



TRAVEL TEXAS[®]

FY25 SOCIAL MEDIA & PR CO-OP PROGRAM

OVERVIEW

In addition to always-on public relations and social media efforts that encourage visitation and influence in-market spending and dispersal, Travel Texas is offering industry partners dedicated opportunities to leverage Travel Texas programs to promote your destination or attraction.

Public relations and social media co-op opportunities include featured placements within integrated campaigns, dedicated Facebook post, Instagram post and stories series, custom promoted Pinterest pin, social shoots, media missions and influencer itinerary integration. If you have questions regarding ongoing activities, new co-op opportunities, or would like to discuss what opportunities might be right for you, please contact:

[Travel Texas Social Media](#)

For all social media-related opportunities, please contact please contact texasocial@mmgy.com

[Travel Texas PR](#)

For all PR-related opportunities,
please contact traveltexaspr@mmgy.com

[April Bear](#)

Communications Specialist
Travel Texas



PR & SOCIAL MEDIA

'Always-On' Activities

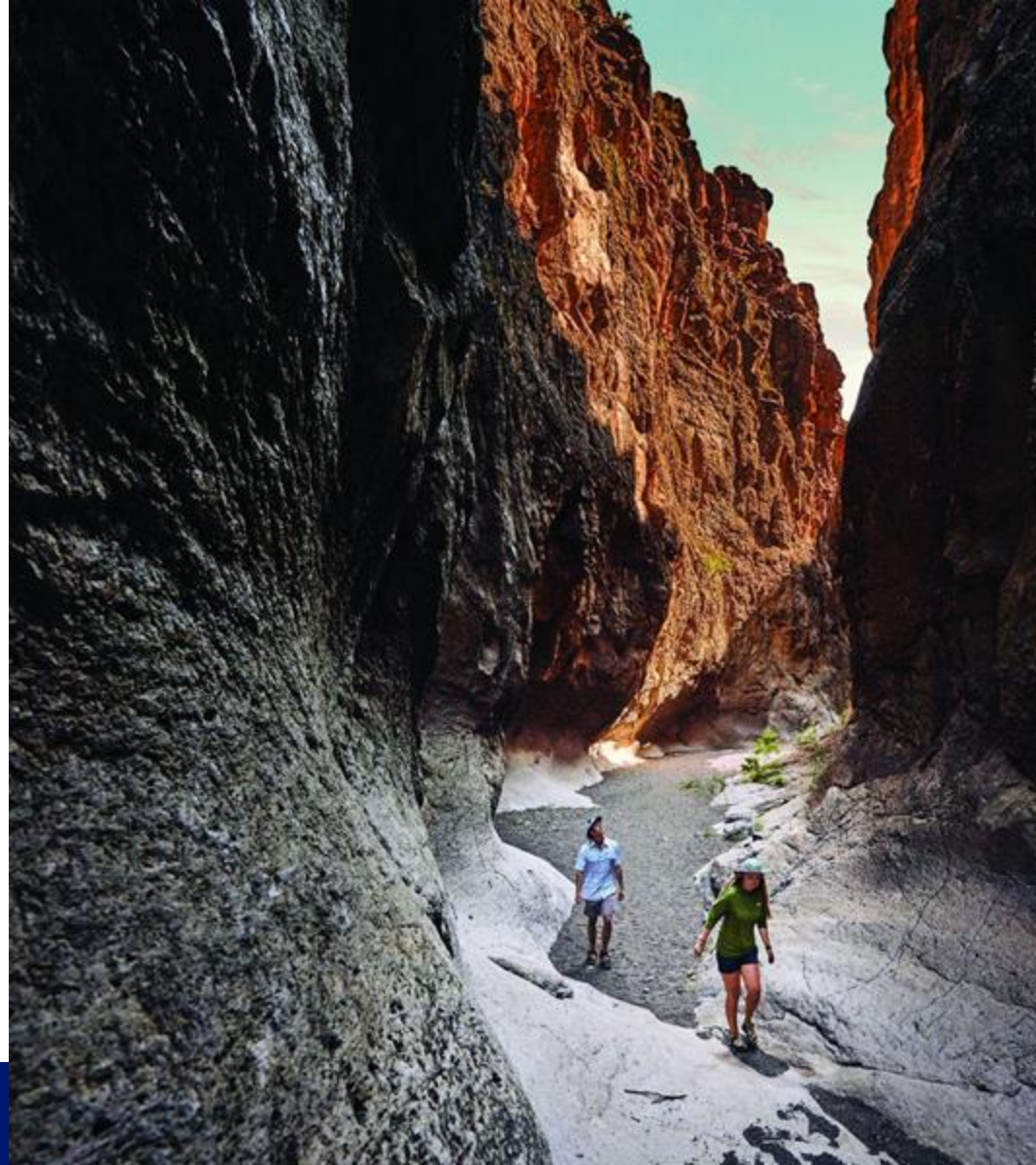


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“ALWAYS-ON” OPPORTUNITIES

The Travel Texas public relations and social media program is always working to benefit partners and showcase Texas as a premier destination. The following slides are examples of program elements that are ongoing.

Travel Texas will contact relevant partners, as needed, for these opportunities to help achieve the goals and objectives of the tourism program.



EVERGREEN SOCIAL MEDIA CONTENT

Travel Texas maintains a consistent cadence of evergreen content on all social channels deemed relevant to the brand, for which our posts are designed to showcase the variety of travel experiences offered around the state. Travel Texas promotes partners on an ongoing basis, and invites partners to further engage with our evergreen social offerings by tagging the brand, using relevant hashtags (#LetsTexas), and/or sharing image assets with us.

OVERVIEW

Timing: Ongoing

Partner Enrollment & Participation: There is no enrollment needed. Travel Texas will incorporate partners into evergreen social content and reach out for additional information/supporting assets as needed.

Partner Contribution: There is no cost to be included in Travel Texas evergreen social media efforts.



ENGAGING MEDIA

TRAVEL+ LEISURE

