

Social Media Awareness Campaign Plan

Goal: Educating the general public that a sustainable society meets the needs of the present without sacrificing the ability of future generations to meet their own needs. This is particularly true when we travel. We can contribute to a sustainable society when we travel by being a responsible traveler.



Primary Platform	Blogging via Weebly.com
Secondary Platform	Twitter and Pinterest
Date/Day of Release	Friday, February 7, 2014
Time	12 noon
Keyword Focus	Responsible Travel, Fair Trade
Topic	Buy Local, Stay Local
Content/Text Message	<p>As a responsible traveler you can make a difference for the small local businesses that you visit while traveling. The local businesses provide a distinctive character that makes a destination unique and interesting. Since local businesses are owned by people who live in the community full-time, they are less likely to leave, and are more invested in the community's future then your support will help keep the travel destination distinctive and provide a sense of being unique. Additionally, a greater percentage of the dollars you spend will remain in the local community supporting local schools and providing salaries to local residents.</p> 
Increase Reach by	Develop an infographic providing a comparison between local businesses and global communities in a popular international destination. Illustrate the economic impact and cultural diversity of a travel destination with locally owned businesses versus global corporations.
Author	Linda Ralston
Notes	Research economic impact of small business versus global corporations.

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