

USA

VisitTheUSA.com

Brand USA

CONSUMER

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

Website

Twitter

Facebook

YouTube

Instagram

Google+

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
Australia	VisitTheUSA.com.au	All Within Your Reach	facebook.com/VisitTheUSAau	@VisitTheUSA	#VisitTheUSA	VisitTheUSA	YouTube.com/VisitTheUSA
Brazil	visiteosUSA.com.br	Tudo ao Seu Alcance	facebook.com/VisiteOsUSA	@VisiteOsUSA	#VisiteOsUSA	VisitTheUSA	YouTube.com/VisiteOsUSA
Canada: English	VisitTheUSA.ca	All Within Your Reach	facebook.com/VisitTheUSAcA	@VisitTheUSAcA	#VisitTheUSA	VisitTheUSA	YouTube.com/VisitTheUSA
Canada: French	VisitTheUSA.ca (official logo); VisitTheUSA.ca/fr (redirect)	De nouvelles expériences à votre portée	facebook.com/VisitTheUSAcA	@VisitTheUSAcA	#VisitTheUSA	VisitTheUSA	YouTube.com/VisitTheUSAfr
Chile	VisitTheUSA.cl	Todo a tu alcance	facebook.com/VisitTheUSAcl	@VisitTheUSAes	#VisitTheUSA	VisitTheUSA	(Spanish) YouTube.com/VisitTheUSAes
China	GoUSA.cn	更多探索，更多惊喜	facebook.com/GoUSA.official	Sina Weibo (Chinese microblogging site/hybrid of Twitter and Facebook): http://weibo.com/GoUSAcn Youku (YouTube equivalent): http://i.youku.com/u/UMTlwMjE2OTkyNA== Weishi (like Vine): http://www.weishi.com/u/23484775 Wechat (Chinese mobile social network for texting, images, music and articles sharing, mobile only): 美国国家旅游局 Lofter (Photo sharing platform): http://gousa.lofter.com			
Colombia	VisitTheUSA.co	Todo a tu alcance	facebook.com/VisitTheUSAcO	@VisitTheUSAes	#VisitTheUSA	VisitTheUSA	(Spanish) YouTube.com/VisitTheUSAes
France	VisitTheUSA.fr	De nouvelles expériences à votre portée	facebook.com/VisitTheUSAfr*	@VisitTheUSAfr	#VisitTheUSA	VisitTheUSA	YouTube.com/VisitTheUSAfr
Germany	VisitTheUSA.de	Eine Reise, viele Ziele	facebook.com/VisitTheUSAde	n/a	#VisitTheUSA	VisitTheUSA	YouTube.com/VisitTheUSAde
India	GoUSA.in	All Within Your Reach	facebook.com/GoUSAin	@GoUSAin	#USATrip	GoUSA*	YouTube.com/GoUSAin
Japan	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
Mexico	VisitTheUSA.mx	Todo a tu alcance	facebook.com/VisitTheUSAmx	@VisitTheUSAes	#VisitTheUSA	VisitTheUSA	(Spanish) YouTube.com/VisitTheUSAes
Korea	GoUSA.or.kr	모든 것이 가까이 있습니다	facebook.com/GoUSAkr	@GoUSAkr	#미국여행	GoUSA*	YouTube.com/GoUSAkr
Sweden	VisitTheUSA.se	All Within Your Reach	facebook.com/VisitTheUSAse	n/a	#VisitTheUSA	VisitTheUSA	YouTube.com/VisitTheUSA
Taiwan	GoUSA.tw	n/a	facebook.com/GoUSA.official	n/a	n/a	n/a	n/a
United Kingdom	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.

* Instagram GoUSA is secured, but not live