

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.

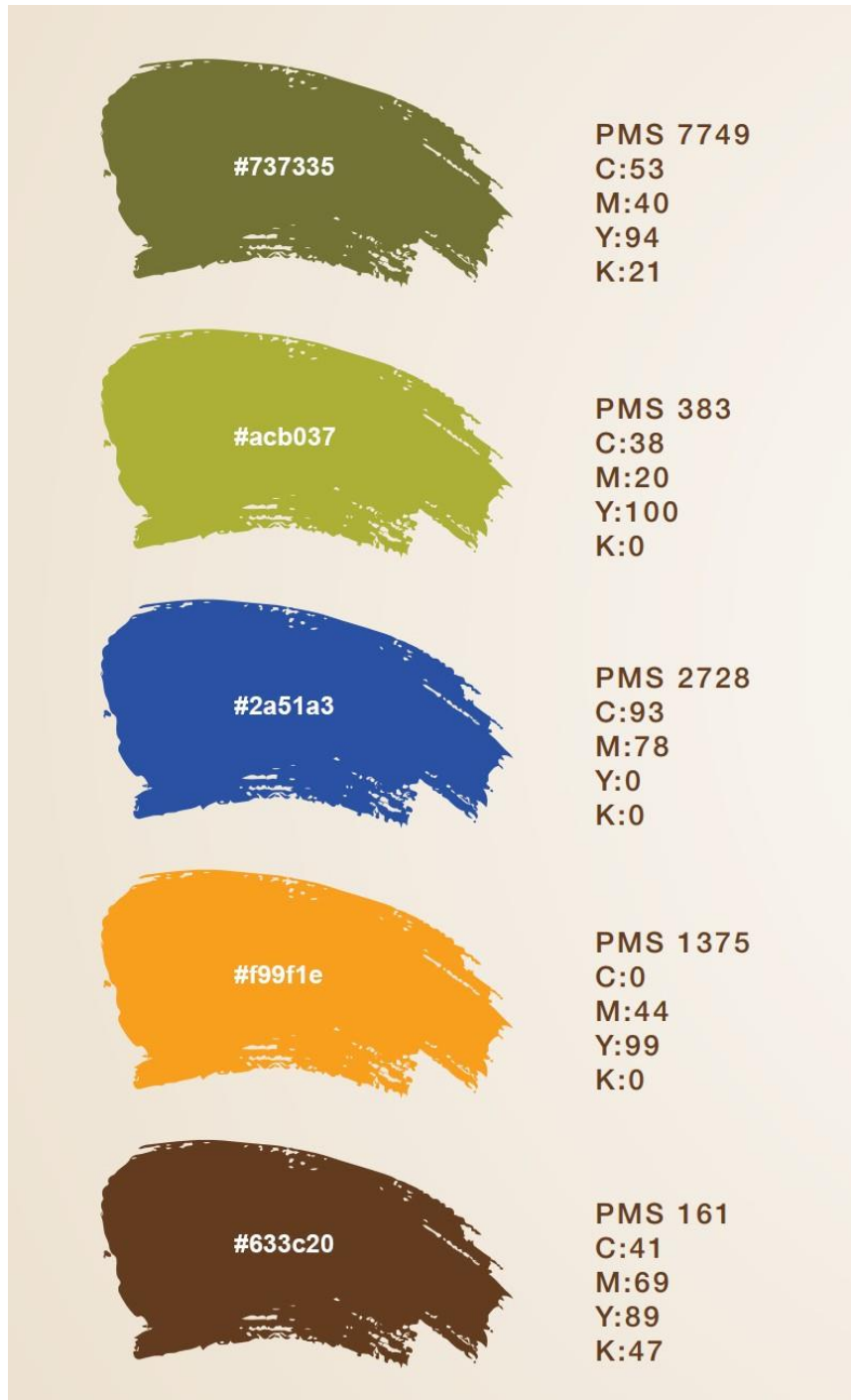
Designing Flyers and Brochures: Go Through a Checklist.

- 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.

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

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.



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Aliquam auctor quam a
nulla. Aliquam justo lorem,
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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 elipses.....
- 4. Consistency.** Heading sizes, body text sizes, colors, etc. should be consistent across the design.
- 5. Stretching, squishing 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.



