

SOCIAL MEDIA TIPS



TOGETHER
we're stronger

Use the power of “community” to stand up and be counted this election season. Help get the word out about the Virtual Travel Town Hall through your social networks.



TWITTER

Spread the word to your followers by tweeting Virtual Travel Town Hall messages.

August 12 – 25 Message:

I took part in the Virtual #traveltownhall. Have you? <http://bit.ly/traveltownhall> #travel
DONE!

August 30 – September 10 Message:

Vote now for the top 3?'s in the Virtual #traveltownhall! <http://bit.ly/traveltownhall> #travel
DONE!

October 4 – Election Day Message:

See what the candidates have to say about travel in the Virtual #traveltownhall.
<http://bit.ly/traveltownhall> #travel

Other Tips:

- **Hashtags:** Use the hashtags #travel and #traveltownhall when you update your status to increase visibility and searchability.
- **Take it viral:** Ask travel workers at CVBs, local businesses, hotels, restaurants and other organizations to tweet the message throughout the Virtual Travel Town Hall.



FACEBOOK

Spread the word to your friends.

- Post a personal message about the question you asked above, to your personal, CVB's, or company's Facebook account. Invite your fans to repost it as well.
- Post your questions for the candidates on your Facebook page and encourage others to post their questions as well.



LINKED IN

Spread the word to your connections.

- Post the Twitter campaign messages above to your personal LinkedIn account and to the groups you've joined.
- Encourage them to join Power of Travel Coalition Group