

# Destination DC

## DEI Social Media & Email Toolkit

### About the Toolkit

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The enclosed toolkit offers Destination DC members promotional messaging supporting Destination DC's **Diversity, Equity and Inclusion (DEI)** campaign. These posts can be used across various social media channels to engage consumer-facing, meetings-facing, educators and more beginning April 26.

### About the Campaign

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This summer, Destination DC will be kicking off the season with a DEI campaign, an evergreen resource hub to uplift the diverse and multicultural home we call DC. This multi-channel campaign will begin on Monday, April 26 across all platforms.

We are inviting travelers and locals to experience and engage with the DEI resource hub all-year long. Our goal with this initiative is to empower visitors and locals to embrace the diversity in our city, learn about progress happening here and understand ways to create lasting change within our communities.

### Useful Links

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- DEI Landing Page: [www.washington.org/dei](http://www.washington.org/dei)
- Visit: <https://washington.org/dei/visit>
- Learn: <https://washington.org/education>
- Engage: <https://washington.org/dei/engage>
- Meet: <https://washington.org/dei/meet>

### Questions

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Contact your membership account manager.

**Ready-to-Use Social Media Messaging**

Platform	Audience	Message
	Locals	<p><b>Visit Washington, DC</b> is a destination that welcomes all people with open arms. As a proud local business, we are committed to showing locals and visitors alike that DC is a place that promotes and validates diversity, equity and inclusion. For more info on what makes the nation's capital The DEI District and ways to get involved, visit <a href="https://bit.ly/DEIdistrict">https://bit.ly/DEIdistrict</a>.</p>
	Locals	<p>As a proud DC business, we are committed to showing locals and visitors alike that <b>@washingtondc</b> is a place that promotes diversity, equity &amp; inclusion. For more info on what makes the nation's capital The DEI District &amp; ways to get involved, visit <a href="https://bit.ly/DEIdistrict">https://bit.ly/DEIdistrict</a>.</p>
	Locals	<p>Washington, DC is a destination that welcomes all people with open arms. As a proud local business, we are committed to showing locals and visitors alike that <b>@visitwashingtondc</b> is a place that promotes and validates diversity, equity and inclusion. For more info on what makes the nation's capital The DEI District and ways to get involved, visit <a href="https://bit.ly/DEIdistrict">https://bit.ly/DEIdistrict</a>.</p>
	Leisure Travelers	<p>Washington, DC is a destination that welcomes all people with open arms. As a proud local business, we are committed to showing locals and visitors alike that DC is a place that promotes and validates diversity, equity and inclusion. For more info on what makes the nation's capital The DEI District and ways to get involved, visit <a href="https://bit.ly/DEIdistrict">https://bit.ly/DEIdistrict</a> and follow <b>Destination DC</b>.</p>
	Educators	<p><b>Visit Washington, DC</b> is a destination that welcomes all people with open arms. As a proud local business, we are committed to showing locals and visitors alike that DC is a place that promotes and validates diversity, equity and inclusion. For more info on what makes the nation's capital The DEI District, including educational resources and ways to get involved, visit <a href="https://bit.ly/DEIdistrict">https://bit.ly/DEIdistrict</a>.</p>
	Educators	<p>As a proud DC business, we are committed to showing locals and visitors alike that <b>@washingtondc</b> is a place that promotes diversity, equity &amp; inclusion. For more info on The DEI District, including educational resources and ways to get involved, visit <a href="https://bit.ly/DEIdistrict">https://bit.ly/DEIdistrict</a>.</p>

Platform	Audience	Message
	Educators	Washington, DC is a destination that welcomes all people with open arms. As a proud local business, we are committed to showing locals and visitors alike that <b>@visitwashingtondc</b> is a place that promotes and validates diversity, equity and inclusion. For more info on what makes the nation's capital The DEI District, including educational resources and ways to get involved, visit <a href="https://bit.ly/DEIdistrict">https://bit.ly/DEIdistrict</a> .

