**POST ANNOUNCEMENT ABOUT THE EVENT**

**Welcome to “I Love My State Parks Week” May 8 – 15 when we share appreciation for our most cherished places – the state parks.**

(Need a National Association of State Parks Foundations - who are we statement)

We have many ways for you to participate. All National Association of State Parks Foundations (NASPF) members, state parks foundations, friends groups, state park agencies and partners are invited and encouraged to share and amplify the “I Love My State Parks Week” content and daily themes on their own social platforms with the help of the social media kit (Provide link).

We offer a proclamation template (Provide link) to engage your governors and local public officials to designate May 8-15 as “I Love My State Parks Week”.

We are encouraging State Parks Foundations and Friends groups to host in-park events and to post photos and use the hashtags **#ILOVEMYSTATEPARKS**, **#ILOVEMYSTATEPARKSWEEK** and **#NASPF** and use graphics provided in the social media kit (Provide link).

Need NASPF contact info for any questions

**PAGE FOR SOCIAL MEDIA KIT (**[**using template**](https://www.resource-media.org/social-media-toolkit-creating-one-for-your-organization/)**)**

**Welcome to “I Love My State Parks Week” May 8 – 15 when we share appreciation for our most cherished places – the state parks.**

**The objectives for “I Love My State Parks Week” are to:**

* Increase the visibility of state parks by sharing the story of state parks, benefits to the public, and how to access these places, and the programs offered
* Connect with the public to have them share their memories – stories, photos, etc.
* Increase the visibility of the state parks foundations and their supportive missions
* Engage new audiences to the state parks and the nonprofits that support them

**Social Media Toolkit**

While NASPF will lead the promotion of the *I Love My State Parks Week* content May 8 - 15, nonprofits, agencies and corporate partners are strongly encouraged to share content on their organization’s platforms that align with the daily themes and use the hashtags. Guidance and sample posts have been provided in the Daily Theme Toolkit.

*If you choose to create your own posts*, please keep the following in mind:

* When posting on social platforms, be sure that each post aligns with the daily theme and includes a visual element of some kind (video, infographic, photo, or other image).
* Include the *“I Love My State Parks Week”* logo with your post.
* Add the **#ILOVEMYSTATEPARKS** and **#ILOVEMYSTATEPARKSWEEK** and **#NASPF** hashtags to your social media posts and engage with us via your personal or organizational accounts.
* Follow @XXXXXXX on Facebook, Twitter, and Instagram and share content

**Daily Theme Toolkit**

Use these daily themes, content ideas, hashtags, custom sized logos and suggested graphics:

**Sunday, May 8, 2022 (Mother’s Day)**

**Theme:** Cherished Memories

**Content**: Time together outdoors

**Hashtags: #ILOVEMYSTATEPARKSMEMORIES, #ILOVEMYSTATEPARKS** **#ILOVEMYSTATEPARKSWEEK** and **#NASPF**

INSERT LINKS TO GRAPHICS & CONTENT

**Monday, May 9, 2022**

**Theme:** Heritage

**Content**: Focus on history, culture, background of state parks

**Hashtags: #ILOVEMYSTATEPARKSHERITAGE, #ILOVEMYSTATEPARKS** **#ILOVEMYSTATEPARKSWEEK** and **#NASPF**

INSERT LINKS TO GRAPHICS & CONTENT

**Tuesday, May 10, 2022**

**Theme:** Appreciate

**Content**: Thank you to park rangers & staff, call out to Friends Groups & Volunteers

**Hashtags: #ILOVEMYSTATEPARKSRANGERS, #ILOVEMYSTATEPARKSSTAFF, #ILOVEMYSTATEPARKSVOLUNTEERS, #ILOVEMYSTATEPARKS,**  **#ILOVEMYSTATEPARKSWEEK** and **#NASPF**

INSERT LINKS TO GRAPHICS & CONTENT

**Wednesday, May 11, 2022**

**Theme:** Anticipation

**Content**: What are your plans for your next adventure, how to plan a trip

**Hashtags: #ILOVEMYSTATEPARKSADVENTURES, #ILOVEMYSTATEPARKS,** **#ILOVEMYSTATEPARKSWEEK** and **#NASPF**

INSERT LINKS TO GRAPHICS & CONTENT

**Thursday, May 12, 2022**

**Theme:** Explore Nature

**Content**: Unique natural features: landscapes, lakes, rivers, beaches, night skies and plants, trees, fish & wildlife

**Hashtags: #ILOVEMYSTATEPARKSNATURE #ILOVEMYSTATEPARKS** **#ILOVEMYSTATEPARKSWEEK** and **#NASPF**

INSERT LINKS TO GRAPHICS & CONTENT

**Friday, May 13, 2022**

**Theme:** Human Health & Wellness

**Content**: Respite to get away from stress, sports and active lifestyles, places to connect with family and friends

**Hashtags: #ILOVEMYSTATEPARKSCALM, #ILOVEMYSTATEPARKSWELLNESS, #ILOVEMYSTATEPARKSHEALTHY #ILOVEMYSTATEPARKS** **#ILOVEMYSTATEPARKSWEEK** and **#NASPF**

INSERT LINKS TO GRAPHICS & CONTENT

**Saturday, May 14, 2022**

**Theme:** Experiences

**Content**: Classic State Park Camping, Hiking, Picnics

**Hashtags: #ILOVEMYSTATEPARKSCAMPING, #ILOVEMYSTATEPARKSHIKING, #ILOVEMYSTATEPARKSFUN #ILOVEMYSTATEPARKS** **#ILOVEMYSTATEPARKSWEEK** and **#NASPF**

INSERT LINKS TO GRAPHICS & CONTENT

**Sunday, May 15, 2022**

**Theme:** Call to Action

**Content**: Reflect on the campaign and the excitement around our state parks. Engage public with a call to action on what they can do for state parks. Examples: Volunteer for nonprofit to steward parks / be a camp host; Donate, buy your annual pass; Share your stories & photos.

**Hashtags: #IVOLUNTEERATMYSTATEPARKS, #IDONATETOMYSTATEPARKS, #ISUPPORTMYSTATEPARKS, #ILOVEMYSTATEPARKS** **#ILOVEMYSTATEPARKSWEEK** and **#NASPF**

INSERT LINKS TO GRAPHICS & CONTENT