***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!*
* Announce the start of the Drive the Great River Road Photo Contest in early September and then regularly remind your fans throughout the month; use the Drive the Great River Road Photo Contest logo in your posts
	+ *Sample post: September is Drive the Great River Road Month, and we’re celebrating by giving away $250 for your next getaway if you share your scenic photos of the route—enter now! (LINK:* [*https://experiencemississippiriver.com/contest/drive-the-great-river-road-photo-contest/*](https://experiencemississippiriver.com/contest/drive-the-great-river-road-photo-contest/)*)*
* 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 “Comment 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 (@greatriveroad)
* 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

**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 Photo Contest buttons during the month of September (available for download on the Resources and Forms page of mrpcmembers.com)