

Promoting Your Events

*Flyers and
Social Media*



Interpretive Design and Marketing Fundamentals

- Download **site logos, templates and gophers** from “Staff Resources” on GaStateParks.org.
- Keep it simple.
- Proof your work.
- Brochure distribution is as important as design.

Designing Flyers and Brochures: Go Through a Checklist.

- Program title.
- Site name. Okay to use site logo instead.
- Date, year and time (begin/end).
- Phone and website.
- Cost. Never say “regular admission” or assume visitors know the ParkPass fee. Use \$5 parking or \$5 ParkPass.
- What will visitors see and do? Include hike/paddle length and difficulty.
- What do they need to be prepared?
- What ages are appropriate?
- Are pets allowed?

Brand Standards

Georgia State Parks has design colors that define our brand. You will notice these in our ads, brochures and website.



#737335

PMS 7749
C:53
M:40
Y:94
K:21



#acb037

PMS 383
C:38
M:20
Y:100
K:0



#2a51a3

PMS 2728
C:93
M:78
Y:0
K:0



#f99f1e

PMS 1375
C:0
M:44
Y:99
K:0



#633c20

PMS 161
C:41
M:69
Y:89
K:47

Try to use at least one or two of these. You do not have to incorporate every color. Smaller text should be black.

Typography and Text

Readability is most important,
especially from a distance.

Donec cursus cursus mauris.
Aliquam auctor quam a
nulla. Aliquam justo lorem,
imperdiet sit amet,
adipiscing ac.



Readability

Donec cursus cursus mauris.
Aliquam auctor quam a
nulla. Aliquam justo lorem,
imperdiet sit amet,
adipiscing ac.



Donec cursus cursus mauris.
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Typography and Legibility

What's most important? Easy to read, especially from a distance.

Avoid decorative fonts (**ALGERIAN**, *Blackadder*, *Most Scripts*).

Avoid ALL CAPS (also harder to read)

Write in short sentences. Bullet points often better.

Text, Fonts and Sizes

Good Guidelines

- 1. Fonts.** Use no more than 2 or 3 fonts.
Body text should be clean like Arial.
Never use overly decorative fonts
(common with historic sites). Readability
is more important than fancy design.
- 2. Text size.** Program titles or headlines
should be larger than the rest of the
copy.
- 3. Punctuation.** Always end full sentences
with a period. Avoid exclamation
marks. Punctuation does not make
your copy any more exciting; words do.
- 4. Consistency.** Heading sizes, body text
sizes, colors, etc. should be consistent
across the design.
- 5. Be Professional.** Proof your work.

Not Following Guidelines

- 1. Fonts.** Don't use too many fonts. Keep
your design to **2 FONTS MAXIMUM**. Body
text should be a clean font like Arial.
- 2. Text size.** Make sure the text is large enough to read for where the design will be displayed.
- 3. Punctuation.** Don't use more than one
exclamation mark!!!! Only use three
dots for an ellipsis.....
- 4. Consistency.** Heading sizes, body
text sizes, colors, etc. should be consistent
across the design.
- 5 . S t r e t c h i n g , s q u i s h i n g** or stacking
words and letters.

Bad Flyer Examples



- Never stretch logos.
- Photos rarely make a good background.
- ALL CAPS is hard to read except for short headlines.

HAPPY VALLEY STATE PARK

Presents :

*"Catch a Comet's Tail" - What to look for when
Halley's Comet returns in 2061*

Saturday Feb. 15, 2019 at the Visitor Center

6:00—9:00 pm

A small image of a comet with a bright white nucleus and a long, blue-tinted tail extending towards the bottom right.

Halley's Comet is arguably the most famous comet. It is a "periodic" comet and returns to Earth's vicinity about every 75 years, making it possible for a human to see it twice in his or her lifetime. The last time it was here was in 1986, and it is projected to return in 2061.

The comet is named after English astronomer Edmond Halley, who examined reports of a comet approaching Earth in 1531, 1607 and 1682. He concluded that these three comets were actually the same comet returning over and over again, and predicted the comet would come again in 1758.

Halley didn't live to see the comet's return, but his discovery led to the comet being named after him. (The traditional pronunciation of the name usually rhymes with valley.) Halley's calculations showed that at least some comets orbit the sun.

Free Admission, telescopes provided

Check out our website GAStateParks.org/happyvalley

555-111-1111

Making a Good Flyer Better

Scottish Heritage Days



Friday, March 8th – Sunday, March 10th

A variety of living history demonstrations, including musket and cannon firings, blacksmithing, 18th century cooking and music, will be taking place on Friday the 8th and Saturday the 9th. Friday is Student Day from 9am – 1pm, and a battle reenactment will take place on Saturday at 3pm. A traditional Scottish "Kirkin o' the Tartans" will be on Sunday the 10th at 11am at the First Presbyterian Church, 403 Jackson St, Darien GA.
For more information, please call 912-437-4770.

