TRAVEL AGENTS SOCIAL TOOLKIT
**INTRODUCTION**

**WELCOME TO COASTAL MISSISSIPPI!**

Meet a warm welcome on our 62 miles of shoreline and in our 12 coastal communities, each with its distinct personality and unique charm. From coastal adventures to the many excitement of our casinos, we have a place for you.

Though COVID-19 has put a stop to our travel plans, we hope this toolkit helps introduce the paradise of Coastal Mississippi. We'll be here to welcome you back when you're ready to travel again and help others travel once more!
GO REMOTE

Waking up in Coastal Mississippi is the start of an adventure filled with endless nature, authentic culture, and vibrant activities. And with a renewed emphasis on our visitors’ health and safety, it’s more important than ever to know what the options are. Here are a few itineraries to help you get more acquainted with the adventures that await in Coastal Mississippi.

COAST AT YOUR OWN PACE

Coastal leisure is a marathon, not a sprint. Feel free to take it easy.

BE AN OUTSIDER

If you’re hoping to be outside as much as possible when you Go Remote, be sure you’re armed with the intel on the best places to escape.

GO ALL IN

Enjoy the best that our gaming and indulging have to offer you, and rest easy knowing that we’re going all in on your health and safety.

LIKE THE LOCALS DO

Tap into the most authentic side of The Secret Coast by supporting local businesses and safely participating in community favorites.
WHY COASTAL MISSISSIPPI?

Whether you’re looking for a relaxing getaway or more thrill in your adventure, Coastal Mississippi is the perfect destination to find excitement and coastal relaxation in equal measure.

NIGHTLIFE

OUTDOOR ADVENTURE & NATURE

BEACHES, BOATING, & WATER

CASINOS
ULTIMATE EXPERIENCE

10 Attractions.
1 Low Price.

Get access to ten unique coastal attractions for one low price with the Coastal Mississippi Attractions Pass. With options ranging from 1-Day, 2-Day, 3-Day, and Annual Prices, you'll find a plan that suits your stay.

Visit coastalmississippi.com/attractions-pass for more information!
Need additional information or just can't wait to learn more about Coastal Mississippi? Here are a few sources to help you continue on your Coastal Mississippi adventure:

- Go Remote
- CoastalMississippi Website
- Travel Trade Twitter Account
- Blog

Your Coastal Mississippi Contact:

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SOCIAL
SOCIAL

Feel free to draft up your own post copy and use your personal voice and thought leadership to engage with our Travel Trade account. If you’re stuck, we’ve highlighted some post examples for you on the next slide. These options are here to serve as a guideline and help spur your take on Coastal Mississippi. We’ve also included relevant social channels and hashtags for you to engage with and use in your content.

CHANNELS
Facebook: @SeeCoastalMS
Instagram: @coastal.ms
Twitter: @SeeCoastalMS
@MeetCoastalMS
LinkedIn: @Coastal Mississippi

RECOMMENDED HASHTAGS
- #MSCoastLife
- #SecretCoast
- #MeetCoastalMS - Travel Trade
- #VisitMSResponsibly
SOCIAL CONTENT

We encourage you to share anything and everything about Coastal Mississippi to engage with your clients. From the best spots to eat to the best vacation activities, making the content your own is what will inspire your audience to see themselves in the destination. Here are a few ideas to get you started:

- What’s your favorite family-friendly spot? Share it with your followers and include a photo to inspire others!
- Where can someone find the best bites to eat after a long day in the sun?
- What are some of your favorite Coastal Mississippi activities? Take your own experiences and/or those you’d like to experience and engage with your online community!

READY TO SHARE YOUR OWN?
Feel free to use these images along with your added touch of inspirational copy. Be sure to image credit @MeetCoastalMS. We can’t wait to see it on Twitter!

- Images
TWITTER BEST PRACTICES

PLATFORM STRATEGY
- Engage with fans and share the latest from @MeetCoastalMS
- Join in-the-moment trends relevant to the destination
- Share video and GIF content

CONTENT
- Threads tell deeper stories and keep audiences engaged and wanting to know more
- Relevant trends and current news related to the destination
- Casual and playful responses to join common fan conversation

COASTAL MISSISSIPPI BEST PRACTICES
- Make it a focus to communicate Coastal Mississippi’s dedication to the traveler’s health and safety by sharing Coastal Mississippi’s Destination Promise and COVID-19 guidelines
- Use #MeetCoastalMS to group your Coastal Mississippi content and align with @MeetCoastalMS’ Twitter account
- Engage with @MeetCoastalMS to foster community engagement and reach out with any questions - we’re happy to help
THANK YOU