



# Promotion & Social Media Tools

While the Connecticut Forest & Park Association (CFPA) promotes CT Trails Day through TV, print, and radio outlets, your grassroots efforts will be key to attracting the largest number of attendees to your event. Below are some helpful promotional strategies for your 2025 CT Trails Day to-do list.

## Publicize Your Event – Start Early!

### SOCIAL MEDIA

#### Facebook

- Create a “Facebook event” for your event and invite your friends. Encourage them to invite their friends as well. Use photos from past events to build excitement.
- Share the CFPA’s Facebook link ([www.facebook.com/CTForestandParkAssociation](https://www.facebook.com/CTForestandParkAssociation) or @ctforestandparkassociation) with your followers and remind them about your event’s date and time.
- Post regular status updates on your Facebook page promoting your event and asking friends to help spread the word.
- Include your event’s URL in all posts.
- Use five draft social media captions from the [CT Trails Day Media Kit](#) to engage your audience.
- Use the CT Trails Day social media image template from the [CT Trails Day Media Kit](#) to help your posts stand out while promoting your event.
- Use Facebook's reminder feature to send event updates to people who have RSVP'd. Regularly post engaging content like "Countdown to Trails Day", a poll, or fun facts about the trails or area.
- Partner with local influencers or outdoor bloggers to help amplify your message.

#### X (formerly Twitter)

Tweet these ideas to spread the word:

- Love your trails? Celebrate with (insert your org name) on (date).  
(Insert your event’s URL) @ctwoodlands #CTTrailsDay
- Join us to (hike/bike/paddle/walk) with (insert org name) on (date).  
(Insert your event’s URL) @ctwoodlands #CTTrailsDay
- Celebrate CT Trails Day with us on (date) at (insert location). Let’s show our love for the trails!  
(Insert your event’s URL) @ctwoodlands #CTTrailsDay

#### Instagram

- Post pictures of your hike’s destination or images from previous years to generate excitement. Include your event’s URL with every post.
- Use five draft social media captions from the [CT Trails Day Media Kit](#) to engage your audience.
- Use the CT Trails Day social media image template from the [CT Trails Day Media Kit](#) to help your posts stand out while promoting your event.
- On the day of the event, post your pictures on Instagram in real time and use Instagram Stories to keep your followers engaged.

- Create a hashtag challenge that encourages attendees to post their own trail videos or photos day of the event (e.g., #TrailSelfieChallenge or #MyTrailAdventure). Make sure to include #CTTrailsDay!
- Platforms like Instagram Reels are highly effective at creating fun, viral content. Post short, engaging clips from past events or teasers about what attendees can expect. Highlight beautiful trail footage, local wildlife, or your event preparations.
- Partner with local influencers or outdoor bloggers to help amplify your message.

## **FLYERS**

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

## **BLOGS AND ARTICLES**

Post a blog or article about your event. Highlight what makes your event unique and fun, and include photos. Share your post and encourage others to share it on their websites and in their newsletters. Bonus: Consider pitching personal stories to local media outlets like newspapers or TV stations. Local media is often interested in covering community events, especially those related to the outdoors or family activities.

## **ONLINE CALENDARS**

List your event on community or local media calendars. These listings are typically free and easy to submit if you're a local resident. Be sure to include your event's URL to make registration easy. Take advantage of this, especially if it's a well-read source!

## **EMAILS**

Send an email to people in your surrounding area. Neighbors will appreciate a personal invitation to get outdoors! Check your database of friends, relatives, and colleagues, and send a group email encouraging everyone to join in. Don't forget to include your event's URL for easy registration.

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## **Engage Community Partners**

Here are some ideas for spreading the word about your Trails Day event:

- Flyers at the event venue
- Community centers
- Senior citizen centers/groups
- Town Hall (First Selectman's/Mayor's Office)
- Town Park & Recreation Department
- Park Friends' groups
- Health professionals & the local Health Department
- Hospitals
- Nutritionists
- Fitness programs
- Hiking clubs/walking groups
- Libraries (they will receive general posters, but make sure they're aware of local events)
- 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
- Local Businesses
- Farmers' Markets
- Local Bloggers and Influencers

Encourage your partners to include your event in their newsletters, websites, and social media using your press release, photos, videos, and flyer.

**Need Assistance?** If you have any questions, email our CT Trails Day Coordinator at [trailsday@ctwoodlands.org](mailto:trailsday@ctwoodlands.org). We're here to help make your event—and 2025 CT Trails Day—a huge success!

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## Media Uploads

Close-up shots of participants are great, but action shots or photos featuring people surrounded by nature are even better. Don't hesitate to take multiple shots in case your subject is in the middle of a sneeze! Please submit high-resolution images (set your camera to the largest file size) or videos, as we may use them for both print and web purposes. While cropping an image might seem like the best option, it limits how we can use it, so please submit uncropped images. You can upload your best photos and videos on the [www.trailsday.org](http://www.trailsday.org) website under the **Media Uploads** tab. This media upload tab will be live a few days before Trails Day.