This State Is One of the Best in the U.S. for a Spring Road Trip — With 800,000 Miles of Wildflower-lined Highways

Welcome to Central Texas in the springtime — you'll come for the bluebonnets, but stay for the wine and barbecue.

By [Mariah Tyler](#) Updated on March 1, 2024



PHOTO: KANOKWALEE PUSITANUN/GETTY IMAGES

Travel Texas maintains a cohesive earned media strategy that generates exposure across media channels – print, digital, broadcast and social.

Travel Texas and MMGY continuously pitch media Texas news, experiences and attractions. Thus, it benefits partners to keep Travel Texas and MMGY apprised of relevant destination news on an ongoing basis.

Additionally, partners may have opportunities to support journalist/influencer press trips, pending media interest and story fit.

OVERVIEW

Timing: Ongoing

Partner Enrollment & Participation: Travel Texas will incorporate partners into ongoing programs and reach out for additional information, as needed.

To sign up for the Travel Texas media requests newsletter, please contact TravelTexasPR@mmgy.com.

Partner Contribution: There is no cost to be included in Travel Texas media pitching efforts.*

** Potential for added costs with supporting journalist/influencer trips*

CONSUMER ACTIVATION CAMPAIGNS

Throughout the fiscal year, Travel Texas may offer opportunities for partners to participate in integrated, consumer-facing activations.

OVERVIEW

Timing: Ongoing

Partner Enrollment & Participation: Travel Texas will conduct future outreach on an as-needed basis, dependent on campaign concept(s), objectives and relevance to partners

Partner Contribution: TBD, dependent on campaign



A man in a dark t-shirt and shorts is sliding down a large sand dune. The sun is low on the horizon, creating a warm, golden glow and long shadows. The sand has distinct ripples. The background shows more dunes and a clear sky.

SOCIAL MEDIA PROGRAM

Co-Op Opportunities

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SOCIAL MEDIA:

FY25 CO-OP OPPORTUNITIES*

**Partners are not restricted to opting into just one of these social co-op options and may customize their placements based on content needs/objectives.*

1. Instagram co-op
2. Facebook co-op (NEW!)
3. Pinterest co-op (NEW!)
4. Social shoot co-op (NEW!)

SOCIAL MEDIA: INSTAGRAM FEATURE

Partners who opt-in to this placement will receive a custom in-feed Instagram post and a 4 panel Instagram Story created with their imagery and messaging in mind.

