## Participation Checklist

### SEPTEMBER 8-13
- **September 8: Campaign Launch and Homepage Takeover**
  - Feature *Let’s Go There* on your website homepage (above the fold)
  - Update social media banner image to include *Let’s Go There* branding
- Include *Let’s Go There* messaging in a newsletter or loyalty program email
- Publish a blog or a LinkedIn article authored by your CEO/CMO, sharing why the industrywide message is so important and encouraging others to support the campaign
- Use *#LetsMakePlans* at least twice on Twitter and Instagram throughout the week

### SEPTEMBER 14-20
- Create an Instagram story with *#LetsMakePlans*
- Share the *Let’s Go There* video on Facebook as a premiere
- Engage with other participants in the *Let’s Go There* campaign by liking, commenting or Retweeting content via the *#LetsMakePlans* hashtag
- Use *#LetsMakePlans* at least twice on Facebook and Twitter throughout the week

### SEPTEMBER 21-27
- **September 22: Homepage Takeover on the First Day of Fall**
  - Create a *Let’s Go There* splash page for your website.
  - Update social media banner image to include *Let’s Go There* branding
- Push *Let’s Go There* branded images on your Pinterest page to support the campaign
- Alert stakeholders of when the *Let’s Go There* campaign will resume and encourage them to stay involved by visiting *ustravel.org/LetsGoThere*
- Use *#LetsMakePlans* at least twice on Instagram and Facebook throughout the week