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 "Kirk 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 "Kirk 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



**GEORGIA**
DEPARTMENT OF NATURAL RESOURCES

STATE PARKS & HISTORIC SITES

GeorgiaStateParks.org

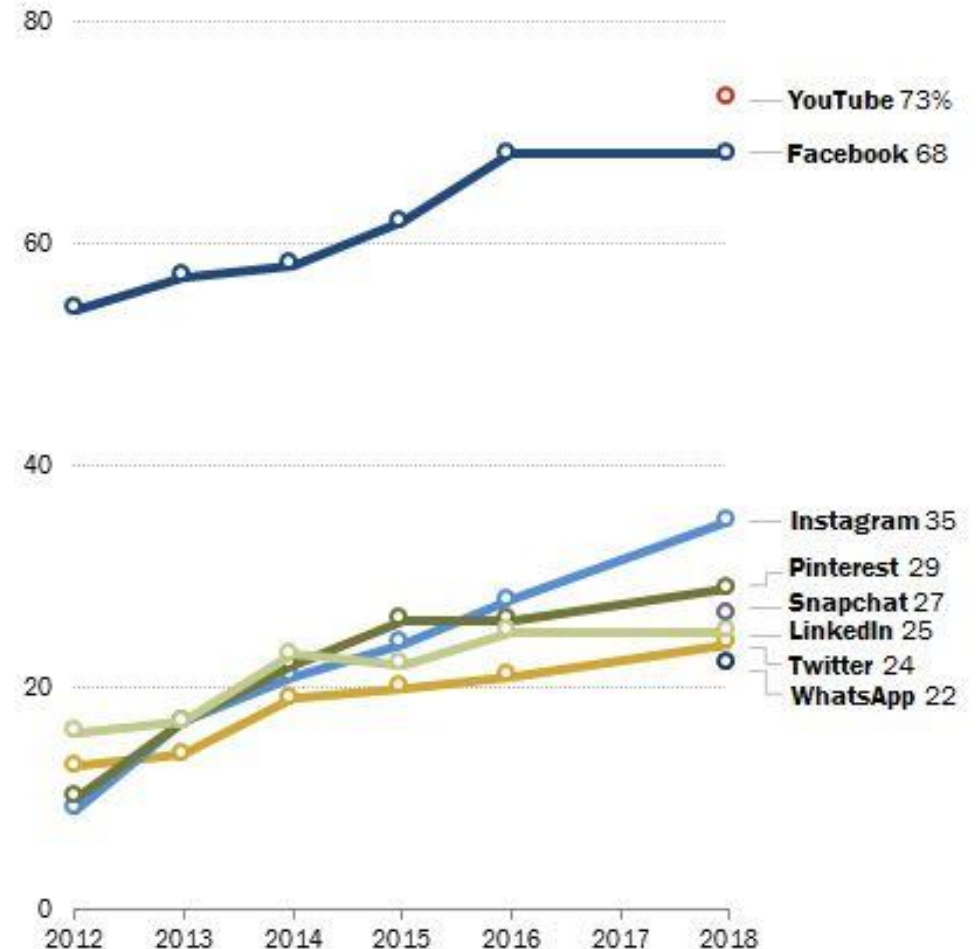
Social Media

- 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

The image shows the Facebook profile page for the Georgia State Parks & Historic Sites Division - Georgia DNR. The page layout includes a top navigation bar with the Facebook logo, search bar, and user profile. Below this is a secondary navigation bar with tabs for Page, Inbox (99+), Events, Manage Jobs, Notifications (99), Insights, and More. The main content area features a large cover photo of a lake at sunset with a canoe in the foreground. To the left of the cover photo is the profile picture, a green leaf icon, and the page name with a verified badge. Below the profile picture is a list of menu items: Home, About, Events, Photos, Reviews, Twitter, Welcome, and Videos. The main content area also includes a 'Book Now' button and a 'Write a post...' section with options for creating posts, live videos, events, offers, and jobs. A yellow arrow points to the 'More' button in the top navigation bar. Another yellow arrow points to the 'Book Now' button. A third yellow arrow points to the 'More' button in the post creation section. A fourth yellow arrow points to the 'See More' link in the right sidebar.

