HIRTA Social Media Toolkit

For Use by Counties, Cities, and Community Partners

# Purpose

This toolkit provides social media content to help local governments and community organizations promote HIRTA's transportation services. These posts can be used on Facebook, Instagram, X (Twitter), or in newsletters and other digital platforms.

# Key Messages

- HIRTA offers door-to-door public transportation open for anyone for any reason.

- Riders can schedule trips for medical appointments, groceries, work, school, and more.

- HIRTA supports independence and access to opportunity.

# HIRTA’s Handles

We encourage all partners to follow HIRTA on all social media platforms and tag us in related posts to increase visibility.

Facebook: @RideHIRTA

Twitter: @RideHIRTA

LinkedIn: HIRTA Public Transit

HIRTA Helps:

Facebook: @HIRTAHelps

# Contact

If you have any questions about how to use the content in this social media toolkit, please contact us. We are here to support our partners and ensure all shared materials align with HIRTA’s standards.

Danny Schnathorst

Marketing and Communications Manager

dschnathorst@ridehirta.com

(515) 309-9284

# Suggested Social Media Posts

## Booking a Ride

## Need a ride? @RideHIRTA makes it easy. Call 1 (877) 686-0029, visit www.RideHIRTA.com, or use the HIRTA On Demand app to schedule your next trip. It’s that simple.

## Scheduling your ride with HIRTA is simple. Just call 1 (877) 686-0029, go online to www.RideHIRTA.com, or use the HIRTA On Demand app to book your next trip. We’ll get you where you need to go.

## Need a ride to work, appointments, or the store? @RideHIRTA is ready to help. Call 1 (877) 686-0029, visit www.RideHIRTA.com, or use the HIRTA On Demand app to book your ride now!

## Medical Appointments

## Missed appointments can affect your health. @RideHIRTA helps you get to your doctor, pharmacy, or other medical appointments on time. Use the HIRTA On Demand app to schedule a ride today.

## Keep your health on track with @RideHIRTA! HIRTA provides reliable rides to your doctor, health appointments, and more. Call 1 (877) 686-0029, visit www.RideHIRTA.com, or use the HIRTA On Demand app to schedule.

## Don’t miss an important medical appointment. @RideHIRTA is here to get you there on time. Schedule your ride today via the HIRTA On Demand app or call 1 (877) 686-0029.

## Grocery and Errand Trips

## Got errands to run? HIRTA can take you to the grocery store, post office, bank, and more! Schedule your ride through the HIRTA On Demand app and get things done.

## Running out of time for errands? @RideHIRTA can help with that! Whether it’s grocery shopping, banking, or anything in between, use the HIRTA On Demand app to schedule your ride.

## From grocery shopping to the post office, @RideHIRTA gets you where you need to go. Call 1 (877) 686-0029, visit www.RideHIRTA.com, or use the HIRTA On Demand app to schedule your trip today!

# Suggested Social Media Posts (continued)

## Serving Seniors

## @RideHIRTA helps older adults stay independent and connected. From weekly grocery runs to doctor visits, we provide the rides you can count on. Use the HIRTA On Demand app to book your ride!

## Older adults deserve independence. @RideHIRTA offers reliable rides for seniors across central Iowa. Call 1 (877) 686-0029, visit www.RideHIRTA.com, or use the HIRTA On Demand app to schedule.

## @RideHIRTA is here to help seniors stay active and independent. We offer rides to doctor appointments, grocery stores, and more. Book a ride now using the HIRTA On Demand app!

## Accessibility

## Everyone deserves access to reliable transportation. @RideHIRTA offers accessible vehicles for people with mobility devices, ensuring you get where you need to go safely. Book your ride via the HIRTA On Demand app.

## @RideHIRTA makes accessibility a priority. They provide accessible rides for individuals with mobility devices, so everyone can enjoy equal access to transportation. Schedule your ride today via the HIRTA On Demand app.

## @RideHIRTA believes in equal access to transportation and offers accessible rides for people with mobility devices to ensure everyone can get around with ease. Book a ride through the HIRTA On Demand app.

## School and Training

## Get to school or training programs with ease! @RideHIRTA provides safe and reliable rides for students and learners across central Iowa. Book your ride today through the HIRTA On Demand app!

## Need a ride to school or your training program? @RideHIRTA offers transportation to educational programs, activities, and more. Call or visit www.RideHIRTA.com, or use the HIRTA On Demand app to schedule!

## @RideHIRTA is here to help students and learners get to school, training, or after-school activities. Call 1 (877) 686-0029 or use the HIRTA On Demand app to book a ride today!

# Suggested Social Media Posts (continued)

## Serving Rural Iowa

## Living in a rural area? @RideHIRTA offers door-to-door transportation for people in rural Iowa, making it easier to get to healthcare, jobs, and more! Use the HIRTA On Demand app to schedule your ride.

## Whether you’re in a small town or rural area, @RideHIRTA connects you to services, events, and essential trips. Call 1 (877) 686-0029, visit www.RideHIRTA.com, or use the HIRTA On Demand app to schedule.

## No matter where you live, @RideHIRTA provides door-to-door rides to help you connect with the services and appointments that matter. Schedule your ride today with the HIRTA On Demand app.

## General Awareness

## @RideHIRTA provides flexible, door-to-door transportation for anyone for any reason. Whether you're a senior, a student, or someone without access to a car, they can help! Use the HIRTA On Demand app to book your ride.

## Need a ride? @RideHIRTA offers easy and affordable transportation in your community. Call 1 (877) 686-0029, visit www.RideHIRTA.com, or use the HIRTA On Demand app to learn more.

## @RideHIRTA provides affordable, flexible transportation for anyone for any reason. Whether you're a student, senior, or commuter, HIRTA is there to make your ride easy. Book your ride using the HIRTA On Demand app.

# Suggested Social Media Posts for HIRTA Helps

## \*For use only in Boone, Dallas, Madison, Marion, and Warren counties

## Recruiting Volunteers

## Looking for a meaningful way to give back? @HIRTAHelps connects volunteers with community members in need. From providing rides to companionship, your help can make a real difference! Visit www.HIRTAHelps.org or call 1 (877) 686-0029 to sign up.

## Do you have a few hours to spare each week? @HIRTAHelps needs volunteers to help with transportation, social visits, and meal deliveries. It's flexible and rewarding. Get started today by visiting www.HIRTAHelps.org.

## Make an impact in your community by volunteering with @HIRTAHelps! Whether you provide transportation, deliver meals, or simply offer companionship, every effort counts. Learn more and sign up today at www.HIRTAHelps.org.

## Request Assistance

## Need transportation to medical appointments or the grocery store? @HIRTAHelps provides volunteer transportation to those in need. Reach out today at www.HIRTAHelps.org or call 1 (877) 686-0029 for more info.

## If you’re in need of transportation, meals, or companionship, @HIRTAHelps is here to assist you! Call 1 (877) 686-0029 or visit www.HIRTAHelps.org to find out how our volunteers can help you access essential services in your community.

## Don’t let transportation barriers stop you from getting the care or services you need. @HIRTAHelps offers rides and more. Get assistance today by visiting www.HIRTAHelps.org or calling 1 (877) 686-0029.

## Volunteer Benefits

## Looking for a volunteer opportunity with flexibility and purpose? @HIRTAHelps provides volunteers with mileage reimbursement, insurance, and the chance to make a real difference in someone’s life. Sign up today at www.HIRTAHelps.org.

## Join @HIRTAHelps to help your neighbors! Volunteers receive mileage reimbursement and liability insurance while making an impact. Learn more and sign up at www.HIRTAHelps.org.