# 2017 Park and Recreation Month Social Media Materials

Social Covers and Badges

You can find social media covers and badges at [www.nrpa.org/july/Park-and-Recreation-Month/ToolKit/](http://www.nrpa.org/july/Park-and-Recreation-Month/ToolKit/). We encourage you to update your Facebook and Twitter pages with these images to show your support of Park and Recreation Month all throughout July!

Sample Social Media Posts

If you have social media platforms such as Facebook, Twitter and Instagram, here are some sample messages to generate awareness among your friends and followers. Customize these posts for Park and Recreation Month and feel free to develop some more on your own!

Tag NRPA in your posts, too.

* Facebook: @National Recreation and Park Association
* Twitter: @NRPA\_News
* Instagram: @nrpa

**Official 2017 Park and Recreation Month Hashtags**

* #PlayOnJuly
* #NRPAPlayChallenge (contest hashtag—you can find more information about this year’s contest at [www.nrpa.org/July](http://www.nrpa.org/July))

**Sample posts for Facebook:**

* We’re celebrating Park and Recreation Month by discovering the power of play and adventure at (insert park/facility name)! #PlayOnJuly
* Get Your Play On this July! Play is vital for our health and wellbeing and your (community) parks are the best places for play! #PlayOnJuly
* Check out how we get our play on at (insert park/facility name)! #PlayOnJuly (include photos from activity)
* What’s your favorite way to play? We’re celebrating the importance of play all July for Park and Recreation Month alongside the @National Recreation and Park Association. #PlayOnJuly
* Park and Recreation Month encourages everyone to reflect on the value of parks and recreation in our communities. How do (insert City name) park and rec facilities help you discover the importance of play? #PlayOnJuly

**Sample posts for Twitter:**

* We’re celebrating Park and Recreation Month by discovering the power of play at (insert park/facility name)! #PlayOnJuly
* This Park and Recreation Month get your play on! #PlayOnJuly
* Play is a vital part of our mental and physical wellbeing and our personal interactions. Celebrate play with us and @NRPA\_News! #PlayOnJuly
* What’s your favorite way to play? We’re celebrating the importance of play for Park and Recreation Month! #PlayOnJuly
* Your local parks and rec are the perfect places to play! Celebrate Park and Recreation Month with us and @NRPA\_News this July! #PlayOnJuly
* We’re discovering the power of play this month in honor of Park and Rec Month! Check it out! #PlayOnJuly (insert shortened link to your website or calendar of activities for July)

**Sample post for Instagram:**

* We’re discovering the power of play at (insert park/facility name) in honor of Park and Recreation Month! #PlayOnJuly
* Get Your Play On this July! Play is vital for our health and wellbeing and your (community) parks are the best places for play! #PlayOnJuly

