# 2018 Park and Recreation Month Social Media Materials

Social Covers and Badges

You can find social media covers and badges at <https://www.nrpa.org/events/july/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 2018 Park and Recreation Month Hashtags**

* #DiscoverJuly

**Sample posts for Facebook:**

* July is Park and Recreation Month and we’re celebrating by highlighting all (insert park/facility/agency name) has to offer! #DiscoverJuly (insert activity photos)
* (Insert park/facility/agency name) is more than just parks. Did you know we offer STEM programming, senior activities, health and wellness opportunities, outdoor education and more? #DiscoverJuly (insert activity photo)
* We offer a lifetime of discovery at (insert park/facility/agency name) #DiscoverJuly (insert photos from activity)
* A lifetime of discovery awaits you at (insert park/facility/agency). #DiscoverJuly and find the perfect summer activity for every member of your family (Insert link to website or activity calendar).
* Discover July with us and the @NationalRecreationandParkAssociation! (share toolkit poster image)
* National Park and Recreation Open House Day is Saturday, July 21. Stop by [insert event location event and time] to help us celebrate! #DiscoverJuly (insert link to event details on your website)

**Sample posts for Twitter:**

* #DiscoverJuly with us and @nrpa\_news as we celebrate Park and Recreation Month!
* A lifetime of discovery awaits you at (insert your park/agency/facility)! #DiscoverJuly (insert activity photo)
* We offer more than just parks at (insert your park/agency/facility). #DiscoverJuly (insert photo of an unique activity)
* Find the perfect summer activity for every member of your family at (insert your park/agency/facility). #DiscoverJuly (insert link to website or activity calendar)
* Help us celebrate Park and Recreation Month by stopping by our open house on Saturday, July 21! #DiscoverJuly (insert link to event details on your website)

**Sample posts for Instagram**

* A lifetime of discovery awaits you at (insert park/facility/agency name) as we celebrate Park and Recreation Month with @nrpa! #DiscoverJuly (tag your town or community as your location)
* #DiscoverJuly and find the perfect summer activity at (insert park/facility/agency name) for your whole family! (tag your town or community as your location) (insert multiple activity photos)

