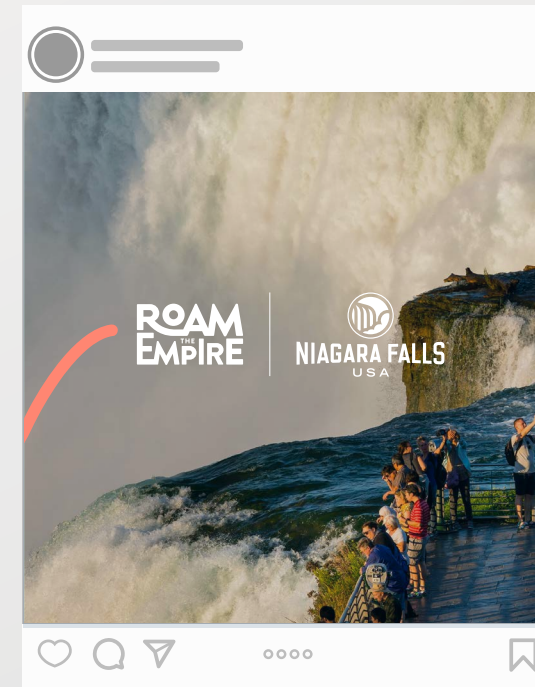
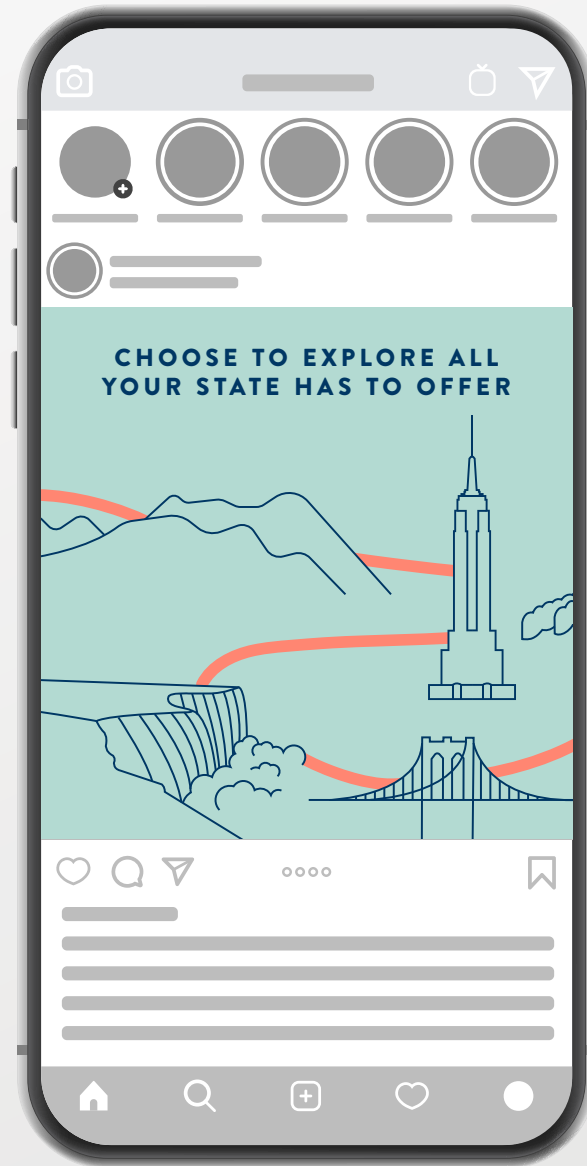


