

# FAMILY TRAVEL TO WASHINGTON DC

## FAMILY TRAVEL ASSIGNMENT

DATE OF VISIT	TRAVEL PARTNERS	PREPARED BY
August 19, 2016	The River Inn by Modus Hotels	Jennifer Auer

## OVERVIEW OF FAMILY TRAVEL ASSIGNMENT

Jennifer Auer, from Jersey Family Fun, LLC and family visited the Washington DC area from Friday, August 19, 2016 through Sunday, August 21, 2016 for the purpose of promoting family travel to family attractions, restaurants, and lodging in the Washington, DC area across the Jersey Family Fun site and social media channels.

## RESULTING FEATURE ARTICLES ON JERSEY FAMILY FUN

TITLE	LINK
The River Inn by Modus Hotels – Family Friendly Hotel Review	<a href="http://www.jerseyfamilyfun.com/the-river-inn-by-modus-hotels-family-hotel-review/">http://www.jerseyfamilyfun.com/the-river-inn-by-modus-hotels-family-hotel-review/</a>
Earning Washington DC National Mall Junior Ranger Badges	<a href="http://www.jerseyfamilyfun.com/washington-dc-national-mall-junior-ranger-badges/">http://www.jerseyfamilyfun.com/washington-dc-national-mall-junior-ranger-badges/</a>
Eat, Stay & Play in Washington DC	<a href="http://www.jerseyfamilyfun.com/planning-a-washington-dc-family-vacation/">http://www.jerseyfamilyfun.com/planning-a-washington-dc-family-vacation/</a>
National Archives Sleepover ~ A Slumber Party for Tweens	<a href="http://www.jerseyfamilyfun.com/national-archives-sleepover-a-slumber-party-for-tweens/">http://www.jerseyfamilyfun.com/national-archives-sleepover-a-slumber-party-for-tweens/</a>

## SOCIAL MEDIA MENTIONS

FACEBOOK LINK	DATE	TYPE	ENGAGEMENT NOTES
<a href="https://www.facebook.com/JerseyFamilyFun/posts/10153872448010745:0">https://www.facebook.com/JerseyFamilyFun/posts/10153872448010745:0</a>	8/19/16	Pic	601 Reach
<a href="https://www.facebook.com/JerseyFamilyFun/posts/10153872438840745">https://www.facebook.com/JerseyFamilyFun/posts/10153872438840745</a>	8/19/16	Album	810 Reach 4 Likes
<a href="https://www.facebook.com/JerseyFamilyFun/posts/10153872106485745:0">https://www.facebook.com/JerseyFamilyFun/posts/10153872106485745:0</a>	8/19/16	Pic	569 Reach 3 Likes
<a href="https://www.facebook.com/JerseyFamilyFun/posts/10153871966295745:0">https://www.facebook.com/JerseyFamilyFun/posts/10153871966295745:0</a>	8/19/16	Pic	995 Reach 2 Likes
<a href="https://www.facebook.com/JerseyFamilyFun/posts/10153871763570745:0">https://www.facebook.com/JerseyFamilyFun/posts/10153871763570745:0</a>	8/19/16	Pic	1560 Reach 1 Like 1 Love

