

A CHOICE CAREER: PARKS AND RECREATION

PROMOTIONAL TOOLKIT

IN PARTNERSHIP WITH:



American Academy for Park and Recreation Administration



NATIONAL
RECREATION AND PARK
ASSOCIATION

Promotional Toolkit for "A Choice Career: Parks and Recreation" Video

Overview

This toolkit is designed to help you promote the "A Choice Career: Parks and Recreation" video in collaboration with the American Academy for Park and Recreation Administration (AAPRA), the Pennsylvania Recreation & Park Society (PRPS), and the National Recreation and Park Association (NRPA). The video highlights the value and opportunities of pursuing a career in parks and recreation. Use the messaging and materials below to inspire individuals to explore this rewarding and expansive field.

How to Use This Toolkit

1. Share the [key messaging](#) across your organization's communication channels.
2. Post the [sample social media messages](#) on your platforms to reach a wider audience.
3. Use the [QR code](#) on any printed materials, and use the [shareable graphics](#) on your social media, website, etc.
4. Use the [email template](#) to distribute an email to educators, students and community leaders.
5. Encourage individuals to watch and share the video to amplify its reach.

Thank you for helping us inspire the next generation of parks and recreation professionals!

Key Messaging

Why Parks and Recreation?

- A career in parks and recreation is fulfilling, impactful and diverse. Professionals in this field contribute to community well-being, environmental sustainability, public health, youth development and so much more.
- With roles ranging from park management and environmental education to facility administration and operations to community programming and recreation therapy, there are opportunities for everyone.
- The industry is growing, with high demand for passionate individuals who want to make a difference.
- According to NRPA, more than 10,000 local park and recreation agencies in the United States employ more than 160,000 full-time staff and hundreds of thousands of part-time and seasonal employees.

Video Message (when sharing generally):

- "Discover how a career in parks and recreation can make a lasting impact on you and your community. Watch this video to learn more about this exciting career path!"

Key Links

- Link to landing page: <https://www.nrpa.org/choicecareer>
- Direct link to YouTube video: <https://www.youtube.com/watch?v=3Qj6NJDHO80>

Sample Social Media Posts

If you have social media platforms like Facebook, Instagram, LinkedIn or X/Twitter, we have created sample messages to generate awareness among your friends and followers. Feel free to customize these posts and develop others on your own to best fit your needs!

When using social media, please make sure you are tagging AAPRA, PRPS and NRPA in your Facebook, Twitter and Instagram posts and use the hashtags **#WorkInParksAndRec** and **#AChoiceCareer**:

- **Facebook:** [@PARECANDPARK](#), [@National Recreation and Park Association](#)
- **X/Twitter:** [@PA Rec and Park](#), [@NRPA news](#)
- **Instagram:** [@paparkrec](#), [@nrpa](#)
- **LinkedIn:** [@Pennsylvania Recreation & Park Society](#), [@American Academy for Park and Recreation Administration](#), [@National Recreation and Park Association](#)

Facebook/LinkedIn

- "Looking for a career that combines passion, purpose and impact? Explore a career in parks and recreation! Check out the diverse opportunities available from these leaders who are making a difference in their communities. Watch now: <https://bit.ly/choicecareer> #WorkInParksAndRec #AChoiceCareer"
- "Did you know more than 10,000 local park and recreation agencies in the United States employ more than 160,000 full-time staff and hundreds of thousands of part-time and seasonal employees? Discover how you can make a difference while building a fulfilling career! <https://bit.ly/choicecareer> #WorkInParksAndRec #AChoiceCareer "

Instagram (Insert <https://bit.ly/choicecareer> into your bio)

- "Turn your passion into a profession! 🌲🌟 Explore the rewarding world of a career in parks and recreation and make an impact in your community. Link in bio! #WorkInParksAndRec #AChoiceCareer "
- "Make an impact in your community and beyond. A career in parks and recreation offers purpose, growth and so much more. Click the link in our bio to learn more! #WorkInParksAndRec #AChoiceCareer "

Twitter/X

- "Explore a career where you can make a difference! Watch this video and see why parks and recreation might be the perfect choice for you: <https://bit.ly/choicecareer> #WorkInParksAndRec #AChoiceCareer "
- "From managing parks to leading community programs and so much more, parks and recreation offers endless opportunities. Discover more in our video: <https://bit.ly/choicecareer> #WorkInParksAndRec #AChoiceCareer "

Email Template

Subject Line: Discover Your Future in Parks and Recreation

Body: Are you ready to turn your passion for people, nature and your community into a fulfilling career? Parks and recreation offers diverse opportunities to make an impact. From park management and environmental education to facility administration and operations to recreation programming and public health — and everything in between — the possibilities are endless.

Watch this video and access valuable resources from the American Academy for Park and Recreation Administration, Pennsylvania Recreation and Park Society, and National Recreation and Park Association to explore how a career in parks and recreation can be your pathway to purpose and growth.

<https://www.nrpa.org/choicecareer>

Start your journey today and make a difference that lasts a lifetime.

Additional Resources/Ideas for Promotion

- Visit [NRPA Careers Page](#) for more information on careers in parks and recreation.
- Share success stories from local professionals to inspire your audience.
- Host a discussion or Q&A session using the video as a starting point.
- Show the video before a special event in your parks or recreation centers.