

NEW YORKERS:

TAKE YOUR VACATION!

it benefits everyone!

Will you **USE** it or **LOSE** it?

Employed New Yorkers forfeit up to **12 MILLION days** of Paid Time Off (PTO) annually!

Social Media Plan

Did you know that up to \$3 billion worth of Paid Time Off (PTO) is forfeited in New York State each year? This campaign was created to change that by encouraging New Yorkers to take their PTO and explore all the incredible destinations across the state. The impact of this initiative extends beyond individual experiences, benefiting employees, their families, employers, and entire communities.

If employed New Yorkers used the 12 million days of PTO that are typically forfeited to travel within the state, it could generate:

- \$1.9 billion in visitor spending
- \$750 million in employment income, supporting tens of thousands of jobs
- \$150 million in additional state and local tax revenues

We invite you to actively participate in this initiative to encourage New Yorkers to visit your destination. By using your social media platforms, communicating with local elected officials, employers, and labor unions, sending press releases to local media, and raising awareness, you can help boost your destination's profile while making a positive impact on the state's economy and community well-being.

This campaign emphasizes not only the importance of taking PTO but also encourages using that time to travel and explore destinations across New York State. Travel enriches lives and strengthens relationships, and with your participation, we can inspire more New Yorkers to experience these benefits firsthand.

Goals:

Encourage PTO Usage: Increase awareness about the importance of using PTO for personal well-being, adventure, and exploration within New York State.

Promote Local Tourism: Highlight unique destinations and experiences across New York to motivate residents to explore their own state.

Foster Engagement: Build a community of New Yorkers sharing their PTO experiences, leading to increased interaction and content sharing using the campaign hashtag.

Expand Media Assets: Encourage user-generated content to grow the visual library of diverse and authentic New York travel experiences.

Celebrate National Plan for Vacation Day: Promote National Plan for Vacation Day (January 28, 2025) as a key campaign event, encouraging New Yorkers to set aside time to plan their vacations for the year. Leverage this day to provide travel guides, tips, and inspiration for exploring New York State and to boost engagement with planning-focused posts.

Key Messages:

- When employed adults use their PTO for vacation, EVERYONE benefits!
- Will you USE it or LOSE it? Employed New Yorkers forfeit up to 12 MILLION days of Paid Time Off (PTO) annually!
- Over 40 MILLION DAYS of paid time off are left on the table by employed New Yorkers in a typical year.
- Employers can experience significant benefits when their employees use their vacation time.
- Vacations improve mental health, physical well-being, and life satisfaction.

Social Media Copy Examples:

Example #1

Use your PTO to unwind at this historic resort in New Paltz! Enjoy breathtaking views of the Shawangunk Ridge, hike scenic trails, and kayak on the tranquil lake.

*Don't let your vacation days go to waste—plan your getaway and recharge! Share your adventure with **#NewYorkPTO** and inspire others to explore New York!*

Example #2

Use your PTO to escape to this tranquil haven for meditation and mindfulness, featuring stunning views of the Hudson River. 🌅

✨ Enjoy guided meditations, nature walks, and rejuvenating workshops.

*Don't let your vacation days go unused—embrace self-care! Share your journey with **#NewYorkPTO** and inspire others to find their peace in New York!*

Example #3

Did you know over 40 MILLION DAYS of paid time off are left on the table by employed New Yorkers each year? Even more surprising, over 12 MILLION of those PTO days are forfeited FOREVER, costing workers an estimated \$3 BILLION in lost benefits!

*Don't let your well-deserved time slip away. Take your PTO and explore all that New York has to offer — from breathtaking hikes in the Adirondacks to vibrant city experiences in NYC. **#NewYorkPTO***

Example #4

Get ready, New York! January 28 is National Plan for Vacation Day, your chance to set aside time for the adventures you deserve. Take a moment to dream big—how will you use your PTO this year? Consider visiting [Participating Region]!

#NewYorkPTO

Example #5

Happy National Plan for Vacation Day! It's time to map out your 2025 adventures. Why not plan a weekend getaway to the Finger Lakes? 🍷 Explore wineries, take a boat ride on the lake, or hike through Watkins Glen State Park's stunning gorges.

*Don't let your PTO go to waste—plan today, explore tomorrow, and share your Finger Lakes adventure with **#NewYorkPTO**. Where's your next stop?*

Best Practices for Promotion

1. Encourage User-Generated Content

- **Engagement Boost:** Encourage followers to share their PTO adventures using the hashtag **#NewYorkPTO**. This not only helps expand your media library but also encourages active engagement with the campaign, building a sense of community among participants.
- **Request Permission:** Always seek permission before sharing user-generated content on social media or other platforms. When requesting rights, clearly explain how the content will be used and assure the owner they'll receive proper credit. For example:
 - "We love your photo at [Location/Activity] and would like to feature it on our social media and website. If you're okay with this, just reply with **#YesYourBusinessName** to give us permission. We'll make sure to credit you!"
- **Feature Users:** Highlighting follower content not only shows appreciation but also motivates others to participate, amplifying reach and engagement.

2. Leverage Visual Storytelling

- **Showcase Unique Experiences:** Share captivating photos and videos that highlight the diverse and exciting ways New Yorkers can use their PTO. Focus on lesser-known attractions, local events, and off-the-beaten-path adventures to inspire locals to explore their own state.
- **Use Authentic Imagery:** Incorporate visuals that feature people enjoying their time off, whether it's hiking through nature trails, relaxing at the beach, or exploring city sights. Authentic and engaging visuals are more likely to resonate with your audience and encourage them to plan their own PTO adventures.

3. Emphasize Wellness and Balance

- **Educate Your Audience:** Share statistics and insights about the benefits of taking PTO, such as improved mental health and increased productivity. Highlight how often New Yorkers don't use their PTO to motivate viewers to prioritize their well-being.

- **Promote Wellness Activities:** Suggest activities that promote relaxation and rejuvenation, such as yoga retreats, spa days, nature hikes, or scenic weekend getaways. Framing PTO as a wellness opportunity can attract audiences looking for self-care options.

4. Use Consistent Hashtags

- **Brand the Campaign:** Consistently use **#NewYorkPTO** in every campaign-related post to build brand recognition and increase visibility.
- **Combine with Relevant Tags:** Pair the campaign hashtag with other relevant hashtags, such as **#ExploreNY**, **#WellnessNY**, or **#Staycation**, to further broaden your reach and connect with audiences interested in travel, wellness, and local adventures.

5. Before Plan for Vacation Day

- **Create Anticipation:** Use stories and in-feed posts to remind followers about National Plan for Vacation Day on January 28. Share compelling PTO statistics and fun facts about why taking time off is important.
- **Use Countdown Excitement:** Build excitement with countdowns leading up to the big day, keeping your audience engaged and ready to plan their 2025 adventures.

6. Day of Plan for Vacation Day

- **Inspire Action:** Share ready-to-go travel itineraries, destination ideas, and blog posts that help followers plan their vacations.
- **Tailor Suggestions:** Offer a variety of travel suggestions—from wellness retreats and outdoor adventures to city escapes—so there’s something for everyone. Encourage viewers to take action and share their plans using **#NewYorkPTO**!

7. Use Assets Provided Weekly

- **Stories.** Leverage the provided story assets to communicate key information effectively.
- **In-Feed.** At the conclusion of your carousel post, include the in-feed posts provided to highlight unique insights while promoting awareness for the campaign.