



Promotion & Social Media Tools

While the Connecticut Forest & Park Association (CFPA) promotes CT Trails Day through TV, print, and radio, your grassroots efforts are key to attracting attendees to your event. Below are some helpful promotional strategies to help you spread the word and fill your registration list.

Publicize Your Event – Start Early!

SOCIAL MEDIA

Facebook

- Set up your event as a 'Facebook event' and invite your friends. Encourage them to invite their friends as well. Use photos from past events to build excitement.
- Post regular updates on your Facebook page promoting your event and asking friends to help spread the word.
- Always include your event's registration URL.
- Tag and share CFPA's page: facebook.com/CTForestandParkAssociation.
- Use the draft social media captions in the [CT Trails Day Media Kit](#).

Instagram

- Post photos of your trail destination or past events to generate excitement.
- Use Instagram Stories to count down to your event and share behind-the-scenes prep.
- On the day of the event, post photos and videos in real time.
- Tag [@ctforestandparkassociation](#) and use [#CTTrailsDay](#) and [#ExploreWhereYouLive](#).
- Use the draft social media captions in the [CT Trails Day Media Kit](#).
- Include your event URL in your bio and reference it in captions ("Link in bio!").

X (formerly Twitter)

Here are some tweet ideas you can share:

- Love your trails? Celebrate with (insert your org name) on (date).
(Insert your event's URL) [#CTTrailsDay](#)
- Explore where you live! (hike/bike/paddle/walk) with (insert org name) on (date).
(Insert your event's URL) [#CTTrailsDay](#)
- Celebrate CT Trails Day with us on (date) at (insert address location). Let's show our love for (Name of the town)!
(Insert your event's URL) [#CTTrailsDay](#)

General Pro-Tips

- Post in local community social media groups. These often have highly engaged local audiences
- Boost your post just \$10-20 over 2 weeks to increase your reach beyond existing followers; target your local area for best results

- Post at optimal times: For local events, try evenings (7–9 PM) and weekend mornings
- Tag local accounts: Tag your town's official account, local parks department, tourism board, or community pages. They may reshare

FLYERS

Downloadable flyers are available in the [CT Trails Day Media Kit](#). Customize them with your event details and distribute:

- At the event venue
- At community centers, libraries, and town halls
- Through community partners (see list below)
- Digitally via email, social media, and your website

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.

COMMUNITY CALENDARS

List your event on local online calendars. These listings are typically free and easy to submit if you're a local resident. Always include your event's URL to make registration easy. Great options include:

- Your town's official website
- Local newspaper event listings
- Library and community center calendars

EMAILS

Send a personal invitation to friends, family, neighbors, and colleagues. A direct invitation goes a long way! Include:

- Event name, date, time, and location
- A brief description of what to expect
- Your registration link

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 booklets and 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

Encourage your partners to include your event in their newsletters, websites, and social media using your press release, photos, videos, and flyer. If you have any questions, email our CT Trails Day Coordinator at trailsday@ctwoodlands.org. We're here to help make your event—and 2026 CT Trails Day—a huge success!

Photo & Video Tips

Capture your event! Great visuals help promote future CT Trails Days and may be featured by CFPA.

Tips for great shots:

- Action shots or photos featuring people surrounded by nature work best
- Take multiple shots in case your subject is in the middle of a sneeze!
- Submit high-resolution, uncropped images or videos (set your camera to the largest file size), 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 trailsday.org **Media Uploads** tab (available a few days before Trails Day).