

TAKE ACTION: ACTIVATE ON SOCIAL MEDIA TO HELP RENEW BRAND USA



Share the following social content on your organization's Twitter handle to educate lawmakers on the value of Brand USA and encourage them to **renew the critical program this year**. Find additional resources in our **toolkit**. Personalize your tweets with **state-specific data** from Brand USA, **state economic impact data** from U.S. Travel or your organization's facts and figures.

Find their Twitter handle

POSTS TARGETING YOUR MEMBER OF CONGRESS

Two bills to renew Brand USA are circulating in Congress: **H.R. 3851** in the House of Representatives and **S. 2203** in the Senate. Be sure to reference the correct one in your tweets. Update anything in **red** with your state-specific information.



Brand USA works for **[STATE]**—and all of America without costing taxpayers a dime. **[@CONGRESSIONAL HANDLE]**, co-sponsor **[H.R. 3851 or S. 2203]** and ask congressional leadership to **#RenewBrandUSA**.



[@CONGRESSIONAL HANDLE]: Brand USA is critical to **[STATE]**'s economy, delivering **[XX]** visitors to our state who spent **[\$XX]** in our communities. **#RenewBrandUSA**



[@CONGRESSIONAL HANDLE]: support Brand USA for all it delivers for our economy, American jobs and exports. **#RenewBrandUSA** this year.

[STATE] relies on int'l tourism and Brand USA, welcoming [X] int'l visitors across the state. We encourage Congress to act this year and **#RenewBrandUSA** so that tourism can continue to grow in [DESTINATION].



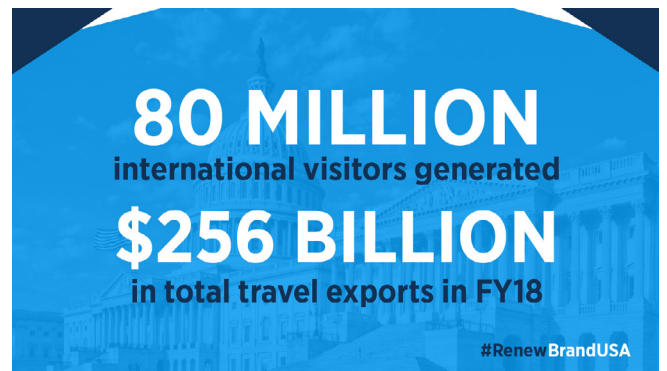
Brand USA promotes the U.S. to tourists from around the world, supporting more than 52,000 jobs every year at no cost to taxpayers. **#RenewBrandUSA**



We are proud to be one of the nearly 600 travel industry organizations who is calling on Congress to **#RenewBrandUSA**.



When an int'l traveler comes to the U.S., their spending is considered an export—boosting our economy. Brand USA helps bring more tourists to America every year. **#RenewBrandUSA**



Brand USA promotes the U.S. to int'l tourists—creating thousands of jobs in communities across the country without costing taxpayers a penny. **#RenewBrandUSA**



Brand USA markets the entire U.S. to the int'l community—bringing visitors to every pocket of America where int'l travel supports 1.2 million U.S. jobs. **#RenewBrandUSA**

