

Get Out and Walk

Marketing Resources for Park and Recreation Agencies

Getting the recommended amount of physical activity each day continues to be a struggle in the U.S. One of the easiest ways to add more physical activity is walking. Park and recreation agencies have a key role in leading communities to healthier lifestyles and can encourage more walking, especially walking in parks.

NRPA has **created a variety of resources** to help you promote **Safe Routes to Parks**, and encourage walking in parks as a viable form of physical activity among your community members. Sharing this information is a great way to demonstrate your leadership role in health and wellness – one of NRPA's Three Pillars – and market your parks and recreation facilities as a resource for increased physical activity.

This guide includes **sample social media posts** you can use and **sample content** that can be used in program guides, newsletters and email messages.

Sample Social Media Posts

If you have social media platforms such as Facebook, Twitter and Instagram, here are some sample messages to generate awareness about walking in parks among your friends and followers. Customize these posts to include your local information and feel free to develop some more on your own! If you haven't already, please connect with NRPA by liking and/or following us on social media. We are on the following platforms:

[Facebook](#)
[Twitter](#)
[Instagram](#)
[YouTube](#)
[Pinterest](#)

When you share on social media, be sure to tag NRPA in your posts, too.

- Facebook: type @National Recreation and Park Association when you are writing your post.
- Twitter: type @NRPA_News in your post.
- Instagram: type @nrpa in your post.

Use these official hashtags in the messages you post on social media:

- #WalkInAPark
- #SafeRoutesToParks

Sample posts for Facebook:

Walking is a great way to meet the @CDCgov recommended aerobic physical activity levels of 150 minutes per week for adults! Get out and walk in (community name) parks to start your routine to a healthier lifestyle! Here's why walking in parks is great: [insert video link]. #WalkInAPark

Need to get more physical activity in? Walking is one of the best ways to do it and you can walk in (insert park name or specific trail/program). This is a great video from @National Recreation and Park Association to help you get out and walk! [insert link to video] #WalkInAPark #SafeRoutesToParks

Walking just 30 minutes a day can bring long-term benefits that might surprise you like reducing the risk of certain cancers. Come out and walk in (park name) to start your journey to a healthier lifestyle. #WalkInAPark [insert link to video]

Did you know short, but frequent walks in nature may improve mental health and even reduce stress? We've got tons of places you can walk in nature (add specific details about walking paths/trails). Add walking in your local parks as part of your daily routine! Check out this video from the @National Recreation and Park Association for more reasons why you should get out and walk! [insert link to video] #WalkInAPark

Walking is good for you. Even better is taking a #WalkInAPark! Watch this video from @National Recreation and Park Association and then come out to (insert local park name or agency name/locations to walk) and get your steps in for the day. [insert link to video]

Here are some great tips on starting a daily walking routine so you can get more physical activity. Walking in the parks in (community name) is a great place to start! #WalkInAPark [insert infographic visual]

Sample posts for Twitter:

The path to a healthier you begins with parks & recreation. Why you should take a #WalkInAPark! [Insert link to video]

Why you should take a daily #WalkInAPark in (community name). Video from @NRPA_News. [Insert link to video]

Parks are free, accessible & beautiful places to walk! Why you should take a #WalkInAPark: [Insert link to video] from @NRPA_News.

Getting daily exercise in is as easy as taking a #WalkInAPark. Come to (park name/trail name) to get active. [Insert link to video]

Walking in your local park is a great way to connect with friends & family. #WalkInAPark in (community or park name)! [\[Insert link to video\]](#)

Here's how we're creating #SafeRoutesToParks in (community name) so that more people can walk & be active! [\[link to safe routes version infographic\]](#)

When citizens can safely walk to parks, every trip by foot is a chance to get active. [\[link to safe routes version infographic\]](#) #SafeRoutesToParks @NRPA_News

Check out these tips to start a daily walking routine in your local parks! [\[link to infographic\]](#)
#WalkInAPark @NRPA_News

Walking is a great way to connect with others. Find a buddy and #WalkInAPark! [\[link to infographic\]](#)
@NRPA_News

Happy #WalkingWednesday. Discover a new park in (community name) and #WalkInAPark today!

Sample post for Instagram:

For Instagram, you will want to have a great image to post along with your message (samples below). Here are some ideas for images to obtain or use:

- A close up photo of an athletic shoe mid stride on a walking path
- A group of walkers on a trail/path in one of your parks
- Walkers stretching before or after a walk
- Trail signs for walking
- A collection of items you might take on a walk (think about including any branded items from your agency) displayed together
 - Water bottle, headphones, sneakers, trail map, fitness tracker etc.
- Encourage your community to post pictures of themselves out walking on the trails, sidewalks and paths in your community and use the hashtag #WalkInAPark
- Instagram allows you to post 15-second videos. Take a 15-second video of a walker as they go along a path in the park or time lapse of a busy walking path and use that with the corresponding messages.

Getting your daily exercise in is as easy as taking a #WalkInAPark. Come to (park name/trail name) to get your 30 minutes a day in. @NRPA

Walking just 30-minutes a day in your local park can help you stay healthy, connect with others, boost your mind, help the planet and so much more! Get out and walk in (community name) parks to experience all the benefits! #WalkInAPark @NRPA

Walking outdoors and in the fresh air can help you feel great! Start your journey to a healthier lifestyle by walking in (community name) parks just 30 minutes a day and discover the power of walking! #WalkInAPark @NRPA

Get out and explore the parks in (community name) and discover the power of walking! #WalkInAPark @NRPA

Sample paragraph for newsletters, program guides or email blasts

Use the following brief content in your email newsletters, print newsletters or program guides to promote walking in your parks. You should customize this with local information. You may want to include such information as a listing of all the walking paths/trails in your parks or any walking group programs you offer. If you are distributing this digitally you can link to any of the resources NRPA offers or post them to your own websites and direct readers there.

If you are looking to increase your daily physical activity levels but aren't sure how, (agency name) has a solution for you! Try walking! Walking just 30 minutes a day has surprising benefits and can help reduce the risk of coronary heart disease, improve blood pressure and sugar levels, reduce the risk of certain cancers and improve your health in many more ways.

(Agency/community name) offer some of the best places to take a walk so you not only can get active, you can enjoy the benefits of being outdoors too. According to research, short but frequent walks in nature may improve mental health, lower depression and reduce stress.

And walking isn't just for adults – even children and adolescents can benefit from walking in parks. It can help young people achieve the recommended 60-minutes of daily physical activity they need.

For all these reasons and more, we invite you to get out and discover the power of walking in your local parks!

For more information about the benefits of walking in parks, visit www.nrpa.org/walking.