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CONCURRENT RESOLUTION

1 WHEREAS, Texas Tourism, the state's official tourism
2 marketing entity, is spreading the word about the wonders of the
3 Lone Star State to social media users around the world with its
4 Twitter hashtag, #TexasToDo; and

5 WHEREAS, A program of the Economic Development and Tourism
6 Office of the Governor, Texas Tourism is active on Twitter with the
7 handle @texastourism, where it posts and retweets countless
8 opportunities for recreation across the state, sharing Instagram
9 photos, online articles, and news about upcoming events; and

10 WHEREAS, The Twitter hashtag #TexasToDo enables individuals,
11 organizations, and communities across the state to publicize and
12 celebrate local activities, while also allowing visitors a one-stop
13 location on Twitter to find exciting ideas for vacations or weekend
14 trips and to share their photographs and experiences; and

15 WHEREAS, In addition, #TexasToDoFilms provides links to
16 handsomely produced, high-definition videos on Vimeo and YouTube,
17 showcasing such recreational pursuits as kayaking and offshore
18 fishing, as well as such characteristic facets of Texas culture as
19 swimming holes and custom cowboy boots; and

20 WHEREAS, #TexasToDo is part of a dynamic, cross-platform
21 social media effort that includes the TravelTex website and the
22 Travel Texas app for mobile devices, as well as active Texas Tourism
23 efforts on Facebook, Pinterest, Instagram, and Google Plus; and

24 WHEREAS, This innovative and wide-ranging program brings the

1 marketing of Texas tourism into the 21st century, allowing social
2 media users of all ages, backgrounds, and locations to instantly
3 access information about what to see and do in the Lone Star State;
4 now, therefore, be it

5 RESOLVED, That the 84th Legislature of the State of Texas
6 hereby designate #TexasToDo as the official state hashtag of Texas
7 Tourism.