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/Video

Feeling/Activ...

Check in

More

Liked

Following

Share

Book Now

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

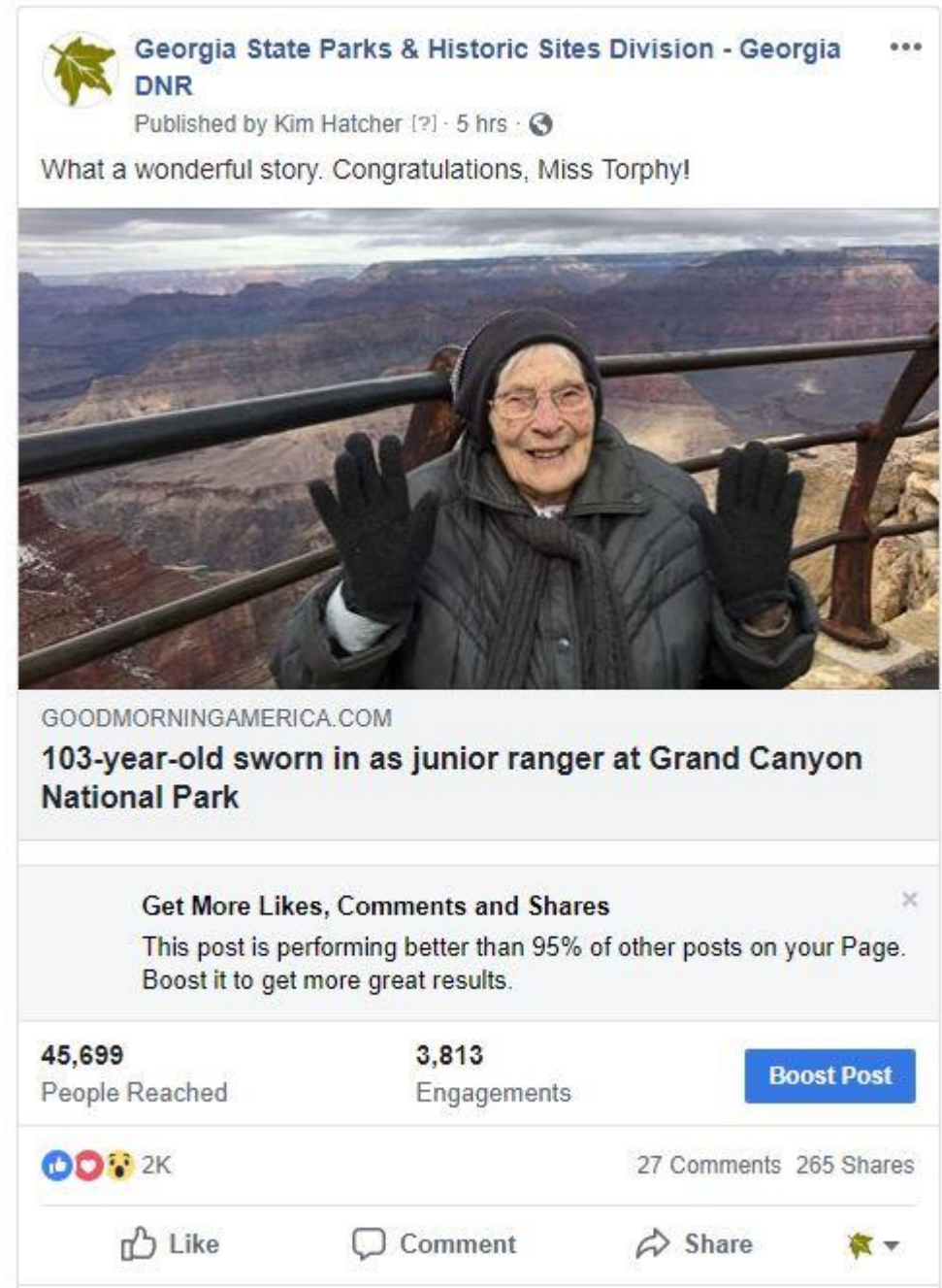
Algorithm controls posts, so users see friends and family before businesses. This means you have to post better content to encourage engagement.

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

Entertain * Inspire * Inform

Must Include one:

- Videos
- Photos
- Shares
- Links



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.



