



SOCIAL MEDIA TIPS

Twitter

- **Follow:** Follow us at [@USTravel](#) and [@TravelCoalition](#). We will send you facts to retweet to your followers and send important updates on NTTW, Travel Rally Day and Vote Travel.
- **Message:** On May 8, post the following message as your Twitter status:
A Vote for Travel is a Vote for [e.g., Me, City/State]! Let's get America moving! #travelrally #VoteTravel
- **Hashtags:** Use **#VoteTravel** and **#travelrally** when you tweet on May 8 to increase visibility and searchability.
- **Rally tweets:** At your Travel Rally Day event, ask attendees to pull out their phones and tweet the rally message above. Have a staff member “live tweet” from your event.
- **TwitPic:** Post photos from your community's rally event. Post photos of “Faces of Travel” within your community.
- **Ask Media to Follow You:** Ask local media or prominent bloggers to follow you and engage in travel-related topics, especially during NTTW.

Facebook

- Post the Twitter campaign message above to your CVB or company's Facebook account. Invite your fans to repost it as well.
- During NTTW, change your Facebook profile picture to the 2012 NTTW logo and/or the Vote Travel logo to raise awareness.
- Post photos from your NTTW events on the Power of Travel Coalition Facebook page: www.facebook.com/travelcoalition.
- Invite your Facebook fans to post a message on your Facebook wall explaining why they “Vote Travel” and what travel means to them, their families and their jobs.
- Monitor what friends and fans who follow you are saying about NTTW and “Like” their comments or comment on their status.

YouTube

- Film short clips of local travel employees telling their stories about why they “Vote Travel” and what travel means to their communities and their jobs. Post them on a designated YouTube channel and announce the address through Twitter or Facebook and at your Travel Rally Day event.

Pinterest

- Create a NTTW board to showcase travel photos of people and places from your destination.

On the Web

- On your organization's website (perhaps on a homepage image rotator or flash box) feature the NTTW logo or a graphic from May 5-13, along with a message touting Vote Travel.