



# 605 Day

In honor of South Dakota's single area code, we celebrate our state and all its great places on June 5 (6-05) each year. This toolkit will help you join the fun and share your love for the state on your social channels!

Follow along as we celebrate on our social media channels:

- [Facebook](#)
- [Twitter](#)
- [Instagram](#)
- [TikTok](#)
- [Pinterest](#)
- [YouTube](#)

Plus, search @southdakota in the GIF section on Instagram Stories to find our library of 605-inspired GIFs!

# Here's How We're Celebrating

A day this monumental deserves a monumental celebration! This 605 Day, we'll be creating a video of clips shared by partners like you wishing our audiences a "happy 605 Day from \_\_\_\_!" This statewide celebration video will be shared on the South Dakota social channels on June 3 to encourage audiences to celebrate all weekend long.

If you'd like to participate, please upload your short vertical video clip [here](#) no later than **May 20, 2022**.

Need some inspiration? You'll find a sample video clip in the [Dropbox link](#)!



# Here's How We're Celebrating

Share your posts alongside ours!

MAY 31

605 Day Promotion on **Facebook**

JUNE 1

605 Day Promotion on **Facebook**

JUNE 2

605 Day Promotion on **Facebook**

JUNE 3

605 Day Promotion on **Facebook**  
605 Partner Video on **Facebook** and **Twitter**  
605 Day Bingo Card on **Instagram Stories**

JUNE 4

605 Day Promotion on **Facebook**

JUNE 5

605 Day Promotion on **all channels**



# Ready-made Social Posts

Use the content on the following slides to celebrate 605 Day on your own social media channels:

1. Open this deck in PDF format.
2. Copy and paste the caption and designated link.
3. Download the 605 Day logo file.
4. Select an appropriate photo from your brand library and add the logo using a tool like Photoshop or [Canva](#) (free!).
5. Upload the caption, link, and photo to your preferred social media channel (Facebook, Twitter, Instagram, LinkedIn, etc.).
6. Add hashtags where appropriate (Twitter, Instagram).
7. Post away!

# Social Post 1



Download logo [here](#).

**Link:** <https://www.travelsouthdakota.com/605-day>

## Sample Post Copy:

Happy 605 Day! Tell us: What's something that made you fall in love with South Dakota all over again this year? ❤️

# Social Post 2



Download logo [here](#).

**Link:** <https://www.travelsouthdakota.com/605-day>

## Sample Post Copy:

Show your love for *[NAME OF YOUR DESTINATION]* this 605 Day! Download South Dakota-inspired greeting cards, bingo games, and, while you're at it, start planning your next trip to visit us.



# Social Post 3



Download logo [here](#).

**Link:** *Share a link to your own website to a page that inspires visitors to think about your destination*

## **Sample Post Copy:**

This 605 Day, we're celebrating everything there is to love about our great state! What's your favorite thing about [\[NAME OF YOUR DESTINATION\]](#)?



# 605 Day Talking Points

Want to post more 605 Day content? We think that's great! Here are a few talking points to keep in mind:

- **What's 605 Day?**

In honor of the singular area code for the entire state, we celebrate all things South Dakota each year on June 5.

- **How can we celebrate?**

There's lots to love about South Dakota. Share what you think makes our state great!

- **Why celebrate 605 Day?**

South Dakota has so much going for it. Of all our great places, each of us has a favorite. Share what makes South Dakota great to you, and you'll inspire even more love for our state.

# Questions?

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