



Experience Columbus' social media team is here to help you promote your upcoming event in Columbus through our social media channels. From providing Instagram reel videos and copy for posts to help you create more visibility for your events, to educating your audience on everything Columbus and assisting in building your attendance! Here are some of the ways we can assist.

Social strategies & support

Please work to tag Experience Columbus (@experiencecolumbus) and feel free to add us as a collaborator to the reels.

Hashtags

#LiveForwardCbus
#MeetinCbus

Photos

We've also included a collection of photos that you may utilize across your social channels in addition to the videos for promotional usage! We recommend using the applicable platform to crop the images to your desired layout.

[Photo download link](#)

General best practices:

- Twitter: Four photos cropped to a horizontal orientation, or one standalone photo cropped to a square or 4:5 orientation
- Instagram: Carousel of multiple photos cropped to a square or 4:5 orientation, all with the same orientation
- Facebook: 3-4 photos, with one cropped to a horizontal orientation and the remaining others to a square orientation
- LinkedIn: 3-4 photos, with one cropped to a horizontal orientation and the remaining others to a square orientation

Posting Process

To download the videos:

- Click on "video" in the following slides
- Hover over the video file image and click the download function on the bottom of the thumbnail

Instagram Reel posting process:

- On Instagram, tap the + icon in the top right and select "Reel"
- Tap the box with the + in the bottom left corner and select your video
- Tap "Add" on the next screen, then select your desired audio by tapping the music icon from the top of the menu on the left-hand side of the screen
- Tap "Preview," then "Next" to get to the final posting screen. Add the copy to "caption," and to add Experience Columbus as a collaborator, select "Tag people" >> "Invite Collaborator" >> search for "Experience Columbus"
- Share the post!

Dining Options in Columbus

[Video](#)

Sample copy:

We'll be in Columbus MONTH X-X, and there's a wide variety of food options to check out while you're here in America's 14th largest city! Follow @experiencecolumbus for more and we'll see you here for _____. Columbus has one of the best food landscapes of any city in the country! Check out all the amazing options while you're here for _____ and visit @experiencecolumbus to learn more!

Short North Activities

[Video](#)

Sample copy:

Explore one of America's best Arts neighborhoods and a hub of activity in Columbus! @shortnorthartsdistrict is a short walk from the Greater Columbus Convention Center and there's truly something for everyone to find in this unique Columbus neighborhood. Follow @experiencecolumbus to learn more about the neighborhoods of Columbus.

Things to do in Columbus

[Video](#)

Sample copy:

There's lots to see while you're in Columbus for ____! America's 14th largest city and the state capital of Ohio gives you a wide variety of ways to spend your time. Check out @experiencecolumbus to learn how to spend 1 hour, 4 hours, a half day or full day exploring the 614.

Wondering how to spend your time while you're in Columbus for _____? We've got you covered with some destinations alongside @experiencecolumbus:

1 hour: @northmarket, Goodale Park, @thesciotomile

3 hours: German Village, @budddairyfoodhall, @ohiostatehouse

Half Day: Columbus Coffee Trail, @columbuscrew, @fpconservatory

Full Day: @cosiscience, @eastontownctr, @columbuszoo

Go to Experience Columbus' website for a full guide to your day in Columbus!

Accessibility:

Columbus wants anyone with disabilities to be fully included, welcomed and accommodated in our community. Below are sample social media posts to reflect the accessibility throughout Columbus.

Sample copy:

Columbus is dedicated to creating an inclusive destination that's welcoming and accessible to all. Experience Columbus' accessibility guide includes attractions, hotels and sources of transportation that have been curated by disability inclusion experts.

Link to website: <https://bit.ly/3IBzgRn>

Live Forward Podcast:

Experience Columbus' Live Forward Live Podcast introduces you to a new frontier of undiscovered possibility. Columbus is a city with an energy of its own. We go behind the scenes of popular attractions, uncover best kept secrets for things to do and meet people who embody what it means to live forward.

Sample copy:

Hear from prominent Columbus residents on what makes the city such a great destination! Experience Columbus' Live Forward Live podcast is a must-listen 🎧
Stream the latest season: <https://bit.ly/LiveForwardLive>