

# Brand USA's CONSUMER DIGITAL FOOTPRINT

Everyone has a travel story to share. And there's no better place to share these tales than online. That's why websites and social media channels are vital to Brand USA's outreach. They offer the right platform for our local experts and community managers to create culturally relevant and colorful content that promotes USA travel.



VisitTheUSA.com

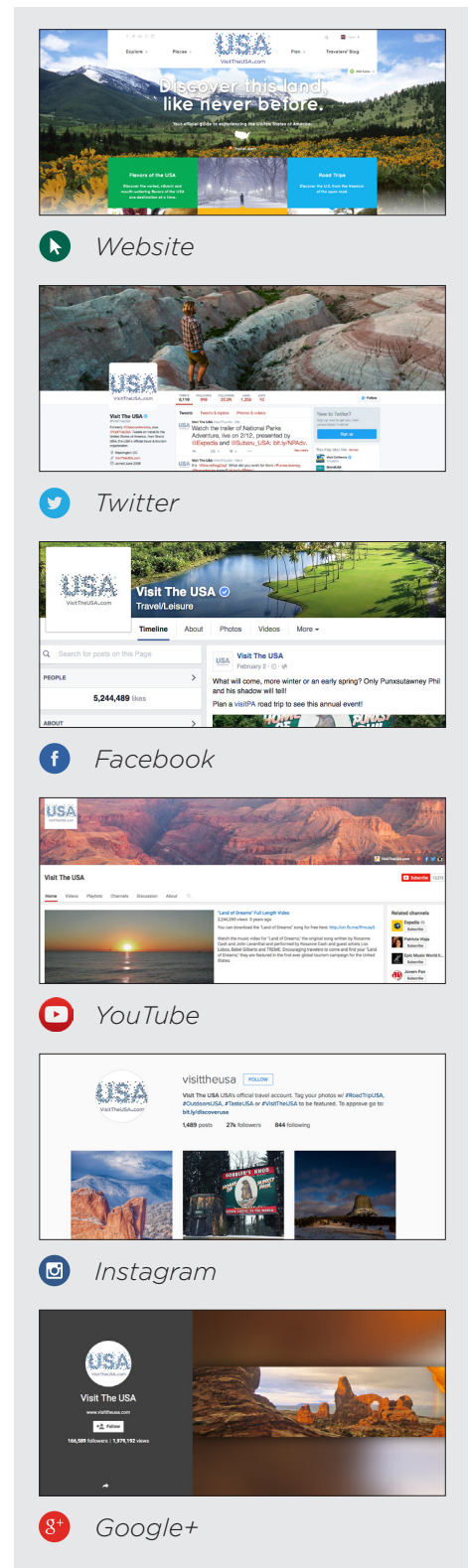
## Visit The USA Global Social Media Channels

To make the most of social media, we employ a hybrid approach in our online outreach. The following handles and website are used for global, consumer-facing promotions in English. For country-specific programs, check out the chart on the next page.

- **Website:** VisitTheUSA.com
- **Twitter:** twitter.com/VisitTheUSA
- **Facebook:** facebook.com/VisitTheUSA
- **YouTube:** youtube.com/VisitTheUSA
- **Instagram:** instagram.com/VisitTheUSA
- **Pinterest:** pinterest.com/VisitTheUSA
- **Google+:** plus.google.com/+VisitTheUSA
- **Tagline:** All Within Your Reach

## Campaign Hashtags (subject to change)

- **Global:** #VisitTheUSA
- **Flavors:** #TasteUSA
- **Road Trips:** #RoadTripUSA
- **Great Outdoors:** #OutdoorsUSA



## Visit The USA's Current Digital Footprint

Brand USA has localized social media efforts in the markets listed below. In-language content must be tagged with the country-appropriate handles and websites.

