

#GMID2022 Social Media Guide

Let's come together to celebrate Global Meetings Industry Day on April 7 by amplifying key messages across your organization's social media channels. Be sure to use #MeetSafe and #GMID2022 so we can follow along with your engagement.

Whether you're communicating to business leaders, industry colleagues or members of Congress—our social media guide provides messaging points and data helpful to convey to any audience. We've included copy and graphics for you to use in both the weeks prior to GMID and on April 7. Be sure to also post one of the GMID videos on your channels, available on our [toolkit page](#).

For Business Leaders:

Use these messages across any platform, with emphasis on Twitter and LinkedIn, to reach other business leaders in your network.

Four in five decision makers believe that business travel leads to increased profit & revenue. Why? Because they are essential to:

- ✓ Building relationships
- ✓ Converting and retaining customers
- ✓ Networking to learn about the latest products

Don't miss out. [#GMID2022](#) [#MeetSafe](#)

Over Zoom? So are we and 86% of business travelers are excited to get back to business travel. Let's get back to in-person and #MeetSafe in 2022. [#GMID2022](#)

Business leaders agree: Virtual meetings and events can't provide the same interpersonal connection that come from in-person meetings and events. The only way to get business back is to get back to business. [#GMID2022](#)

A new poll found in-person meetings and events foster stronger relationships between colleagues by:

- 💛 Increasing leadership skills
- 💛 Benefiting company culture
- 💛 Creating a collaborative environment

Everything is better when we meet in-person. [#MeetSafe](#) [#GMID2022](#)

#DYK...Studies show that professional meetings and events:

- 👤 Increase job fulfillment
- 👤 Produce stronger relationships
- 👤 Advance industry education and training

We're ready for you! [#MeetSafe](#) [#GMID2022](#)

#DYK: In-person PMEs increase job fulfillment. When we #MeetSafe face-to-face we:

- 🏢 Advance professional growth
- 🏢 Reinvigorate employee engagement
- 🏢 Increase productivity
- 🏢 Attract talent
- 🏢 Improve performance

What are you waiting for? Time to get on the road.

[#GMID2022](#)

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For Elected Officials:

It is so important that your elected officials understand the importance of business travel, meetings and events. Tag your Member of Congress, mayor, Governor or other elected official.

Today is Global Meetings Industry Day. #FACT: Studies show that with the right measures in place, professional meetings and events can be safer than a trip to the supermarket. In 2022, let's #MeetSafe because the science shows that we can. @**(Tag Elected Official)**

#DYK: In total, the U.S. saw a decline of \$370 billion in business travel spending in the U.S.—\$180 billion of which was due to the decline in meetings, conventions and trade shows. @**(Tag Elected Official)** #GMID2022 #MeetSafe

Steep declines in business travel led to the loss of more than 1.4 million travel jobs & wiped out \$30 billion in travel-generated taxes in 2020 alone. Our industry's full recovery is only possible with a return to business travel. Time to #MeetSafe #GMID2022 @**(Tag Elected Official)**

DYK: In 2019 [destination] saw [2019 total \$\$ biz spending] in total business travel spending. If we see a full return to in-person PMEs in [state], the boost to our local economy will bring millions of dollars to local hotels, convention centers, restaurants, shops and more. @**(Tag Elected Official)** #MeetSafe #GMID2022

🚗 In-person meetings and events are happening now—and they are happening safely. Just this year, [destination] hosted [event] bringing [x attendees] who contributed to local spending—supporting regional hotels, restaurants, bars and shops. #MeetSafe #GMID2022

For Industry Colleagues:

Use your personal social platforms and encourage your industry colleagues to join in during GMID, too.

📅 SAVE THE DATE! Mark your calendars for #GMID2022 – APRIL 7. Let's show the benefits when we meet #MeetSafe, face-to-face. In-person meetings are irreplaceable and provide undeniable benefits to people, businesses and communities.

👏 Let's hear it for the #Meetings industry, and all they do to ensure we can get back on the road and #MeetSafe with our colleagues. Happy #GMID2022!

It's been a long two years, but we're ready to come back stronger than ever. This #GMID2022, we're reminding colleagues across sectors & industries that a return to a thriving travel industry & American economy is dependent on the return of business travel. #MeetSafe

With the right protocols in place 86% of business travelers are excited to get back to business travel. That's why we're celebrating #GMID2022—a chance to spotlight the importance of the global meetings industry. 🌐 #MeetSafe

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Social Graphics and Header Images:

Please see below for a suite of graphics and blue social media headers to amplify GMID messaging. Use these graphics in tandem with copy from previous pages.

Social Graphics:



Header Images:

Switch your social media headers on April 7 to join the industry and go **blue**. Available in size variations for LinkedIn, Twitter and Facebook.



[DOWNLOAD ALL GRAPHICS](#)