

**California Tourism Month 2023**

Social Media Toolkit

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

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

* Tag all posts with **#CATourism**
* Adapt and localize provided social graphics and sample posts (and any toolkit resources).
* Customize posts to be consistent with your organization’s voice.
* For greater visibility and to aid in cross-promotion, follow Visit California’s social channels and @tag in posts:
  + Twitter: [@VisitCANews](https://twitter.com/VisitCANews)
  + Facebook: [@CTTCNews](https://www.facebook.com/CTTCNews/)
  + LinkedIn: [@CTTCNews](https://www.linkedin.com/company/cttcnews)

**KEY DATES TO POST ON SOCIAL MEDIA**

* [National Travel & Tourism Week, May 7-13](https://www.ustravel.org/toolkit/national-travel-and-tourism-week): Participate in the 40th anniversary of U.S. Travel’s national celebration of travel using resources from their toolkit.
  + Post with **#NTTW** and **#TravelForward** to amplify the message that tourism powers the U.S. and California economies.
* Every Tuesdayadd **#TourismTuesday** to your posts about how tourism is helping your community.

**Sample Social Posts**

#CATourism success = California's success. When visitors stay and spend locally, we all thrive to the tune of $134.4 billion tourism spending and $11.9 billion state and local taxes in 2022. <https://travelmattersca.com/>

The resilient #CATourism industry is back! The state’s 18,000+ tourism businesses and 1.1 million professionals $134.4 billion tourism spending and $11.9 billion state and local taxes in 2022!

The resilient #CATourism industry is back! In XXX County in 2022, tourism generated $XXX in spending, $XXX state and local taxes and XXX jobs!

How do voters feel about #CATourism? A statewide resident survey by Visit California shows that a clear majority understand tourism is a net positive, creating jobs and improving quality life in their communities.

Behind every hotel room booked and meal purchased in \_\_\_\_ are paychecks, mortgages paid, and local schools funded. #CATourism <https://travelmattersca.com/>

#CATourism employs 1.1 million Californians. Be inspired by some of the young Californians pursuing their passion through careers in tourism. <https://travelmattersca.com/travel-hub/californians-find-opportunities-in-travel>

Careers in #CATourism are among the state’s top drivers of economic mobility and a top source of jobs that keep money inside local communities. <https://travelmattersca.com/travel-hub/californians-find-opportunities-in-travel>

Visit California and California’s tourism industry are committed to responsible #CATravel that is sustainable, respectful and contributes to the betterment of the Golden State. <https://industry.visitcalifornia.com/partner-opportunities/programs/responsible-travel-code>

For California Native Americans, #CATourism can be a powerful force for cultural education and the preservation of ancestral lands. <https://www.visitcalifornia.com/native/>

Visiting families #CATourism because there’s an adventure for every adult and kid. California families love tourism because it improves neighborhoods, schools and funds essential services. <https://www.visitcalifornia.com/childhood-rules/>