OVERVIEW:

- **Targeting:** Followers (257k+) + friends of followers
- **Objective:** Engagement
- **Assets/output:** 1 in-feed post + 1 Story (4 frames in total)
- **Number of Partners:** Max 1 partner per month (November - August)
- **Timing:** Post will be shared on a designated day within the month you opt-in. Designated month will be assigned on first-come, first-served basis. Request to participate, along with the required materials, must be submitted 4 weeks out from desired month. The in-feed post will be promoted for a period of 3-days, living organically forever. Stories will live organically for 24 hours.
- **Partner Fee:** \$500, matched by Travel Texas for a \$1,000 value. Total investment and matching funds will be used to boost the post.



SOCIAL MEDIA: FACEBOOK POST

This new placement option will give partners the chance to have a custom Facebook post published in the Travel Texas feed to our audience of more than 449k followers.

OVERVIEW:

- **Targeting:** Followers (450k+) + friends of followers
- **Objective:** Engagement
- **Assets/output:** 1 in-feed post
- **Number of Partners:** Max 1 partner per month (November - August)
- **Timing:** Post will be shared on a designated day within the month you opt-in. Designated month will be assigned on first-come, first-served basis. Request to participate, along with the required materials, must be submitted 4 weeks out from desired month. The in-feed post will be promoted for a period of 3-days, living organically forever.
- **Partner Fee:** \$500, matched by Travel Texas for a \$1,000 value. Total investment and matching funds will be used to boost the post.

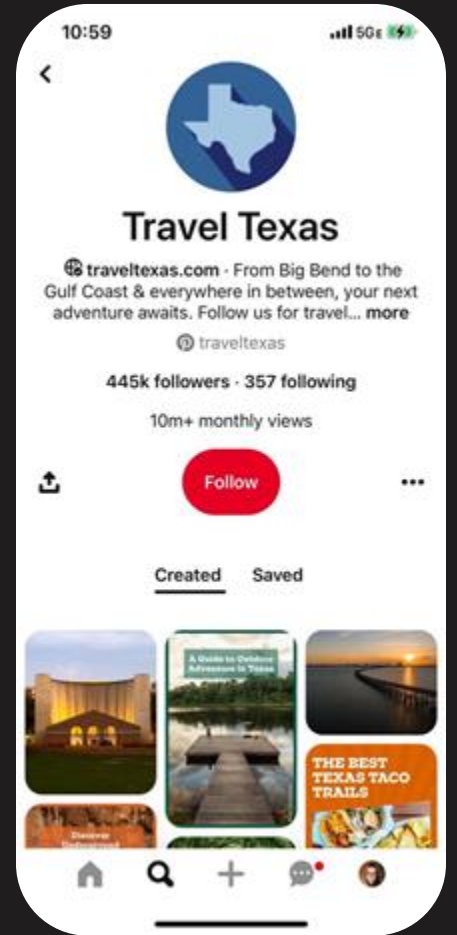


SOCIAL MEDIA: PINTEREST

This new placement option will give partners the chance to have a custom Pin published and boosted from the Travel Texas Pinterest account. The Pin will be created with the goal of driving traffic back to partner website.

OVERVIEW:

- **Targeting:** Followers (445k+) + friends of followers
- **Objective:** Traffic
- **Assets/output:** 1 in-feed Pin
- **Number of Partners:** Max 1 partner per month (November - August)
- **Timing:** Pin will be published on a designated day within the month you opt-in. Designated month will be assigned on first-come, first-served basis. Request to participate, along with the required materials, must be submitted 4 weeks out from desired month. The in-feed post will be promoted for a period of 3-days, living organically forever.
- **Partner Fee:** \$500, matched by Travel Texas for a \$1,000 value. Total investment and matching funds will be used to boost the Pin.



SOCIAL MEDIA: IN-DESTINATION SOCIAL SHOOT

This new placement option will give partners the chance to receive custom social-first video assets and a Reel following a social shoot taking place in their destination. Partner will be provided a library of b-roll and will be tagged as a collaborator on the Reel. In order to opt into this tier, partner must provide detailed itinerary suggestions on the sign-up form.