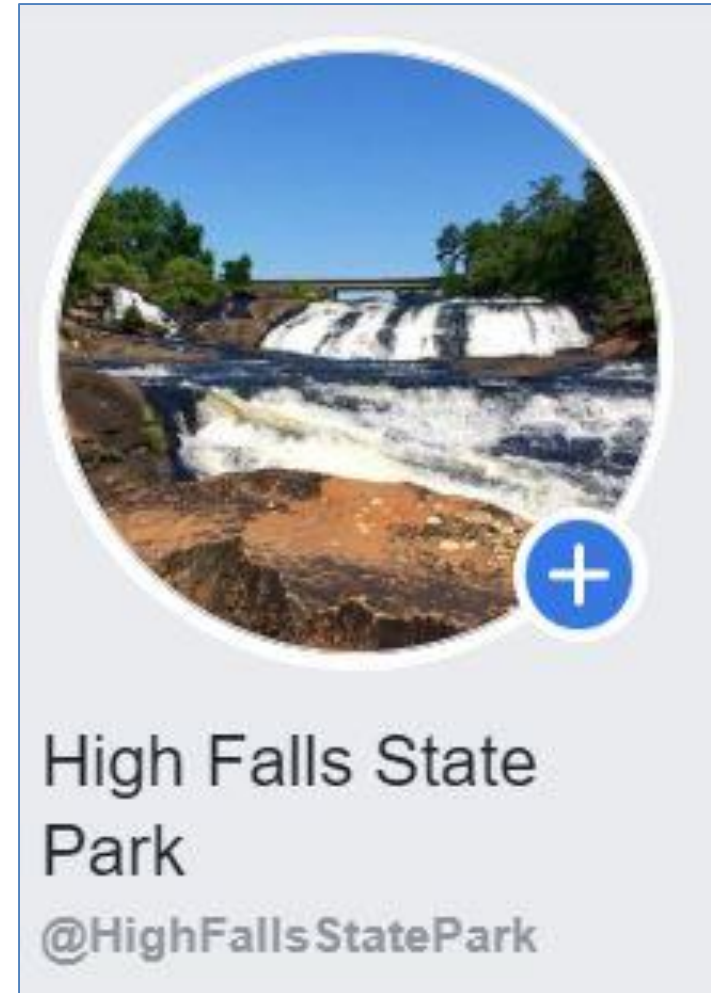
Facebook Do's and Don'ts, cont'd.

- 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.)



