

READY? SO ARE WE.

Let's GO There

Monday	Tuesday	Wednesday	Thursday	Friday
<p>5/17 <i>Launch Day</i></p> <p>Homepage Takeover Feature Let's Go There imagery or branding on your website's homepage</p>	<p>5/18</p> <p>Include Let's Go There messaging in an email newsletter to your partners and stakeholders, encouraging them to utilize toolkit resources</p>	<p>5/19</p>	<p>5/20 <i>Travel Deals Day</i></p> <p>Send an email blast to drive customers to a page on your website that features deals and offers. Promote this page using #LetsGoThere on your social media channels</p>	<p>5/21</p> <p>Start a countdown to #MemorialDayWeekend by inspiring travelers to book a vacation with #LetsGoThere</p>
<p>5/24</p> <p>Share the updated Let's Go There video on all social platforms with #LetsGoThere</p>	<p>5/25</p>	<p>5/26 <i>Instagram Day</i></p> <p>Incorporate interactive ideas using the Instagram story feature or post summer imagery with the Let's Go There logo and #LetsGoThere on your Instagram page</p>	<p>5/27</p> <p>Encourage social media followers to #TravelConfidently and use healthy travel practices over #MemorialDayWeekend</p>	<p>5/28</p>
<p>5/31</p> <p>Schedule a Happy #MemorialDay social media post using a Let's Go There graphic and #LetsGoThere</p>	<p>6/1</p> <p>Poll your Twitter followers, asking what they are most looking forward to this summer with #LetsGoThere or incorporate additional Twitter engagement ideas</p>	<p>6/2</p> <p>Publish a blog or LinkedIn article authored by your CEO or CMO, sharing their upcoming summer vacation plans and asking employees to do the same on their social channels</p>	<p>6/3</p>	<p>6/4 <i>Homepage Takeover Day</i></p> <p>Update your Facebook profile picture and cover photo to include the Let's Go There Coalition's signature Therefinder as part of the second Homepage Takeover Day to continue advancing campaign messaging</p>