

# BRAND USA: 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.



.@BrandUSA helped bring millions of int'l visitors to the U.S. in 2017 without costing federal taxpayers a dime. #RenewBrandUSA

Brand USA is entirely funded by the travel industry and by a small fee assessed on **FOREIGN VISITORS** to the U.S., yet there has been a call to reallocate this fee, putting this program at risk.

#RENEWBRANDUSA



The U.S. depends on promotion from @BrandUSA to protect and grow its share of int'l travelers. #RenewBrandUSA

Brand USA helps the U.S. stay competitive in the **GLOBAL RACE FOR INTERNATIONAL TRAVELERS.**

Country	Arrivals (FY 2017)	Rank
France	86,918,000	1
Spain	81,786,000	2
China	60,740,000	4
UNITED STATES	76,900,000*	3
Italy	58,253,000	5

\*THERE WERE 1.1 BILLION INTERNATIONAL TOURIST ARRIVALS IN FY 2017

#RENEWBRANDUSA



.@BrandUSA markets the entire U.S. to the international community—supporting destinations large, small, rural and urban. #RenewBrandUSA

Brand USA drives visitors to **ALL 50 STATES, D.C. & U.S. TERRITORIES.** Through 800 partnerships, destinations large and small, rural and urban can showcase themselves to the international community.

#RENEWBRANDUSA



DYK? @BrandUSA promotes the U.S. to foreign visitors, supporting more than 54,000 #jobs last year alone without costing taxpayers a dime. #RenewBrandUSA

Brand USA supported **54,000 U.S. JOBS** in FY 2017.

#RENEWBRANDUSA



.@BrandUSA has a proven #ROI. Last year, every \$1 invested in marketing brought \$29 to the U.S. economy through int'l visitor spending. #RenewBrandUSA

Brand USA provides a massive ROI to the U.S. economy, with over **\$29 FOR EACH \$1 SPENT** from its marketing efforts in FY 2017.

#RENEWBRANDUSA



[City name] benefits from @BrandUSA, which brings foreign visitors to our city and supports [insert number] jobs. #RenewBrandUSA

**A PROVEN TRACK RECORD OF BOOSTING U.S. JOBS AND THE ECONOMY WITHOUT COSTING FEDERAL TAXPAYERS A DIME**

Brand USA is a public-private partnership responsible for promoting the U.S. as a travel destination and communicating official visa and entry policies to international leisure and business travelers.

In FY 2017, Brand USA drove **1.16 MILLION VISITORS** to America which resulted in:

- Supporting more than 54,000 U.S. jobs
- Supporting destinations large, small, rural and urban

Brand USA is entirely funded by the travel industry and by a **SMALL FEE** assessed on **FOREIGN VISITORS** to the U.S., yet there has been a call to reallocate this fee, putting this program at risk.