## Social Media Tips

### Facebook

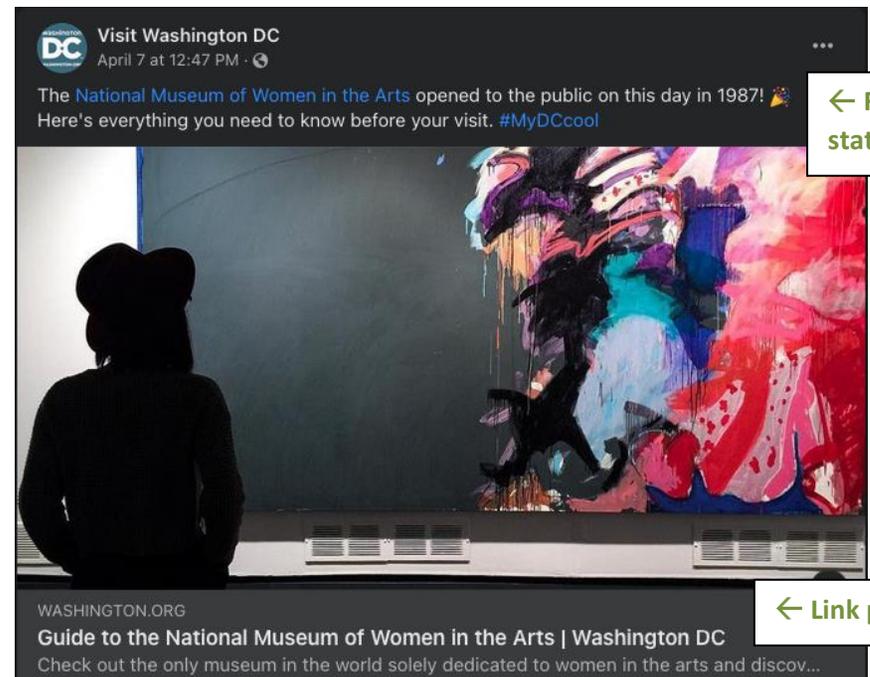
STEP 1: “Like” the Visit Washington DC & Destination DC Facebook pages. This step only needs to be completed once.

STEP 2: Select one of the sample messages provided in this toolkit and copy/paste it into the “status” window on your Facebook page.

STEP 3: To “tag” Visit Washington DC and Destination DC or any other organization within a given post, you will need to type in the “@” symbol first, before you begin to type in the words “Visit Washington DC” for example. When you begin to type in “Visit Washington DC,” you will notice a drop-down menu appears with the option to select the name, “Visit Washington DC.” Select this option. If the page has been tagged correctly, you will notice these words will appear in your post in blue text (with no “@” symbol).

#### Helpful Tips:

- Facebook status updates should be brief (1-3 sentences), but they can accommodate longer messages. Generally, the status should be eye-catching and to the point, not a narrative.
- When possible, incorporating images in Facebook posts tends to boost engagement. Make sure you have permission to share the image you want to use, and that it is not restricted by the owner.
- If your post includes a link, the Facebook algorithm now prioritizes posts that display previews of the link vs. just the link itself, giving your post a broader organic reach.



← Facebook status (text)

← Link preview

## Social Media Tips

### Twitter

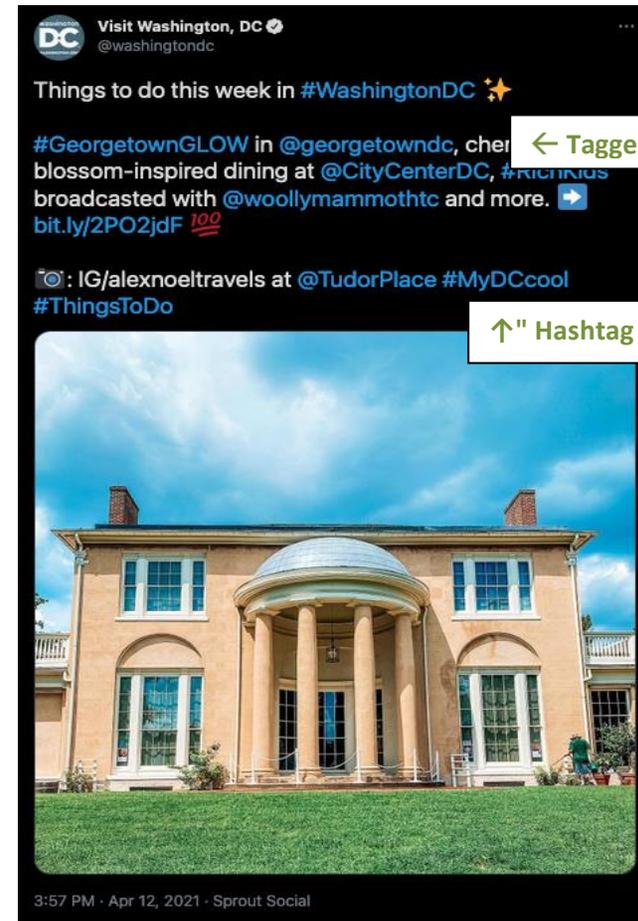
STEP 1: Follow the Visit Washington, DC (@washingtondc) & Destination DC (@destinationdc) Twitter accounts. This step only needs to be completed once.

STEP 2: Click on this icon: , then select one of the sample messages provided in this toolkit and copy/paste it into the “Compose New Tweet” pop-up window on your Twitter page.

