

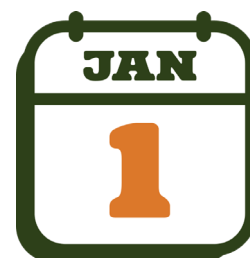
PRACTICAL TOOLS TO HELP COLUMBUS EMPLOYERS PREPARE WITH CONFIDENCE

WHAT EMPLOYERS NEED TO KNOW

Clear Pay is a City of Columbus initiative, in partnership with Council member Lourdes Barroso de Padilla's office, helping workers and employers understand and prepare for the city's new pay transparency requirements, effective January 1, 2027.

Beginning January 1, 2027, Columbus employers with 15 or more employees will be required to include a reasonable salary range in every job posting. This is a new pay transparency requirement, separate from the city's existing salary history ban.

For many businesses — especially small and midsize employers — this means establishing salary ranges for the first time. The good news: you don't have to figure it out alone. The city, in partnership with Council member Lourdes Barroso de Padilla's office, has built a free set of tools to help employers set ranges, update job postings, and prepare hiring teams well ahead of the deadline.

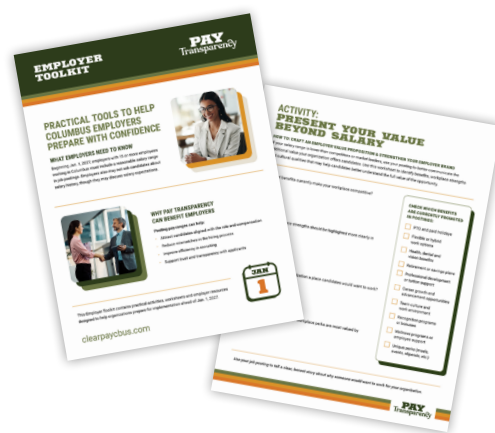


HOW YOU CAN HELP

We've included a variety of communication assets that you can use to ensure our employer toolkit and resources get into the hands of those who need it. Those assets include:

- **Key messages** partners can pull from confidently, without needing to become policy experts
- **Ready-to-use copy:** a newsletter blurb, a longer newsletter article, email copy, and social captions
- **A folder of the campaign's social post assets** (graphics sized for Instagram, Facebook, and LinkedIn, plus short-form video cuts)
- **An 800×400 graphic** sized for dropping directly into an email

Ultimately, we want to send employers to [ClearPayCBUS.com](https://clearpaycbus.com) to learn more or download our employer toolkit with a variety of resources to help them with the transition to displaying their pay ranges.



SHARING CLEAR PAY IS EASY

Learn more at ClearPayCBUS.com

1. **Download** the toolkit at ClearPayCBUS.com.
2. **Pick a channel** — newsletter, email, or social — and grab the matching copy from pages 4 and 5.
3. **Add a visual**: use a graphic from the social asset folder or the 800×400 graphic for email.
4. **Publish**, and always link back to ClearPayCBUS.com.

ABOUT CLEAR PAY

Standard language for any piece that needs it.

Clear Pay is a City of Columbus initiative, in partnership with Council member Lourdes Barroso de Padilla's office, helping workers and employers understand and prepare for the city's new pay transparency requirements, effective January 1, 2027. Learn more and access free employer resources at ClearPayCBUS.com.



COUNCIL MEMBER
Lourdes BARROSO
DE PADILLA

CLEAR FACTS ABOUT CLEAR PAY

What to say, what to avoid, and why it matters.

KEY MESSAGES (what to say, in your own words, if you'd rather not use the copy in Section 4 verbatim):

- Starting January 1, 2027, Columbus employers with 15 or more employees must include a reasonable salary range in job postings.
- This is a new requirement, separate from Columbus' existing salary history ban. Pay transparency is about what employers post; the salary history ban is about what employers can ask candidates. They are not the same policy.
- The city has built free, practical tools to help employers put this into practice — not just explain the legislation. The focus is implementation: how to set ranges, update postings, and prepare hiring teams.
- Small and midsize businesses are the priority audience. Many don't yet have formal salary ranges, and the toolkit is built to help them start without added cost or legal guesswork.
- Being upfront about pay is also a hiring advantage — it helps businesses stand out to candidates who are evaluating more than just a number.
- Everything employers need — guidance, templates, and the Employer Toolkit — is free at ClearPayCBUS.com.

Dos and Don'ts

DO	DON'T
Always say "Clear Pay" somewhere in the piece — it reinforces the URL.	Conflate pay transparency with Columbus' separate salary history ban.
Lead with implementation ("here's how to prepare"), not a legislative explainer.	Sound stuffy or overly legal — keep it direct and informative.
Always link back to ClearPayCBUS.com .	Leave out the link or CTA — every piece should drive to the site.

COPY, PASTE, SHARE

Newsletter, email, and social copy, written and ready for your next send.

NEWSLETTER BLURB (short, ~45 words)

Starting January 1, 2027, Columbus employers with 15+ employees must include a salary range in job postings. Clear Pay offers free tools to help you prepare — especially if you're a small or midsize business. Get ready at ClearPayCBUS.com.

NEWSLETTER ARTICLE (long, ~160 words)

Clear Pay Is Coming to Columbus — Is Your Business Ready?

Beginning January 1, 2027, Columbus employers with 15 or more employees will be required to include a reasonable salary range in every job posting. This is a new pay transparency requirement, separate from the city's existing salary history ban.

For many businesses — especially small and midsize employers — this means establishing salary ranges for the first time. The good news: you don't have to figure it out alone. The city, in partnership with Council member Lourdes Barroso de Padilla's office, has built a free set of tools to help employers set ranges, update job postings, and prepare hiring teams well ahead of the deadline.

Being upfront about pay isn't just about compliance — it's a chance to show candidates what makes your workplace worth choosing.

Explore free guidance, templates, and resources at ClearPayCBUS.com.

EMAIL COPY

Subject line options:

Clear Pay is coming — is your job posting ready?

New Columbus requirement: salary ranges in job postings start Jan. 1

Free tools to help you prepare for pay transparency

Body copy:

Hi [Member Name],

Starting January 1, 2027, Columbus employers with 15 or more employees must include a reasonable salary range in job postings. This new requirement — separate from the city's salary history ban — is part of Columbus' Clear Pay initiative.

If you haven't set formal salary ranges yet, you're not alone — and you don't have to start from scratch. The city has put together free tools and step-by-step guidance built especially for small and midsize businesses.

Visit ClearPayCBUS.com to explore the resources and get your postings ready before the deadline.

[BUTTON: Get ready at ClearPayCBUS.com]

EMAIL HEADER GRAPHIC (800 x 400 pixels)



DOWNLOAD HEADER
GRAPHIC HERE

SOCIAL CAPTIONS (for partners' own channels)

Columbus' pay transparency requirements take effect Jan. 1, 2027. The deadline is set, and we've got tools to help mobilize your team into action. Ready to get started? Find employer tools and resources to help you prepare at ClearPayCBUS.com.

Hashtags:

#ClearPayCBUS #PayTransparency #Columbus

SOCIAL GRAPHIC



DOWNLOAD SOCIAL
GRAPHIC HERE