



2021 Park Advocacy Day Social Media Toolkit

This year, Park Advocacy Day is going virtual! To celebrate, we are unveiling the new **#ParksProvide** hashtag and asking our partners and Park Advocacy Day participants to help us amplify our love for parks across social media. Use **#ParksProvide** on Twitter, Facebook, and Instagram and share the reasons you love our parks, trails, and greenspaces.

To help inspire greater engagement, the Open Space Institute and Parks and Trails New York have created this social media toolkit. We invite supporters to use the sample posts, [photos](#), and account handles below to help guide your own social media posts and increase advocacy for New York's parks, trails, and greenspaces.

1. Use the hashtag **#ParksProvide** (sample posts below & [photos here](#)):

- **#ParksProvide** [YOUR STORY HERE] **#ParkAdvocacyDay2021 #FightForOurParks @OpenSpaceInst @PTNY**
- **#ParksProvide** a home away from home. **#ParkAdvocacyDay2021 #FightForOurParks @OpenSpaceInst @PTNY**
- **#ParksProvide** trails to explore. **#ParkAdvocacyDay2021 #FightForOurParks @OpenSpaceInst @PTNY**
- **#ParksProvide** a physical and mental break from the events of the day. **#ParkAdvocacyDay2021 #FightForOurParks @OpenSpaceInst @PTNY**

2. Encourage others to join our celebration of parks (sample posts below):

- Join us in celebrating the many benefits that **#ParksProvide** for individuals and communities by sharing the reasons you love parks using **#ParksProvide**. **#ParkAdvocacyDay2021 #FightForOurParks @OpenSpaceInst @PTNY**
- Love your local parks? Tell us why parks and greenspace deserve full funding the **#NY** budget using **#ParksProvide**. **#ParkAdvocacyDay2021 #FightForOurParks @OpenSpaceInst @PTNY @NYstateparks** [Tag your local park or friend group]
- Our representatives need to know why parks matter to us. Use **#ParksProvide** to share the reason you love and care about our **@NYStateParks** & don't forget to tag your representatives! **#ParkAdvocacyDay2021 #FightForOurParks @OpenSpaceInst @PTNY**

- Tell us about the benefits that #ParksProvide you and your community using #ParksProvide. #ParkAdvocacyDay2021 #FightForOurParks @OpenSpaceInst @PTNY

3. Support the Parks 100 Initiative (sample post below):

- We #FightForOurParks! For #ParkAdvocacyDay2021 we are asking NY representatives to support funding for @NYStateparks, like the new Parks 100 initiative which will provide \$440 million for park infrastructure over four years. #ParksProvide @OpenSpaceInst @PTNY [Option: Tag your representatives]
- So excited! @NYGovCuomo has included \$440 million for state park infrastructure over four years through the new Parks 100 initiative. #FightForOurParks #ParkAdvocacyDay2021 #ParksProvide @OpenSpaceInst @PTNY [Option: Tag your representatives]

4. Support the Environmental Protection Fund (sample posts below):

- We support funding a \$300M #EPF to help address environmental needs across the state, like land acquisition and clean water protection. #FightForOurParks #ParkAdvocacyDay2021 #ParksProvide @OpenSpaceInst @PTNY @NYEnviroFund [Option: Tag your representatives]
- We need to maintain the Environmental Protection Fund at the historic \$300 million funding levels. The #EPF protects New York's clean water, parks, farms, & more. #FightForOurParks #ParkAdvocacyDay2021 #ParksProvide @OpenSpaceInst @PTNY @NYEnviroFund [Option: Tag your representatives]
- Funding from the EPF protects open space, prevents pollution, improves water quality, protects family farms, & supports parks and trails across the state. #FightForOurParks #ParkAdvocacyDay2021 #ParksProvide @OpenSpaceInst @PTNY @NYEnviroFund [Option: Tag your representatives]

5. Support the Park and Trail Partnership Grants (sample posts below):

- Funding from the EPF supports the \$1 million Park and Trail Partnership Grants that are crucial for enhancing the preservation, stewardship, and maintenance of our public lands. #FightForOurParks #ParkAdvocacyDay2021 #ParksProvide @PTNY @OpenSpaceInst @NYEnviroFund [Option: Tag your representatives]
- The Park and Trail Partnership Grants increase the sustainability and capabilities of not-for-profit grassroots organizations across NYS. We must maintain the #EPF at \$300 million to protect this program. #FightForOurParks #ParkAdvocacyDay2021 @PTNY @OpenSpaceInst @NYEnviroFund
- The Park and Trail Partnership Grants have awarded \$2.7 million to 111 grantees since 2015, generating \$1.5 million in private investment #FightForOurParks by safeguarding the #EPF that supports this program. #ParkAdvocacyDay2021 #ParksProvide @PTNY@OpenSpaceInst @NYEnviroFund

Graphic Assets

Need visual inspiration? Feel free to use [these images](#) in association with #ParksProvide and #ParkAdvocacyDay2021.

Full Dropbox link to images:

https://www.dropbox.com/sh/68n0g51588z1xe8/AAAqUVdlqyl_cUxNtf04Razsa?dl=0

Accounts and Hashtags

- #ParksProvide
- #ParkAdvocacyDay2021
- #FightForOurParks

Twitter

- @OpenSpaceInst
- @PTNY

Instagram

- @openspaceinstitute
- @parkstrailsny

Facebook

- @OpenSpaceInst
- @parksandtrailsny

Questions? Contact:

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