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
HOW TO ACTIVATE ON SOCIAL MEDIA

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).
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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**Download All Social Graphics**

**Download Square Social Graphics**