



Share the California Love this Holiday Season

There's a lot to love about California. This holiday season Visit California wants to share that love by deploying messaging across our paid and owned channels to support small, locally-owned businesses. With shopping and gift-giving top of mind, we hope our combined efforts will encourage spending with those artisans and makers.

Join us by inspiring potential holiday travelers or those who have already booked to share their #CALove and to #ShopLoCAL. Utilize the available assets in this toolkit to help us promote these hashtags to your audience by sharing the graphics and messages across your social channels.

Promote #CALove and #ShopLoCAL to your Audience

- **Share the graphics**

Share our #CALove and #ShopLoCAL graphics across your social channels and include the hashtags in your post

- [Click here](#) to download the #CALove image assets and graphic
- [Click here](#) to download the #ShopLoCAL image assets and graphic

- **Craft a holiday message to include across your social channels**

- Share the California love and tell us what your favorite holiday activity is in _____. #CALove
- Where are your favorite restaurants to gather with friends and family in _____? Making memories with the ones you love this season? Share your photos and stories with #CALove
- 'Tis the season for making memories together in the places we love. #RoadTripCalifornia #CALove
(share 3-6 photos of places in your region that tie in with road trips)
- Tell us your favorite local retailer for unique gifts. Spread the love this holiday season and get something only available in _____ #ShopLoCAL #CALove
- Artisans, makers, and locally-owned businesses make up our community. Come visit and get a unique holiday gift this year when you #ShopLoCAL! #CALove

- **Join the conversation**

Engage with Visit California's social channels or share your own posts:

- Facebook: [Visit California](#)
- Twitter: [@VisitCA](#)
- Instagram: [@VisitCalifornia](#)
- Hashtags: **#CALove #ShopLoCAL**

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