



JOIN THE WYOMING OFFICE OF
TOURISM AS WE CELEBRATE THE
2017 SOLAR ECLIPSE

SOLAR ECLIPSE TOOLKIT INSTRUCTIONS

SOLAR ECLIPSE EVENT INDUSTRY LISTINGS

When you add solar eclipse events to the Extranet on travelwyoming.com, be sure to click the category 'Eclipse' so it will be aggregated on the solar eclipse landing page, under 'Things to Do.' This will help drive attention to the events in your community as visitors plan their trips.

SOCIAL MEDIA

Join the social conversation, and promote your local sites by using #WYSkies and #ThatsWY in all solar eclipse related posts. Need some inspiration? Here are a few suggested posts:

Astronomers and eclipse enthusiasts rejoice! Total Solar Eclipse coming to Wyoming August 21, 2017. #WYSkies #ThatsWY travelwyoming.com/view-eclipse

For the first time since 1918, a total solar eclipse is coming to Wyoming! #WYSkies #ThatsWY travelwyoming.com/view-eclipse

On August 21, 2017, the eclipse will make its way across the beautiful Wyoming skies. Find your path of totality. #WYSkies #ThatsWY

Come for the eclipse, stay for the adventures. #WYSkies #ThatsWY travelwyoming.com/things-to-do/adventure

The eclipse's path of totality- where the moon completely blocks out the sun for the longest length of time- will pass through (Insert location here) #WYSkies #ThatsWY (link to specific eclipse event)

PHOTOGRAPHY

Photos can be found [here](#). Include on your website, email communications or on social media and link to: travelwyoming.com/eclipse

WEBSITE

Include links on your site to WOT's dedicated solar eclipse landing page: travelwyoming.com/eclipse
A solar eclipse FAQ document can be found [here](#) for helpful eclipse information and tips.

SAMPLE PRESS RELEASE

A sample press release can be found [here](#).