



# COVID-19: Social Media Toolkit

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

Our outdoor recreational spaces are essential now more than ever. During this unprecedented crisis, it is important that park and recreation departments continue to provide a **safe and socially distant** way for our residents to maintain active and healthy lifestyles despite the closure of facilities such as community and recreation centers.

In an effort to raise awareness about the mental and physical benefits of outdoor recreation, **CRPA has developed a COVID-19 Social Media Toolkit** with graphics, statistics, and suggested social media messages. We hope you will find these resources helpful as you engage your community during these unprecedented circumstances.

### **SHARE!**

Use your department/organization's social media outlets to spread the important message of staying active in your essential outdoor spaces. Use the sample social media messages, statistics, and graphics to educate your community on outdoor parks and trails that are open during facility closures and program cancellations.

### **HASHTAG!**

Connect with CRPA and other towns promoting maintaining active and healthy lifestyles by using **#TakeAHikeCOVID**

### **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

**NOTE:** CRPA believes in the pursuit of active and healthy lifestyles as a means of fostering physical and mental wellness among Connecticut's residents. However, we encourage all residents to adhere to the disease-prevention guidelines set out by the CDC as well as the state of Connecticut when recreating outdoors. For more information, please visit: <https://www.cdc.gov/coronavirus/2019-nCoV/index.html>

# 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.

- Whether you're walking, biking, or hiking, practicing safe social distancing is a must! #TakeAHikeCOVID
- If you are not feeling well, please stay home and refrain from using parks or trails! #TakeAHikeCOVID
- Do your part, stay apart! Even outdoors, maintain a distance of 6 ft between you and someone else. #TakeAHikeCOVID
- When engaging in outdoor recreation, do your part to stop the spread of COVID-19 by practicing social distancing. #TakeAHikeCOVID
- Explore the outdoors responsibly! If you arrive at a park and crowds are forming, choose a different park or trail, or return another day or time. #TakeAHikeCOVID
- Rather than exploring popular places, try a park or trail you may not have visited before or one close to your home! #TakeAHikeCOVID
- We have \_\_\_\_\_ miles of walkable trails in our town! That's plenty of space to get outdoors while practicing social distancing #TakeAHikeCOVID
- Did you know...? Adults need two types of activity each week to improve their health? #TakeAHikeCOVID
- Did you know...? Young people need three types of activity each week to improve their health? #TakeAHikeCOVID
- Exercise your body AND your mind at your local park #TakeAHikeCOVID
- "I don't have time" isn't an excuse anymore #TakeAHikeCOVID
- Doing SOMETHING is better than doing NOTHING #TakeAHikeCOVID
- Start small: explore a hiking trail, do yard work, walk the dog. Take it slow - you're still beating everyone on the couch! #TakeAHikeCOVID
- Try to fit in at least 20-25 minutes of activity every day! #TakeAHikeCOVID
- Vitamin C boosts your immune system, but Vitamin D boosts your mood!  #TakeAHikeCOVID
- Physical activity helps reduce and prevent chronic diseases #TakeAHikeCOVID
- It's the perfect time to take your workout outdoors #TakeAHikeCOVID

# 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 communities safe and attractive bicycle, hiking, and walking paths all play a role in how much physical activity people engage in (*CDC*)
- Exercise can help to reduce your risk of cardiovascular disease, diabetes, and some cancers (*CDC*)
- 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 of these images are available for download on the CRPA website:

<http://crpa.com/resources/covid19>

