



Social Media Toolkit

MyKey+ Transition Effective July 1, 2026

MyKey+ - General

Facebook, Instagram, LinkedIn:

IndyGo has introduced MyKey+, its new e-fare collection system. With flexible payment options designed to meet your needs, MyKey+ makes it easier, faster and more convenient to get where you need to go. Riders can use the new MyKey+ app or a MyKey+ card starting July 1!

Learn more about your key to Indy today: <https://www.indygo.net/mykeyplus/>

X/Twitter:

IndyGo has introduced MyKey+! With flexible payment options, MyKey+ makes it easier and more convenient to get where you need to go. Starting July 1, riders can use the MyKey+ app and card.

Learn more about your key to Indy today: <https://www.indygo.net/mykeyplus/>

Please use the available graphics per social media platform:

- Facebook & LinkedIn (1:1)
 - https://www.indygo.net/wp-content/uploads/2026/06/IndyGo_MyKeyPlus-GENERAL-SQv2.jpg
- Instagram (4:5)
 - https://www.indygo.net/wp-content/uploads/2026/06/IndyGo_MyKeyPlus-GENERAL-IGv2.jpg
- X/Twitter (16:9)
 - https://www.indygo.net/wp-content/uploads/2026/06/IndyGo_MyKeyPlus-GENERAL-TWXv2.jpg

MyKey+ - Transition Period

Facebook, Instagram, LinkedIn:

Are you ready to make the switch to MyKey+? IndyGo's new e-fare collection system, MyKey+, will be available for riders July 1. Between July 1 and Aug. 31, all riders will need to use their remaining MyKey balance and make the switch to MyKey+. On Sept. 1, MyKey will be discontinued and MyKey+ will become the way to pay!

Learn more about your key to Indy today: <https://www.indygo.net/mykeyplus/>

X/Twitter:

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Learn more about your key to Indy today: <https://www.indygo.net/mykeyplus/>

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- X/Twitter (16:9)
 - https://www.indygo.net/wp-content/uploads/2026/06/IndyGo_MyKeyPlus-TRANSITION-TWX.jpg

MyKey+ - Open House Invitation

Facebook, Instagram, LinkedIn:

You're invited to join IndyGo at the Julia M. Carson Transit Center to learn more about MyKey+, make the switch and begin your new way to pay. Attend one of IndyGo's open houses between July 6-17 and August 17-28. When you attend with a zeroed-out MyKey card, you can walk away with your new MyKey+ account and card, set up with the help of IndyGo teammates.

See the full open house schedule to make your plan to attend:

<https://www.indygo.net/mykeyplus/>

X/Twitter:

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- X/Twitter (16:9)
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MyKey+ - Retail Reload (Vanilla Direct)

Facebook, Instagram, LinkedIn:

Looking for more convenient ways to add funds to IndyGo's new e-fare system? You're in luck! With MyKey+, you're able to add money to your MyKey+ balance via cash or credit/debit cards at third-party retail stores where you shop.

Read more about the retail network and other MyKey+ information:

<https://www.indygo.net/mykeyplus/>

X/Twitter:

Looking for convenient ways to add funds to IndyGo's new MyKey+ system? You're in luck! You can add money to MyKey+ via cash or card at third-party retail stores where you shop.

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MyKey+ - MyKey Funds End

Facebook, Instagram, LinkedIn:

MyKey+ is here! And with IndyGo's new e-fare system, that means it's time to make the switch. The final day to add funds to your MyKey account is July 31. You must use any remaining balance by Aug. 31.

Learn more about MyKey+ and plan to make the switch:

<https://www.indygo.net/mykeyplus/>

X/Twitter:

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- X/Twitter (16:9)

- https://www.indygo.net/wp-content/uploads/2026/06/IndyGo_MyKeyPlus-FUNDS-TWX.jpg

MyKey+ - Official Switch (MyKey End)

Facebook, Instagram, LinkedIn and X/Twitter:

Don't wait to make the switch! IndyGo's MyKey+ e-fare system has arrived! The final day to use the previous MyKey system is Aug. 31. With new benefits and greater convenience, now is the time to switch to MyKey+.

Upgrade your way to pay today: <https://www.indygo.net/mykeyplus/>

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