

HOW TO ACTIVATE ON SOCIAL MEDIA

During National Travel and Tourism Week (May 3-9) carry the **#SpiritOfTravel** onto your social media channels. Use these examples and ideas as inspiration for content—feel free to tweak to best serve the platforms you use most regularly.

CONTENT GUIDANCE

- Overall tone of the week: inspirational, supportive, unifying
- Use this as an opportunity to not only reach visitors but to strengthen community support
- Show your support of the industry by engaging with other posts sharing **#nttw20** and **#SpiritOfTravel**
- Limit the scheduling of posts if your team is unavailable to monitor
- Use our [Do-It-Yourself Video Making Tips](#) for easy video ideas
- For best practices and additional guidance, check out our [Social Media Tips](#)

CONTENT INSPIRATION: All Platforms

Join the National Travel and Tourism Week conversation with **#SpiritOfTravel** and **#nttw20** across all your channels. Use this opportunity to share posts of appreciation for the industry and workers in your community.

- When times are uncertain, the only certainty is that the **#SpiritOfTravel** will not be broken. Join us in spotlighting the role of tourism in our community and our country for **#nttw20**.
- This year, National Travel and Tourism Week is more important than ever. It is the **#SpiritOfTravel** that unites us together and inspires millions each and every day. **#nttw20**
- We are proud to celebrate all those in our community—and nationwide—who carry the **#SpiritOfTravel** forward during this year's **#nttw20**.

Use your channels to amplify ways residents and locals can support your community:

- **#SmallBiz** like [@SMALLBIZHANDLE](#) and [@SMALLBIZHANDLE](#) are what make [STATE/DESTINATION](#) unique. Carry on the **#SpiritOfTravel** and support ALL of our small businesses. **#nttw20**
- While it's critical right now to **#StayAtHome**, [STATE/DESTINATION/BUSINESS](#) will be ready to welcome you back when the time is right. **#nttw20**
- From [LANDMARK](#) to [LANDMARK](#), the **#SpiritOfTravel** can be found right here in [STATE/DESTINATION](#). **#nttw20**

CONTENT INSPIRATION: Twitter

U.S. Travel's **#VirtualRoadTrip** will take place on Twitter during NTTW. [Sign up](#) to receive official guidance and messaging for how to get involved directly. Sample tweets:

- Today's the day! Follow the **#VirtualRoadTrip** to see the different attractions, restaurants and cities that make up the **#SpiritOfTravel** for **#nttw20**.
- Don't let **#SocialDistancing** keep you from experiencing all that America has to offer. Follow along the **#VirtualRoadTrip** TODAY and see all that makes up the **#SpiritOfTravel** for **#nttw20**.
- Dreaming of your next adventure? Follow along Twitter's **#VirtualRoadTrip** for ideas and inspiration all day long. **#nttw20**

Instill hometown pride in residents and teach visitors something new by asking trivia questions with fun historical facts:

- POLL: What day was **DESTINATION/BUSINESS** founded? NO GOOGLING **#nttw20** [Insert guesses as poll options]
- Our town may be known for **LOCAL FOOD**, but who can share the story of how it originated? **#nttw20 #TravelTrivia**
- Alright locals, it's time to hear from YOU. What do you think is the most Instagrammed **LANDMARK/ITEM ON FOOD MENU**? **#nttw20 #TravelTrivia**

CONTENT INSPIRATION: Instagram (Can be modified for Twitter or Facebook)

Reminisce on **destination/business** memories. **#SocialDistancing** makes for the perfect time to pull out throwback photos.

- Today kicks off National Travel and Tourism Week and we want to virtually kick off our own celebration with photos from **TOWN OR STATE** road signs. Tag us in your favorite ones! **#nttw20**
- What was the moment you became a diehard **LOCAL SPORT TEAM** fan? Tag us in your photos for **#ThrowbackThursday** and **#nttw20**.
- We want to hear from YOU for **#ThrowbackThursday**. What is your oldest picture or memory at **DESTINATION/BUSINESS**? **#nttw20**

CONTENT INSPIRATION: Facebook (Can also be used for Twitter)

Spotlight virtual experiences for residents and visitors alike to participate in when social distancing:

- Even though you can't visit **DESTINATION** right now. Check out these virtual experiences to get a taste of all **DESTINATION HASHTAG** has to offer. **LINK #nttw20**
- DYK? You don't have to leave your home and travel anywhere for National Travel and Tourism Week (**#nttw20**) to experience **DESTINATION/BUSINESS**. Check out our virtual guide [LINK](#). **#SpiritOfTravel**
- No need to pack a bag for this big adventure, check out these virtual experiences to get a unique perspective into some of our favorite places. **LINK #SpiritOfTravel #nttw20**

Inspire creativity in your audience and followers:

- **SHARE A RECIPE:** In the **#SpiritOfTravel**, we're making it easy to get a taste of **DESTINATION** at home. Use our guide to make **LOCAL RESTAURANT'S LOCAL RECIPE** and share the results in the comment section below. **LINK #nttw20**
- **RECREATE AN EXPERIENCE:** Looking for something to do inside? We're challenging ALL our followers to recreate their favorite **DESTINATION/BUSINESS** landmark at home. Tag us in your creations! **#nttw20**
- **START DRAWING:** Calling all local artists! It's National Travel and Tourism Week and we want to highlight your creative drawings of **DESTINATION/BUSINESS**. Share in the comments or tag us in your posts and include the **#nttw20** hashtag.

CONTENT INSPIRATION: Additional Platforms

- Looking for ways to reach your employees and colleagues on **LinkedIn** or in an **eNewsletter** for National Travel and Tourism Week? [Click here](#) and use [Roger Dow's LinkedIn article](#) for additional content inspiration.
- Direct your followers to **light up buildings** during the week (red is the official color of NTTW but your brand colors work as well) or ask them to **post window decorations** in their homes (we have a sample [here](#)).

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- Remind **visitors and residents** what makes your destination or business great: direct your audiences to download your **Zoom backgrounds** or challenge each other to trivia—just be sure they tag you!
- Use your social media platforms to **amplify how your community is giving back**. Examples from across the industry can be found [here](#).



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