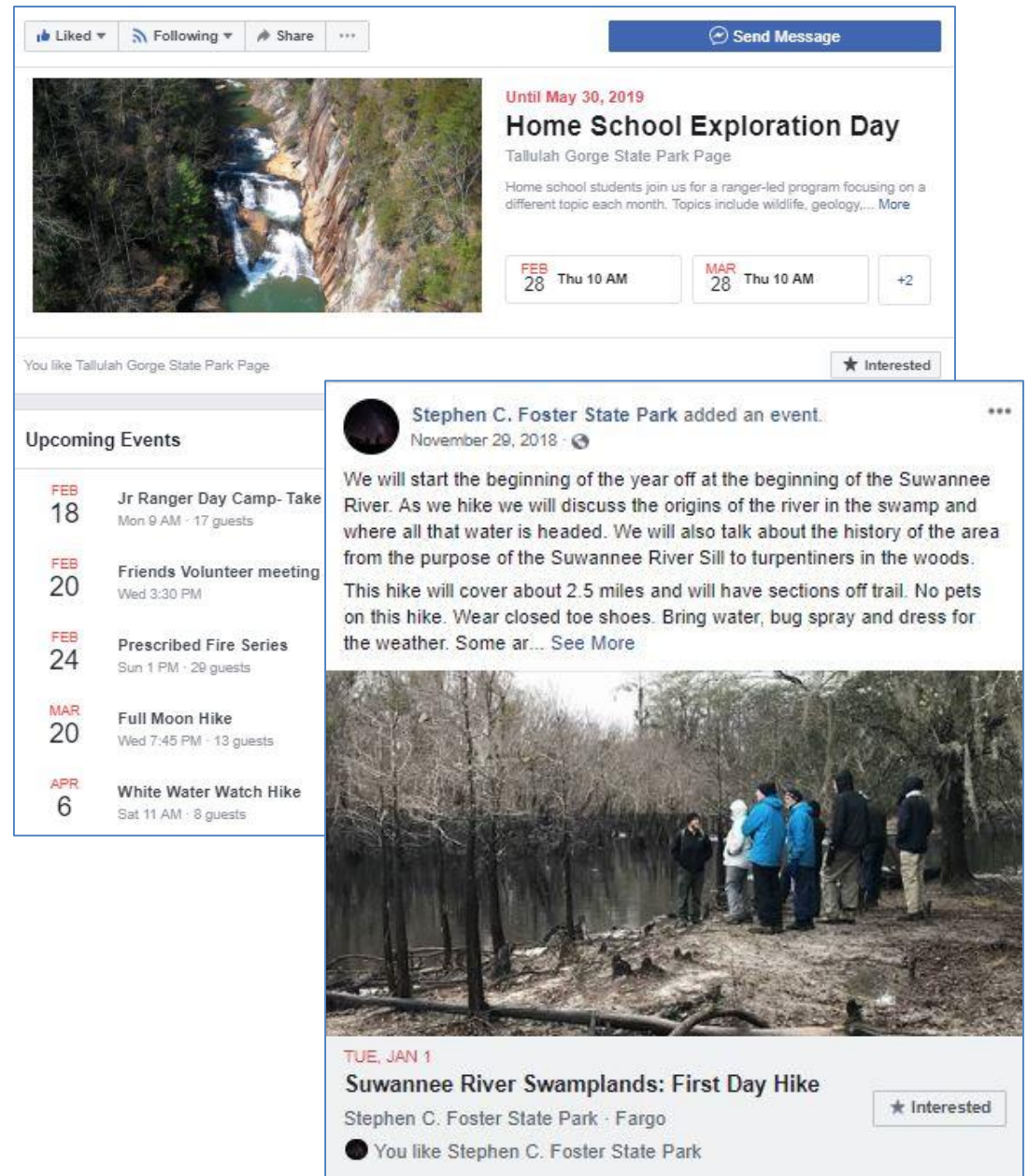
Facebook Photos and Videos

- 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.



The screenshot shows a Facebook page for Tallulah Gorge State Park. At the top, there's a navigation bar with 'Liked', 'Following', 'Share', and 'Send Message' buttons. Below this is a large photo of a waterfall. To the right of the photo, the event 'Home School Exploration Day' is listed, running until May 30, 2019. It's a ranger-led program for home school students, focusing on different topics each month like wildlife and geology. Below the event title, there are two date buttons: 'FEB 28 Thu 10 AM' and 'MAR 28 Thu 10 AM', with a '+2' button indicating more dates. Below the photo, there's a section for 'Upcoming Events' with a list of five events: 'Jr Ranger Day Camp- Take' (FEB 18, Mon 9 AM, 17 guests), 'Friends Volunteer meeting' (FEB 20, Wed 3:30 PM), 'Prescribed Fire Series' (FEB 24, Sun 1 PM, 29 guests), 'Full Moon Hike' (MAR 20, Wed 7:45 PM, 13 guests), and 'White Water Watch Hike' (APR 6, Sat 11 AM, 8 guests). To the right of the 'Upcoming Events' list, there's a post from 'Stephen C. Foster State Park' dated November 29, 2018. The post text describes a hike on the Suwannee River, discussing its origins and history, and mentions a 2.5-mile hike with sections off-trail. Below the text is a photo of a group of people standing on a riverbank. At the bottom of the post, it says 'TUE, JAN 1' and 'Suwannee River Swamplands: First Day Hike' by Stephen C. Foster State Park · Fargo. There's an 'Interested' button and a note 'You like Stephen C. Foster State Park'.

