Let’s Go There Social Media Plan

INSTAGRAM @LetsGoThereCoalition

Ideal follower: Traveling millennials and Gen X’ers who have been unable to do so and are seeking inspirational and aspirational travel content.

Overview: Organic posting from @LetsGoThereCoalition will build a portfolio of inspirational images and videos to support paid ads on the platform. Feed will have a cohesive and pleasing aesthetic comprised of 3 or 9 posts at a time. The handle will only follow paid members of the Coalition and look to engage with their content via likes and story shares throughout September.

In-feed posting schedule September 1 – Nine-square save-the-date message
- Copy: The journey begins the moment we decide to go somewhere. When we say, Let's Go There. Save the date: the movement begins September 8. #LetsMakePlans

September 8 at 1:00 p.m. to coincide with the press conference – 0:15, 0:60, 0:15 videos
- Copy: The rush of excitement #LetsMakePlans
- Copy: Let's feel that feeling once again #LetsMakePlans
- Copy: The anticipation #LetsMakePlans

September 8 – One horizontal three-square graphic
- Copy: Let’s make a plan to head for the horizon. Book now for a trip to look forward to later. #LetsMakePlans (LGT_Twitter01.jpg)

September 10 - One nine-square graphic
- Copy: Let's reignite our sense of wonder. Book now for a trip to look forward to later. #LetsMakePlans

September 14 - Three 0:15 video posts
- Copy: Somewhere #LetsMakePlans
- Copy: Anywhere #LetsMakePlans
- Copy: Everywhere #LetsMakePlans

September 16 - One horizontal three-square graphic
- Copy: Let's find a place to unpack and unwind. Book now for a trip to look forward to later. #LetsMakePlans (LGT_Instagram05.jpg)

September 18 - One nine-square graphic
- Copy: Let's start dreaming of that next great adventure. Book now for a trip to look forward to later. #LetsMakePlans

September 22 - Three 0:30 video posts
- Copy: When the time is right #LetsMakePlans
- Copy: When the moment arrives #LetsMakePlans
- Copy: When the heart says go #LetsMakePlans

September 24 - One horizontal three-square graphic
- Copy: Let’s plan now to come even closer, later. Because your next perfect getaway can’t get here soon enough. #LetsMakePlans (LGT_Instagram03.jpg)

Additional content (in feed and/or story)
- Likely week 2: Stats from Michelle Gielan’s survey – graphic overlay or as captions
  - 97% of survey respondents report that having a trip planned makes them happier
  - 82% say a booked trip makes them moderately or significantly happier
  - 71% reported feeling greater levels of energy knowing they had a trip planned in the next six months

Hashtags to add to copy: #LetsGoThere #SeeTheUSA #ExploreTheUSA #roadtripusa #wanderlust #igtravel #travelgram #travelingram #mytravelgram #travelpics #getoutside #optoutside

Instagram Stories
- Week 1: Share vertical hero videos with #LetsMakePlans and add as a highlight in profile. Reshare posts of gold Let’s Go There Coalition members throughout the week.
Let’s Go There Social Media Plan

• **Week 2:** Monitor trends from posts using #LetsMakePlans to identify ways to group them together and share to @LetsGoThereCoalition’s story (on Sept. 15 and Sept. 17)
  - Ex: One day could feature user generated content of only photos from national parks, another day could feature only sunsets/sunrises

• **Week 3:** Create LGT stories for daily hashtags - #MondayMotivation, #TravelTuesday, #WanderlustWednesday, #FirstDayOfFall, #FridayFeeling

**Engagement:** @LetsGoThereCoalition will **like** appropriate travel-related posts that use #LetsMakePlans but not leave comments.

**Paid:** Zenith will handle paid posting of all promoted posts, which will mirror the Facebook content. All promoted content will direct users to letsgothere.travel.

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FACEBOOK @LetsGoThereCoalition

**Ideal follower:** Frequent travelers and individuals that are ready to think about traveling again.

**Overview:** Organic posting from @LetsGoThereCoalition will aim to build a portfolio of inspirational content and related consumer media hits to support paid ads on the platform. The handle will only follow paid members of the Coalition and look to amplify their content in whatever ways possible.

**Sample in-feed content:**

**Branded graphics (scheduled to go live September 8 at 7:00 a.m. ET to support paid ads)**
  - Copy: Let’s make a plan to head for the horizon. Book now for a trip to look forward to later. #LetsMakePlans (LGT_Facebook01.jpg)
  - Copy: Let’s start dreaming of that next great adventure. Book now for a trip to look forward to later. #LetsMakePlans (LGT_Facebook02.jpg)
  - Copy: Let’s plan now to come even closer, later. Because your next perfect getaway can’t get here soon enough. #LetsMakePlans (LGT_Facebook03.jpg)
  - Copy: Let’s reignite our sense of wonder. Book now for a trip to look forward to later. #LetsMakePlans (LGT_Facebook04.jpg)
  - Copy: Let’s find a place to unpack and unwind. Book now for a trip to look forward to later. #LetsMakePlans (LGT_Facebook05.jpg)

**Campaign videos**
  - Copy: When the heart says go, we’ll be there. #LetsMakePlans
  - Book now, travel later at letsgothere.travel
  - 0:60 flagship video will be pinned to the top of the page throughout all of September
  - 0:30, 0:15, 0:06 versions will be shared throughout the month as well with copy from the Let’s Go There video script

**Additional content (in feed and/or story)**
  - Article placements or interviews (primarily featuring Michelle Gielan) in consumer-facing publications
  - Article placements or interviews of gold Let’s Go There Coalition member CEOs
  - Stats from Michelle Gielan’s survey – infographic
    - 97% of survey respondents report that having a trip planned makes them happier
    - 82% say a booked trip makes them moderately or significantly happier
    - 71% reported feeling greater levels of energy knowing they had a trip planned in the next six months

**Engagement:** Related content from consumer-focused media outlets and public pages of gold Let’s Go There Coalition members will be **reshared** to the public Facebook page. Other campaign content that tags @LetsGoThereCoalition will receive a **like**.
Let's Go There Social Media Plan

**Paid:** Zenith will run the promoted ads for the entire duration of the campaign. Ads will consist of boosted image/video posts. The boosted posts will be scheduled to go live at 7:00 a.m. ET on September 8 to correspond with the press release. All content will drive users to letsgothere.travel.