Admission \$4.50-\$7.50



Fort King George
State Historic Site



302 McIntosh Road SE
Darien, GA 31305
(912) 437-4770

Requests for auxiliary aids and services should be made directly with the park.
Please provide advanced notice for scheduled events to allow time for scheduling.

Scottish Heritage Days



March 8 – 10, 2019

**18th Century Living History * Blacksmithing
Musket & Cannon Firings * Cooking * Music**

Friday, March 8, 9 a.m. – 1 p.m. – Student Day
Saturday, March 9, 3 p.m. – Battle Reenactment
Sunday, March 10, 11 a.m. – Traditional Scottish "Kirkin o' the Tartans"
at the First Presbyterian Church, 403 Jackson St., Darien, Ga.

GaStateParks.org/FortKingGeorge
Admission \$4.50-\$7.50



Fort King George
State Historic Site



302 McIntosh Road SE
Darien, GA 31305
(912) 437-4770

Templates on Staff Resources

 **GEORGIA**
DEPARTMENT OF NATURAL RESOURCES

SKIDAWAY ISLAND STATE PARK

June 3-5 Ranger Programs
"Get Out. Get Dirty. Get Fit."

Friday, June 3

8 p.m. Guided Hike
What sounds will you hear at night? We'll help you ID frogs, owls and other creatures. Bring a flashlight and meet at picnic shelter #2.

9 p.m. Campfire
Bring marshmallows and a chair to join fellow campers for a singalong. Meet at the amphitheater.

Saturday, June 4

8 a.m. Bird Walk
We'll have binoculars to share as we hike 1 mile looking for Painted Buntings and Great Blue Herons. All ages welcome. No dogs please.

11 a.m. Make Pinecone Owls
Kids, make an owl to take home with you. We'll supply all the materials. \$2 fee.

5 p.m. Old-fashioned Games
Challenge your family and friends to an egg toss, sack races and other silly games. Meet in the field.

Sunday, June 5

Noon Stream Studies
We'll use nets to see what kinds of critters live in our streams. Learn about dragonflies and mayflies.

