**How to Share #CATakeoutTuesday for Destinations and Communities**

* Share the #CATakeoutTuesday graphic across your social channels and include the hashtag in your posts - downloadable graphics are available [here](https://spaces.hightail.com/receive/l3EGgVcDr1).
  + The graphic can be used alone, or in conjunction with an image in posts
* Include #CATakeoutTuesday and @VisitCalifornia in all of your social posts for optimum exposure and engagement
* Point to any local resources or restaurants that remain open or are providing special services during this time
* Reach out to local chefs and restaurants to and ask them to get involved in the activation
* Join the conversation on Visit California’s social channels and engage with followers about restaurant options in your destination
* Share interesting culinary stories happening in your destination on days other than Tuesday to build excitement and awareness for #CATakeoutTuesday
* Reconnect with local influencers you have worked with in the past and encourage them to share the message

**SAMPLE POSTS**

* Tuesday sample post*:*

*Today is #CATakeoutTuesday! It’s an opportunity for us all to back our local businesses by ordering food to go. So, what do you say? Join in and let us know which [destination name] spot is making your dinner tonight.*

* Tuesday sample post:

*Wondering how you can support your favorite [destination name] restaurant right from home?*

*Step 1: Order takeout*

*Step 2: Snap a pic*

*Step 3: Post the pic on social media, tag the restaurant, [destination], @VisitCalifornia, and most importantly #CATakeoutTuesday!*

* Culinary sample post:

*Did you know you can still enjoy [destination name]’s great food scene without leaving home? Check out what [insert restaurant, winery, chef] is doing! [share images, stories, etc. from the businesses]*

* Culinary sample post:

*Host a virtual wine tasting with some of your closest friends and create your own tasting room with California wines! Share a pic with us. Bonus points if the wine is from [destination name]!*