

GNJMA COVID-19 SOCIAL MEDIA TOOLKIT



USE THIS STEP-BY-STEP GUIDE TO SPREAD THE WORD ABOUT THE NEED FOR THE MOTORCOACH, TRAVEL AND TOURISM INDUSTRY TO BE INCLUDED IN FEDERAL COVID-19 STIMULUS PACKAGES.

1. CONNECT WITH YOUR COLLEAGUES.

Show a unified front. Use these handles to follow your fellow member companies and tag them in posts, where you deem it appropriate.

These lists were put together from recent survey responses — if you would like to be included and don't see yourself here, please send us your information and we will update the list.

FACEBOOK

- GNJMA
www.facebook.com/gnjma
- A-1 Limousine
www.facebook.com/A1Limousine
- Bailey Coach
www.facebook.com/baileycoachinc
- David Tours and Travel
www.facebook.com/DavidToursandTravel
- Executive Coach, Inc.
www.facebook.com/ExecutiveCoachLancaster
- Friendly Tours and Travel
www.facebook.com/friendlytoursandtravel
- Hagey Coach Inc.
www.facebook.com/Hagey-Coach-Tours-239477039464871
- Impact Solutions, Inc.
www.facebook.com/impactsolutions.co
- Klein Transportation, Inc.
www.facebook.com/kleintransportation
- My Limo
www.facebook.com/MyLimoNJ
- Panorama Tours, Inc
www.facebook.com/panoramabustours
- Safety Bus Service
www.facebook.com/safetybus
- Starr Bus Charter & Tours
www.facebook.com/starrtours
- Stout's Transportation
www.facebook.com/stoutscharter
- Stout's Tour and Travel
www.facebook.com/stoutstravel
- Susquehanna Trailways
www.facebook.com/SusquehannaTrailways
- Trans-Bridge Bus Lines
www.facebook.com/TransBridgeLines
- UMA
www.facebook.com/unitedmotorcoachassociation

TWITTER

- GNJMA @GreaterJersey
- A-1 Limousine @A1_Limo
- DeCamp Bus Lines @DeCampBusLines
- Impact Solutions, Inc. @impact_solut98
- Lakeland Bus Lines @Lakelandbus
- My Limo @MylimoNJ
- Panorama Tours @panoramabus
- Starr Bus Charter & Tours @starrtours
- Stout's Transportation @stoutscharter
- Trans-Bridge Bus Lines @TransBridgeBus
- UMA @UMADrives

INSTAGRAM

- A-1 Limousine @A1_Limousine
- Impact Solutions, Inc. @ impact_solutions98
- Stout's Transportation @stoutscharter
- Stout's Tour and Travel @stoutstourandtravel

2. POST ABOUT THE NEED FOR THE MOTORCOACH, TRAVEL & TOURISM INDUSTRY TO BE INCLUDED IN COVID-19 STIMULUS BILLS.

Use the below posts as-is or use them as templates. Customize as needed.

Feel free to share the links and Social Media Graphics provided in posts of your own, with information about how the shutdowns have affected your business. Consider tagging your Representative in posts. See pages 5-6 for information, links and hashtags.

To download the Social Media Graphics and Infographics, please visit this Dropbox folder:

<https://bit.ly/GNJMAasmgraphics>

FACEBOOK POST 1

We are joining with our colleagues and friends in @The Greater New Jersey Motorcoach Association to call on Congress to provide the motorcoach, tour and travel industry with COVID-19 stimulus funding. Here's why this matters:

#gnjma #BusesMoveAmerica

<https://bit.ly/GNJMARelief>

Include with this post some of the [Social Media Graphics](#) provided.

FACEBOOK POST 2

Motorcoaches are a critical part of our national and state-wide transportation infrastructure. Learn more from Tim Stout, President of @Stout's Transportation and President of @The Greater New Jersey Motorcoach Association, about why our industry needs support from Federal stimulus funding — like other parts of the transportation industry.

#gnjma #BusesMoveAmerica

<https://youtu.be/e18Y9idH-Y4>

FACEBOOK POST 3

Like many small businesses, we were forced to shut down to stem the spread of COVID-19. Yet unlike airlines, public transit and rail, the motorcoach, tour and travel industry has not received COVID-19 relief funds — despite providing an essential service for communities and critical emergency response support. Learn more in this infographic.

#gnjma #BusesMoveAmerica

Include with this post the large [Infographic](#) provided with this toolkit.

FACEBOOK POST 4

We've been shut down to help control COVID-19 — yet we've been shut out of stimulus funding. Take action today to support critical transportation infrastructure and small business. Tell Congress:

#BusesMoveAmerica— sign this letter from @American Bus Association. #BusesMoveAmerica

<https://www.busesmoveamerica.com/>

TWITTER POST 1

#BusesMoveAmerica: We're joining with our colleagues in #GNJMA calling on Congress to include the motorcoach, tour & travel industry in COVID-19 stimulus funding. Here's why: <https://bit.ly/GNJMARelief>

Include with this post some of the [Social Media Graphics](#) provided.

