

Social Media Guide



Join **@USTravel** and amplify the voice of our industry June 15-19, calling on Congress to provide **relief, protection and stimulus** during Travel's Virtual Hill Week.

These posts can also be adapted for other social platforms where your members of Congress are active like Facebook or Instagram.

GENERAL

I am proud to join **@USTravel** and industry leaders from across the country for Travel's Virtual Hill Week to call on Congress to **#SaveTravel**.



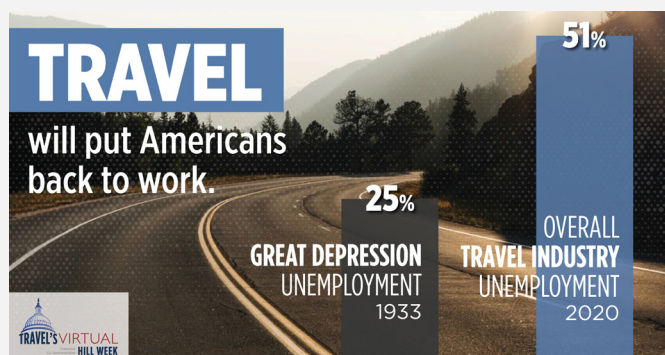
A healthy travel industry supports 15.8 million American jobs—including **XX** in **STATE**. But the industry has been devastated by the coronavirus pandemic. This week, I am joining **@USTravel** and hundreds of industry leaders to call on Congress to **#SaveTravel**.



ADVOCACY

Find Twitter handles for your members of Congress [here](#) or add the handles for congressional leadership (@senatemajldr, @SenSchumer, @SpeakerPelosi and/or @GOPLeader).

The travel industry—**83%** of which are **#SmallBiz**—has been devastated by the coronavirus pandemic. **@CONGRESSIONALHANDLE**, safely bringing back travel in **STATE** will bring back American jobs. Learn how to **#SaveTravel** → bit.ly/TravelPriorities



Acting now to restore America's travel industry would add **\$147 billion** to the overall GDP impact and **1.3 million jobs** before the end of the year. **@CONGRESSIONALHANDLE**, learn how you can help **#SaveTravel** → bit.ly/TravelPriorities



More than **HALF** of the 15.8 million jobs supported by tourism have been lost from the coronavirus pandemic. **@CONGRESSIONALHANDLE**, **#SaveTravel** by supporting this critical industry with relief, protection and stimulus. Learn more bit.ly/TravelPriorities

15.8 MILLION

American workers depend on a thriving **travel industry**.

Restoring the **travel industry** will restore the U.S. economy.

What is one way to jumpstart **STATE/CITY**'s economy? Supporting travel. A thriving tourism industry supports 15.8 million jobs nationwide including **XX** in **STATE**, **@CONGRESSIONALHANDLE** **#SaveTravel**.

[Senator/Congressman **NAME**]

Restoring **[STATE]'S TRAVEL INDUSTRY** will help **JUMPSTART OUR ECONOMY**.

CUSTOMIZABLE

Restoring **STATE/CITY**'s travel industry will play a critical role in America's recovery. **@CONGRESSIONALHANDLE**, learn how you can **#SaveTravel** by providing relief, protection and stimulus bit.ly/TravelPriorities

How can **Congress** help the **TRAVEL INDUSTRY?**

✓ Incentivize a **safe restart of the travel economy** through tax credits and deductions

✓ Support community-based **economic relief**

STIMULUS

How can **Congress** help the **TRAVEL INDUSTRY?**

✓ Provide limited, temporary **safe harbor** for businesses following COVID-19 guidelines

PROTECTION

How has the coronavirus pandemic impacted your travel business or community?
Share your story with **#SaveTravel** and tag your members of Congress.



DOWNLOAD ALL GRAPHICS