



#HypeYourHike Social Media Toolkit

Encourage your communities to get outdoors, stay active, and **VISIT LOCAL PARKS & TRAILS**

Hiking doesn't have to happen up a mountain; it can happen almost anywhere! From a city park or public garden to a mountain trail or reservoir loop, just being active outdoors gives you that dose of nature that everyone needs to maintain their physical and mental wellness.

Use this **#HypeYourHike Social Media Toolkit** to engage your community and find out how they hike. Connecticut's parks, preserves, open spaces, and neighborhood trails offer so many opportunities to get outdoors for some exercise while enjoying the wonders of nature up close. Ask your residents to post photos of their favorite local hiking spots, recommend locations, and #HypeYourHike.

This toolkit provides graphics, statistics, and suggested social media messages for you to use, but feel free to create your own content as well! Just make sure to use our hashtag so we can follow all of the great hiking adventures shared by your community members.

SHARE!

Use your department/organization's social media outlets to spread the word and encourage your community to stay active. Use the sample social media messages, statistics, and graphics to educate your community on parks and trails that offer the opportunity to explore the outdoors.

HASHTAG!

Connect with CRPA and other towns promoting ways to maintain active and healthy lifestyles and see what locations are resident favorites by using #HypeYourHike

TAG US!

Let us know that your community is promoting safe and responsible recreation by tagging us in your social media posts:

Facebook: @CTRecreationandParksAssociation **Twitter:** @CT_Rec_and_Park

Sample Social Media Posts

The messages below are intended for use with social media tools such as Twitter, Facebook, and Instagram. Most messages are 140 characters or less. These messages may be used as written or customized to address local or other specific needs.

- Redefine “Hike” and “Trail” and explore your cities, towns, and neighborhoods. You don’t have to go far to get the benefits of being outdoors, whether you’re hiking streets, sidewalks, trails, or parks! #HypeYourHike
- A trail goes wherever you are walking; you don’t have to go far to feel like you did #HypeYourHike
- How do you hike? We want to know! Share your hiking adventures with us by tagging __ (town/department)_____ on Instagram, Facebook, Twitter, and by using the hashtag #HypeYourHike
- Hiking can happen anywhere - from a city park or public garden to a mountain trail or reservoir loop. #HypeYourHike
- Where is your favorite place in __ (town name)_____ to hike? #HypeYourHike
- Rather than exploring popular places, try a park or trail you may not have visited before or one close to your home! #HypeYourHike
- We have _____ miles of walkable trails in our town! That’s plenty of space to get outdoors #HypeYourHike
- Hiking doesn’t always mean planning, packing, and hours of driving for the perfect trail. Explore the accessible opportunities in your own neighborhood #HypeYourHike
- In __ (town name)_ we believe getting outside should be accessible, safe, and fun for everyone #HypeYourHike
- Did you know... Adults need two types of activity each week to improve their health? Hiking is a great exercise option! #HypeYourHike
- Did you know... Young people need three types of activity each week to improve their health? If you haven’t been active yet this week - hiking is a great option! #HypeYourHike
- Exercise your body AND your mind at your local park #HypeYourHike
- Doing SOMETHING is better than doing NOTHING #HypeYourHike
- Start small: explore a hiking trail, do yard work, walk the dog. Take it slow - you’re still beating everyone on the couch! #HypeYourHike
- Try to fit in at least 20-25 minutes of activity every day! #HypeYourHike
- Physical activity helps reduce and prevent chronic diseases #HypeYourHike
- It’s the perfect time to take your workout outdoors #HypeYourHike

Supplemental Statistics

Use the information below as optional, supplemental information to go along with your social media posts:

- Regular physical activity is one of the most important things you can do for your health (*CDC*)
- The social, cultural, physical, and economic foundations of a community support a healthy lifestyle for its citizens (*US Dept of Health & Human Services*)
- A community’s safe and attractive bicycle, hiking, and walking paths all play a role in how much physical activity people engage in (*CDC*)
- Hiking keeps your mind sharper than many other forms of exercise (*Univ. of CA - Berkeley*)
- It may be obvious that hiking is good for our physical and emotional health, but there is evidence that it helps relationships, too. Exercising together produces special feelings of closeness and having a friend along for your hike is a great way to connect in a setting free of other distractions. (*Univ. of CA - Berkeley*)
- Spending just 20 minutes in a park - even if you don’t exercise while you’re there - is enough to improve your mental well-being (*Int’l Journal of Environmental Health Research*)
- Improving access to outdoor recreational facilities such as parks and green spaces encourages physical activity nationwide (*CDC*)
- Spending time outdoors, especially in green spaces, is one of the fastest ways to improve your health and happiness (*Time Magazine*)
- Active living has been shown to improve your mental health and mood (*CDC*)
- Physical activity saves lives and could prevent 1 in 10 premature deaths (*CDC*)
- Visiting green spaces is shown to lower the risk of developing mental health disorders (*PNAS*)
- \$117 billion in annual health care costs are associated with inadequate physical activity (*CDC*)
- Studies show people who exercise outside feel more revitalized, engaged, and energized than those who do it indoors. (*American Chemical Society*)
- Only 24% of children 6 to 17 years of age participate in 60 minutes of physical activity every day (*CDC*)

Sample Graphics for Social Media Posts

All images are available for
download on the CRPA website:
crpa.com/advocacy/HypeYourHike

