


WHEN IT'S TIME FOR YOU, WE'LL BE READY



Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	11/16 <i>Launch Day</i>	11/17	11/18	11/19	11/20	11/21
	November Homepage Takeover – use imagery featuring a family and the Let's Go There, Together logo	#TravelTuesday	Create a poll about favorite family holiday activities offered by your destination or business on Twitter and/or Facebook using #WanderlustWednesday and #LetsMakePlans	Publish a blog or LinkedIn article reminiscing on family travel adventures and share it on your social media with #LetsMakePlans		
11/22	11/23	11/24	11/25	11/26	11/27 <i>Black Friday</i>	11/28
	Advise followers to use healthy travel practices over the holidays using #WearAMask #TravelConfidently	#TravelTuesday		#Thanksgiving	 Promote your #BlackFriday deals using #LetsBookTravel	Feature small businesses in your area or ones you partner with by tagging them in a post using #ShopSmall for Small Business Saturday
11/29	11/30 <i>Cyber Monday</i>	12/1 <i>December</i>	12/2	12/3	12/4	12/5
	 Share your #CyberMonday deals with #LetsBookTravel	#TravelTuesday Ask your social media audience to support your community and local small businesses for #GivingTuesday		Spotlight sample family travel itineraries on your social media channels to inspire families to say #LetsMakePlans		
12/6	12/7	12/8	12/9	12/10	12/11	12/12
		*Create Let's Go There, Together branded mobile wallpapers and share as an Instagram story using #TravelTuesday and #LetsMakePlans	Promote giving the gift of travel to family members this holiday season with Let's Go There, Together imagery #LetsMakePlans		First day of #Hanukkah Encourage social media followers to use healthy travel practices over the holidays #WearAMask #TravelConfidently	
12/13	12/14	12/15	12/16	12/17	12/18	12/19
		#TravelTuesday December Homepage Takeover – use imagery featuring a family and the Let's Go There, Together logo		Compile favorite family travel memories and photos from your staff and publish as a blog post. Share it on social media. #LetsMakePlans	Start a countdown to the end of the year featuring the top family-friendly activities using Let's Go There, Together imagery #LetsMakePlans	
12/20	12/21	12/22	12/23	12/24	12/25	12/26
	Spotlight #WinterSolstice by posting winter-themed offerings of your destination or business, encouraging followers to say #LetsMakePlans to experience in person	#TravelTuesday	*Join the Let's Go There Instagram day by posting imagery featuring a family and the Let's Go There, Together logo to your page with #LetsMakePlans	#ChristmasEve	Publish an image unique to your destination or brand with the Therefinder and Let's Go There, Together logo to encourage families to say #LetsMakePlans while together for #ChristmasDay	#HappyKwanzaa
12/27	12/28	12/29	12/30	12/31		
		Celebrate the last #TravelTuesday of 2020 by sharing inspirational photos specifically using the Therefinder to inspire followers to say #LetsMakePlans		Poll your followers on #NYE for what trips have them saying #LetsMakePlans in 2021		

*NOTES

Mobile Wallpapers as Instagram Stories: Remind your Instagram followers just how welcoming your destination or business is every time they open their phone by creating branded imagery they can save as mobile wallpapers. Simply publish a “cover” story noting that you are about to share images they can tap and screenshot for a wallpaper, followed by a variety of 9:16 images with creative Therefinder placement. [Here are some more tips.](#)

Let's Go There Coalition's Instagram Day: Help make **#LetsMakePlans** POP on Instagram on **Wednesday, December 23** by posting images or stories of families traveling with the hashtag throughout the day. Inspire Americans that are traveling for the holidays, giving the gift of travel, dreaming of trips to come or longing to travel again to say **#LetsMakePlans**.

Engage with other travel brands and destinations: The travel industry is a social industry—let's remind America. Be sure to like, comment, RT and share posts from other participating handles. Engage with the polls you see featured on **Wednesday, November 18**. Tie in your unique family offerings to the latest announcements across the industry (ex. if an airline highlights a route to your destination, share family-friendly activities). Start friendly competitions on Twitter, like what businesses or destinations offer the best cookie on **Friday, December 4** for **#NationalCookieDay**; or collaborate with nearby businesses to build the best family travel itinerary in your area.