

INFRASTRUCTURE WEEK 2026

AMPO

Social Media Toolkit

For AMPO Members and MPO Communications Teams

May 18–22, 2026 · Theme: Building a Stronger America

How to use this toolkit

Replace every **[BRACKETED FIELD]** with your MPO's real details before posting. The more local and specific your posts, the stronger they will be. Use your MPO name, region name, number of member jurisdictions, and a local fact or example.

Core message themes:

- Transportation does not stop at city or county lines.
- MPOs help communities work together across a region.
- Strong planning leads to stronger project delivery.
- MPOs help turn federal dollars into local results.
- Transportation is experienced locally and regionally, but is of National Significance. People rely on locally owned roads and bridges every day to get to work, school, health care, and local businesses. These same networks support regional freight corridors and supply chains that move goods across communities and states. Local and regional leaders closest to these networks understand where investments will deliver the strongest results.
- Regional planning helps improve safety, reduce congestion, support freight movement, and connect people to opportunity.
- MPOs manage billions of dollars in federal formula and discretionary funding and help turn those investments into real outcomes on the ground, including safer roads, reduced congestion, stronger freight networks, and better access to jobs and services.



Check out AMPO's [MPO Engagement Toolkit](#) for additional resources to help explain the MPO role and build stronger relationships with decision-makers and community stakeholders.

SECTION 1

Post Templates

All posts are written for a general public audience. Edit for LinkedIn, X/Twitter, Facebook, or Instagram. Replace every **[bracketed field]** before posting.

Monday, May 18 · Opening Day

Option 1 · All platforms

Where you live. Where you work. How you get there. It is all connected.

That is why **[YOUR MPO NAME]** exists. We help communities across **[REGION]** work together on transportation so the region can grow safer, stronger, and better connected.

It is #InfrastructureWeek, and all week long we are sharing how regional planning helps keep our communities moving.

Learn more: **[LINK]** #InfrastructureWeek #MPOs #RegionalPlanning #AMPO

IMAGE: *Aerial photo or regional map, or a collage of projects from across the region*

Option 2 · All platforms

Transportation does not stop at city limits — and neither do we.

[YOUR MPO NAME] helps **[X]** communities across **[REGION]** work together to plan, prioritize, and invest federal transportation dollars where they can make the biggest difference.

Better planning. Better projects. Stronger communities.

#InfrastructureWeek #MPOs #BuildingAStrongerAmerica #AMPO

IMAGE: *Regional map graphic, collage, or photo showing communities connected by one network*

Option 3 · All platforms

Big transportation improvements do not happen overnight.

[YOUR MPO NAME] helps bring communities across **[REGION]** together to create a long-term plan for how people and goods will move in the years ahead — and how we can invest wisely to get there.

That is what regional planning looks like: shared priorities, smarter decisions, and a stronger future. Learn more: **[LINK]**

#InfrastructureWeek #MPOs #BuildingAStrongerAmerica #AMPO

IMAGE: *Regional map graphic, collage, or photo showing communities connected by one network*

Tuesday, May 19 · Freight, Congestion & Safety**Option 1** · All platforms

When goods move better, communities work better.

[YOUR MPO NAME] helps plan transportation investments across **[REGION]** so freight can move, businesses can grow, and people can get where they need to go.

That is the value of regional planning: one network, shared priorities, better results.

#InfrastructureWeek #Freight #MPOs #RegionalPlanning

IMAGE: Freight corridor, trucks at an interchange, port or warehouse access road

Option 2 · All platforms

Traffic does not care where one town ends and another begins.

[YOUR MPO NAME] helps communities across **[REGION]** work together on congestion, bottlenecks, and the transportation challenges no one jurisdiction can solve alone.

Regional problems need regional solutions.

#InfrastructureWeek #Congestion #MPOs #RegionalPlanning

IMAGE: Busy corridor, commute traffic, or interchange showing a shared congestion challenge

Option 3 · All platforms

Safety does not stop at city limits.

[YOUR MPO NAME] helps communities across **[REGION]** identify dangerous corridors, plan improvements, and invest in safer transportation for everyone.

Because better planning leads to safer outcomes.

Learn more: **[LINK]** #InfrastructureWeek #Safety #MPOs #RegionalPlanning

IMAGE: Crosswalk improvement, safer intersection, school zone, or corridor safety project

Wednesday, May 20 · Governance & Regional Collaboration**Option 1** · All platforms

Federal transportation funding works better when communities plan together.

[YOUR MPO NAME] brings local leaders to one table to make transportation decisions in a public, coordinated, and region-wide way.

That means better alignment, better accountability, and investments that reflect the needs of the whole region.

#InfrastructureWeek #MPOs #RegionalPlanning #AMPO

IMAGE: *A board meeting or regional planning session that shows collaboration*

Option 2 · All platforms

[X] communities. One table. Shared decisions.

[YOUR MPO NAME] helps make sure transportation funding reflects the needs of the full region — not just one place at a time.

Because safety, congestion, and economic growth do not stop at local boundaries.

#InfrastructureWeek #MPOs #BuildingAStrongerAmerica #AMPO

IMAGE: *Board members or local officials around a table with maps or project materials*

Option 3 · All platforms

Good transportation planning takes teamwork.

[YOUR MPO NAME] brings communities across **[REGION]** together to plan for the future and make sure transportation dollars support real local needs.

This #InfrastructureWeek, we are proud to help move **[REGION]** forward.

[LINK] #InfrastructureWeek #MPOs #RegionalPlanning #AMPO

IMAGE: *A split image showing urban, suburban, and smaller-town contexts across the region*

Thursday, May 21 · The Full Network

Option 1 · All platforms

Transportation is about more than roads. It is about getting to work. Getting home safely. Moving goods. Reaching school, health care, and opportunity.

