



SOCIAL MEDIA TOOLKIT

National ParkRx Day ♦ April 28, 2019



[facebook.com/
NationalParkRx](https://facebook.com/NationalParkRx)



[@NatlParkRx](https://twitter.com/NatlParkRx)



[@healthyparks](https://www.instagram.com/healthyparks)
[healthypeople](https://www.instagram.com/healthypeople)



Introduction

About National ParkRx Day & Social Media

National ParkRx Day is a day celebrated across the United States to promote the growing movement of prescribing parks and nature to patients to improve human health.

Social media activity and involvement surrounding ParkRx Day acts as a simple, yet powerful message amplifier for the national Park Prescription movement. ParkRx Day serves as a catalyst for engagement between parks, health providers, local partners, and community members.



General Social Media Hints & Tips

Schedule posts ahead of time! Follow the guidelines and tips outlined in the ParkRx Day Planning Toolkit. Use online scheduling services to create pre-planned social media activity that will post itself at the designated time.

Keep hashtags consistent and relevant! It is much easier to track social media activity and engage if all organizations and events use the same hashtags.

Supplement scheduled stagnant posts with "Live" videos and photos! This will keep your posts relevant and interesting. It will promote both what you are doing, and what is to come.

Show off the benefits of ParkRx with **#BeforeParkRx** and **#AfterParkRx**



How to Use #BeforeParkRx and #AfterParkRx

Take pairs of photos to show off the difference that time outdoors makes! The #BeforeParkRx photo should show unhappy, tired people with unhealthy lifestyles indoors (e.g. sitting inside or looking at computers). The #AfterParkRx photo should show happy people with healthy lifestyles outdoors (e.g. exercising or enjoying nature). Show off people getting motivated, healthier, happier, and inspired! Check out our [Before and After ParkRx web page](#) for more examples!

Social Media Contest

The best pair of #BeforeParkRx and #AfterParkRx photos will be featured on our Healthy Parks Healthy People web page. Be sure to also tag your posts with #ParkRx!

Sample #BeforeParkRx and #AfterParkRx Posts



healthyparkshealthypeople
[Insert specific location] >



healthyparkshealthypeople #BeforeParkRx you may feel tired, irritable, or just out of sorts.



healthyparkshealthypeople
[Insert specific location] >



healthyparkshealthypeople #AfterParkRx you will find your happy place outdoors. #ParkRx #FindYourPark

Best Practices

Approved Hashtags:
#ParkRx | #FindYourPark
#BeforeParkRx | #AfterParkRx
#NationalParkWeek



twitter

- Mention or tag @NatlParkRx in each Tweet so it can be shared nationally
- Mention or tag your health partners in tweets to expand reach
- Engage (i.e. like, retweet, reply tweet, quote tweet) with other ParkRx Day posts for message amplification

facebook

- Utilize Facebook's "Live" video feature to display and promote various activities in real time
- Tag National ParkRx Initiative in each post so it can be shared nationally
- Tag your health partners in posts to expand reach
- Like, comment, and share posts from other ParkRx Day event leads around the country

Instagram

- Use "Live Video" feature to showcase events/activities that are currently taking place
- Add videos/photos with location tags to your Instagram "Story"
- Add the location of your event to each post
- Tag or mention @healthyparkshealthypeople in each post so it can be shared nationally

Sample Posts

*Make your posts more
engaging with photos,
graphics, and videos
(live or previously recorded)*



twitter

Join us, @NatlParkRx,
@healthyparks &
@NatlParkService today to
celebrate the wonder of
nature & health! #ParkRx
#FindYourPark

Have you taken your #ParkRx today?

Are you feeling tired and
stressed #BeforeParkRx ?
#AfterParkRx you'll be feeling
your best!

Today, we celebrate
#ParkRx Day with @[insert
health partner] to improve
overall health!

