



Promotion & Social Media Tools

While the Connecticut Forest & Park Association (CFPA) widely promotes CT Trails Day to TV, print and radio outlets, your grassroots efforts will produce the greatest number of attendees to your event. **Here are some helpful promotional strategies for your 2024 CT Trails Day to-do list.**

Publicize Your Event – Start Early!

SOCIAL MEDIA

- **Facebook**
 - Set up your event as a 'Facebook event' and invite your friends. Encourage your friends to invite their friends. Use photos of past events.
 - Share this link to CFPA's Facebook (www.facebook.com/CTForestandParkAssociation) with your Facebook friends, and don't forget to remind them about the date and time for your event.
 - Post status updates regularly on your Facebook page promoting your event and asking friends to share the news.
 - Link your event's URL in all messages.
- **X –**

Here are samples of some tweets you can send out.

 - *Love your trails! Come celebrate with (insert your org name) on (date).*
(Insert your event's URL) #CTTrailsDay
 - *Come (hike/bike/paddle/walk) with (insert org name) on (date).*
(Insert your event's URL) #CTTrailsDay
 - *Join me/us on (date) at (insert location) and celebrate CT Trails Day. Show your love for our trails!*
(Insert your event's URL) #CTTrailsDay
- Instagram - Post pictures of your hike's destination or a previous year's event to get the excitement building. Include your event's URL with every post. On the day of the event, post your pictures on Instagram in real time.

FLYERS

- CFPA Trails Day flyers can be found at <https://trailsday.org/resources/> in the Media Kit. Customize these with your event information (under the photo) and distribute them around town. Encourage your community partners to help. Share the files on your website, emails, and social media.

BLOGS AND ARTICLES

Post a blog or article about your event. Include what is unique and fun about the adventure with photos. Share it with others and ask them to post it on their sites and newsletters.

ONLINE CALENDARS

List your event with online community calendars. Listings are usually free and easy to submit if you are a resident. Include your event's URL for an easy registration link.

EMAILS

Send an email to folks in the surrounding area. Neighbors would love to know what you're doing and would appreciate a personal invitation to get outdoors! Check your database of friends, relatives, and colleagues. Send a group email to encourage folks to participate.

Engage Community Partners

Here are some ideas how to spread the word of your Trails Day event:

- A flyer at the venue where the event is being held.
- Community centers
- Senior citizen centers/groups
- Town hall (first selectman's/mayor's office)
- Town Park & Recreation Department
- Park friends' groups
- Health professionals & town Health Dept
- Hospitals
- Nutritionists
- Fitness programs
- Hiking clubs/walking groups
- Libraries (they receive booklets and a general poster, but make sure they know a local event is being held too)
- Chambers of commerce/tourism offices
- Schools & parent/teacher organizations
- Youth groups
- Scout group leaders
- YMCA chapters
- Faith groups
- Rotary clubs
- Historical societies
- Nature centers & museums
- Natural history/environmental educators
- Land Trusts
- Plant/garden, bird, and animal groups
- Environmental organizations
- Businesses
- Farmers' markets
- Local blogger

Ask partners to include your event in their newsletters, websites, and social media using your press release, photos, videos, and flyer. Email our CT Trails Day Coordinator, at trailsday@ctwoodlands.org with any questions. We are here to help make your event, and 2023 CT Trails Day, a huge success! Let's celebrate our 30th!

Media Uploads

Close-up shots of participants are great, but so are photos that show people in action or surrounded by nature. Don't be afraid to take more than one shot in case your subject is in the middle of a sneeze. Submit high-resolution images (set your camera to the largest file size) or videos so we can use them for either print or web. While cropping an image may seem like the best way to present it, it will limit how we can use it, so only submit uncropped images. You can upload your best photos & videos on the trailsday.org website under the Media Uploads tab.