



## Mississippi River Parkway Commission

701 East Washington Avenue, Suite 202  
Madison, WI 53703



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

#### Facebook

- Like the Great River Road's Facebook page ([www.facebook.com/GreatRiverRoad](http://www.facebook.com/GreatRiverRoad))
- 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](http://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

#### Instagram

- Like the Great River Road's Instagram account (@greatriverroad)
- Share photos from your state's section of the Great River Road—Interpretive Centers, scenic overlooks, etc.—and use the hashtags #greatriverroad and #drivethegrr so we can find and share your content

#### 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)

*Mission Statement: Preserving, promoting and enhancing the Mississippi River Parkway for communities and travelers*

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- 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](http://mrpcmembers.com))

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