Skidaway Island State Park
52 Diamond Causeway
Savannah
912-123-4567
\$5 parking



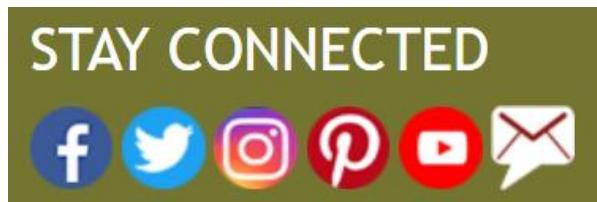
GeorgiaStateParks.org

 **GEORGIA**
DEPARTMENT OF NATURAL RESOURCES

STATE PARKS & HISTORIC SITES

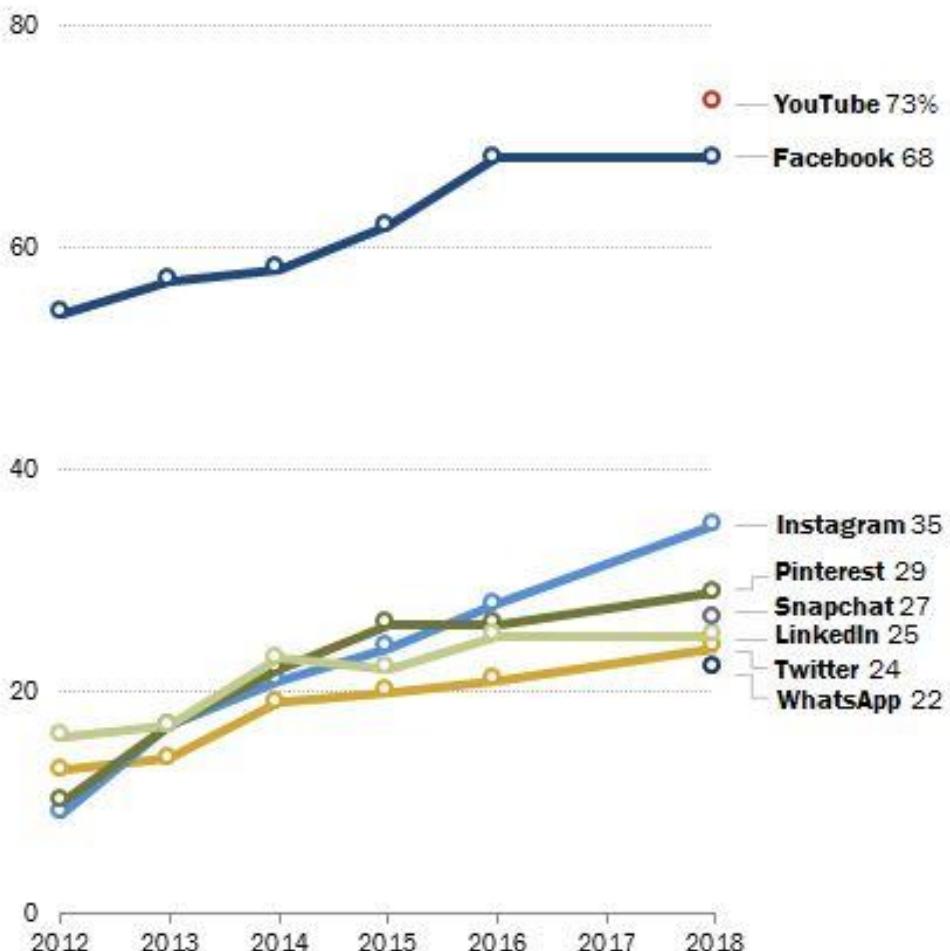
Social Media

- 214 million Facebook users in U.S.
- PRHS Followers:
293,000 Facebook
50,000 Instagram
- Facebook is a search engine.
- Required for all sites. User names and passwords must stay with the site. Marketing Unit must have admin access.



Majority of Americans now use Facebook, YouTube

% of U.S. adults who say they use the following social media sites online or on their cellphone



Note: Pre-2018 telephone poll data is not available for YouTube, Snapchat or WhatsApp.
Source: Survey conducted Jan. 3-10, 2018. Trend data from previous Pew Research Center surveys.

"Social Media Use in 2018"

PEW RESEARCH CENTER

Facebook

Georgia State Parks & Historic Sites Division - Georgia DNR ✓
@georgiastateparks

Home

About Events Photos Reviews Twitter Welcome Videos

Create Post Live Event Offer Job

Write a post... Photo/Voice Feeling/Activ... Check in ...

You'll see fewer suggestions like this.

4.6 out of 5 · Based on the opinion of 274 people

Georgia State Parks & Historic Sites
We protect and promote Georgia's most precious natural and cultural resources.
Find places to camp, ...
See More

Pay attention to these functions and fields.

Facebook

Algorithm controls posts, so users see friends and family before businesses. This means you have to post better content to encourage engagement.

It's not about you. It's about the visitor.

Entertain * Inspire * Inform

Must Include one:

- Videos
- Photos
- Shares
- Links

Georgia State Parks & Historic Sites Division - Georgia DNR
Published by Kim Hatcher [?] · 5 hrs ·

What a wonderful story. Congratulations, Miss Torphy!



GOODMORNINGAMERICA.COM

103-year-old sworn in as junior ranger at Grand Canyon National Park

Get More Likes, Comments and Shares X

This post is performing better than 95% of other posts on your Page. Boost it to get more great results.

45,699 People Reached 3,813 Engagements [Boost Post](#)

 2K 27 Comments 265 Shares

 Like  Comment  Share 

Facebook Do's and Don'ts

- Ideal: post 1 to 2 times daily.
Never skip 2 weeks.
- Be brief, conversational and fun, yet professional.
- Check spelling and grammar.
- Engage in conversations and answer questions. Be timely and relevant.
- Include call to action.
- At right: good use of photos.



Facebook Do's and Don'ts, cont'd.

- Don't make sales pitches. Visitors come for what they can do and see, not because a cottage is discounted. You're creating relationships, not making sales.
- Share useful posts like this one (at right) from others. (Atlanta Audubon, Georgia Native Plant Society, hiking tips, fishing reports, WRD, etc.)

Panola Mountain State Park

Published by Erica Bettross | February 8 at 10:37 PM · 49

Bring your child(ren) to our park, and let them show you the wonders of nature through their eyes!



REDTRI.COM

How to Let Your Child Take YOU for a Walk in the Park

"As my daughter matured, so did I. We came to see nature as a full journe..."

1,254 People Reached 49 Engagements Boost Unavailable

19 Shares

Facebook Photos and Videos

- Profile picture should be simple and recognizable, like this one from High Falls.
- Change cover photo at least seasonally.
- Always include a photo or video in posts. Pixabay has free photos.
- Don't post flyers. Hard to read.



Facebook Events

- One of the best ways to boost attendance.
- Share often.
- Use a great photo, not a flyer.
- Include details on what visitors will see and do.
 - Distance
 - Age group
 - What to bring
 - Dogs allowed
- Engage in conversations.