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**PINTEREST** Let’s Go There Coalition

**Audience:** Active Travel Pinterest personas including: the adventure lovers, the group vacationers, the culture chasers, the eating explorer, family vacation planners and the spa sojourner,

**Overview:** Curate a collection of inspirational travel pins, driven by pins from gold Let’s Go There Coalition members, complemented by Let’s Go There pins and video. As pins are accumulated, turn into thematic boards with a particular focus (ex. Regional, vacation type, planning tips, etc.)

**Content that will be scheduled to go live on the “Let’s Go There” primary board at 7:00 a.m. ET on September 8 for boost:**

- **Copy:** Make a plan to head for the horizon. (LGT_Pinterest01.jpg)
- **Copy:** Start dreaming of that next great adventure. (LGT_Pinterest02.jpg)
- **Copy:** Plan now to come even closer, later. (LGT_Pinterest03.jpg)
- **Copy:** Reignite your sense of wonder. (LGT_Pinterest04.jpg)
- **Copy:** Find a place to unpack and unwind. (LGT_Pinterest05.jpg)

**Sample content for the duration of the campaign (new pins roughly once per week)**

- **Copy:** When the heart says go, we'll be ready. (0:06 or 0:15 video)
- **Copy:** Book now, travel later. (0:06 or 0:15 video)
- **Consumer articles or blogs**

**Engagement:** Re-pinning content from gold Let’s Go There Coalition members will continue throughout the month, looking to balance between destinations and brands as much as possible. As content is curated, **themed boards will be developed** to prioritize and promote inspiration and travel planning among Pinterest users.

**Paid:** Zenith will boost five image pins from Let’s Go There Coalition’s main board. Video ads will be determined in advance of campaign launch based on availability.

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**TWITTER** @LGTCoalition

**Audience:** Travel brands, organizations and media, as well as consumers and those passionate about the U.S. travel industry.

**Overview:** As the most industry-focused social media handle, @LGTCoalition will regularly provide information about the campaign and Coalition that the industry can amplify on their own Twitter channels. It will share news hits that support the campaign, hero videos and branded graphics to mirror the language and tone of the other accounts. The handle will only follow members of the coalition.

**Sample content:**

- **Branded image**
  - **Copy:** Let’s start dreaming of that next great adventure. Book now for a trip to look forward to later. #LetsMakePlans (LGT_Instagram02.jpg)
- **Hero video** (0:60, 0:30 and 0:15)
  - **Copy:** Let’s reignite our sense of wonder. Book now for a trip to look forward to later. #LetsMakePlans
- **Media hit** (using outlet and journalist handles)
Let's Go There Social Media Plan

- Copy: The travel industry has united together to help provide inspiration for your next trip—when you’re ready. Learn more about the effort #LetsMakePlans LINK
- Copy: It’s not too late to start thinking about your next getaway. @JOURNALIST shares ideas for how to #TravelConfidently in 2020 via @OUTLET. #LetsMakePlans LINK

- Happiness stats
  - Copy: DYK? Booking a vacation brings joy—97% of Americans report having a trip planned makes them happier. #LetsMakePlans

- Twitter polls
  - Copy: #WanderlustWednesday has us saying, #LetsMakePlans. What kind of getaway are you dreaming of today? (emoji answers: beach/mountain/shopping/city sunset)

Engagement: The handle will retweet relevant posts by media, journalists and gold-level members of the coalition; like posts using #LetsMakePlans from the wider industry and public

Paid: Twitter posts will be organic only, no paid ads.

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SNAPCHAT @LGTCoalition
The @LGTCoalition Snapchat account will be used for ads only – no organic posting. The paid ads will consist of the five branded vertical images with a “book now” CTA button, sending users to letsgothere.travel.

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ADDITIONAL CONSIDERATIONS: HEALTH AND SAFETY MESSAGING

Health and safety messaging will continue in tandem with Let’s Go There through brands and destinations. The main goal of Let’s Go There Coalition social media handles will be to drive Let’s Go There campaign messaging and traffic to letsgothere.travel, but should health and safety messaging need to be included (due to consumer/media reaction), the following action will be taken:

TWITTER: Primary platform to balance Let’s Go There and health and safety messaging. Approach:
  - Post/RT articles that feature gold Let’s Go There Coalition member CEOs discussing health and safety measures his/her brand/destination is taking
  - Post/RT Health and safety guidance from brands/destinations
  - Post/RT Travel Confidently content
  - Link to letsgothere.travel’s health and safety pages

FACEBOOK: Secondary platform to balance Let’s Go There and health and safety messaging. Approach:
  - Post articles that feature gold Let’s Go There Coalition member CEOs discussing health and safety measures his/her brand/destination is taking
  - Post Travel Confidently content
  - Link to letsgothere.travel’s health and safety pages

PINTEREST: Curate a board specific to content with images of mask wearing, Travel Confidently graphics, etc.

INSTAGRAM: All content will be Let’s Go There messaging.