Until May 30, 2019
Home School Exploration Day
Tallulah 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

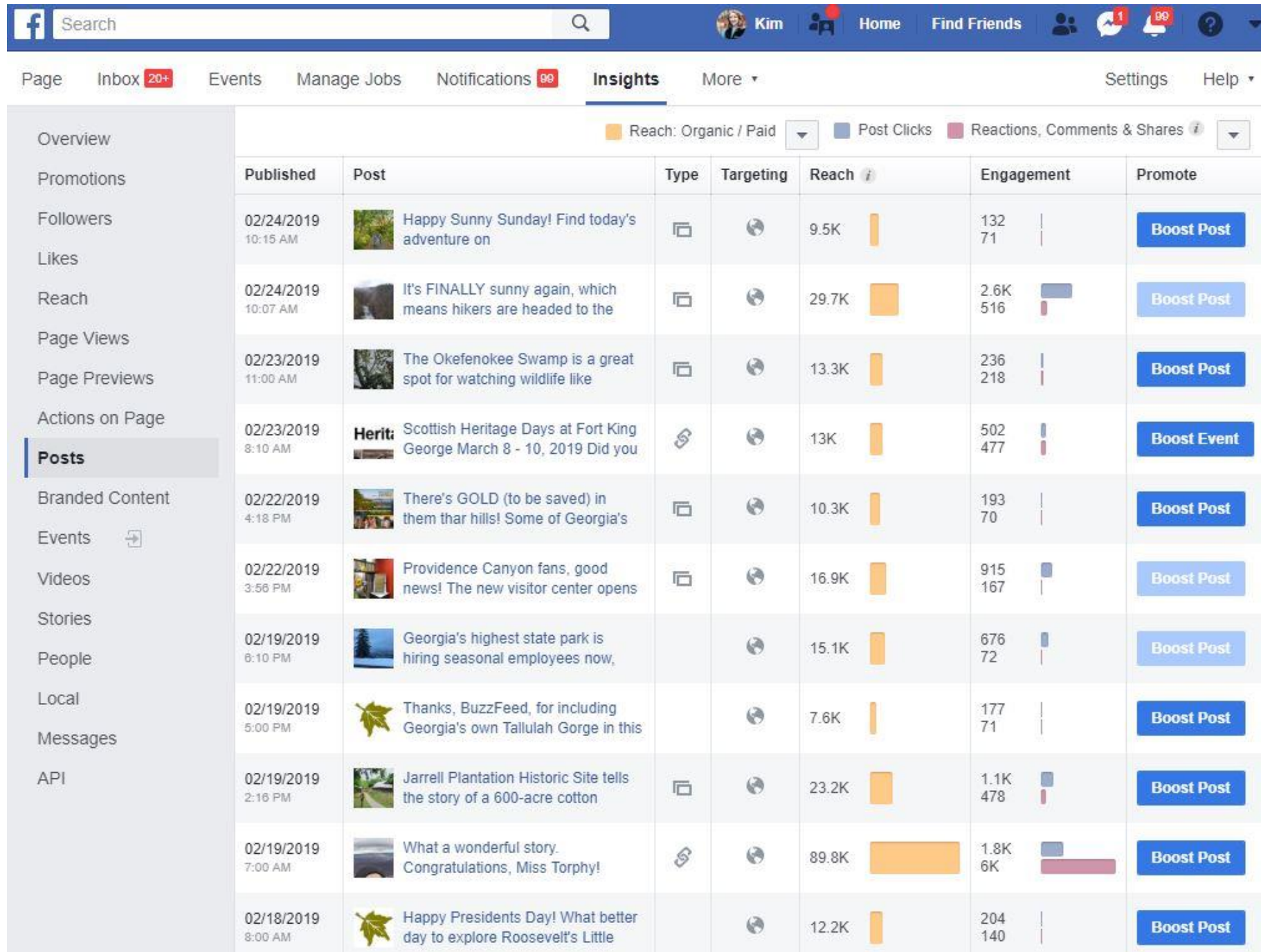
Date	Event Name	Time	Guests
FEB 18	Jr Ranger Day Camp- Take	Mon 9 AM	17 guests
FEB 20	Friends Volunteer meeting	Wed 3:30 PM	
FEB 24	Prescribed Fire Series	Sun 1 PM	29 guests
MAR 20	Full Moon Hike	Wed 7:45 PM	13 guests
APR 6	White Water Watch Hike	Sat 11 AM	8 guests

Stephen C. Foster State Park added an event.
November 29, 2018 · 🌐

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



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 ✓ Liked ▼
Page · 5.6K like this · Government Organization
Rena Johnson and 9 other friends like this
Government Organization



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



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

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