

SOCIAL MEDIA CAMPAIGN REBATE

What To Do Before Your Trip

STEP 1

Required Actions

Follow Us On ALL of Your Social Media Platforms

Date Requirements

**Follow No Later Than 30 Calendar Days Prior To The Program
Departure Date AND Remain Following No Less Than 90
Calendar Days From The Program End Date**

STEP 2

Required Actions

**Tag 2 Different Friends In At Least 2 Of Our Posts On (A)
Instagram & (B) 1 Other Social Media Platform Listed Below**

Date Requirements

**Tag No Later Than 30 Calendar Days Prior To The Program
Departure Date AND The Tags Must Be No More Than 2 Weeks
Apart**

Instagram - diaspora_travel_trade

Facebook Group Page - Diaspora Travel & Trade Network

Facebook Biz Page - Diaspora Travel & Trade

STEP 3

Required Actions

Choose 2 of the 3 Social Media Post Options List Below AND Tag Diaspora

Date Requirements

Post No Later Than 30 Calendar Days Prior to The Program Departure Date AND The Posts Must Be No More Than 2 Weeks Apart

Option #1 - TRAVEL ANNOUNCEMENT! POST

Tell your friends and family that you're going to Cuba - Include: **(A)** The name of the Program/Project; **(B)** When you are leaving; and **(C)** The activities that you are most excited about.

Option #2 - WHY CUBA? POST

Write a social media post answering the following question: "Why are you interested in traveling to Cuba?"

Option #3 - CUBAN INSPIRATION POST

Write a social media post answering the following question: "What Cuban figure or aspect of Cuban culture inspires you?"

What To Do During Your Trip

STEP 4

Required Actions

- (1)** Post at least 2 Photos And/Or Videos of the Program AND Tag Diaspora
- (2)** Tag 2 Different Friends In At Least 2 Of Our Posts On **(A)** Instagram & **(B)** 1 Other Social Media Platform Listed Above

What To Do After Your Trip

STEP 5

Required Actions

Record (Video) Or Write A Diaspora Program Review

Date Requirements

Submit The Review Within 15 Calendar Days From Your Program End Date via the Website at

www.DiasporaTravelTrade.com/Testimonial

STEP 6

Required Actions

Complete A Diaspora Travel Post-Program Survey

Date Requirements

Submit the Post-Program Survey Within 15 Days From The Date It Is Sent To You

STEP 7

Required Actions

- (1) Post at least 2 Photos And/Or Videos of the Trip - Tag Diaspora
- (2) Tag 2 Different Friends In At Least 2 Of Our Posts On (A) Instagram & (B) 1 Other Social Media Platform Listed Above

Date Requirements

Post & Tag Within 30 Calendar Days From Your Program End

STEP 8

Required Actions

Send Us At Least 10 Of Your Favorite Photos And/Or Videos Taken During the Trip. Do not send those used in STEP 7 - INFO@DiasporaTT.com

Date Requirements

Send Within 30 Days From Your Program End Date to INFO@DiasporaTT.com