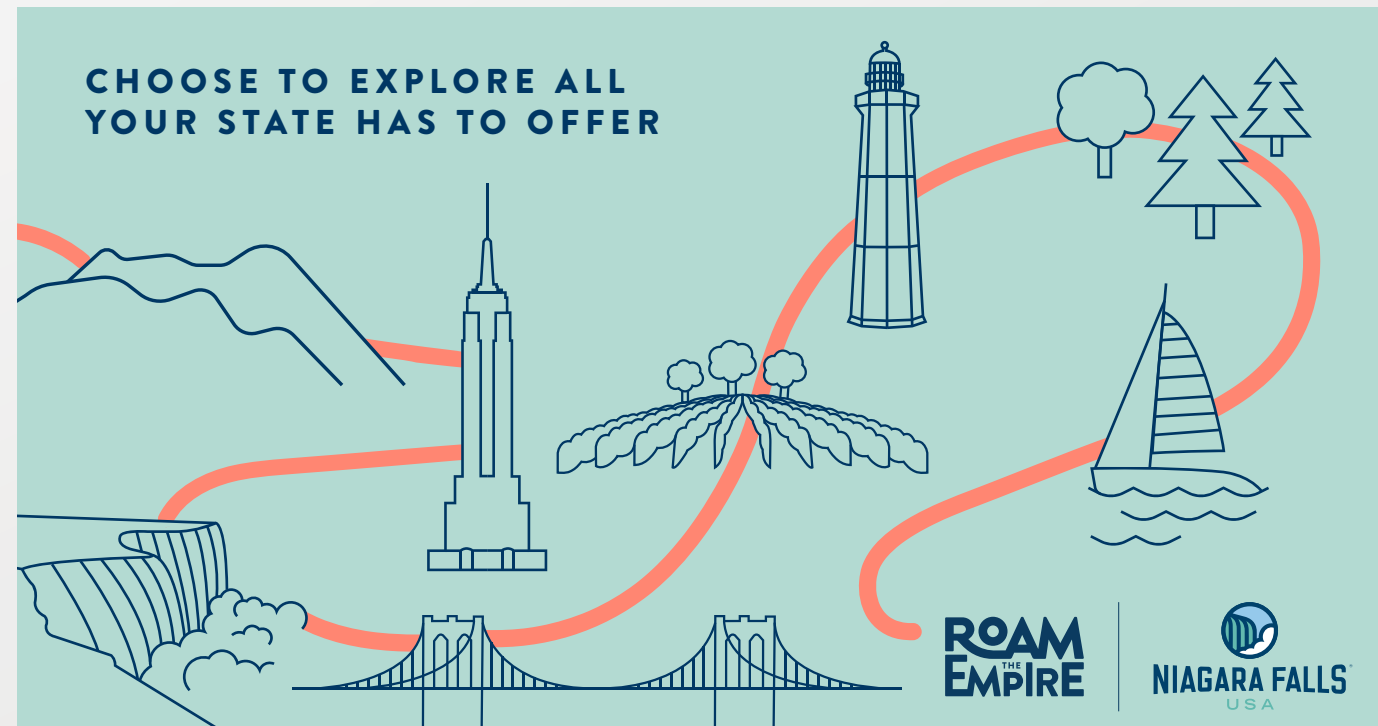
” Social Media Graphics

Instagram Carousel



” Social Media Graphics

Facebook Graphic



” Sample Social Media Posts

(POST COPY 1)

Hear the roar of America’s most powerful waterfall. You don’t have to go far. It’s right here in New York state. #RoamTheEmpire

(POST HEADLINE 1)

Visit Niagara Falls

(POST DESCRIPTION 1)

Roam the Empire. Find the NY you love.

(POST COPY 2)

A lake so pure, you can drink from it. It’s not from a fairy tale. It’s right here in New York state. #RoamTheEmpire

(POST HEADLINE 2)

Visit Skaneateles Lake

(POST DESCRIPTION 2)

Roam the Empire. Find the NY you love.

(POST COPY 3)

With so many places to explore here in your home state, why go anywhere else? Choose to take your next getaway in NYS. #RoamTheEmpire

(POST HEADLINE 3)

Discover [INSERT DESTINATION HERE]

(POST DESCRIPTION 3)

Vacation in New York state.

(POST COPY 4)

There are so many places waiting to be explored right here in your home state, like [INSERT DESTINATION HERE]. Why travel anywhere else?

(POST HEADLINE 4)

Roam the Empire

(POST DESCRIPTION 4)

Take a trip to [INSERT DESTINATION HERE]