

## SOCIAL MEDIA TIPS

Use the power of “community” to champion Why Travel Matters on Travel Rally Day and throughout National Travel and Tourism Week (NTTW). U.S. Travel is encouraging all Twitter users to join a concerted effort on Tuesday, May 10 (Twitter’s “Travel Tuesday” and also Travel Rally Day) to say *Why Travel Matters*.

### Twitter

- **Follow:** Don’t wait until Travel Rally Day to follow us at **@TravelCoalition**. We will send you weekly facts and figures to retweet to your followers and send important updates on NTTW and Travel Rally Day.
- **Message:** On May 10, post the following message as your Twitter status:

**TRAVEL MATTERS To Me! #travelrally #traveltuesday**

- **Hashtags:** Use the hashtags **#traveltuesday** and **#travelrally** when you update your status on May 10 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.
- **TwitPic:** Post photos from your community’s rally event.
- **Ask Media to Follow You:** Ask local media or prominent bloggers to follow you and engage in the Why Travel Matters topic, especially during NTTW.

*Other social media ideas to consider:*

### 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 **2011 NTTW logo** to raise awareness.
- Make a photo album of people whose jobs depend on travel. See a creative example from Abilene, Texas here: <http://bit.ly/aVVJ7N>.
- Invite your Facebook fans to post a message on your Facebook wall explaining 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 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. View an example from the Abilene, Texas CVB here: <http://bit.ly/dhcgRr>.

### 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 7-15, along with a message touting Why Travel Matters.