

# SAMPLE SOCIAL MEDIA



The following social content, optimized for Twitter, can be used to engage the general public about Brand USA and its value. The posts can be paired with the infographic and social media graphics available in the toolkit.

- The United States depends on promotion from @BrandUSA to protect and grow its share of int'l travelers. #PreserveBrandUSA
- @BrandUSA promotes the U.S. to overseas visitors supporting 1000's of jobs + boosting the economy w/o costing taxpayers. #PreserveBrandUSA
- #PreserveBrandUSA which promotes the U.S. to int'l travelers and delivers for American #jobs + the #economy w/o costing federal taxpayers.
- @BrandUSA promotes int'l tourism to the U.S.—creating thousands of jobs in communities across the country. #PreserveBrandUSA
- @BrandUSA helped bring millions of visitors to the U.S. in 2016 without costing federal taxpayers a dime. #PreserveBrandUSA
- @BrandUSA has a proven #ROI. Every \$ invested in marketing it brings \$27 to the U.S. economy through foreign visitors. #PreserveBrandUSA
- The U.S. needs @BrandUSA's tourism promotion to help stay competitive in the global race for int'l travelers. #PreserveBrandUSA
- @BrandUSA supports our local economy by bringing foreign visitors to our restaurants, hotels + attractions—all without costing taxpayers.
- @BrandUSA markets the entire U.S. to the int'l community—supporting destinations large + small, rural + urban. #PreserveBrandUSA
- [City name] benefits from @BrandUSA which brings foreign visitors to our city, supporting [insert number] jobs. #PreserveBrandUSA
- #DYK: @BrandUSA promotes the U.S. to foreign visitors, supporting more than 50,000 jobs without costing taxpayers a dime. #PreserveBrandUSA
- In [city name], more than [insert number] jobs depend on travel and tourism which @BrandUSA supports. #PreserveBrandUSA