

BRAND USA: SAMPLE SOCIAL MEDIA



The following social content, optimized for Twitter, can be used to engage the general public about Brand USA and its value. The posts can be paired with the infographic and social media graphics available in the toolkit.



.@BrandUSA helped bring millions of int'l visitors to the U.S. in 2017 without costing federal taxpayers a dime. #RenewBrandUSA



The U.S. depends on promotion from @BrandUSA to protect and grow its share of int'l travelers. #RenewBrandUSA



.@BrandUSA markets the entire U.S. to the international community—supporting destinations large, small, rural and urban. #RenewBrandUSA



DYK? @BrandUSA promotes the U.S. to foreign visitors, supporting more than 54,000 #jobs last year alone without costing taxpayers a dime. #RenewBrandUSA



.@BrandUSA has a proven #ROI. Last year, every \$1 invested in marketing brought \$29 to the U.S. economy through int'l visitor spending. #RenewBrandUSA



[City name] benefits from @BrandUSA, which brings foreign visitors to our city and supports [insert number] jobs. #RenewBrandUSA

