**California Tourism Month 2021**

**Sample Social Media Posts**

Use these sample social posts as inspiration for content throughout the month of May to amplify the importance of travel and tourism to the state of California.

**HOW TO SHARE CALIFORNIA TOURISM MONTH ON SOCIAL MEDIA**

* Customize posts to be consistent with your organization’s voice
* Post the text below with one of the [social media graphics](https://industry.visitcalifornia.com/-/media/industry-site/images/partner-opportunities/program-details/california-tourism-month/california-tourism-month-2021_social-graphics.zip) in the toolkit to deliver a strong message to your followers
* Use the hashtag #CATourism to show your support
* Tag your local officials in posts to ensure they are seeing the importance of tourism

**SAMPLE TEXT**

* #CATourism benefits ALL Californians and strengthens local economies throughout the state: travelmattersca.com
* Travelers are dreaming of their next trip to California. Supporting #CATourism is vital to making sure businesses are ready to welcome back visitors and boost CA’s economy. Learn more at travelmatttersca.com.
* There is power in California civic pride and together Californian's can support the state's economic recovery: travelmattersca.com #CATourism
* California can roar back from economic crisis with #CATourism as its engine. Learn more at travelmattersca.com
* May is California Tourism month and this industry would not be possible without #CATourism workers up and down the state. Learn more at travelmattersca.com.