



Twitter Western Hemisphere Travel Initiative: **June 1**

TWHTI (pron. - twittee): Twitter the Western Hemisphere Travel Initiative project - will use the free social-media tool, Twitter, to increase public awareness and record real-world experiences during the first months of the Western Hemisphere Travel Initiative (WHTI), the largest secure traveler program in U.S. history. **Begins June 1st, 2009**

Why TWHTI:

On June 1st, 2009, the first day of WHTI implementation, Border Trade Alliance (BTA), the non-profit group responsible for the project, is asking U.S. and Canadian citizens to "tweet" their cross-border travel experiences with WHTI to collect feedback on the program at land ports throughout North America.

Utilizing the mobile, real-time and archival aspects of Twitter to automatically compile updates from people on the ground at our border ports of entry will allow the U.S. Federal Government agencies responsible for the initiative - Customs and Border Protection (CBP) and Dept. of State (DOS) - to access feedback/data for use in identifying successes and problems.

Additionally, this marks an international opportunity to employ social networking to provide other travelers with helpful information, while raising public awareness of WHTI requirements. Users can simply search for #WHTI in Twitter's search to connect with others.

BTA is also working with port operators, city leaders, government officials and media to communicate their various perspectives on the effects of WHTI through the TWHTI project.

Start your TWHTI - 4 simple steps:

1. Make sure you register as a Twitter user, or have a pre-existing account - [sign up today!](#)
2. Use your mobile phone or internet enabled device to log-in to Twitter
3. In 140 characters or less, type #WHTI, along with your location and experience
4. Post your tweet and repeat!

Things to remember:

Don't use inappropriate or insulting language

Try to be constructive - post multiple tweets if necessary

Don't text while driving, crossing, or going through customs inspections

Exercise common sense and have fun sharing

What is WHTI:

The Western Hemisphere Travel Initiative (WHTI) requires U.S. and Canadian travelers to present a WHTI compliant document - Passport, PASS Card, EDL, or other secure traveler program document - when entering the U.S. The largest secure travel program ever, WHTI consolidates 8,000 acceptable documents into less than 10 and no longer accepts an oral declaration of citizenship.

WHTI will go into effect June 1, 2009 for land and sea travel into the U.S. WHTI went into effect for air travelers on January 23, 2007.

What is Twitter:

Twitter is a free social networking and micro-blogging service that enables its users to send and read other users' live updates or "tweets" via mobile phones and the Web. Tweets are text-based posts of up to 140 characters in length which are displayed on the user's profile page and delivered to other users who have subscribed to them (known as followers).

Tweets/updates should focus on these subject areas:

Ease and availability of applying for a WHTI compliant document (Passports, PASS Card, Electronic Drivers License)

General cross-border travel experience using WHTI compliant document

Total wait-time to cross the border; for frequent travelers - are the waits shorter or longer?

Comfort level with new technology - RFID enabled documents

Tips or suggestions for other travelers

Post a picture to say a thousand words - better than 140 characters