

LINKUS SOCIAL MEDIA TOOLKIT

The LinkUS social media toolkit provides everything you need for effective promotion: curated hashtags, downloadable graphics, partner page tags and pre-approved caption options. Access all these resources in one convenient location to amplify your LinkUS messaging across platforms.

HASHTAGS:

#LinkUS #Community
#LinkUSColumbus #PublicTransit

TAG THE LINKUS PARTNERS!

COTA

f @COTABus
in Central Ohio Transit Authority



Franklin County
**BOARD OF
COMMISSIONERS**
1803

f @FranklinCountyBoardofCommissioners
@franklincountyboc
X @FranklinCoOhio
in Franklin County

BRT IS SMART TRANSIT

- Traffic signal priority
- Platform-level boarding and payment
- High-capacity vehicles
- Modern stations
- Dedicated transit lanes
- Increased frequency



COTA | LinkUS

DOWNLOAD FILES HERE >>



MID-OHIO REGIONAL
MORPC
PLANNING COMMISSION

f @MORPC
@morpc_
in MORPC

THE CITY OF
COLUMBUS
ANDREW J. GINTHER, MAYOR

f @columbusgov
@cityofcolumbus
in City of Columbus

SAMPLE CAPTIONS

CAPTION OPTION 1:

COMMUNITY-FOCUSED

Strong communities start with better connections. When neighborhoods have reliable transit, safe sidewalks and protected bike lanes, families can access opportunities that improve their daily lives. That's the foundation LinkUS is laying across Central Ohio — creating places where getting around safely doesn't depend on owning a car, and where every neighborhood has pathways to opportunity.

CAPTION OPTION 2:

ECONOMIC IMPACT

Three rapid transit corridors. 380,000 jobs within reach. LinkUS is connecting people to major employment centers and creating corridors where new businesses want to locate and existing ones can grow. More job options mean better wages, shorter commutes and more time at home with family. When people can afford to live, work and build their future here, that's how communities grow stronger.

CAPTION OPTION 3:

PARTNERSHIP & COLLABORATION

The future belongs to regions that work together. LinkUS demonstrates how collaborative planning creates connected communities where everyone can thrive. When we think regionally, we build systems that open doors and truly serve everyone.

CAPTION OPTION 4:

QUALITY OF LIFE

Having choices in how you get around changes everything. LinkUS creates independence for seniors who want to visit family, students heading to class and anyone who needs reliable, affordable transportation. When you can afford to live your life and have the freedom to go where you need to go, that's when communities truly thrive.

CAPTION OPTION 5:

FUTURE VISION

The future of Central Ohio is connected. LinkUS isn't just planning for today — we're building the foundation for tomorrow. With Bus Rapid Transit (BRT) corridors, enhanced stations, safer sidewalks and increased service, LinkUS delivers a transportation network that grows with our region. Across neighborhoods, townships and cities, LinkUS brings Central Ohio together.