

ELECTED OFFICIALS SOCIAL MEDIA GUIDE

- 1 **SUPPORT TRAVEL BUSINESSES** in your district and state on social media using the hashtags **#nttw20** and **#SpiritOfTravel**. Follow **@UStavel** on Twitter for related content.
- 2 **SHOW OFF YOUR HOMETOWN PRIDE** by posting pictures from your favorite in-district or state businesses, parks, restaurants or attractions, tagging local and state travel organizations. Share traditions or foods that visitors can only experience in your state.
- 3 **POST A SHORT VIDEO** thanking the travel businesses and workers that carry the **#SpiritOfTravel** forward in your community.
- 4 **#PledgeToTravel** to a destination, restaurant, landmark or attraction in your state once it is safe to do so.

QUESTIONS? Contact [Tori Emerson Barnes](#), EVP of public affairs and policy at U.S. Travel Association

SAMPLE TWEET COPY



This **#nttw20**, I stand with the travel and tourism businesses and workforce in **STATE/DISTRICT**—and all of America. Thank you for all you've done and all you will do to support our country.



During this year's **#nttw20**, I would like to honor all those in the travel and tourism industry. Even in difficult times, the **#SpiritOfTravel** cannot be broken.



YOUR HANDLE
@YourHandle

When it's time, the travel industry in **STATE** will be there, ready to see you again at our **[SPECIFIC or GENERAL ATTRACTION(s), ex. beaches and wineries]**. **STATE/DISTRICT** has the **#SpiritOfTravel**. **#nttw20**



YOUR HANDLE
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Our nation will need time and strength to heal from this crisis. The travel industry will play a crucial role in our recovery. When the time comes to see you again, **STATE/DISTRICT** will be ready. **#SpiritOfTravel #nttw20**



Travel helps us heal, helps us grow and helps bring us together. **STATE/DISTRICT** looks forward to welcoming you back soon. **#SpiritOfTravel #nttw20**