



Tap INTO THE CONVERSATION

Use the [Social Media Guide](#) as you develop your editorial calendar. For additional content, consider adding planning tips, talking about the benefits making vacation a priority, reliving your favorite vacation memories or highlighting what makes your destination a great place to visit. Be sure to use [#PlanForVacation](#) in your posts leading up to and on National Plan for Vacation Day (NPVD).

Promote THE VACATION PLANNING TOOL

Americans who plan are more likely to use most or all of their time off—so help make planning easy by [embedding the Vacation Planning Tool](#) on your website. Encourage users to share their plans with friends and family to coordinate schedules for group trips.



Create A VIDEO

Video is an increasingly popular communications tool across social media, web and email. NPVD is a great opportunity to get out your camera or smartphone and be creative. Use our [Video Tip Sheet](#) to learn best practices as you develop your video encouraging Americans to plan their time off and explore all your destination/organization has to offer.

Write A BLOG

Share your own story—or [your CEO's](#)—detailing the value of vacation to your health, relationships or work performance. You could also spotlight your organization's time off policy and share how you encourage employees and colleagues to take vacation. Don't have a blog? Publish it in your local newspaper, a company or membership newsletter or on LinkedIn to set a positive example about the importance of planning time off.



Learn FROM YOUR PEERS

NPVD is now in its fifth year and continues to see increasing success. [Check out](#) how your colleagues from across the industry have creatively amplified the message with media placements, travel discounts, custom itineraries, social media campaigns, videos and more. Looking for more ideas? Explore a [breakdown of ways to engage](#) by industry segment for how you can get involved.