Liked Following Share ... Send Message

Until May 30, 2019
Home School Exploration Day
Tailulah Gorge State Park Page
Home school students join us for a ranger-led program focusing on a different topic each month. Topics include wildlife, geology... More

FEB 28 Thu 10 AM MAR 28 Thu 10 AM +2

You like Tallulah Gorge State Park Page Interested

Upcoming Events

Date	Event Name	Details
FEB 18	Jr Ranger Day Camp- Take	Mon 9 AM · 17 guests
FEB 20	Friends Volunteer meeting	Wed 3:30 PM
FEB 24	Prescribed Fire Series	Sun 1 PM · 29 guests
MAR 20	Full Moon Hike	Wed 7:45 PM · 13 guests
APR 6	White Water Watch Hike	Sat 11 AM · 8 guests

Stephen C. Foster State Park added an event.
November 29, 2018 · [See More](#)
We will start the beginning of the year off at the beginning of the Suwannee River. As we hike we will discuss the origins of the river in the swamp and where all that water is headed. We will also talk about the history of the area from the purpose of the Suwannee River Sill to turpentiners in the woods. This hike will cover about 2.5 miles and will have sections off trail. No pets on this hike. Wear closed toe shoes. Bring water, bug spray and dress for the weather. Some ar... See More



TUE, JAN 1
Suwannee River Swamplands: First Day Hike
Stephen C. Foster State Park - Fargo
You like Stephen C. Foster State Park Interested

Facebook Insights

Page		Inbox 20+	Events	Manage Jobs	Notifications 99	Insights	More ▾	Settings	Help ▾
Posts	Overview	Reach: Organic / Paid ▾							
	Promotions	Published	Post	Type	Targeting	Reach <i>i</i>	Engagement	Promote	
	Followers	02/24/2019 10:15 AM	 Happy Sunny Sunday! Find today's adventure on			9.5K 	132 71		<button>Boost Post</button>
	Likes	02/24/2019 10:07 AM	 It's FINALLY sunny again, which means hikers are headed to the			29.7K 	2.6K 516		<button>Boost Post</button>
	Reach	02/23/2019 11:00 AM	 The Okefenokee Swamp is a great spot for watching wildlife like			13.3K 	236 218		<button>Boost Post</button>
	Page Views	02/23/2019 8:10 AM	 Scottish Heritage Days at Fort King George March 8 - 10, 2019 Did you			13K 	502 477		<button>Boost Event</button>
	Branded Content	02/22/2019 4:18 PM	 There's GOLD (to be saved) in them thar hills! Some of Georgia's			10.3K 	193 70		<button>Boost Post</button>
	Events 	02/22/2019 3:56 PM	 Providence Canyon fans, good news! The new visitor center opens			16.9K 	915 167		<button>Boost Post</button>
	Videos	02/19/2019 6:10 PM	 Georgia's highest state park is hiring seasonal employees now,			15.1K 	676 72		<button>Boost Post</button>
	Stories	02/19/2019 5:00 PM	 Thanks, BuzzFeed, for including Georgia's own Tallulah Gorge in this			7.6K 	177 71		<button>Boost Post</button>
	People	02/19/2019 2:16 PM	 Jarrell Plantation Historic Site tells the story of a 600-acre cotton			23.2K 	1.1K 478		<button>Boost Post</button>
	Local Messages	02/19/2019 7:00 AM	 What a wonderful story. Congratulations, Miss Torphy!			89.8K 	1.8K 6K		<button>Boost Post</button>
	API	02/18/2019 8:00 AM	 Happy Presidents Day! What better day to explore Roosevelt's Little			12.2K 	204 140		<button>Boost Post</button>

Instagram

- Here's your chance to shine with great photos and video.
- All sites should have a hashtag. Ask visitors to use it.
- Search your site name to find visitors' posts. Thank them for coming. Comment on posts.
- Engage conversations, like this one at right.



Instagram Examples



Left and middle are great examples. Right shows how flyers are harder to read.

Instagram Examples



All are good examples of what to post. The one on right used Repost app.

How Many Accounts?



Crooked River State Park
Page · 5.6K like this · Government Organization
 Rena Johnson and 9 other friends like this
Government Organization

✓ Liked ▾



North Star Bait and Tackle at Crooked River State Park
799 like this · St. Marys, Georgia · Fishing Store
North Star Bait and Tackle is centrally located to all fishing areas in Ca...

✓ Liked ▾



Friends of Crooked River State Park
506 like this · St. Marys, Georgia · Nonprofit Organization
The mission of Friends is to partner with, promote and preserve Crook...

✓ Liked ▾

It's better to have just one account that reaches more people.