[YOUR MPO NAME] helps communities across **[REGION]** plan for that full picture — and turn federal transportation funding into projects that make everyday life work better.

#InfrastructureWeek #MPOs #RegionalPlanning #AMPO

IMAGE: *A local street with people walking, biking, riding transit, and driving*

Option 2 · All platforms

Strong infrastructure starts with strong planning.

[YOUR MPO NAME] helps communities across **[REGION]** identify needs, set priorities, and invest in transportation projects that improve safety, mobility, and economic opportunity.

That is what MPOs do: connect local voices to regional action.

#InfrastructureWeek #MPOs #BuildingAStrongerAmerica #AMPO

IMAGE: Community meeting, project map, or staff reviewing data and priorities

Option 3 · All platforms

Every project tells a bigger regional story.

A safer intersection. A repaired bridge. A better freight route. A new sidewalk connection. Together, those investments help build a stronger transportation network across **[REGION]**.

That is the work of regional planning.

#InfrastructureWeek #MPOs #BuildingAStrongerAmerica #InfrastructureWeek

IMAGE: Collage of 3–4 completed local projects from around the region

Friday, May 22 · Call to Action

Option 1 · All platforms

Strong communities need strong transportation planning.

As Congress works on the next surface transportation bill, MPOs need the tools and resources to keep helping communities plan ahead, work with partners, and move projects from idea to delivery.

Because if it is not planned, it does not get built.

#InfrastructureWeek #Reauthorization #MPOs #AMPO

IMAGE: Project under construction, regional map, or collage showing federally funded projects.

Option 2 · All platforms

The future of transportation starts long before construction begins.

MPOs help communities set priorities, build consensus, and move projects forward. That is why federal support for regional planning matters.

Strong planning. Stronger delivery. Stronger communities.

#InfrastructureWeek #Reauthorization #RegionalPlanning #MPOs #AMPO

IMAGE: Project image, shovel-ready rendering, or visual showing planning leading to delivery

SECTION 2

Graphic Templates

Ready-to-customize messages for social graphics.

Stat / Headline Cards — 1080×1080px

[X] jurisdictions. One region. Every community represented.

[YOUR MPO NAME] helps communities across [REGION] work together so transportation investment serves the whole region. · #InfrastructureWeek 2026 · #MPOs

\$(X) invested in [REGION].

[YOUR MPO NAME] helps guide federal transportation dollars toward projects that improve safety, mobility, and access across [REGION]. · #InfrastructureWeek 2026 · #MPOs

Strong planning. Stronger delivery.

Transportation projects do not begin at construction. They begin with planning, coordination, and local input. · #InfrastructureWeek 2026 · #MPOs

The roads in [REGION] carry people to jobs, kids to schools, goods to market, and neighbors to each other.

[YOUR MPO NAME] programs federal transportation investment to keep every part of that network working. · #InfrastructureWeek 2026 · #RegionalPlanning

LinkedIn Tailorable Graphics — 1200×1200px

Access the customizable Canva graphics [HERE](#).



SECTION 3

Public-Friendly Language Guide

Most people have never heard of an MPO. Use these plain-language swaps in posts, captions, website copy, and social media replies.

Jargon → Plain Language

Instead of...	Say this instead
Transportation Improvement Program (TIP)	"Our regional list of funded transportation projects" or "the program that decides which roads and bridges get federal funding in [REGION]"
Long Range Transportation Plan (LRTP)	"Our [20]-year vision for how [REGION] moves people and goods — and how we invest in getting there"
Suballocated formula funds	"The federal transportation dollars our region receives each year" or "the funding that flows directly to local and regional projects"
Performance targets / federal performance measures	"Goals we've committed to — like reducing serious crashes or improving road conditions — that we track and report publicly"

SECTION 4

Customization & Posting Guide

Before you post — checklist

- 1 Replace every [bracketed field]**

Your MPO name, region name, jurisdiction count, and TIP total are the most important. Leaving brackets in posts makes your organization look unprepared. Pull real numbers from your latest TIP or annual report — specificity builds credibility.
- 2 Show the whole region in your images**

Don't only post photos from your biggest city. Use images from suburban towns, smaller communities, and diverse neighborhoods.
- 3 Name your board members**

Elected officials on your board are proof that local voices govern this process. Quoting a mayor or county commissioner shows that the process is locally driven.
- 4 Ask member jurisdictions to reshare**

When a local government shares your post, it validates the 'we work for all of you' message in a way no caption can. Send a short note to member comms teams asking them to engage during the week.
- 5 Tag strategically**

Tag AMPO and United for Infrastructure on relevant posts. Tag member jurisdictions and your state DOT when posts relate to shared projects. Cross-tagging extends reach to audiences who already care about infrastructure.

SECTION 5

Hashtags & Accounts to Tag

Use on every post

#InfrastructureWeek

#BuildingAStrongerAmerica

#MPOs

#InfrastructureWorks

#UnitedforInfrastructure

Add when relevant

#RegionalPlanning

#AMPO

#RegionsLead

#**[YOUR MPO NAME]**

#Reauthorization

#LocalLeaders

Accounts to tag

Account	When to use
@AMPO_MPOs (X/Twitter)	Tag on all Infrastructure Week posts
@United4Infra (X/Twitter)	Tag on all Infrastructure Week posts
AMPO (LinkedIn)	Tag on all Infrastructure Week posts Search 'Association of Metropolitan Planning Organizations' to tag
United for Infrastructure (LinkedIn)	Tag on all Infrastructure Week posts Search 'United for Infrastructure' to tag

United for Infrastructure Toolkit Available [Here](#)