

Implementation Activities & Timeline

(Optimal & Voluntary – *Your local implementation may vary*)

- NYSTIA has secured, registered or established:
 - roamtheempire.com
 - <https://www.facebook.com/RoamTheEmpire/>
 - <https://www.instagram.com/RoamTheEmpire/>
 - <https://twitter.com/RoamTheEmpire>
 - will establish additional platforms as needed
- **Participants** please use #RoamTheEmpire and @RoamTheEmpire as appropriate to be sure we can identify, aggregate and disseminate social media content.
- **Timeline:** (Optimal - *Your implementation may vary*)
 - **Social Media: Please like, friend and follow us**
 - **By Sunday, May 2 - Logo Deployment:** Deploy the Roam The Empire logo on your web and social media platforms. Until a specific partner tie-in is developed, please link the logo to www.iloveny.com so that consumers can RoamThe Empire virtually and discover all New York has to offer.
 - **As of April 27 - Facebook:** Aggregation on the FB platform has begun in a soft launch. The site will be refreshed and renewed daily.
 - **Monday, May 3 - twitter:** Daily tweets begin from the RTE account.
 - **Thursday, May 6:** MOWER will roll out Instagram Stories and we will work on adding in the regional cameos.
 - **Press Release:**
 - **Tuesday, May 4:** Local media respond best to locally submitted materials. A press release template has been drafted and uploaded to the Roam The Empire resource page. It includes a draft quote for you or you may draft and insert one of your own.
 - **Wednesday, May 5:** NYSTIA will issue a statewide release that will go to over 400 publications and digital press outlets in New York State to cover outlets not already reached at the local level.
 - **Week of May 24:** Second round of press and first round of Op-Ed outreach
 - **Print & Digital Advertising PSAs:**
 - **Tuesday, May 4:** Ads will be released to nearly 300 New York State newspapers that have agreed to run Roam The Empire ads. The ads will appear in a 7-day window.
 - **Week of May 24:** Second round of Ads will be released to nearly 300 New York State newspapers that have agreed to run Roam The Empire ads. The ads will appear in a 7-day window.