



Trails 50 Social Media Toolkit

As we commemorate the 50th Anniversary of the National Trails Act in 2018, we appreciate your partnership in helping spread the word. We've assembled a collection of social media content to help you share information about the anniversary with your audience. Feel free to use these samples as is or modify them to suit your needs. We highly recommend using images to maximize engagement. A collection of graphics and images will be available on the trails50 website soon.

Campaign Hashtag: #FindYourTrail

Trails50 Social Media: Please tag us in your posts and share our Trails 50 content.

- <https://www.facebook.com/Trails50>
- <https://www.instagram.com/trails50>
- <https://twitter.com/NTSA50>

Event Database: Please enter any local events you are coordinating into the event database at <https://www.trails50.org/find-an-event/>. Please also share this resource with your audiences, so they can find events local to them. If you know of an event that should be included, but you are not the coordinator, contact us at communications@trails50.org so that we can get it listed.

Sample Facebook Posts: Please feel free to use and adapt these sample posts in a way that fits your organization's message. You can also share our posts directly from the page linked above.

- With the passage of the National Trails System Act in 1968, America was given a gift – the creation and protection of some of our favorite places to discover the great outdoors. #findyourtrail <https://www.trails50.org/national-trails/>
- Lace up your hiking boots, air up your bike tires, dust off your work gloves, slip on your trail runners, grab your paddle, or saddle up your horse and #FindYourTrail <https://www.trails50.org/find-an-event/>
- Today is National Trails day. Get out and **Find YOUR Trail!** Visit the Trails50.org website for more information about the celebration.
- What's your favorite trail? #Trails50 #FindYOURTrail

- Join the 50th birthday party for our nation's trails at www.trails50.org
- Did you hear the news? We're part of the #FindYourTrail movement! You can be a part of it too—find out more at findyourtrail.org
- People everywhere are talking about #FindYourTrail! Get the inside scoop at trails50.org
- How did you #FindYourTrail? Share your story with us!
- Why do you love [insert trail name]? Share your story with us! #FindYourTrail
- #DYK The National Trails System turns 50 this year? Help us celebrate by telling your friends about your favorite trail! #FindYourTrail

Dates to know: Consider posting timely content for the following dates over the next year.

- First Day Hikes: January 1, 2018:
- Hike the Hill: February 2018. Trail partners and organizations from across the nation head to Washington, D.C. to discuss current initiatives, legislation, and goals for the future with federal partners, congressmen or their staff, and fellow trail organizations.
- Your organization's annual meeting
- National Park Week: April 21-29, 2018
- April 22, 2018: Earth Day
- National Trails Day: June 2, 2018
- Family Hiking Day: September 29, 2018
- National Public Lands Day: September 29, 2018
- October 2, 2018: 50th Anniversary of the National Trails Act

Watch for: The Trails 50 blog will appear this fall at <http://www.trails50.org> with posts highlighting individual trails, events, and trail-related information. Those can (and should!) be shared anytime. If you have ideas for blog content, contact communications@trails50.org

A trails 50 photo contest will be announced in October and will run throughout the anniversary year.

Trails 50 merchandise including patches, hats, apparel, decals, walking stick medallions, and more will be available soon, for individual purchasing and for larger-scale sales.