STEP 3: To “tag” Visit Washington, DC or Destination DC within a given tweet, you will need to type in the “@” symbol first, before you begin to type in the handle “washingtondc” for example. When you begin to type in “washingtondc,” you will notice a drop-down menu appears with the option to select the user “Visit Washington, DC.” Select this option. If the profile has been tagged correctly, you will notice that the user’s Twitter handle will appear in your post as highlighted text.

#### Helpful Tips:

- Tweets are limited to 140 characters.
- Abbreviations are acceptable on Twitter, but, given our audience, we strive to stay as grammatically correct as possible.
- What is a “hashtag”?
  - The hashtag symbol (#) is used before a relevant keyword or phrase (no spaces) in a Tweet to categorize those Tweets and help them appear more easily in a Twitter search.
  - Clicking on a hashtagged word in any message shows you all other Tweets marked with that keyword.
  - Hashtags can occur anywhere in the Tweet – at the beginning, middle or end.
  - Hashtagged words that become very popular are often “Trending Topics.”



## Social Media Tips

### Instagram

STEP 1: Follow the @visitwashingtondc & @destinationdc accounts.  
This step only needs to be completed once.

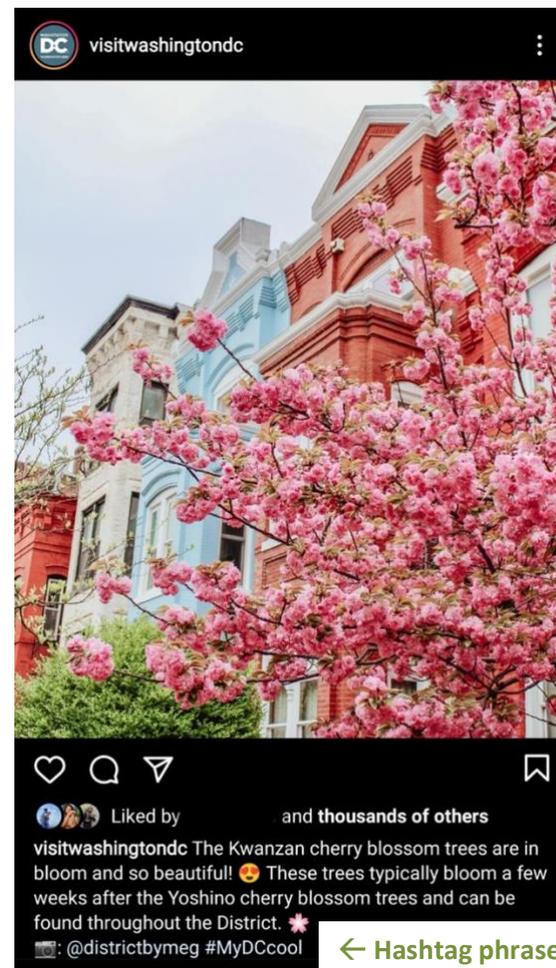
STEP 2: Click on this icon: , select 'Post' or 'Story' one of the provided graphics to use. After chosen, click on the blue arrow to create the text.

STEP 3: Select one of the sample messages provided in this toolkit and copy/paste it into the "Write a caption" box.

STEP 4: To "tag" Visit Washington, DC and Destination DC or any other Instagram user within a **story**, you will need to type in the "@" symbol first, before you begin to type in the handle "visitwashingtondc," for example. To "tag" Visit Washington, DC and Destination DC or any other Instagram user within a **post**, you will need to select 'Tag People' before you click on the image to type in the handle "visitwashingtondc" for example. When you begin to type in the handle "visitwashingtondc," you will notice a drop-down menu appears with the option to select the user "Visit Washington, DC." Select this option. If the profile has been tagged correctly, you will notice that the user's Instagram handle will appear in your post as highlighted text.

#### Helpful Tips:

- Instagram Posts are not limited by character count
- What is a "hashtag"?
  - The hashtag symbol (#) is used before a relevant keyword or phrase (no spaces) in a Post or Story to categorize those Posts/Stories and help them appear more easily in an Instagram search.
  - Clicking on a hashtagged word in any message shows you all other Posts/Stories marked with that keyword.
  - Hashtagged words that become very popular are often "Trending Topics."



↑ Tagged Instagram user

← Hashtag phrase

washington  
**DC**



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**DEI**  
**DISTRICT**

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**DIVERSITY ★ EQUITY ★ INCLUSION**

washington  
**DC**



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**DEI**  
**DISTRICT**

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**DIVERSITY ★ EQUITY ★ INCLUSION**

★ ★ ★

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# DEI DISTRICT

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DIVERSITY ★ EQUITY ★ INCLUSION

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# DEI DISTRICT

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DIVERSITY ★ EQUITY ★ INCLUSION

washington  
DC



# DEI DISTRICT

DIVERSITY ★ EQUITY ★ INCLUSION

washington  
DC



# DEI DISTRICT

DIVERSITY ★ EQUITY ★ INCLUSION