<a href="https://www.facebook.com/JerseyFamilyFun/posts/10153873700195745:0">https://www.facebook.com/JerseyFamilyFun/posts/10153873700195745:0</a>	8/20/16	Pic	553 Reach 8 Likes
<a href="https://www.facebook.com/JerseyFamilyFun/posts/10153874098420745">https://www.facebook.com/JerseyFamilyFun/posts/10153874098420745</a>	8/20/16	Pic	269 Reach 2 Likes
<a href="https://www.facebook.com/JerseyFamilyFun/posts/10153874237435745">https://www.facebook.com/JerseyFamilyFun/posts/10153874237435745</a>	8/20/16	Text	199 Reach
<a href="https://www.facebook.com/JerseyFamilyFun/posts/10153874311980745:0">https://www.facebook.com/JerseyFamilyFun/posts/10153874311980745:0</a>	8/20/16	Pic	667 Reach 1 Like
<a href="https://www.facebook.com/JerseyFamilyFun/posts/10153874610735745:0">https://www.facebook.com/JerseyFamilyFun/posts/10153874610735745:0</a>	8/20/16	Pic	209 Reach 4 Likes
<a href="https://www.facebook.com/JerseyFamilyFun/videos/10153875061335745/">https://www.facebook.com/JerseyFamilyFun/videos/10153875061335745/</a>	8/20/16	Vid	2149 Reach 2 Likes 150 views
<a href="https://www.facebook.com/JerseyFamilyFun/posts/10153876808670745">https://www.facebook.com/JerseyFamilyFun/posts/10153876808670745</a>	8/21/16	Pic	275 Reach 3 Likes
<a href="https://www.facebook.com/JerseyFamilyFun/posts/10153876598120745:0">https://www.facebook.com/JerseyFamilyFun/posts/10153876598120745:0</a>	8/21/16	Pic	2656 Reach 4 Likes
<a href="https://www.facebook.com/JerseyFamilyFun/videos/10153875276600745/">https://www.facebook.com/JerseyFamilyFun/videos/10153875276600745/</a>	8/21/16	Video	1154 Reach 53 Views 2 Likes
<a href="https://www.facebook.com/JerseyFamilyFun/posts/10153878008905745">https://www.facebook.com/JerseyFamilyFun/posts/10153878008905745</a>	8/21/16	Album	2313 Reach 3 Likes
<a href="https://www.facebook.com/media/set/?set=a.10153877688795745.1073742455.71658875744&amp;type=1&amp;l=899e986b0c">https://www.facebook.com/media/set/?set=a.10153877688795745.1073742455.71658875744&amp;type=1&amp;l=899e986b0c</a>	8/21/16	Album	
<a href="https://www.facebook.com/71658875744/photos/?tab=album&amp;album_id=10153875010265745">https://www.facebook.com/71658875744/photos/?tab=album&amp;album_id=10153875010265745</a>	8/21/16	Album	
<a href="https://www.facebook.com/71658875744/photos/?tab=album&amp;album_id=10153874986340745">https://www.facebook.com/71658875744/photos/?tab=album&amp;album_id=10153874986340745</a>	8/21/16	Album	
<a href="https://www.facebook.com/71658875744/photos/?tab=album&amp;album_id=10153872437840745">https://www.facebook.com/71658875744/photos/?tab=album&amp;album_id=10153872437840745</a>	8/21/16	Album	
<a href="https://www.facebook.com/71658875744/photos/?tab=album&amp;album_id=10153872275405745">https://www.facebook.com/71658875744/photos/?tab=album&amp;album_id=10153872275405745</a>	8/21/16	Album	
<i>Post Visit</i>			
<a href="https://www.facebook.com/JerseyFamilyFun/photos/a.393202595744.162698.71658875744/10153993345645745/?type=3">https://www.facebook.com/JerseyFamilyFun/photos/a.393202595744.162698.71658875744/10153993345645745/?type=3</a>	10/4/16	Link	2591 Reach 2 Likes
<a href="https://www.facebook.com/JerseyFamilyFun/photos/a.393202595744.162698.71658875744/10153993539935745/?type=3">https://www.facebook.com/JerseyFamilyFun/photos/a.393202595744.162698.71658875744/10153993539935745/?type=3</a>	10/5/16	Link	1301 Reach 2 Likes
<a href="https://www.facebook.com/JerseyFamilyFun/photos/a.393202595744.162698.71658875744/10153997020765745/?type=3">https://www.facebook.com/JerseyFamilyFun/photos/a.393202595744.162698.71658875744/10153997020765745/?type=3</a>	10/6/16	Link	1474 Reach
<a href="www.facebook.com/JerseyFamilyFun/photos/a.393202595744.162698.71658875744/10153997030990745/?type=3&amp;theater">www.facebook.com/JerseyFamilyFun/photos/a.393202595744.162698.71658875744/10153997030990745/?type=3&amp;theater</a>	10/7/16	Link	1550 Reach 1 Like
<b>INSTAGRAM LINK</b>	<b>DATE</b>	<b>TYPE</b>	<b>ENGAGEMENT NOTES</b>
<a href="https://www.instagram.com/p/BJTbG0LBZzQ/">https://www.instagram.com/p/BJTbG0LBZzQ/</a>	8/19/16	Pic	24 likes
<a href="https://www.instagram.com/p/BJTnl6tBPo2/">https://www.instagram.com/p/BJTnl6tBPo2/</a>	8/19/16	Pic	17 likes
<a href="https://www.instagram.com/p/BJTyK8zB4kw/">https://www.instagram.com/p/BJTyK8zB4kw/</a>	8/19/16	Pic	16 likes
<a href="https://www.instagram.com/p/BIUFZlpBe1H/">https://www.instagram.com/p/BIUFZlpBe1H/</a>	8/19/16	Pic	18 likes
<a href="https://www.instagram.com/p/BIUOnyzhU16/">https://www.instagram.com/p/BIUOnyzhU16/</a>	8/19/16	Pic	25 likes
<a href="https://www.instagram.com/p/BJVYaAPhZGA/">https://www.instagram.com/p/BJVYaAPhZGA/</a>	8/20/16	Pic	13 likes
<a href="https://www.instagram.com/p/BJVt1zxhGTL/">https://www.instagram.com/p/BJVt1zxhGTL/</a>	8/20/16	Pic	15 likes
<a href="https://www.instagram.com/p/BJV5CRpBfAJ/">https://www.instagram.com/p/BJV5CRpBfAJ/</a>	8/20/16	Pic	13 likes

