

# #TRAVELCONFIDENTLY

Travel's Week of Action Social Guide



TRAVEL'S  
WEEK OF ACTION  
JUNE 18-25, 2021

Let's come together to amplify the [National Month of Action](#), declared by the president to mobilize a nationwide push to vaccinate Americans. **From Friday, June 18 through Friday, June 25, join U.S. Travel in activating around this new social guide centered around Travel's Week of Action.** Use these resources to spread the word, encourage and incentivize vaccinations and promote healthy and safe travel, and be sure to use **#TravelConfidently** so we can follow along with your engagement. Together, let's showcase the critical role our industry plays in our local communities and nationwide.

**Let us know how your organization is encouraging your community to get vaccinated, from social media campaigns and engagement to larger-scale promotions, contests and vaccination events.** Your submission may be packaged in a Travel's Week of Action overview highlighting our industry's positive influence in the fight against COVID-19.

[SUBMIT ACTIVATION >](#)

## SAMPLE SOCIAL COPY

- Ready for a change of scene? Make an appointment to get a COVID-19 vaccine. Find a local vaccination site and make the most of summer [➔ vaccines.gov](#) **#TravelConfidently**
- Don't miss your shot to take summer to the max. Get a COVID-19 vaccine as soon as possible, and you could receive [ INSERT PRIZE / INCENTIVE ] as a thank you for keeping our community safe. View more details [➔](#) [ LINK] **#TravelConfidently**
- Summer's latest essential? A COVID-19 vaccine. Get your shot and take your getaway—we're ready to welcome you! **#TravelConfidently**



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