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.

**Campaign Hashtags:** #FindYourTrail #FindYourWay, #EncuentraTuSendero

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

- [https://www.facebook.com/Trails50](https://www.facebook.com/Trails50)
- [https://www.instagram.com/trails50](https://www.instagram.com/trails50)
- [https://twitter.com/NTSA50](https://twitter.com/NTSA50)

**Event Map:** Please enter any local events you are coordinating into the event database at [https://www.trails50.org/find-an-event/](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/](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/](https://www.trails50.org/find-an-event/)

- Discover. Connect. Explore. #FindYourTrail

- Descubre. Conecta. Explora. #EncuentraTuSendero

- What's your favorite trail? #Trails50 #FindYOURTrail
Join the 50th birthday party for our nation’s trails at [www.trails50.org](http://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 trails50.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.

- Your organization’s annual meeting
- National Trails Day: June 2, 2018
- National Public Lands Day: September 22, 2018
- Family Hiking Day: September 29, 2018
- October 2, 2018: 50th Anniversary of the National Trails Act

**Additional Resources:**

The Trails 50 blog at [https://www.trails50.org/new-blog](https://www.trails50.org/new-blog) highlights a personal story from each of the National Scenic and Historic Trails, with a new story posted each Saturday.

Enter, vote, or share! The Trails 50 Photo Contest celebrates the beauty, history, and volunteers of the National Trails System. [https://www.trails50.org/photo-contest/](https://www.trails50.org/photo-contest/)

Trails 50 merchandise including patches, hats, apparel, decals, walking stick medallions, and more are available for individual purchasing and for bulk purchase at [https://www.trails50.org/shop/](https://www.trails50.org/shop/).

**Videos:** [https://www.trails50.org/videos](https://www.trails50.org/videos)

**Photos:** One photo of each National Scenic and Historic Trail can be found at [this link](#).