



## SOCIAL MEDIA TOOLKIT

West Virginia Day Virtual Road Trip

June 15-20, 2020

*almost heaven*

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Dear friends,

It's almost West Virginia Day again! We've never seen a West Virginia Day quite like this one, with many of our businesses just beginning to reopen their doors after being closed to mitigate the COVID-19 pandemic. But our pride for West Virginia has grown even stronger as we've shown the world how West Virginians respond to a crisis. As we continue our COVID-19 comeback, we're making a special request for all West Virginians to help support West Virginia tourism and our small businesses.

To celebrate our majestic state's 157th birthday, the Tourism Office will be hosting West Virginia's first-ever Virtual Road Trip! With road trips emerging as the top post-COVID travel trend, we believe this a great time to join together to "show" the world the ultimate Country Roads Trip. So, next week, we are inviting all West Virginians - and those who love West Virginia - to join us in a week-long celebration of all 55 counties.

Research suggests as many as 8 in 10 Americans are dreaming of or beginning to plan their next trip, so what better time to flood social media with amazing photos of the world's greatest road trip?

### **How It Works**

Beginning Monday, June 15, we're asking you to hop on your favorite social media channels (we will be on Facebook, Twitter & Instagram: @wvtourism) and join us as we virtually travel through all 55 counties - leading up to West Virginia's birthday on June 20. Every county will have a designated day and time when they will be featured. Together, we will keep a steady stream of posts flooding social media feeds with unique facts, photos and cool stops in every county. Posts can feature your favorite businesses, your favorite memories or your favorite fishing hole. Just use hashtag #AlmostHeaven to show your love.

### **Who Can Participate?**

Let's get the whole community involved - we want to hear from local convention and visitors' bureaus, hotels, attractions, restaurants, small businesses, and our most loyal West Virginia fans! Think of it as a competition, let's see who is most proud of their community. And don't forget to encourage your followers to participate by sharing our official itinerary!

### The Schedule

With 55 stops in just five days, we will be highlighting 11 counties each day. Stay up to date with our “car’s” progress by following the official West Virginia Tourism Office’s accounts. On West Virginia Day, June 20, we will share a recap of the places we visited.

### The Goal

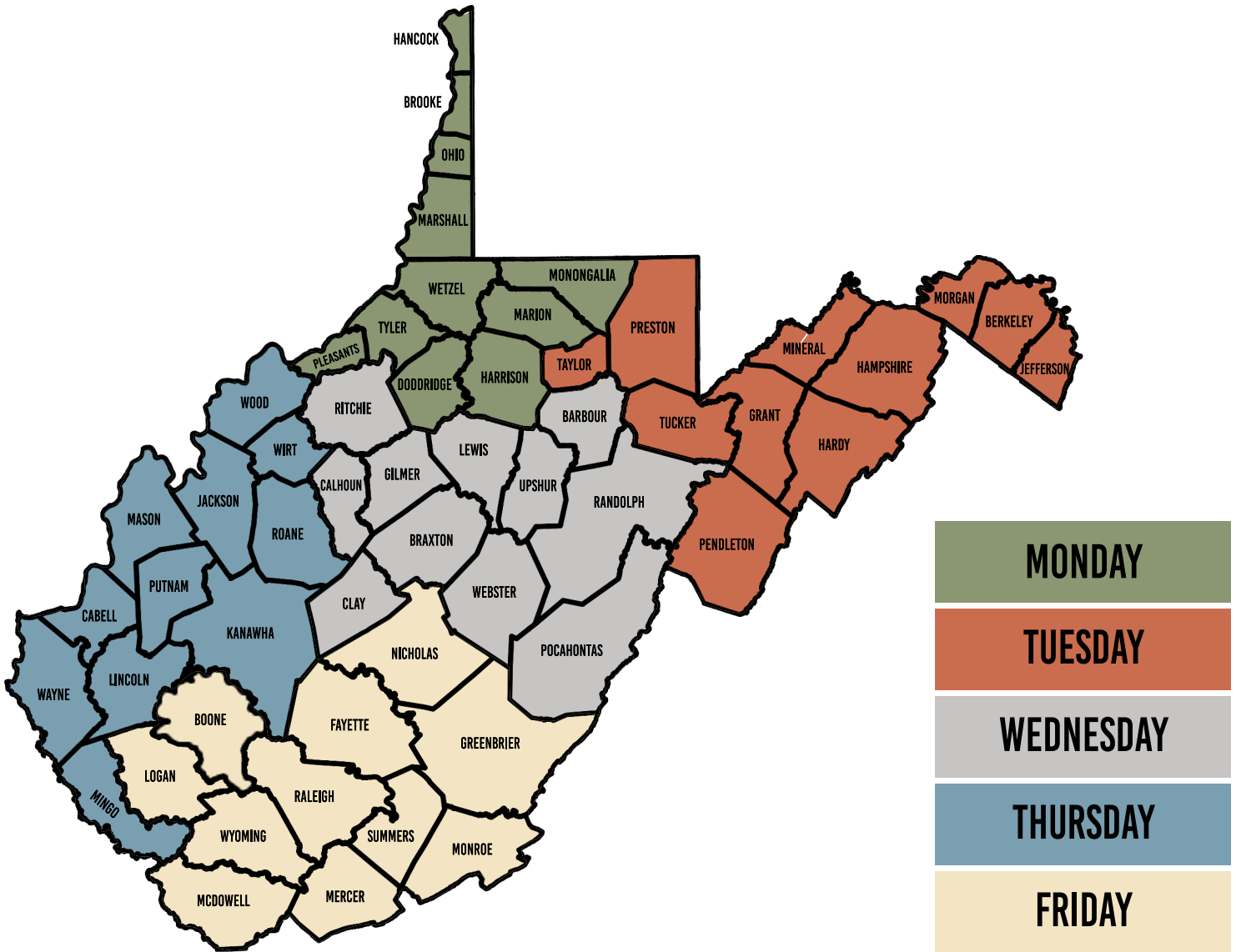
The goal is to celebrate all that is great about #AlmostHeaven. Over the past several months, we’ve seen West Virginians getting out and exploring their own backyard in record-breaking numbers. We want folks to share those experiences and inspire their friends and neighbors to do the same. We live in the most magnificent state in the country and there’s never been a better time to get out and explore our stunning mountains, charming small towns, outdoor recreation. It’s time to tell our story, and we need you, so get ready to start that virtual engine as we hit those country roads!

