

VISIT  
**Detroit**



**Social Media Toolkit**  
(DOWNTOWN DETROIT)



## **About this toolkit...**



**HELLO, AND WELCOME TO DETROIT! WE ARE EXCITED YOU CHOSE OUR DESTINATION TO HOST YOUR EVENT AND CREATED THIS GUIDE TO HELP ENSURE THE BEST EXPERIENCE POSSIBLE FOR YOU AND YOUR ATTENDEES.**

**IN THIS TOOLKIT YOU WILL FIND COPY ABOUT VARIOUS POINTS OF INTEREST TO SHARE ON YOUR SOCIAL MEDIA PLATFORMS, ALONG WITH IMAGES, HASHTAGS AND HELPFUL LINKS. WE HOPE THAT THIS RESOURCE WILL PROVIDE PLENTY OF INSIGHT TO SHARE WITH YOUR GUESTS ABOUT THE WIDE ARRAY OF THINGS TO DO WHEN YOUR GUESTS ARE IN TOWN.**

**WE CAN'T WAIT TO WELCOME YOU TO OUR HOME!**

**- VISIT DETROIT**

# About *VISIT* Detroit

VISIT DETROIT IS THE ONLY ORGANIZATION THAT PROMOTES THE METRO DETROIT REGIONALLY, NATIONALLY AND INTERNATIONALLY AS A CONVENTION, BUSINESS MEETING AND TOURISM DESTINATION.

TO ACHIEVE THIS GOAL OF SOLICITING AND SERVICING THE AREA'S SECOND-LARGEST INDUSTRY, VISIT DETROIT WORKS WITH THE REGIONAL DETROIT AND WINDSOR AREA BUSINESS COMMUNITY, CIVIC ORGANIZATIONS AND LOCAL GOVERNMENT OFFICES IN WAYNE, OAKLAND AND MACOMB COUNTIES.



# **Social Media Copy and Approved Images**



# Introduction to Detroit Copy

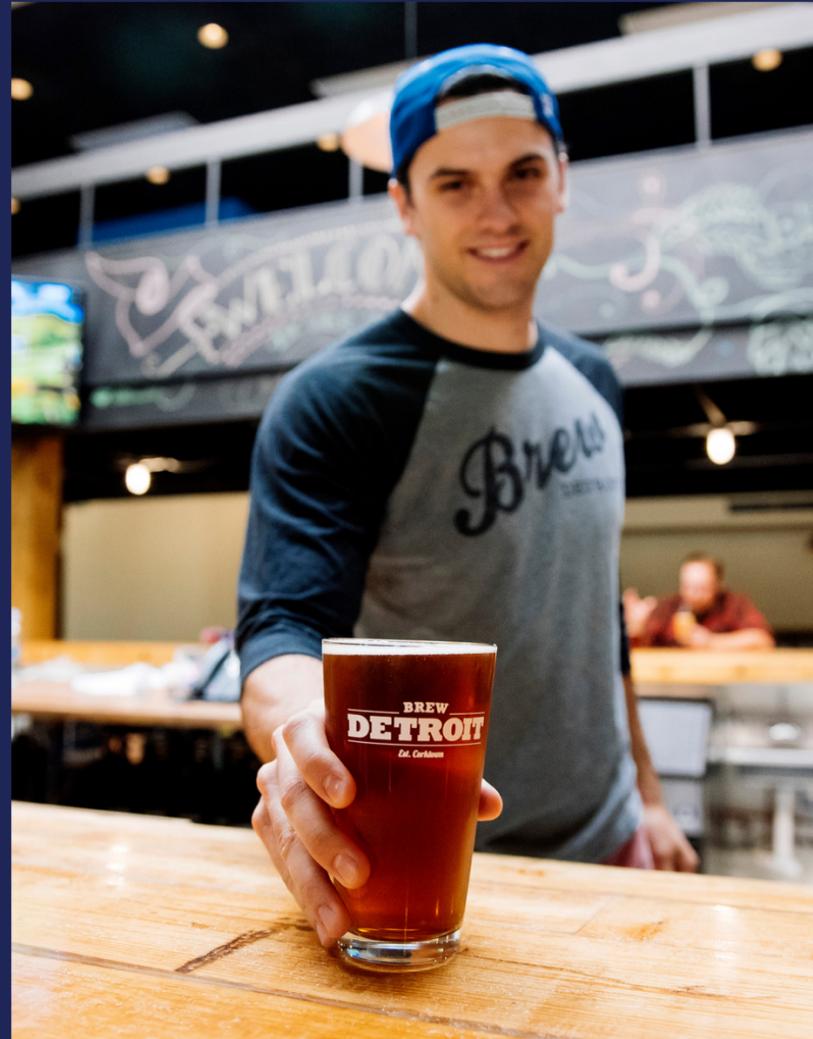
DID YOU KNOW THAT DETROIT WAS NAMED ONE OF THE TOP PLACES TO GO IN 2024 BY CONDE NAST TRAVELER? ONE OF THE WORLD'S MOST SIGNIFICANT TRAVEL PUBLICATIONS, THE ANNUAL LIST HIGHLIGHTS MUST-VISIT TRAVEL DESTINATIONS AROUND THE GLOBE. 🙌🌍