TWITTER POST 2

Motorcoaches are a critical part of our transportation infrastructure — that's why our industry also needs support from Federal #COVID19 stimulus funding. Learn more from Tim Stout, Pres. of @stoutscharter and #GNJMA <https://youtu.be/e18Y9idH-Y4> #BusesMoveAmerica

TWITTER POST 3

The U.S. motorcoach, tour and travel industry has been shut out of Federal stimulus packages during COVID-19 #shutdown — yet we serve 600 million passengers a year. Why this matters, by the numbers:

Include with this post the large [Infographic](#) provided.

TWITTER POST 4

Take action today to support critical transportation infrastructure and small business. Tell Congress: #BusesMoveAmerica and it's time to the motorcoach industry — sign this letter from @AmericanBusAssn: <https://www.busesmoveamerica.com/>

FACEBOOK OR INSTAGRAM POST TEMPLATE – REPLACE ITALICIZED TEXT

During the COVID-19 shutdowns, [*brief explanation of how shutdown has affected your business*]. @[*your Representative*], please tell your colleagues to include the motorcoach, travel and tourism industry in future Federal stimulus funding bills. <https://bit.ly/GNJMARelief>

#gnjma #BusesMoveAmerica

Consider posting this text with the [Social Media Graphics](#) provided or post with a photo of your team.

3. RETWEET OR SHARE POSTS FROM FELLOW GNJMA MEMBERS — ESPECIALLY WHERE OTHERS SHARE THEIR STORIES.

Amplify the impact of individual posts by sharing others' stories. Use the retweet function on Twitter or the "share" button on Facebook to spread key messages to your audience.

4. TWEET OR SHARE ANY NEWS REPORTS ABOUT THE IMPACT OF COVID-19 ON THE MOTORCOACH, TRAVEL & TOURISM INDUSTRY OR THE NEED FOR OUR INDUSTRY TO BE INCLUDED IN COVID-19 STIMULUS BILLS.

GNJMA will send you links to any news that appears in the coming weeks so you can tweet, post and share.

5. CONSIDER TAGGING SENATORS & REPRESENTATIVES IN SOCIAL MEDIA POSTS.

In the template posts above or your own, consider tagging your legislators. Tag your Representative or key members of Congress as bills are introduced into the House and Senators as bills move into the Senate. See social media accounts listed below and check your Representative's website for their social media info.

CONGRESSMEN WHO HAVE RAISED AWARENESS OF THE NEED FOR SUPPORTING OUR INDUSTRY:

- See this article: <https://www.reuters.com/article/us-health-coronavirus-usa-buses/democrats-urge-u-s-to-provide-at-least-5-billion-in-loans-to-bus-industry-idUSKCN2262UH>
- Rep. Richard Neal of Massachusetts, House Ways and Means Committee Chairman
 - Twitter: @RepRichardNeal
 - Facebook: <https://www.facebook.com/reprichardneal/>
- Rep. Peter DeFazio of Oregon, House Transportation Committee Chairman
 - Twitter: @RepPeterDeFazio
 - Facebook: <https://www.facebook.com/RepPeterDeFazio/>

FIND YOUR REPRESENTATIVE ONLINE

- GovTrack list of NJ Representatives
 - <https://www.govtrack.us/congress/members/NJ#representatives>
- GovTrack list of PA Representatives
 - <https://www.govtrack.us/congress/members/PA>
- House of Rep. search tool
 - <https://www.house.gov/representatives/find-your-representative>

NJ SENATORS

- Senator Cory Booker
 - Twitter: @senbooker
 - Facebook: <https://www.facebook.com/SenatorCoryBooker>
 - Instagram: @corybooker
- Senator Bob Menendez
 - Twitter: @SenatorMenendez
 - Facebook: <https://www.facebook.com/senatormenendez>
 - Instagram: @senatormenendez

PA SENATORS

- Senator Bob Casey
 - Twitter: @SenBobCasey
 - Facebook: <https://www.facebook.com/SenatorBobCasey>
 - Instagram: @senbobcasey
- Senator Pat Toomey
 - Twitter: @sentoomey
 - Facebook: <https://www.facebook.com/senatortoomey>

ADDITIONAL INFORMATION

Here are resources and tools you can use in additional social media messages.

DROPBOX TO DOWNLOAD SOCIAL MEDIA GRAPHICS AND INFOGRAPHIC

You can download graphics to use in social media posts, as referenced above, here:

<https://bit.ly/GNJMAasmgraphics>

HASHTAGS

Adding hashtags to social media posts increases their visibility.

- GNJMA hashtags:
 - #gnjma
- American Bus Association campaign hashtags
 - #BusesMoveAmerica
 - #DontMissOurBus
- Shutdown-related tags in wide use:
 - #COVID19
 - #Shutdown
 - #ShutdownStories

HELPFUL URLS

- GNJMA
 - <http://www.gnjma.com/>
- GNJMA press release calling for stimulus funding
 - <https://bit.ly/GNJMARelief>
- Buses Move America from the American Bus Association
 - <https://www.busesmoveamerica.com/>
- Track legislative action related to COVID-19 at GovTrack.us
 - <https://www.govtrack.us/covid-19>
- How to tag a Page or person on Facebook
 - <https://www.facebook.com/help/218027134882349>