<a href="https://www.instagram.com/p/BJV1u01hNmn/">https://www.instagram.com/p/BJV1u01hNmn/</a>	8/20/16	Pic	12 likes
<a href="https://www.instagram.com/p/BJWlQMehowp/">https://www.instagram.com/p/BJWlQMehowp/</a>	8/20/16	Pic	20 likes
<a href="https://www.instagram.com/p/BJWlOnZBNhX/">https://www.instagram.com/p/BJWlOnZBNhX/</a>	8/20/16	Pic	25 likes
<a href="https://www.instagram.com/p/BJWqCVFBKu1/">https://www.instagram.com/p/BJWqCVFBKu1/</a>	8/20/16	Pic	20 likes
<a href="https://www.instagram.com/p/BJYld_rBVbd/">https://www.instagram.com/p/BJYld_rBVbd/</a>	8/21/16	Pic	14 likes
<a href="https://www.instagram.com/p/BJYT4mxhkp1/">https://www.instagram.com/p/BJYT4mxhkp1/</a>	8/21/16	Pic	22 likes
<i>Post Visit</i>			
<a href="https://www.instagram.com/p/BLOvs1_BlbA/?taken-by=jerseyfamilyfun">https://www.instagram.com/p/BLOvs1_BlbA/?taken-by=jerseyfamilyfun</a>	10/6/16	Pic	21 Likes
<a href="https://www.instagram.com/p/BLW9xXYh7Fi/?taken-by=jerseyfamilyfun">https://www.instagram.com/p/BLW9xXYh7Fi/?taken-by=jerseyfamilyfun</a>	10/9/16	Pic	
<a href="https://www.instagram.com/p/BLXRDF8BPta/?taken-by=jerseyfamilyfun">https://www.instagram.com/p/BLXRDF8BPta/?taken-by=jerseyfamilyfun</a>	10/9/16	Pic	
<b>TWITTER LINK</b>	<b>DATE</b>	<b>TYPE</b>	<b>ENGAGEMENT NOTES</b>
<a href="https://twitter.com/jerseyfamilyfun/status/766731814723518464">https://twitter.com/jerseyfamilyfun/status/766731814723518464</a>	8/19/16	Pic	241 Imp 8 Engaged
<a href="https://twitter.com/jerseyfamilyfun/status/766759289394429952">https://twitter.com/jerseyfamilyfun/status/766759289394429952</a>	8/19/16	Pic	170 Imp 3 Engaged
<a href="https://twitter.com/jerseyfamilyfun/status/766783431917338624">https://twitter.com/jerseyfamilyfun/status/766783431917338624</a>	8/19/16	Pic	451 Imp 16 Engaged
<a href="https://twitter.com/jerseyfamilyfun/status/766824842280722432">https://twitter.com/jerseyfamilyfun/status/766824842280722432</a>	8/19/16	Pic	261 Imp 8 Engaged
<a href="https://twitter.com/jerseyfamilyfun/status/766846099944595456">https://twitter.com/jerseyfamilyfun/status/766846099944595456</a>	8/19/16	Pic	792 Imp 21 Engaged
<a href="https://twitter.com/jerseyfamilyfun/status/767007352709152768">https://twitter.com/jerseyfamilyfun/status/767007352709152768</a>	8/20/16	Pic	515 Imp 14 Engaged
<a href="https://twitter.com/jerseyfamilyfun/status/767054482047991808">https://twitter.com/jerseyfamilyfun/status/767054482047991808</a>	8/20/16	Pic	136 Imp 4 Engaged
<a href="https://twitter.com/jerseyfamilyfun/status/767071814304563200">https://twitter.com/jerseyfamilyfun/status/767071814304563200</a>	8/20/16	Pic	156 Imp 2 Engaged
<a href="https://twitter.com/jerseyfamilyfun/status/767079088699928581">https://twitter.com/jerseyfamilyfun/status/767079088699928581</a>	8/20/16	Pic	164 Imp 3 Engaged
<a href="https://twitter.com/jerseyfamilyfun/status/767112566384521216">https://twitter.com/jerseyfamilyfun/status/767112566384521216</a>	8/20/16	Pic	350 Imp 5 Engaged
<a href="https://twitter.com/jerseyfamilyfun/status/767138328563032064">https://twitter.com/jerseyfamilyfun/status/767138328563032064</a>	8/20/16	Pic	809 Imp 21 Engaged
<a href="https://twitter.com/jerseyfamilyfun/status/767178590987415554">https://twitter.com/jerseyfamilyfun/status/767178590987415554</a>	8/20/16	Pic	976 Imp 14 Engaged
<a href="https://twitter.com/jerseyfamilyfun/status/767186849303523328">https://twitter.com/jerseyfamilyfun/status/767186849303523328</a>	8/20/16	Pic	1076 Imp 14 Engaged
<a href="https://twitter.com/jerseyfamilyfun/status/767419621070761984">https://twitter.com/jerseyfamilyfun/status/767419621070761984</a>	8/21/16	Pic	178 Imp 5 Engaged
<a href="https://twitter.com/jerseyfamilyfun/status/767394525547487232">https://twitter.com/jerseyfamilyfun/status/767394525547487232</a>	8/21/16	Pic	164 Imp 6 Engaged
<i>Post Visit</i>			
<a href="http://twitter.com/Jerseyfamilyfun/status/782685854225620992">http://twitter.com/Jerseyfamilyfun/status/782685854225620992</a>	10/2/16	Link	377 Imp 5 Engaged
<a href="http://twitter.com/Jerseyfamilyfun/status/785116926775353344">http://twitter.com/Jerseyfamilyfun/status/785116926775353344</a>	10/9/16	Link	139 Imp

