Philadelphia REAL ID Social Media Toolkit
Courtesy of the Philadelphia Convention & Visitors Bureau (PHLCVB)

On October 1, 2021, the U.S. Department of Homeland Security will implement the final phase of REAL ID enforcement, requiring Americans to present a REAL ID-compliant driver's license or another acceptable form of authenticated ID to go through airport security checkpoints. Learn more about the requirements on the Philadelphia Convention & Visitors Bureau's blog.

Philadelphia is a popular destination for meeting and conventions in 2021 and beyond, and it is important to communicate REAL ID requirements to those who may be planning to attend your upcoming event. To help, the PHLCVB has assembled several best practices, graphics, and sample social media posts to help you effectively message the REAL ID requirements to your attendees. For additional support, resources, or information, reach out to the PHLCVB social media team at social@discoverPHL.com.

BEST PRACTICES

- Include your **event hashtag** in your social copy as well as **#REALIDready**.
- Regularly communicate the requirements – plan posts **weeks, months, and even a year in advance**.
- Tag **@discoverPHL** (Twitter) in your posts so we can help amplify your message.

IMAGES AND GRAPHICS

- Philadelphia-specific REAL ID graphics
- General destination photography and HD B-Roll

SAMPLE SOCIAL POSTS

- Planning to fly into Philadelphia for [EVENT HASHTAG]? Make sure you're #REALIDready so that you don't miss a second of the programming. Learn more via @discoverPHL → discoverPHL.com/realid

- Registered for [EVENT HASHTAG] in Philadelphia?

  REMINDER: REAL ID travel restrictions go into effect October 1, 2021. Make sure you're #REALIDready and able to join us in Philadelphia with the help of @discoverPHL's guide → discoverPHL.com/realid

- Don't forget – REAL ID travel restrictions go into effect October 1, 2021, which impacts attendees flying to Philadelphia for [EVENT HASHTAG]. Make sure you're #REALIDready with the help of @discoverPHL's guide → discoverPHL.com/realid