

READY? SO ARE WE.



# WAYS TO INCREASE YOUR INVOLVEMENT

The Let's Go There campaign offers an opportunity to be creative and engage more interactively with your audiences and stakeholders. Consider incorporating the additional tactics below into your social media strategy to inspire Americans to book travel and take a trip to visit you soon.

## SOCIAL ENGAGEMENT

### ALL PLATFORMS:

The following ideas are easy ways to increase engagement across Twitter, Facebook, Instagram and LinkedIn.

- 💡 Cross promote local businesses by sharing their posts and incorporating **#LetsGoThere**.
- 💡 Continue to emphasize the health and safety measures being taken in the community and within your organization to let visitors know they can **#TravelConfidently**.
  - Use the complimentary [Travel Confidently](#) toolkit to communicate health and safety measures.
  - Example: [Destination DC](#)
- 💡 Engage with other accounts actively using **#LetsGoThere** by liking, commenting or sharing posts.
- 💡 Create a planning “checklist” social graphic to make it easy for visitors to enjoy your destination or company offerings to the fullest.
- 💡 Offer a limited time discount or deal to drive bookings. Consider using promo code **LetsGoThere21** to tie in the campaign.

### FACEBOOK:

Take advantage of the word count flexibility and several notable features to increase engagement, including the ability to livestream and share longer videos.

- 💡 Hold a [Facebook Live](#) session with the owner of a new or staple attraction ubiquitous with your destination.
- 💡 Collect photo submissions from visitors to your destination or business for user-generated content to share.
- 💡 Create a “Let’s Go There” Facebook frame to place over your profile picture. Encourage followers to use the frame as well.

- Check out this [how-to](#) on creating a custom Facebook frame.

- 💡 Share **#ThrowbackThursday** posts of your business, include fun facts with each post to entice future visitors. Encourage followers to post their own throwback stories or images, tying in their plans to create new memories soon.
- 💡 Interview travel workers from your community or organization about why they love your **[destination/organization]** and share on your page, tagging them for extra personalization.

## INSTAGRAM:

Make the most of this very visual platform that has the ability to share content live or easily create a sequence of similar-themed content. Multiple hashtags, tagging audiences/stakeholders are commonly used to expand reach.

- 💡 Add multiple photos in the same post for a “swipe tour” or a fun seasonal comparison.  
Examples: [American Airlines](#), [Visit Virginia](#)
- 💡 Using Instagram stories, apply the [poll](#) feature for added engagement with your audience. Each story can be saved to an Instagram [highlight](#) (ex: “Polls”) so it will stay visible on your company profile.
  - **Let’s Go “Here or There”** | Feature local hotspots, food favorites or travel items with the option “here or there”
  - **Would you wake up early for this view?** | Display a sunrise view at business or destination
- 💡 Try utilizing the various quiz features. You can post questions on your Instagram story through simple text or you can create quiz questions on your story. Each story can be saved to an Instagram [highlight](#) (ex: “Quizzes”) so it will stay visible on your company profile.
  - **Can you claim “local” status?** | Post a series of questions on fun facts about the destination or businesses within the destination
  - **Reopening status check** | Post a series of questions on things like current capacity limits, only one of these four attractions is not yet open, etc. to keep visitors informed in a fun way
- 💡 Ask a question in a post to spark engagement in the comments.
  - What is your favorite family memory in/at **[destination/organization]**?
  - What summer traditions are you most looking forward to?
  - How can **[destination/organization]** make your next visit the best yet?
- 💡 Create a [puzzle grid](#) with your posts to grab extra attention.
- 💡 Get creative with interactive Instagram stories.
  - Play destination bingo. Create a bingo grid of travel must-haves or destination must-sees using a free [Canva template](#). Post on your Instagram story for people to save and reuse. If you have been to a spot, put an emoji over the square
  - Create a “[This or That](#)” post for your story using a free [template](#) from Canva
  - Share photos featuring your destination that can be screenshot and used as phone [backgrounds](#)

## TWITTER:

A pithy, user-friendly platform that allows for quick engagement and interaction with followers, as well as trending hashtags to jump in on national conversations.

- 💡 Start a Twitter thread to engage your audience in a conversation around travel and connect them to the Let's Go There campaign in an interactive way. For inspiration, [check out](#) how these brands got creative with threads or use the examples below to get started.
  - Tell us you need a vacation without saying you need a vacation...
  - Tell us where you want to travel to without telling us the destination...
  - Comment with three emojis and we will tell you where to travel to next
  - @ your favorite travel buddy and tell us where you're heading next
  - Invite followers to start a travel playlist Twitter thread—comment your favorite road trip or travel jams, then tag a friend to comment theirs
  - Using various Tweets on the same thread, share a photo tour walkthrough of a local spot or attraction.
  - **Play tag** | Start a thread and “tag” handles of the Let's Go There [coalition members](#) to spur additional engagement
- 💡 Hold a fun FAQ by creating a question graphic and an answer graphic for commonly asked questions. Have followers “Look down for the answer ➔” by posting the answer in a thread reply.
- 💡 Share a poll to engage and get to know your followers. Make sure to tie in travel and personalize it to your destination or organization.
  - What **[beach/trail/neighborhood]** are you hitting first?
  - Examples: [Visit Wyoming](#), [Visit Philly](#)

## LINKEDIN:

One of the most trusted social media platforms, this is an area to show thought-leadership and/or your organization's personality to likeminded stakeholders and other business professionals.

- 💡 Repost blogs on vacation planning or the Let's Go There campaign from your website to your organization's LinkedIn page.
- 💡 Have an executive from your organization write a LinkedIn article on their upcoming summer vacation plans, tying in the Let's Go There campaign.
- 💡 Encourage employees to share a destination they want to visit or revisit with their network. Go the extra mile by tagging the businesses you had positive experiences with while visiting.
- 💡 Create a LinkedIn poll to engage your audience in a fun way. Polls are a great way to gain insight into your followers.
  - What's your favorite spot in **[destination]**?
  - How do you like to travel?
  - When are you booking your next trip?
- 💡 Hold a staff outdoor cleanup to promote that your destination is ready for visitors.
  - Example: [Hilton Head](#)

## OTHER DIGITAL ENGAGEMENT

- 💡 Participate in the campaign [homepage takeovers](#) on May 17 and June 4 or create a [splash page](#) to connect the national campaign messaging directly with your brand.
- 💡 Post a blog to your site that inspires travelers to book the trip they have been dreaming about. Consider highlighting must-sees and dos, plus some off-the-beaten-track adventures—or use this as an opportunity to feature the health and safety measures being taken at your destination or organization to ensure everyone can travel confidently.
- 💡 Craft sample itineraries that highlight health and safety precautions in place.
- 💡 Share Let's Go There messaging in a company or staff newsletter.

Example: [AFAR](#)

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