with more focused growth = $13.2B |

*Costs to build and maintain city streets, sidewalks, sewers and other infrastructure

#20

insight 2050

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Images to Post

#21

in**sight**
2050

Come together.
Right now.
For 2050.

#getinsight

#22

in**sight**
2050

Plan Today.
Save Land Tomorrow

Grow like in the past	or	Plan more focused growth
Use 495 more sq. miles		Use 45 sq. miles

#23

#BuildFor2050

Long Street Bridge Cultural Wall, Columbus, Ohio

Historic Past.
Legendary Future.

in**sight**
2050

#24

in**sight**
2050

The real cost of
your commute*

When you pay $1 to	🚶	🚴	🚌	🚗
Society pays	$.01	$.08	$1.50	$9.20

* Produced by Discourse Media, data by George Poulos. Moving Forward.DiscourseMedia.org/CostofCommute