# **M&C SOCIAL PR TOOLKIT**





Experience Columbus' public relations team is here to help you promote your upcoming event in Columbus. From providing tips on communications strategies to helping with media outreach to sharing assets that will build excitement, here are some of the ways we can assist.

# PR strategies & support

Our PR team is available to serve as an extension of your communications team if needed. We can help build buzz before, during and after your event. We are available to consult with your team and help develop strategies for reaching your target audiences and achieving your PR goals. We can assist with media relations, from pitching to press conferences. If you would like a local media list, contact us.

#### Photos & videos

Want to show off the best of Columbus? Use the credentials below to access our library of b-roll images and videos.

### **Columbus Photo and Video Portal**

Username: info@experiencecolumbus.com

Password: Scioto!Green

## **Promotional videos**

Have you checked out <u>our YouTube page</u>? We have dozens of videos to help you show off the best of Columbus. Here are some of our favorites:



https://bit.ly/3zRuigB

## **Experience Columbus podcast**

Did you know Experience Columbus has a podcast? Live Forward Live, available wherever you get your podcast, invites listeners to discover the best things to see and do in Columbus. <u>Share our podcast</u> as a unique way to get attendees excited about their upcoming visit.

## **Key facts & accolades**

From being the 14th largest city in the U.S. to continually scoring a 100 on the Human Rights Campaign's Municipal Equality Index, find key Columbus facts and accolades worth sharing.

#### Media buzz

Columbus is making headlines. Find top stories from trusted sources about why Columbus is a great place to visit and consider sharing them as you promote your upcoming event.

### **Welcome letters**

Extending a warm welcome is what we do in Columbus. If you would like a welcome letter from Brian Ross, President & CEO of Experience Columbus or Mayor Andrew J. Ginther, our PR team will coordinate and draft this for you. Please share your welcome letter request with your Experience Columbus Customer Engagement Manager at least a month prior to when you need the letter.

## **Accessibility Guide**

Columbus is an inclusive destination that is open and welcoming to all. Check out our <u>Accessibility Guide</u> to learn about the city's accessibility offerings in the categories of mobility, vision, hearing and cognition. Plus, get tips on how to <u>host an accessible meeting</u> in Columbus.