



SOCIAL MEDIA TOOLKIT

National ParkRx Day



#PARKRX #FINDYOURPARK

#ACTIVEPEOPLE

#NATIONALPARKWEEK

WHY POST & SHARE ON SOCIAL MEDIA?

- National ParkRx Day is a day to celebrate the growing movement of prescribing parks and nature to improve human health.
- Social media activity surrounding ParkRx Day can serve as a helpful reminder of the power of nature, whether you're outdoors or inside
- Invite people to join the CDC's [Active People, Healthy Nation](#) to help 27 million more Americans become more physically active by 2027. (Like having fun outdoors in our parks!)

Can't get outside? Let's get VIRTUAL!

VIRTUAL WALK

Try using Virtual Reality (VR) headsets to take a walk in nature to reduce anxiety and stress levels. Check out YouTube for 360 degree Virtual Hike videos!

VIRTUAL CAMPING

Take yourself on a virtual camping trip. Set up your tent/pillow fort and project a campfire and play nature sounds on a speaker.

SCENIC SHOTS

Studies show that even looking at a photo of nature lowers stress levels. Share your favorite nature snaps on social media with #ParkRx!

SOCIAL MEDIA TIPS & HINTS

- **Create Instagram, Twitter, and Facebook for each event:** Each application has a different audience and unique reach.
- **Engage with your audience:** Have interesting captions, e.g. How did you get your nature fix today? Reply back to comments.
- **Use #ParkRx in captions.** Also include #FindYourPark #EncuentraTuParque #HealthyParks #ActivePeople #NationalParkWeek #PositivelyWell #BeforeAndAfterParkRx



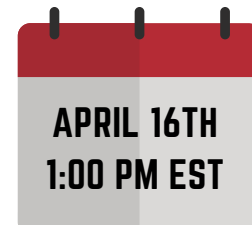
@healthyparkshealthypeople



@NatIParkRx



@NationalParkRx

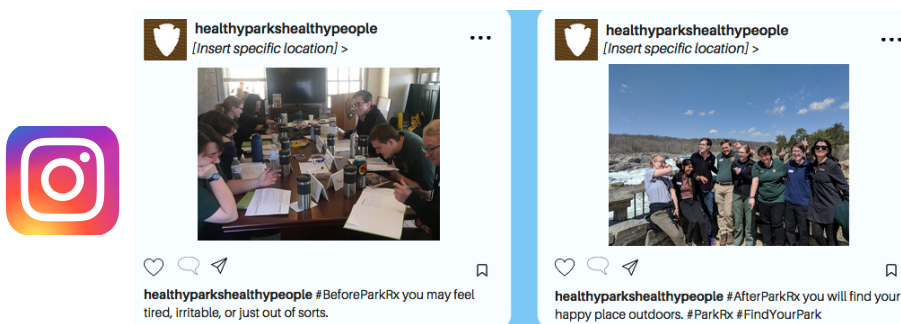


Join
@NatIParkRx
Twitter Chat

SAMPLE POSTS AND GUIDELINES



- ✓ Tag National ParkRx in every post so it can be shared nationally
- ✓ Tag your health partners in posts to expand reach
- ✓ Like, comment, and share posts from other ParkRx events



- ✓ Tag @healthyparkshealthypeople in each post
- ✓ Add the location of your event to each post
- ✓ Add videos/photos with location tags to story feature



- ✓ Tag @NatIParkRx in each tweet
- ✓ Favorite and retweet other ParkRx posts
- ✓ Mention and tag your health partners

BEST PHOTO & VIDEO PRACTICES

- **Who's the photographer?** Assign someone to take photos and videos during the event.
- **What camera?** Either a phone camera or a digital camera works fine!
- **Take action shots!** They're more interesting than posed photos and can better show off the activities of the day.
- **Smiles are better.** Make sure individuals' faces are showing in the footage.
- **More is better.** Capture as much footage as possible. You can always sort through the best and worst after!
- **Be creative!** Take photos of whatever makes your event special. Take videos to show the celebration in action.
- **Start a stream.** Encourage participants to send photos/videos afterwards to assigned photographer through group message, photo stream, or email.
- **Post with hashtags!** Get photographers and participants to share images with event hashtags.