

Skal Philadelphia/Skal USA Social Media Blitz Guidelines

Scope: The goal of the social media blitz is to promote Skal within various cities and across the country. Participants will be asked to take a photo/selfie in their city at notable locations. The promotion will increase brand awareness for Skal and show support for the hospitality industry.

Objectives:

- From 10/18-10/25, participants are asked to visit a notable destination within their city. This can be a tourist spot, hotel, popular restaurant, work location, etc. Print out the designated poster prior to going. Take either a photo or selfie with poster in display at selected location.
- Photos should be sent to Amy Bendekovits amy.bendekovits@gmail.com by 10/25.
 - o Collage video will be compiled and sent out on 10/26.
- From 10/26-10/31: All participants are encouraged to blast post on social media using the following example format:

Skal Philadelphia Falls for Philly! Skål is a professional organization of tourism & hospitality leaders around the world, promoting global tourism and friendship. Through networking events and educational webinars, Skal encourages relationships and professional development worldwide.

As a proud Skal Philadelphia member, our organization stands with Philadelphia and the travel industry.

To learn more about Skal Philadelphia and its benefits, visit www.skalphiladelphia.com, or ask me how to join. #SkalAroundtheUSA



Insert Picture Here with Poster