FROM OUR WORLD-CHANGING MUSIC, INNOVATIVE SPIRIT, EXCEPTIONAL CULINARY SCENE AND SO MUCH MORE, DETROIT'S CREATIVITY, INNOVATION, AND CULTURE ARE THINGS YOU WON'T FIND ANYWHERE ELSE.

CHECK OUT [VISIT DETROIT.COM](https://www.visitdetroit.com) TO LEARN MORE ABOUT ALL THE MUST-SEES WHILE IN TOWN FOR YOUR (MEETING OR EVENT) AT HUNTINGTON PLACE. LEARN MORE ABOUT THE CITY'S LATEST DEVELOPMENTS AND HAPPENINGS THAT LANDED IT ON THIS LIST, AS WELL AS SOME [ICONIC DETROIT ACTIVITIES](#).



[CLICK HERE FOR  
DETROIT IMAGES](#)



[CLICK HERE FOR FOOD & RESTAURANT IMAGES](#)

# Food + Restaurants

NO TRIP TO DETROIT IS COMPLETE WITHOUT TRYING DETROIT-STYLE PIZZA! RECOGNIZABLE BY ITS SQUARE SHAPE AND CRUNCHY CORNER SLICES, THE STYLE WAS BORN IN 1946 WHEN LOCAL FAVORITE BUDDY'S PIZZA BEGAN MAKING PIZZAS IN FORGED-STEEL PANS BORROWED FROM AUTOMOTIVE PLANTS. 🍕

NOW BELOVED WORLDWIDE, DON'T MISS A CHANCE TO EXPERIENCE THE ORIGINAL DETROIT-STYLE PIZZA WHILE IN TOWN FOR YOUR (MEETING OR EVENT) AT HUNTINGTON PLACE.

CURIOUS ABOUT WHAT ELSE OUR CITY HAS TO OFFER? CHECK OUT MORE OF OUR FOOD AND RESTAURANT RECOMMENDATIONS [VISIT DETROIT: 11 CLOSE PLACES TO EAT NEAR HUNTINGTON PLACE DETROIT.](#)

# Business + Leisure

DETROIT MAKES IT EASY TO BALANCE YOUR WORK, WELLNESS, AND TRAVEL BUCKET LIST ALL AT ONCE!

FROM ONE-OF-A-KIND MUSEUMS LIKE THE MOTOWN MUSEUM AND RENOWNED ARCHITECTURE LIKE THE GUARDIAN BUILDING TO GORGEOUS VIEWS OF CANADA FROM OUR AWARD-WINNING INTERNATIONAL RIVERFRONT, THERE ARE SO MANY WAYS TO BALANCE WORK AND FUN WHILE ATTENDING A (MEETING OR EVENT) AT HUNTINGTON PLACE.

SAVE AND SEE EVEN MORE BY TAKING ADVANTAGE OF VISIT DETROIT'S PASSES LIKE THE DETROIT BREW TRAIL AND THE EXPLORE DETROIT PASS!

HEAD TO VISIT DETROIT TO GET STARTED WITH PLANNING YOUR IDEAL BLEISURE TRIP ITINERARY.



**CLICK HERE FOR  
BLEISURE IMAGES**



# Hashtags

**JOIN THE CONVERSATION BY USING OUR OFFICIAL HASHTAGS!  
IT'S AN EASY WAY TO PUT YOUR (MEETING OR EVENT) MESSAGE  
IN FRONT OF OUR AUDIENCE OF OVER 229,000 FOLLOWERS  
ACROSS INSTAGRAM, FACEBOOK, TWITTER, LINKEDIN AND  
TIKTOK.**



**#VISITDETROIT**

**#DETROITLOVE**

# Helpful Links

LOOKING TO EXPLORE MORE OPTIONS? CHECK OUT THE LINKS BELOW FOR MORE IMAGES, OUR BRANDING GUIDELINES AND DIRECT ACCESS TO OUR WEBSITE.

[THINGS TO DO AROUND](#)

[HUNTINGTON PLACE](#)

[MORE DETROIT IMAGES](#)

[VISIT DETROIT HOME PAGE](#)

[INSTAGRAM](#)

[FACEBOOK](#)

[TWITTER](#)

[LINKEDIN](#)

