



What's Columbus without US? Toolkit

## what's happening?

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Local businesses and restaurants employ our families and our neighbors. They make our city more vibrant, give us places to connect, fuel our economy, and give Columbus its unique flair. Yet, the businesses that have shaped our community are hurting now more than ever, and with the post-holiday lull upon us, the coming winter months look bleak.

Without aid, local businesses are at serious risk of not existing... and that has big implications. An empty Short North, parking lots instead of brewpubs ... the disappearance of our favorite places changes the very fabric of what we are as a city. Unless we come together to support the businesses in need, Columbus is at risk of becoming simply a flyover city.

### **Why are you doing this campaign?**

This campaign is a call to action. We want to rally our community together in support of local businesses and push our government officials to offer vital, substantial aid. Our goal is to paint a picture of the impact local businesses have had on the individuals and families across Columbus and show the very real implications for our city if these businesses cannot survive.

# what should I do?

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## **What should I do?**

We're asking local businesses and restaurants to help us gather customer stories, share data (how many people do you employ, how do you help fuel the economy etc.), shine a spotlight on partners, and show the community how they can make a difference. In short, we want your help to showcase just how much the small business community means to Columbus.

In this kit, you'll find sample social media content, calls-to-action, and a calendar mapping out each day of the campaign.

We hope you'll join us! If you have any questions, please don't hesitate to reach out. We're in this together.

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social media campaign



## purpose

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This social media campaign was designed to paint a picture of the impact local businesses have had on the individuals and families across Columbus. This section of the toolkit outlines the 10 days of the 'What's Columbus without US?' campaign as it pertains to social media.

Within, you'll find a timeline highlighting the posts that participating local businesses in the campaign will be publishing as well as instruction for how to execute those posts. To maximize the impact of the campaign, posts should be published in order according to the outlined timeline.

Throughout this 10-day campaign, local businesses will showcase how much their business impacts Columbus using the faces behind their business, data, and calls to action.

## concept details

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All posts within the campaign should include:

- Hashtag  
#ColumbusWithoutUS
- Link to landing page



## creative assets and details

To access the template graphics for post borders, stories, and more please visit [this link](#). These graphics are for you to use and customize throughout the campaign.

You'll also need photos of your business to participate:

- 1 photo highlighting your store front
- 1 photo highlighting a product/ingredient/etc. sourced from a local partner
- 1 photo showcasing an empty room at your business (empty chair, bar, etc.)
- 2 or more staff photos (headshots, and/or candid at work shots)

You'll also need [www.wolfsridgebrewing.com/without-us](http://www.wolfsridgebrewing.com/without-us) for your social media posts and bios. This landing page contains more information about the campaign and resources for community members.



**social media timeline**

## timeline

# March 22 – 31

The below timeline highlights which social posts you should plan to publish as part of the #ColumbuswithoutUS campaign.

March 22	March 23	March 24	March 25	March 26
Launch Day	What's Columbus without US? Story	Face the Faces	What's Columbus without US? Story	Eat & Shop Local
March 27	March 28	March 29	March 30	March 31
Eat & Shop Local	The Ripple Effects	Face the Faces	What's Columbus Without US story?	We are Columbus

*An outline of each social post and how to execute can be found on slides 10-20.*





## post details

*all campaign graphics generously created by [Audrey Stemen](#)*

## concept details

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Photo post on your  
Instagram feed and  
Facebook feed

Tag other  
participating  
organizations

Feel free to revise  
copy using your own  
brand voice & tone



## launch day

### What It Is:

This post will launch the campaign highlighting the purpose, actionable resources, and connect other participating organizations.

### Post Copy:

*This week, one year ago, the city of Columbus implemented preventative measures to stop the spread of COVID-19. As cases continued to rise, those measures, however necessary, deeply hindered local businesses with little relief. Today, many of those measures are still in place. The businesses that have shaped our community are hurting now more than ever. Through the next 10 days, we and other local Columbus businesses are asking the question, 'What's Columbus without US?' as we highlight the neighbors, friends, and families, behind local businesses here in our city. Find more info and resources to get involved at the link in our bio. #ColumbuswithoutUS  
[www.wolfsridgebrewing.com/without-us](http://www.wolfsridgebrewing.com/without-us)*

### Creative Suggestion:

A photo or video showcasing your business front with the What's Columbus without US? Social Template.

# launch day example

## concept details



### **gebencomm**

This week, one year ago, the city of Columbus implemented preventative measures to stop the spread of COVID-19. As cases continued to rise, those measures, however necessary, deeply hindered local businesses with little relief. Today, many of those measures are still in place. The businesses that have shaped our community are hurting now more than ever. Through the next 10 days, we and other local Columbus businesses are asking the question, 'What's Columbus Without US?' as we highlight the neighbors, friends, and families, behind local businesses here in our city.

**#ColumbusWithoutUs**

Follow along with:

**@participant @participant @participant**

**@participant @participant**

**@participant @participant @participant**

**@participant @participant**

## concept details

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This will be a carousel post in your Instagram feed and multiple photo upload in your Facebook feed

Tag other participating organizations

Feel free to revise copy using your own brand voice & tone

## face the faces

### What It Is:



This post highlights the people behind the local businesses in Columbus, showing the real neighbors, friends, and families that the campaign is helping.

### Sample Post Copy:

*Support for our business and other local businesses in Columbus is support for your neighbors, friends, and family. Mellissa is an account manager here at Geben Communication with an extensive background in PR. She's also the coach of a local synchronized ice skating team, proud pet & husband wrangler, and devotes nearly 10 hours every month to volunteering with local nonprofits. Check out more of the faces of local Columbus businesses below and find more information and resources to help at the link in our bio. #ColumbuswithoutUS  
[www.wolfsridgebrewing.com/without-us](http://www.wolfsridgebrewing.com/without-us)*

### Creative Suggestion:

1 or more staff photos that highlight the people behind your business the What's Columbus without US? Social Template.

