

INTRODUCTION

This document presents best practices to promote COVID safety as part of our latest initiative.

To bring awareness to the importance of mask use while enjoying the destination, the Greater Miami Convention & Visitors Bureau (GMCVB) has launched **Stay Safe, Wrap Your Face – Vacation Responsibly**, a creative marketing campaign designed to educate visitors on the use of masks to prevent the spread of the COVID-19 virus.

The concept of the campaign is to prioritize COVID safety by stressing to visitors that to vacation responsibly, you must wear protection. The campaign is part of the GMCVB's broader Vacation Safely messaging, including its [Miami Shines Safely Destination Pledge](#).

The GMCVB encourages our partners to support this safety initiative through consumer and B2B messaging by either posting on their website or promoting organically through social channels.

ASSETS

[CLICK HERE TO DOWNLOAD ASSETS](#)

URL

[MiamiandBeaches.com/
program/wrap-your-face](https://miamiandbeaches.com/program/wrap-your-face)

HASHTAGS

#StaySafeWrapYourFace
#VacationResponsibly



ORGANIC SOCIAL MEDIA BEST PRACTICES

From social posts to website posts, every piece should communicate the use of masks for the health and safety of visitors and locals throughout the destination.

Every social media outlet is different, but here are some suggestions for strong social media exposure:

- » When posting on social media, always use the hashtag #StaySafeWrapYourFace and #VacationResponsibly.
- » Always link to our website ([MiamiandBeaches.com](https://miamiandbeaches.com)) when possible on Facebook and Twitter, as it serves as an excellent resource. On Instagram, add the link to our website (<https://www.miamiandbeaches.com/program/wrap-your-face>) and call out “Link in bio” in the copy post to guide users on where they can access our website.
- » Please tag [@MiamiandBeaches](#) on Twitter and Instagram and tag [@VisitMiami](#) on Facebook, so we can help amplify your message on our channels