**‘What If California’**

SOCIAL MEDIA COPY

Below are sample social media posts to promote the “What If, California” campaign. Customize it to fit your organization’s style and needs.

Replace all the [highlighted] text with information specific to your destination and organization.

B2C Sample Posts

* Share the new “What if” TV spot on your social channels using the sample post copy options below
  + - In California, anything’s possible.
    - In California, we believe in the power of possibility.
    - What if your journey brought you to the Golden State?
* The “What if, California” campaign equally highlights Dreamers and their dreams. Use your social spaces to Shout Out amazing California Dreamers. Celebrate those Californians in your community that embody California’s “anything is possible” mindset.
* Sample Posts:
  + [DESTINATION] celebrates California Dreamer, Selah Schneiter. She became the youngest person to climb El Capitan.
  + [DESTINATION] celebrates California Dreamer, Brian Walker and friends for kayaking the circumference of Lake Tahoe over three days.