TAKE ACTION: ACTIVATE ON SOCIAL MEDIA TO HELP RENEW BRAND USA

Share the following social content on your organization’s Twitter handle to educate lawmakers on the value of Brand USA and encourage them to renew the critical program this year. Find additional resources in our toolkit. Personalize your tweets with state-specific data from Brand USA, state economic impact data from U.S. Travel or your organization’s facts and figures.

POSTS TARGETING YOUR MEMBER OF CONGRESS

Two bills to renew Brand USA are circulating in Congress: H.R. 1225 in the House of Representatives and S.2203 in the Senate. Be sure to reference the correct one in your tweet. Update anything in red with your state-specific information.

Brand USA works for [STATE]—and all of America without costing taxpayers a dime. [@CONGRESSIONAL HANDLE], co-sponsor [H.R. 1225 or S.2203] and ask Congressional leadership to #RenewBrandUSA.

[@CONGRESSIONAL HANDLE]: Brand USA is critical to [STATE]’s economy, delivering [XX] visitors to our state who spent $[XX] in our communities. #RenewBrandUSA

[@CONGRESSIONAL HANDLE]: support Brand USA for all it delivers for our economy, American jobs and exports. #RenewBrandUSA this year.
We are proud to be one of the nearly 600 travel industry organizations who is calling on Congress to #RenewBrandUSA.

When an int’l traveler comes to the U.S., their spending is considered an export—boosting our economy. Brand USA helps bring more tourists to America every year. #RenewBrandUSA

Int’l travel supports 1.2 million U.S. jobs. Brand USA markets the entire U.S. to the int’l community—bringing visitors to every pocket of America. #RenewBrandUSA

Brand USA promotes the U.S. to int’l tourists—creating thousands of jobs in communities across the country without costing taxpayers a penny. #RenewBrandUSA

Renewing Brand USA will strengthen our economy, support American jobs and grow our exports—all at zero cost to U.S. taxpayers. #RenewBrandUSA