From the Place I Belong,

A handwritten signature in black ink that reads "Chelsea". The script is fluid and cursive, with a large initial 'C'.

Chelsea

# THE ULTIMATE WEST VIRGINIA COUNTRY ROADS TRIP | County Social Media Schedule



Five days. Five epic road trips. West Virginia is a place where country roads lead you to hidden waterfalls, iconic overlooks and memories worth the drive. Join us as we celebrate West Virginia's birthday by sharing with our fans and followers all of the stops, places and faces that make West Virginia #AlmostHeaven.

This handy map can be your guide! Use it as you plan out your posts around which areas of the state we'll be virtually visiting each day.

Don't forget to make all posts public and post using #AlmostHeaven.

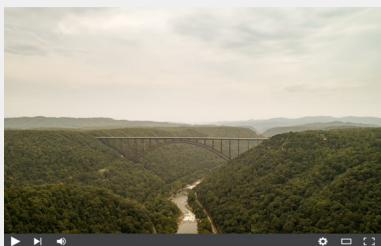
# HOW TO CELEBRATE WEST VIRGINIA'S BIRTHDAY

1. Find your county in the schedule below.
2. Create a post that highlights your county, city, small businesses, attraction or destinations!
3. Schedule your post to be shared during your county's time block.
4. Don't forget to tag **@WVtourism** and use the hashtag **#AlmostHeaven** in your post.
5. Share **@WVtourism** daily posts and recaps.

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
12:00PM	Hancock	Preston	Barbour	Wood	Logan
12:30PM	Brooke	Taylor	Randolph	Wirt	Boone
1:00PM	Ohio	Tucker	Pocahontas	Roane	Wyoming
1:30PM	Marshall	Grant	Webster	Kanawha	McDowell
2:00PM	Wetzel	Mineral	Upshur	Jackson	Mercer
2:30PM	Tyler	Hampshire	Lewis	Mason	Raleigh
3:00PM	Pleasants	Morgan	Braxton	Putnam	Fayette
3:30PM	Doddridge	Berkeley	Clay	Cabell	Nicholas
4:00PM	Harrison	Jefferson	Calhoun	Lincoln	Greenbrier
4:30PM	Marion	Hardy	Gilmer	Wayne	Summers
5:00PM	Monongalia	Pendleton	Ritchie	Mingo	Monroe

## SATURDAY

We'll be wrapping up the road trip with a video sharing all the photos and posts from this week. Partners are encouraged to share this video on their pages.



# WEST VIRGINIA TOURISM OFFICE PROMPT SCHEDULE | WV Birthday Road Trip

## DAILY MORNING VIDEO



Each morning, we will share a video to announce which counties we'll be visiting on our road trip for the day. Be sure to share this video with your followers on the day your county is featured. Encourage your followers to join in the road trip on by participating on their own social channels.

## DAILY MIDDAY ITINERARY POST



We'll kick off the road trip every day at noon by posting the official itinerary for the day. As we move through the state, check out our Instagram and Facebook stories where we'll be spotlighting each county in more detail.

## DAILY RECAP VIDEO



At the end of each day @WVtourism will be posting a recap video, presenting some of the posts that folks have shared with us on our journey. Don't miss each of these videos, as your post may be featured.



#### FOR DOWNLOAD

Supporting #PlaceIBelongWV graphics are available for your use. [Click here](#) to access these assets.