MARKET	URL	LOCAL TAGLINE	FACEBOOK	TWITTER	HASHTAG	INSTAGRAM	YOUTUBE
<b>Australia</b>	VisitTheUSA.com.au	All Within Your Reach	facebook.com/VisitTheUSAau	@VisitTheUSA	#VisitTheUSA	VisitTheUSA	YouTube.com/VisitTheUSA
<b>Brazil</b>	visiteosUSA.com.br	Tudo ao Seu Alcance	facebook.com/VisiteOsUSA	@VisiteOsUSA	#VisiteOsUSA	VisitTheUSA	YouTube.com/VisiteOsUSA
<b>Canada: English</b>	VisitTheUSA.ca	All Within Your Reach	facebook.com/VisitTheUSAcA	@VisitTheUSAcA	#VisitTheUSA	VisitTheUSA	YouTube.com/VisitTheUSA
<b>Canada: French</b>	VisitTheUSA.ca (official logo); VisitTheUSA.ca/fr (redirect)	De nouvelles expériences à votre portée	facebook.com/VisitTheUSAcA	@VisitTheUSAcA	#VisitTheUSA	VisitTheUSA	YouTube.com/VisitTheUSAfr
<b>Chile</b>	VisitTheUSA.cl	Todo a tu alcance	facebook.com/VisitTheUSAcl	@VisitTheUSAes	#VisitTheUSA	VisitTheUSA	(Spanish) YouTube.com/VisitTheUSAes
<b>China</b>	GoUSA.cn	更多探索，更多惊喜	facebook.com/GoUSA.official	<b>Sina Weibo</b> (Chinese microblogging site/hybrid of Twitter and Facebook): <a href="http://weibo.com/GoUSAcn">http://weibo.com/GoUSAcn</a> <b>Youku</b> (YouTube equivalent): <a href="http://u.youku.com">http://u.youku.com</a> <b>美国国家旅游局</b> GoUSA <b>Weishi</b> (like Vine): <a href="http://www.weishi.com/u/23484775">http://www.weishi.com/u/23484775</a> <b>Wechat</b> (Chinese mobile social network for texting, images, music and articles sharing, mobile only): <b>美国国家旅游局</b> <b>Lofter</b> (Photo sharing platform): <a href="http://gousa.lofter.com">http://gousa.lofter.com</a>			
<b>Colombia</b>	VisitTheUSA.co	Todo a tu alcance	facebook.com/VisitTheUSAcO	@VisitTheUSAes	#VisitTheUSA	VisitTheUSA	(Spanish) YouTube.com/VisitTheUSAes
<b>France</b>	VisitTheUSA.fr	De nouvelles expériences à votre portée	facebook.com/VisitTheUSAfr*	@VisitTheUSAfr	#VisitTheUSA	VisitTheUSA	YouTube.com/VisitTheUSAfr
<b>Germany</b>	VisitTheUSA.de	Eine Reise, viele Ziele	facebook.com/VisitTheUSAde	n/a	#VisitTheUSA	VisitTheUSA	YouTube.com/VisitTheUSAde
<b>India</b>	GoUSA.in	All Within Your Reach	facebook.com/GoUSAin	@GoUSAin	#USATrip	GoUSA*	YouTube.com/GoUSAin
<b>Japan</b>	GoUSA.jp	アメリカ、旅の楽しみのすべてがここに。	facebook.com/GoUSAjp	@GoUSAjp	アメリカ旅行	GoUSA*	YouTube.com/GoUSAjp
<b>Mexico</b>	VisitTheUSA.mx	Todo a tu alcance	facebook.com/VisitTheUSAmx	@VisitTheUSAes	#VisitTheUSA	VisitTheUSA	(Spanish) YouTube.com/VisitTheUSAes
<b>Korea</b>	GoUSA.or.kr	모든 것이 가까이 있습니다	facebook.com/GoUSAkr	@GoUSAkr	#미국여행	GoUSA*	YouTube.com/GoUSAkr
<b>Sweden</b>	VisitTheUSA.se	All Within Your Reach	facebook.com/VisitTheUSAse	n/a	#VisitTheUSA	VisitTheUSA	YouTube.com/VisitTheUSA
<b>Taiwan</b>	GoUSA.tw	n/a	facebook.com/GoUSA.official	n/a	n/a	n/a	n/a
<b>United Kingdom</b>	VisitTheUSA.co.uk	All Within Your Reach	facebook.com/VisitTheUSAuk	@VisitTheUSAuk	#VisitTheUSA	VisitTheUSA	YouTube.com/VisitTheUSA

Tell us on what social media channels is your organization already active, and in what countries. We'd like to connect with you in our digital promotions. Just fill out this [survey](#) to get started.

Questions? Email [socialmedia@thebrandUSA.com](mailto:socialmedia@thebrandUSA.com).

\* Instagram GoUSA is secured, but not live