

The graphic features a background image of the U.S. Capitol building at dusk. Overlaid on the left is a circular logo with a starburst design, containing a silhouette of the Capitol dome. The text 'U.S. Travel's' is positioned above the main title. The main title 'DESTINATION CAPITOL HILL' is in large, white, bold, sans-serif font. Below it, 'SOCIAL MEDIA GUIDE' is also in large, white, bold, sans-serif font, separated from the title above by a thin white horizontal line.

U.S. Travel's DESTINATION CAPITOL HILL SOCIAL MEDIA GUIDE

Destination Capitol Hill 2024 is here! U.S. Travel Association has provided instructions for how to most effectively engage on social media during **#DCH24** along with sample copy that can be used on both personal and organizational social media handles.

HOW TO ENGAGE ON SOCIAL MEDIA:

- **Use our Hashtag: #DCH24**
- **Tag:**
 - U.S. TRAVEL
 - Twitter/X: [@UStavel](#)
 - LinkedIn: [@U.S. Travel Association](#)
 - Instagram: [@ustravel_association](#)
 - Facebook: [@U.S. Travel Association](#)
 - YOUR ELECTED OFFICIALS
 - Congressional X/Twitter handles: [House](#) and [Senate](#)
- **Post:** Photos of yourself, your delegation and your members of Congress at DCH

SAMPLE SOCIAL MEDIA POSTS:

1. **[Organization]** is thrilled to be in Washington, D.C. for **#DCH24** with **@UStavel!** Today, we're calling on **[@CongressmanXYZ]** to recognize travel for what it is: a key economic driver in **[DISTRICT/STATE]**—creating jobs & contributing over **[\$XX]** to the economy.
2. Productive meetings today at **@UStavel's #DCH24** as **[Organization]** sat down with **[@CongressmanXYZ]** to share our industry's most critical policy priorities and underscore travel's indispensable role in shaping communities & economies throughout **[STATE/DISTRICT]** and nationwide.
3. Thank you **[@CongressmanXYZ]** for taking the time to meet with your constituents today during **@UStavel's #DCH24**. In our conversations, one point stood out: the travel industry is powering the economy & connecting America.