



Mississippi River Parkway Commission

P.O. Box 7395
Madison, WI 53707



All-American Road designation – sample social media posts

Facebook

“The Great River Road in [your state] has been named an All-American Road! This is a special National Scenic Byways program that highlights the best driving routes in the country, highlighting their scenic beauty, cultural importance and more. Come explore the [your state] Great River Road today and see what the excitement is about!”
[include photo/link to your state’s Great River Road information]

Instagram

“The #GreatRiverRoad in [your state] has been named an #AllAmericanRoad! National Scenic Byways with this designation are noted for their natural beauty, cultural importance, and other factors. Explore the Great River Road in [your state] today!”
[use photo of your state’s Great River Road and any hashtags (#mississippiriver, #roadtrip, etc.) or tags (your state’s tourism department, etc.) that you think are worthy of inclusion]