**Drive the Great River Road Month Social Media Tips**

**Facebook**

* Like the Great River Road’s Facebook page ([www.facebook.com/GreatRiverRoad](file:///C%3A%5CUsers%5CDownloads%5Cwww.facebook.com%5CGreatRiverRoad))
* Announce the start of Drive the Great River Road Month on September 1
	+ Sample post: September is Drive the Great River Road Month! Plan your road trip today at experiencemississippiriver.com!
* Announce Drive the Great River Road Sweepstakes around September 1 (then regularly remind your fans throughout the month); use the Drive the Great River Road Month logo in your posts
	+ Sample post: September is Drive the Great River Road Month, and we’re celebrating by giving away $500 to help you plan your own Great River Road trip! Enter now! (link to sweepstakes entry page)
* Post photos of Great River Road towns/attractions on your page
* Talk about/share itineraries and/or attractions (including Interpretive Centers) along your state’s section of the Great River Road
* Include in your posts language such as, “Share this with your friends!” or “Click like if you’re excited” to encourage engagement
* Ask fans to post on your Facebook page about a trip they’ve taken on your state’s section of the Great River Road
* Be sure to promptly answer any questions people may ask and respond to comments
* You can also share historical content to help celebrate the 80th anniversary of the MRPC and the Great River Road

**Instagram**

* Like the Great River Road’s Instagram account (@greatriveroad)
* Share photos from your state’s section of the Great River Road—Interpretive Centers, scenic overlooks, etc.—and use the hashtags #greatriverroad, #drivethegrr and #followthepilotswheel so we can find and share your content
* You can also share historical content to help celebrate the 80th anniversary of the MRPC and the Great River Road (use the hashtag #grr80th)

**Twitter**

* Tweet about Drive the Great River Road Month and the sweepstakes
	+ Example Tweet: September is Drive the Great River Road Month! Plan your road trip today! (with link to [www.experiencemississippiriver.com](http://www.experiencemississippiriver.com))
	+ Win $500 for a road trip on the Great River Road! Enter now! (with link to contest page)
* In any Great River Road-related tweets, use the hashtags #drivetheGRR or #greatriverroad

**Pinterest**

* Create a Great River Road board for your state on your Pinterest page (promote it via your other social media channels)

**On the web**

* On your website, feature the Drive the Great River Road Month and/or the Drive the Great River Road Sweepstakes buttons during the month of September (available for download on the Forms & Resources page of [mrpcmembers.com](file:///C%3A%5CUsers%5CDownloads%5Cmrpcmembers.com))