OVERVIEW:

- **Targeting:** Followers (257k+) + friends of followers
- **Objective:** Engagement
- **Assets/output:** Minimum 50 b-roll clips, 1 custom Instagram Reel
 - *B-roll specifications: captured on iPhone, :05-:10 seconds, not edited*
- **Number of Partners:** Max 3 partners (November - August)
- **Timing:** Partners for this tier will be selected based on alignment with Travel Texas's seasonal messaging priorities and uniqueness of itinerary suggestions with one per region, **so please try to be as detailed as possible on the form with those suggestions.**
- **Partner Fee:** \$750, with a \$250 match from Travel Texas. A portion of the investment will be allocated towards boosting the Reel.



SOCIAL MEDIA: CO-OP PARTNER RESPONSIBILITIES

PARTNER REQUIREMENTS FOR ALL SOCIAL CO-OP PLACEMENTS:

- **Asset Guidelines:**
 - Messaging: Content must highlight your specific Texas destination or attraction, with a focused look at noteworthy activities, culinary offerings, hotels, events or experiences specific to your community. All content must be focused on encouraging travel to Texas.
- **Messaging Examples (all messaging points must be accompanied by strong imagery):**
 - Interesting destination facts
 - Can't miss insider tips
 - Notable, timely activities or events
 - New, notable dining opportunities
- **Supporting Information:**
 - 2-5 key messaging points that align with messaging details above (*MMGY will request additional messaging points if the above directive is not followed*)
 - Link to website
 - Link to Facebook, Instagram, and/or Pinterest page
 - Image library (inclusive of high-res and permission-granted images; should not include added text or graphics)
- **All information and payment must be submitted no later than 2 weeks prior to your co-op date or else you will forfeit your co-op placement(s).**

Partners will receive a performance report approximately 2 weeks after their content is published.



PUBLIC RELATIONS PROGRAM

Co-op Opportunities

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MEDIA MISSIONS & EVENTS



Texas (Austin)

Timeframe: February 2025

Space limited to 10 partners

Co-op Fee: \$1,750



Atlanta Mini Mission

Timeframe: March 2025

Space limited to four (4) partners, based on editorial selection of culinary storylines

Co-op Fee: \$1,750



New York City

Timeframe: April 2025

Space limited to 10 partners

Co-op Fee: \$2,000

TRAVEL TEXAS MEDIA MISSIONS & EVENTS

- 1. Event Coordination:** MMGY coordinates all media event details and logistics, secures media attendees and provides relevant information to participating partners.
- 2. Partner Requirements:** Partners provide updates from their destination, upon confirmation of participation in the co-op, to be shared in media outreach and follow up. Partners are responsible for coordinating and paying for their own travel arrangements including accommodations, airfare, meals outside of media meetings and ground transportation.
- 3. Partner Enrollment:** Space is limited, and partner participation for the Texas and New York media events will be determined on a first come, first served basis. Only one partner representative allowed per destination, with a maximum of 10 destination participants. A wait list will be set up should additional space become available.
 - Participation in the Atlanta culinary event will be based on culinary-focused editorial applications.



HOW TO ENROLL

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CO-OP ENROLLMENT INSTRUCTIONS

First-come, first-served*. Newly available opportunities include the dedicated Facebook post, Pinterest pin and in-destination social shoot and partners may sign up via the Travel Texas enrollment form.

- Registration link will be emailed to industry partners via the Travel Texas industry newsletter ahead of sign up beginning at 1 pm on October 1.

Submission of form indicates intent to participate from industry partners.

- Use form to identify preferred timing for each opportunity, as well as interest to participate in the upcoming media missions.
- You will see a thank you confirmation appear upon successful completion of the form.
- If participation is accepted, MMGY will contact you to confirm preferences, submit invoicing and begin creative discussions.

**For all opportunities other than the Atlanta media mission*



CO-OP ENROLLMENT INSTRUCTIONS

If interested in any of these opportunities, please contact:

Travel Texas Social Media

For all social media-related opportunities, please contact
texasocial@mmgy.com

Travel Texas PR

For all PR-related opportunities, please contact traveltexaspr@mmgy.com

April Bear

Communications Specialist
Travel Texas

If participation is accepted, MMGY will contact you to confirm content and submit invoicing where relevant. Further details can be found here: Travel.Texas.gov





THANK YOU.