

Social Media Guide



Use these sample posts and graphics on your social channels to reach your followers and potential visitors. Consider personalizing these messages using your brand or imagery of your destination or travel product. Be sure to use **#PlanForVacation** in all relevant content to be part of the national conversation.

We encourage you to share a link to our [website](#) or tag our official handles:



Sample TWEETS



- Claim your vacation days for the rest of the year at the start of the year. Join us and **#PlanForVacation** on January 28.



- Happy National **#PlanForVacation Day**! Join us and claim your vacation days for the rest of the year at the start of the year.



- Over half of Americans have unused vacation time at the end of the year. Don't be one of them. **#PlanForVacation**.



- DYK? Planning for vacation is a simple way to improve happiness, boost morale, prevent burnout and reduce stress. **#PlanForVacation**



- Nearly half (46%) of American households don't take the simple step of planning—and lose out on their time off. **#PlanForVacation** and start this year ahead.



- 86% of Americans say they have not seen enough of their own country. Don't let time get away from you. **#PlanForVacation** and make 2020 your year to **#SeeTheUSA**.

Sample Instagram Posts



- 768 MILLION vacation days went unused in 2018—up from 705 million days the year before. Don't let your **#bucketlist** adventure slip away. Make the most of your time off and **#PlanForVacation** on Jan. 28.



- Happy National **#PlanForVacation Day**! How do you plan to use your vacation days this year?



- What's the first step in making that dream vacation a reality? Planning. But 46% of American households skip this simple step. Get ahead this year and **#PlanForVacation**.



- Over half of Americans end the year with vacation time left on the table. Don't be one of them. **#PlanForVacation**



- 83% of Americans want to use their time off to travel—but they aren't. Take the first step in making your dream getaway to **#SeeTheUSA** a reality and **#PlanForVacation**.

Sample Facebook Posts



- Claim your vacation days for the rest of the year at the start of the year. Join us and **#PlanForVacation** on January 28.



- Happy National **#PlanForVacation Day**! Don't let time get away from you—start this year ahead. Map out your days off for the entire year today.



- Planning for vacation is a simple way to improve happiness, boost morale, prevent burnout and reduce stress. **#PlanForVacation**



- Americans who take vacations report they are happier with their job, company, relationships and health. Get ahead this year and **#PlanForVacation**.



- 86% of Americans say they have not seen enough of their own country. Don't let time get away from you. **#PlanForVacation** and make 2020 your year to **#SeeTheUSA**.

Sample LinkedIn Posts



- Americans who take vacations report they are happier with their job, company, relationships and health. Join us on January 28 for National **#PlanForVacation Day** and commit your days off for the rest of the year.



- Happy National **#PlanForVacation Day**! Join us and claim your vacation days for the rest of the year at the start of the year.



- Looking to get ahead at work this year? **#PlanForVacation**. Research shows employees who use their vacation time are more successful when they are in the office.



- Would you like to improve your job performance? Take a vacation. Time away from the office is essential to strengthening relationships, inspiring creative thinking and promoting better health.

Social Media Guide



Sample Graphics



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