## HOW YOU CAN PARTICIPATE

Every corner of our great state is home to unique destinations, attractions, experiences and events. We hope you celebrate West Virginia Day with us as we highlight each of our 55 counties and what makes them #AlmostHeaven.

The daily maps, itineraries and recap videos shown above will be shared on @WVtourism social channels. While you are welcome to share these posts and prompts to drum up excitement for the road trip, we hope you will take these ideas and create your own unique content to share with your audience during the designated time we will be virtually visiting your county. Create blog posts with local road trip ideas. Post gorgeous photos of iconic places in your county. Share your favorite memory or place to explore. We want all your local love and insight shared on social using #AlmostHeaven.

To help guide you, below are example prompts for our Virtual Country Roads Trip using different partners from around the state. These visual representations and sample copy are meant to inspire you; we encourage you to customize these with your hashtag or other messaging. Using the provided trip itinerary, please make sure to share your posts on the time and day we arrive at your county. Through our united effort, we can help inspire travelers to plan their next trip to West Virginia, as we showcase her beauty and wonder through this birthday celebration.

# EXAMPLE PARTNER POSTS

## STATE AGENCY, COUNTY OR CITY: WEST VIRGINIA STATE PARKS



The Virtual Country Roads Trip is now passing through Summers County. With a new adventure lake, splash park and zipline, Pipestem Resort State Park is geared up and ready to celebrate West Virginia Day! #AlmostHeaven

## CVB PARTNER: PENDLETON COUNTY CVB



You are lucky to be ending today's West Virginia Road Trip in Pendleton County's mountains of opportunity. Evenings within our hills are spent setting up camp in one of our Natural Forests or catching some supper at one of our local restaurants. If you visit is virtual for now, check out our website to plan your next visit to Pendleton County. For tomorrow's Virtual Road Trip Itinerary check out @WVtourism. #AlmostHeaven



# EXAMPLE PARTNER POSTS

## ATTRACTION PARTNER: HAUNTED HEARTLAND TOURS



Whether we are going on haunted tours within Lewis County to the Trans-Allegheny Lunatic Asylum or planning bigger trips to spooky spots abroad, we are always widening our schedule. Before you head to the next county on the West Virginia Virtual Road Trip itinerary, be sure to follow our page so you will be notified when a new event is available. Head over to @WVtourism to see what stops are next on the road trip. #AlmostHeaven

## RETAIL PARTNER: BLENKO GLASS FACTORY



Here at Blenko Glass we are proud to provide imaginative and handmade designs to not only Cabell County, but to the world. Whether you leave with a custom piece or one of our iconic Water Bottles, you become a part of the Blenko Glass family. Head over the next county as you continue on the West Virginia Virtual Road Trip with @WVtourism. #AlmostHeaven

# EXAMPLE PARTNER POSTS

## DINING PARTNER: CATHEDRAL CAFE



Come on in and stay a while here in Fayette County West Virginia. We are passionate about providing delicious and locally sourced food to the many visitors of Fayetteville. Grab a freshly baked cinnamon roll for the road and head to the next county in today's West Virginia Virtual Road Trip! The full itinerary is available for today's final road trip from @WVtourism. #AlmostHeaven

## LODGING PARTNER: OGLEBAY RESORT AND CONFERENCE CENTER



Welcome to beautiful Ohio County, where we provide world class hospitality as well as family fun! Here at Oglebay we are proud to offer year-round recreational activities all set to the beautiful landscapes unique the northern panhandle. Hurry along and don't be late for your next stop on the West Virginia Virtual Road Trip! Be sure to check out @WVtourism to view the full schedule. #AlmostHeaven

## ADDITIONAL RESOURCES

Need a little help creating social imagery? There are a lot of online tools available, and many of them have free or low-cost options.

### Canva

#### Canva

Canva is a versatile, easy-to-use resource for creating both print and digital content. It is a great tool for users of all skill levels. Canva offers a paid subscription or free account option that gives users access to a wide variety of templates and assets.

Canva's design builder is intuitive and allows users to begin with pre-designed creative or start from scratch. The program also allows for direct publishing to Facebook or Twitter from Canva by connecting the two platforms.

[GO TO CANVA →](#)

### PicMonkey

#### PicMonkey

PicMonkey is another image editing tool that allows users to edit photos and create designs for social distribution. Supporting flexibility, collaboration and rapid iteration, the program can be used on a desktop or via their mobile app (available on both iPhone and Android). PicMonkey offers a free 7-day trial and then tiered paid plans after the trial period has expired.

[GO TO PICMONKEY →](#)

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We can't wait to see how you and your followers help to celebrate West Virginia's birthday. Be sure to follow along with @WVtourism on all of our social channels for the daily road trip prompts and inspiration. Thank you for being such an important part of why West Virginia is #AlmostHeaven.

WEST  
VIRGINIA™

TOURISM OFFICE

WVtourism.com