Happy #ParkRx Day! Give
yourself the gift of health
today and everyday by
spending time in nature!

facebook

Have you taken your #ParkRx today? @[health partner]
reminds your that spending time in nature can actually
benefit your physical, mental and emotional health!
Celebrate ParkRx Day today by visiting your favorite park -
doctor's orders! #FindYourPark #NationalParkWeek

Give yourself the gift of
health today by joining us
for our #ParkRx
Day activities! There will be
[insert activities] happening
at [insert location] in
celebration of healthy
parks, and healthy people!

The day has finally arrived-
- it's National #ParkRx Day!
How has spending time
outdoors improved your
health? Show us the
difference nature can
make with #BeforeParkRx
and #AfterParkRx !

Sample Posts

Instagram



healthyparkshealthypeople
[Insert specific location] >



healthyparkshealthypeople #FindYourPark & celebrate #ParkRx Day with a guided hike today at 12pm ! You + Nature = Health! #NationalParkWeek



healthyparkshealthypeople
[Insert specific location] >



healthyparkshealthypeople Give yourself the gift of physical, mental & emotional health today with a #ParkRx! Don't miss our FREE health activities to celebrate #ParkRx Day!

Sample Posting Timeline



Before the start of the event

Facebook & Twitter: Happy National #ParkRx Day! The day has finally arrived, and we are looking forward to seeing everyone out at [location] today at [time] for [activities]!

Instagram: [photo of team setting up event] Happy National #ParkRx Day! The day has finally arrived, and our team is hard at work setting up for our event! We are looking forward to seeing everyone out at [location] today at [time] for [activities]!
#FindYourPark

During the event

Facebook, Twitter & Instagram: [curate a video using each platform's live video capabilities; film your healthy activity for 5-10 minutes to give virtual attendees a chance to watch the celebrations]

Facebook & Twitter: It's time for [activity]! Come on over to experience first hand how spending time in nature can be beneficial for your physical, mental, and emotional health!

After the event

Facebook, Twitter & Instagram: [photo of your team/volunteers/partners] Thank you to everyone who came out in celebration of #ParkRx Day! We are excited to have participated in this national day of education and appreciation of the power of nature and #ParkRx (*Tag or mention all partners who were involved in the event*)

We're here to help!

Throughout National Park Week (April 20-28)
we will directly engage with you by:
Posting individual Twitter "shout-outs" to help promote your event to our network
Tagging you in a graphic on Instagram
Tagging you in a post on Facebook

Easy ways to SHARE & spread the word!

Best Practices



How to Take the Best Photos of your Event

Who's the photographer? Assign someone to take photos during the event.

Have the right gear! Digital cameras take better quality photos than phones.

Take action shots! They're more interesting than posed photos and can better show off the activities of the day.

Be creative! Take photos of whatever makes your event special. Take videos to show the celebration in action.

Engage with Others

The only way to gain traction on social media is to engage with others! During the weeks leading up to ParkRx Day, and on the day itself, we recommend:

Posting about your event! Create a Facebook event, link to an event site on Twitter, or post a "Save the Date" graphic on Instagram. Invite community leaders, schools, businesses, and partners to digitally and physically attend, and to promote the event on their own social media.

Follow and re-post content from other ParkRx Day event leads, and other hosting organizations or agencies. Create mutually beneficial digital relationships!

Continued Engagement



ParkRx Day is over...now what?

Here are some tips about how you can continue engaging in healthy activity after ParkRx Day:

- **Get creative** and continue posting with the hashtags #BeforeParkRx and #AfterParkRx on social media throughout the year.
- **Engage** with the National ParkRx Initiative and Healthy Parks Healthy People on social media. Like, comment on, retweet, and share posts to amplify the message.
- **Maintain** and **enhance** the partnerships you fostered for your event with health care providers, community health organizations and other agencies.
- **Improve** your understanding and involvement in the Park Prescription movement by utilizing the many resources available on the ParkRx website.
- **Leverage** partnerships and community relationships to create your own Park Prescription Program (if you do not already have one).

