



TRAVEL AGENTS SOCIAL TOOLKIT

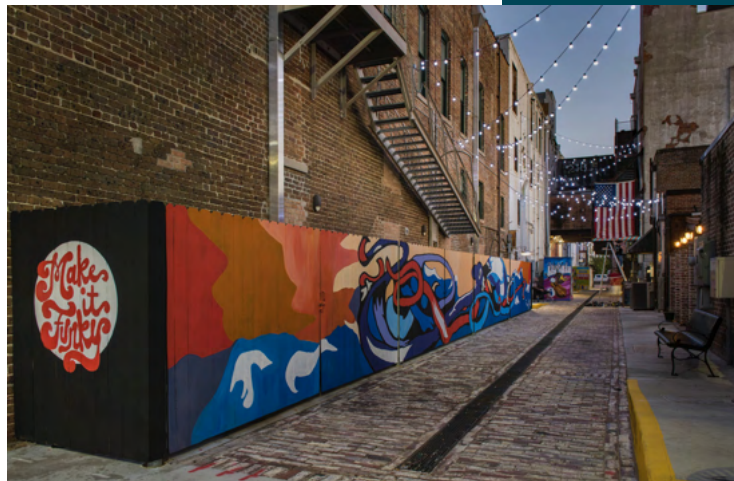
coastal
MISSISSIPPI
The Secret Coast

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 excitements 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!

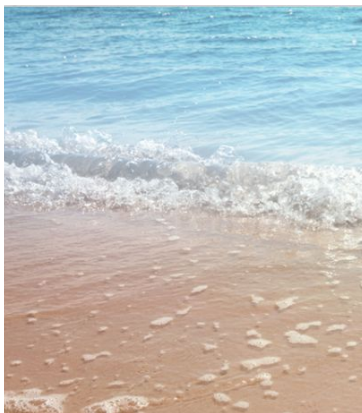


A photograph of two people kayaking on a calm body of water during sunset. The sky is a warm orange and yellow, reflecting on the water's surface. The kayakers are silhouetted against the bright background. The person on the left is in a kayak, holding a paddle. The person on the right is also in a kayak, holding a paddle, and a small splash of water is visible behind them. In the background, there are some wooden posts or pilings in the water.

THE SECRET COAST

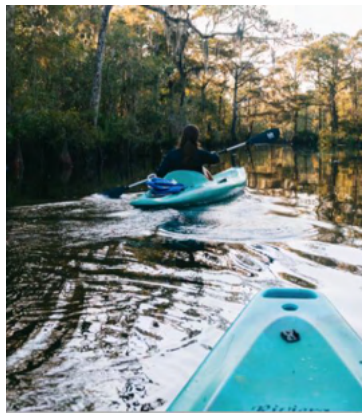
GO REMOTE

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

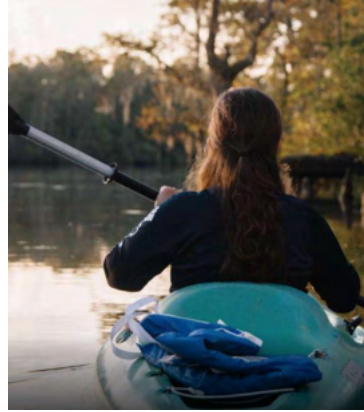
Tap into the most authentic side of The Secret Coast by supporting local businesses and safely participating in community favorites.

WHY COASTAL MISSISSIPPI?

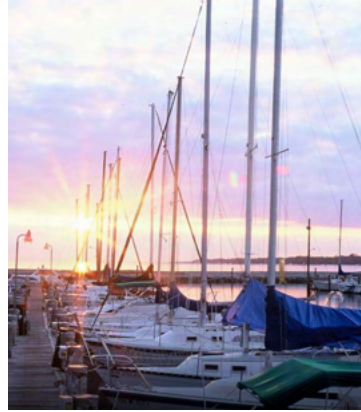
Whether you're looking for a relaxing getaway or more thrill in your adventure, Coastal Mississippi is the perfect destination to find excitement and coastal relaxation in equal measure.



NIGHTLIFE



OUTDOOR ADVENTURE
& NATURE



BEACHES, BOATING,
& WATER



CASINOS





ADDITIONAL RESOURCES

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](#)
- [Coastal Mississippi Website](#)
- [Travel Trade Twitter Account](#)
- [Blog](#)

Your Coastal Mississippi Contact:

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A scenic beach scene under a clear blue sky. Two women are seated on colorful striped beach chairs, facing each other. Between them sits a blue cooler. The woman on the left wears a wide-brimmed hat and a light-colored top, with a patterned beach bag beside her. The woman on the right is in a light-colored dress, holding a drink. The ocean waves are visible in the background.

SOCIAL

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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: @coastalms

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