

#alldreamswelcome Social Media Toolkit

Distribution Plan

The All Dreams Welcome video will be featured on Dream365TV (www.visitcalifornia.com/dream365tv/all-dreams-welcome). Visit California will promote the video through Facebook, Instagram, and Twitter.

Follow along and join in the conversation on social media with Visit California:

- Facebook: Visit California
- Twitter: @VisitCA
- Instagram: @VisitCalifornia
- Pinterest: @VisitCalifornia
- YouTube: @VisitCA
- Pinterest: @VisitCalifornia
- Hashtag: #AllDreamsWelcome

Leveraging All Dreams Welcome in your region

Here are a few helpful tips to maximize the benefit to your region and destination:

- Promote Visit California's All Dreams Welcome video to your followers
- Share our All Dreams Welcome video and content (see below) with your followers
- Tag Visit California in your posts
- Hashtag: Use the #AllDreamsWelcome hashtag in your posts
- Notify your partners of the video
- Add the All Dreams Welcome video to your website
- Link back to VisitCalifornia.com
- Join in the conversation on social media with Visit California with the hashtag #AllDreamsWelcome
- Engage your industry partners and encourage them to join in the conversation on social

Sample Posts for Social Media

Visit California's Messaging

Facebook/ Twitter/ Instagram: Welcoming the dreamer in you. What's your California dream? #AllDreamsWelcome



Industry Messaging Examples

There are additional images that you can use in combination with the video. Images can be found in the tool kit at industry.visitcalifornia.com/alldreamswelcome. Please also continue to look for images from your social community feed that contains a similar message.

- Welcoming the dreamer in you. What's your California dream? #AllDreamsWelcome
- Welcoming every kind of dreamer. #AllDreamsWelcome
- Always dreaming. Always welcoming. #AllDreamsWelcome
- Keep on dreaming in the Golden State. #AllDreamsWelcome
- Inviting you to dream big. #AllDreamsWelcome
- California welcomes every kind of dreamer. #AllDreamsWelcome

Website Content for Sharing

Please see our list of articles that echo our messaging of All Dreams Welcome. Feel free to use any of these articles to help strengthen your messaging.

Theme: Fulfilling one's dream in California

- [Ayesha Curry CA Questionnaire](#)
 - * A Canadian-American chef who now calls San Francisco home.
- [Ludo Lefebvre Dreamer Video](#)
 - * Born in France, Ludo Lefebvre has since moved to Los Angeles, and has quickly become one of the city's most influential chefs.
- [Ricardo Breceda Dreamer Video](#)
 - * Ricardo Breceda was born in Mexico, but now resides in Borrego Springs.
- [Atelier Crenn](#)
 - * French chef Dominique Crenn brings the best of the regions farm-to-table bounty to San Francisco.
- [Noriega Hotel](#)
 - * Basque cuisine can be found woven into the community of Bakersfield.
- [Central Coast Missions](#)
 - * California's historic Spanish roots can be discovered through its beautiful missions.

Diverse Audiences/Subjects

- [How to Hack Comic-Con](#)
- [How to Experience the Summer of Love](#)
- [6 LGBT Getaways](#)
- [Chloe Kim Dreamer Video](#)
- [8 Great Learning Vacations](#)

Culinary

- [8 California Food Trends](#)
- [Great LA Food Trucks](#)
- [Ethnic Treasures in Anaheim](#)
- [San Diego's Latin Food Fest](#)
- [Olvera Street](#)
- [Gabe Garcia CA Questionnaire](#)
- [Brian Huskey California Questionnaire](#)
- [CA Grown Olive Farmers](#)
- [CA Grown Pistachio Farmer](#)
- [Best Airport Cuisine](#)
- [Top Food Beer, Wine, & Food Festivals](#)

California's Welcoming Spirit

- [Welcome to Kidifornia Support Content](#)
- [Living the Dream Support Content](#)