



## Coordinated Social Media Activation

Our goal is to make a huge splash on social media in a coordinated fashion, attracting the attention of every member of Congress with our message: **leadership must come together to pass a COVID-19 recovery package ASAP to help save the travel industry.**

Customize the following language for the activation, tagging your members of Congress on Twitter and Facebook. *Note: Tweet copy must remain under 280 characters. Language on Facebook can be longer.*



### Sample Copy for **BUSINESS CLOSING**

- Without immediate federal relief, *my business is in danger of closing forever.* @memberofCongress, as a key driver of [STATE]'s local economy, we need your support. Negotiate and pass a COVID-19 recovery package NOW and help our community. **#ActNowSaveJobs**

### Sample Copy for **POSSIBLE LAYOFFS**

- Without immediate federal relief, *I will have to lay off my staff.* @memberofCongress, as a key driver of [STATE]'s local economy, we need your support TODAY. Negotiate and pass a COVID-19 recovery package NOW and help our community. **#ActNowSaveJobs**

### Sample Copy for **JOB LOST**

- Without immediate federal relief, *I will lose my job.* @memberofCongress, [STATE] needs your support. Negotiate and pass a COVID-19 recovery package NOW and help our community. **#ActNowSaveJobs**

Find Twitter handles for your members of Congress [here](#).