<a href="http://twitter.com/Jerseyfamilyfun/status/783378179549462529">http://twitter.com/Jerseyfamilyfun/status/783378179549462529</a>	10/4/16	Link	280 Imp 7 Engaged
<a href="http://twitter.com/Jerseyfamilyfun/status/783756407963283460">http://twitter.com/Jerseyfamilyfun/status/783756407963283460</a>	10/5/16	Link	225 Imp 4 Engaged
<a href="http://twitter.com/Jerseyfamilyfun/status/783864121490038784">http://twitter.com/Jerseyfamilyfun/status/783864121490038784</a>	10/5/16	Link	849 Imp 14 Engaged
<a href="http://twitter.com/Jerseyfamilyfun/status/784395903956316160">http://twitter.com/Jerseyfamilyfun/status/784395903956316160</a>	10/7/16	Link	1157 Imp 13 Engaged
<b>YOUTUBE LINK</b>	<b>Topic</b>		<b>ENGAGEMENT NOTES</b>
<a href="https://youtu.be/zP0ew-GJuj8">https://youtu.be/zP0ew-GJuj8</a>	Hotel Room Tour		13 Views
<b>PINTEREST LINK</b>	<b>DATE</b>	<b>TYPE</b>	<b>ENGAGEMENT NOTES</b>
<a href="https://www.pinterest.com/pin/514043744952428615/">https://www.pinterest.com/pin/514043744952428615/</a>	10/9/16	Link	
<a href="https://www.pinterest.com/pin/514043744952428646/">https://www.pinterest.com/pin/514043744952428646/</a>	10/9/16	Link	
<a href="https://www.pinterest.com/pin/514043744952428630/">https://www.pinterest.com/pin/514043744952428630/</a>	10/9/16	Link	
<a href="https://www.pinterest.com/pin/514043744952428705/">https://www.pinterest.com/pin/514043744952428705/</a>	10/9/16	Link	
<a href="https://www.pinterest.com/pin/514043744952428714/">https://www.pinterest.com/pin/514043744952428714/</a>	10/9/16	Link	
<a href="https://www.pinterest.com/pin/514043744952428664/">https://www.pinterest.com/pin/514043744952428664/</a>	10/9/16	Link	
<a href="https://www.pinterest.com/pin/514043744952428680/">https://www.pinterest.com/pin/514043744952428680/</a>	10/9/16	Link	
<a href="https://www.pinterest.com/pin/514043744952428552/">https://www.pinterest.com/pin/514043744952428552/</a>	10/9/16	Link	

## UPCOMING COVERAGE

The Washington DC family travel articles have been featured in Jersey Family Fun's [online fall tourism guide](#) and will be featured in the winter tourism guide. We regularly promote our family travel series across our social media channels.

All articles from our family travel to Washington DC series are viewable from the Jersey Family Fun navigation bar under Family Travel, and Family Travel to Washington DC as well at the tags: family travel to Washington DC, vacation ideas for New Jersey families and other related keywords.

## ADDITIONAL OPPORTUNITES & FUTURE COVERAGE

Jersey Family Fun is open to a return visit to Washington DC in the future. In the meantime, we do offer sponsored posts, email blasts, and advertising in our online tourism guides as well as our site. Please contact Jennifer Auer, [jenniferauer@jerseyfamilyfun.com](mailto:jenniferauer@jerseyfamilyfun.com), (609) 445-4159 for more information.