

## **Social Shares Criteria**

Silver members are eligible to request an Experience Tennessee social media share two (2) times per year.

The purpose of shares on Experience TN social media pages is to showcase your member business and garner interest for page followers to visit your destination.

Requested posts must

- Be tourism-friendly, i.e., encourage visitors to come to your business and potentially showcase your community as well
- Not include promotional items, discounts, specials, or coupons
- Include a photo of your business and a relevant caption

Requested posts could

- Relate to upcoming special events that attract tourists to the destination in question
- Highlight your business at large, irrespective of time-sensitive events

Please note that it is at the sole discretion of SCTTA to publish your social media share request.