# concept details

## face the faces example



**gebencomm**  
Support for our business and other local businesses in Columbus is support for your neighbors, friends, and family. Mellissa is an account manager here at Geben Communication with an extensive background in PR. She's also the coach of a local synchronized ice skating team, proud pet & husband wrangler, and devotes nearly 10 hours every month to volunteering with local nonprofits. Check out more of the faces of local Columbus businesses below! #ColumbusWithoutUS

@participant @participant @participant  
@participant @participant @participant  
@participant @participant @participant  
@participant @participant @participant





## concept details

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Carousel post in  
Instagram feed

Tag other  
participating  
organizations

Feel free to revise  
copy using your own  
brand voice & tone

## the ripple effects



### What It Is:

This post uses data provided by your business to highlight the effects on people and other organizations in Columbus.

### Post Copy:

*Local businesses have a far-reaching impact in Columbus. As many continue to hang by a thread, some have already begun to cease operation, causing a ripple affect among the other businesses and organizations they partner with. We don't just deliver communication services, we employ X amount of people supporting families, invest over X hours of community service in Columbus, and donate over X dollars to local nonprofit organizations. Want to see more numbers from local businesses? Follow along with #ColumbusWithoutUS and check out the other local businesses below. Find even more information at the link in our bio.*

[www.wolfsridgebrewing.com/without-us](http://www.wolfsridgebrewing.com/without-us)

### Creative Suggestion:

Three or more data points (one per slide in a carousel) that highlight the effects your business has on Columbus. The What's Columbus without US? Social Template should also be included. See next slide for example.

## post details

# the ripple effect example



### gebencomm

Local businesses have a far-reaching impact in Columbus. As many continue to hang by a thread, some have already begun to cease operation, causing a ripple affect among the other businesses and organizations they partner with. We don't just deliver communication services, we employ X amount of people supporting families, invest over X hours of community service in Columbus, and donate over X dollars to local nonprofit organizations. Want to see more numbers from local businesses? Follow along with [#ColumbusWithoutUS](#) and check out the other local businesses below. Find even more information at the link in our bio.

@participant @participant @participant  
@participant @participant @participant  
@participant @participant @participant  
@participant @participant @participant

## post details

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### Facebook & Twitter

This post does not require you to upload a photo as the image will be populated from the link to the webpage

## eat & shop local



### What It Is:

This post serves as a reminder for people to eat and shop local over the weekend, highlighting your business and resources to find other local businesses to patronize.

### Post Copy:

*Local businesses in Columbus desperately need your support. Before shopping or dining out this weekend, consider checking out this resource so that your actions help your neighbors, friends, and families here in Columbus! #ColumbuswithoutUS*  
[www.wolfsridgebrewing.com/without-us](http://www.wolfsridgebrewing.com/without-us)

### Creative Suggestion:

This post will link to the web page highlighting the 'What's Columbus without US?' campaign. The image will populate from the link.



## post details

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Photo post on your Instagram feed and Facebook feed

Tag other participating organizations

Feel free to revise copy using your own brand voice & tone

## we are Columbus



### What It Is:

This is the final post of the campaign highlighting a POV of your business without business, customers, employees, etc.

### Post Copy:

*An empty office without the buzzing of creative ideas. Fewer resources donated to local organizations and nonprofits. Families displaced. What's Columbus without US? Without the hundreds of local businesses that make our city the place it is? What would happen if we all had to shut our doors forever? We don't want to know. Find ways to support local businesses by visiting the link in our bio. They need your help now more than ever.*

*#ColumbuswithoutUS*

*[www.wolfsridgebrewing.com/without-us](http://www.wolfsridgebrewing.com/without-us)*

### Creative Suggestion:

- 1 photo showcasing an empty room at your business (empty chair, bar, etc).

## post details

# the ripple effect example



### **gebencomm**

An empty office without the buzzing of creative ideas. Fewer resources donated to local organizations and nonprofits. Families displaced. What's Columbus without US? Without the hundreds of local businesses that make our city the place it is? What would happen if we all had to shut our doors forever? We don't want to know. Find ways to support local businesses by visiting the link in our bio. They need your help now more than ever.

**#ColumbusWithoutUs**

Check out other local businesses who participated in this campaign by our side:

@participant @participant @participant  
@participant @participant @participant  
@participant @participant @participant  
@participant @participant @participant

# What's Columbus without Us? Instagram Stories

## post details

### Instagram Stories

Feel free to revise copy using your own brand voice & tone

Utilize one or more of these story styles on days specified in timeline

Utilize photos of your own business to create these stories



Share the positive responses you receive!



# What's Columbus without Us? Instagram Stories

## post details

### Instagram Stories

Utilize one or more of these story styles on days specified in timeline. Feel free to insert a backdrop photo of your choice (all story templates [here](#)).

Start with tagging local partners of your own. Then post a blank one for your followers to use in their own stories.



participating businesses



## participating businesses

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- Dos Hermanos (@doshermanostacos)
  - Preston's (@prestonsburgers)
  - The Kitchen (@thekitchencolumbus)
  - Tiger Tree (@shoptigertree)
  - Wolf's Ridge Brewing (@wolfsridgebrewing)
- 
- AND YOU! Follow along with the #ColumbusWithoutUS hashtag to see other businesses joining in on the conversation and feel free to mention and engage with them as well!





thank you!