**2019 Park and Recreation Month Social Media Materials**

*Social Covers and Badges*

You can find social media covers 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 2019 Park and Recreation Month Hashtags**

* #GameOnJuly

**Sample posts for Facebook:**

* July is Park and Recreation Month and we’re celebrating by highlighting all the fun and games (insert park/facility/agency name) has to offer! #GameOnJuly (insert activity photos)
* It’s Game On at (Insert park/facility/agency name) for Park and Recreation Month. Did you know we offer (insert activities/programs) and more? #GameOnJuly (insert activity photo)
* Check out all the fun and games at (insert park/facility/agency name) #GameOnJuly (insert photos from activity)
* We’re getting in the game with the @NationalRecreationandParkAssociation for Park and Recreation Month! (share toolkit poster image)
* Stop by (insert event location event and time) to help us celebrate Park and Recreation Month! #GameOnJuly (insert link to event details on your website)

**Sample posts for Twitter:**

* It’s Park and Recreation Month! Join us and @nrpa\_news as we celebrate! #GameOnJuly
* Check out all the fun and games at (insert your park/agency/facility)! #GameOnJuly (insert activity photo)
* We’re celebrating the fun and exciting offerings at (insert your park/agency/facility). #GameOnJuly (insert photo of an activity)
* Find the perfect summer activity for you and every member of your family at (insert your park/agency/facility). #GameOnJuly (insert link to website or activity calendar)
* Help us celebrate Park and Recreation Month by stopping by our (event name/date/time)! #GameOnJuly (insert link to event details on your website)

**Sample posts for Instagram**

* We’re highlighting all the fun and exciting offerings at (insert park/facility/agency name) as we celebrate Park and Recreation Month with @nrpa! #GameOnJuly (tag your town or community as your location)
* Park and Recreation Month is the perfect time to find a summer activity at (insert park/facility/agency name) for you and your whole family! #GameOnJuly (tag your town or community as your location) (insert multiple activity photos)
* (Insert park/facility/agency name) is Game On for Park and Recreation Month with @nrpa! #GameOnJuly (tag your town or community as your location) (insert multiple activity photos)

*General Social Media Guidance*

* **Polish Your Language**Even if you normally pay little attention to spelling and grammar, try to use good punctuation and spelling so that your messages will be easily understood. When posting on Twitter with character limits, try to rephrase your post versus just shortening and abbreviating words.
* **Be Consistent with Your Posts**Decide how often you plan to post and try to be consistent. Maybe you plan to post one Instagram post a day and three Facebook posts a week. You can increase your postings over time, just try to avoid posting 20 times in one day and then going ghost for two weeks.
* **Be Inclusive, Be Diverse and Be Positive**Use positive language that doesn’t hurt others’ feelings. Be respectful of those you take photos of, etc. Be sure to capture great moments outside your main area of work as well.
* **Use Photos and Videos**Photos and videos catch people’s attention, but make sure you mix it up and post different types of photos, people, activities and events to keep your followers’ interest. Free web and mobile apps like Canva ([www.canva.com](http://www.canva.com)) can help you create stylized photos that you can use too.
* **Think of What You Want Your Audience to Do and Shape Your Message Around That**You may not raise a lot of interest in a single tweet by simply inviting people to your parks or recreation centers, but you can give them specific things they can do to let them know why they should visit. Instead of just saying, “*Come to X park*,” say, “*Here are 5 things you and your family can do at X park.”*