

CONGRESSIONAL RELIEF

Social Media Activation

Join the travel industry **November 30 through December 4** in urging Congress to immediately pass legislation to provide relief for America's travel businesses and workers.

Be sure to spread the word to your partners, stakeholders and networks to help make our collective voice as big and loud as possible.

MONDAY November 30 // Action Alert

- **Use our [Action Alert](#) to send an email** to your members of Congress urging them to find a solution immediately that provides relief to U.S. businesses and workers.
- **Amplify the message** to 20 industry colleagues by **sharing the [Action Alert](#)** on your social media handles, through email and/or organization newsletter—encouraging your network and stakeholders to get involved.

TUESDAY December 1 // Twitter Tuesday

- **Use our [Social Media Guide](#)** to urge your members of Congress and congressional leadership **on Twitter** to come together and find a solution immediately to **#SaveTravel**.
- *All congressional Twitter handles can be found [here](#). Congressional leadership can also be tagged in all posts: @senatemajldr, @SenSchumer, @SpeakerPelosi and @GOPLeader.*
- **Tag the accounts of five industry partners or colleagues** as a comment in your post to encourage them to join in.

WEDNESDAY December 2 // Media Spotlight

- **Share a media hit or news story** detailing the local impacts of COVID-19 on the industry in your community on Twitter and Facebook, tagging the handles of your members of Congress and congressional leadership.
- **Create a post on your CEO's LinkedIn page sharing an op-ed** or news story, noting it as an example of why the industry cannot wait until next year for relief. **Tag five industry colleagues** in the post to amplify the message.

THURSDAY December 3 // Calls to Congress

- **Make a phone call** directly to the offices of your members of Congress using our [Phone Call Action Alert](#).
- **Share the link** to the Action Alert in your organization newsletter or in email outreach to five industry colleagues.

FRIDAY December 4 // Facebook Friday

- **Utilize the sample graphics and copy in our [Social Media Guide](#)** to create an **urgent #SaveTravel Facebook post** tagging your members of Congress and congressional leadership.
- **Tag the accounts of five industry partners or colleagues** as a comment in your post to encourage them to also post and tag their members of Congress.

Resources will be added to our [Advocacy Toolkit](#) throughout the week to make it easy to get involved.