


# Let's GO There

## 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](https://ustravel.org/LetsGoThere)
- Use **#LetsMakePlans** at least twice on Instagram and Facebook throughout the week