

Photo: J.Koteen Photography



LOVE YOUR PARKS

2024 Love Your Parks Campaign

Partner Social Media Toolkit

2024 LOVE YOUR PARKS CAMPAIGN

The Passport to the Parks program is a crucial initiative ensuring the accessibility, maintenance, and improvement of Connecticut's State Parks and Forests. For just \$24 added to your three-year motor vehicle registration (equivalent to \$8/year), this program provides essential funding, allowing vehicles with Connecticut license plates free day-use entry to all 142 State Parks and Forests.

In the past, underfunding led to the closure of campgrounds, reduced hours for museums and nature centers, a significant reduction in seasonal workers, termination of full-time park maintainers, and the switch to "passive management" for many parks. The Passport to the Parks program, initiated in the 2018-19 budget, reversed this trend by providing a reliable funding source, ensuring our parks remain open, maintained, and improved.

The "Love Your Parks" campaign aims to increase awareness of the Passport to the Parks program and foster positive public engagement with our parks. We want to inform residents about the program's benefits, encourage park visitation, and gather and share personal park stories. By highlighting the impact of the Passport to the Parks program, we hope to build a community of park lovers dedicated to preserving and enjoying Connecticut's special places.



LOVE YOUR PARKS LANDING PAGE



Visit our Love Your Parks landing page (www.ctwoodlands.org/Love-Your-Parks) for a brief overview of the Passport to the Parks program, it's importance, and additional resources including DEEP's new t-shirts commemorating Connecticut's State Parks and Forests..



CAMPAIGN LAUNCH

Week 1

Suggested Post Date: 8/6

Use the following copy for Facebook, Instagram, LinkedIn, and/or X with the “LoveYourParks_Launch.jpg” image provided. ***Indicates fillable text to promote your group’s social handles:

POST COPY: Hey Connecticut! Did you know the Passport to the Parks program has been making outdoor adventures easier since 2018? CT-registered vehicles can enjoy free entry to ALL 142 state parks—no fees required!

Join us this summer to celebrate #PassportToTheParks and Connecticut’s beautiful State Parks by sharing your park stories. Use #MyPassportTo to show how you use your passport to the parks. And tag @ctforestandparkassociation, @ctstateparks, and @*** for a chance to get your story featured!

HASHTAGS TO USE: #CTStateParks #CTParks #LoveYourParks #GetOutside



STORY COLLECTION

Week 1

Suggested Post Date: 8/8

Use the following copy for Facebook and Instagram with the image template provided. Share example stories from staff, volunteers, or partners to encourage followers to share their favorite State Park and why. ***Indicates fillable text to promote your group's social handles:

POST COPY: Which Connecticut State Park holds a special place in your heart? Tell us about your favorite Connecticut State Park and what makes it special to you! Share your stories, pics, and memories using #MyPassportTo and tag @ctforestandparkassociation, @ctstateparks, and @***.

HASHTAGS TO USE: #PassportToTheParks #CTStateParks #CTParks #LoveYourParks #GetOutside

IMAGE TEMPLATE: <https://bit.ly/3WCmutl>



STATE PARK SPOTLIGHT

Week 2

Suggested Post Date: 8/13

Use the following for Facebook, Instagram, and LinkedIn with the image template provided. Spotlight your State Park with interesting facts, activities available, and beautiful images. ***Indicates fillable text to promote your group's social handles:

POST COPY: Did you know [INTERESTING FACT ABOUT STATE PARK]? That's why [STATE PARK] is #MyPassportTo [VERB OR ACTIVITY]!

Share your favorite memory of [STATE PARK] in the comments!

HASHTAGS TO USE: #PassportToTheParks #CTStateParks #CTParks #LoveYourParks #GetOutside

IMAGE TEMPLATE: <https://bit.ly/3SAIaFW>



FUN FACT

Week 3

Suggested Post Date: 8/16

Use the following for Facebook, X, and LinkedIn.

POST COPY: Less than a decade ago, many of our beloved Connecticut State Parks faced closures. Campgrounds were closed, museum and nature center hours were slashed, and nearly 50% of seasonal workers were let go.

Thanks to #PassportToTheParks, Connecticut parks are open and thriving! Learn more about the program: www.ctwoodlands.org/Love-Your-Parks

HASHTAGS TO USE: #CTStateParks #CTParks #LoveYourParks #GetOutside



SHARING STORIES

Week 3

Suggested Post Date:
Anytime

Use the following for Facebook, Instagram, and X. Feature stories shared by the public using their images. ***Indicates fillable text to promote your group's social handles:

POST COPY: Check out this park story from [@USERNAME] about their favorite Connecticut State Park!

“[USER STORY/QUOTE]”

Thanks for sharing why you #LoveYourParks and supporting Connecticut's beautiful State Parks. Your stories inspire us and others to #GetOutside and explore these special places.

Want to be featured? Share your adventures with us using #MyPassportTo and tag @ctforestandparkassociation, @ctstateparks, and @***.

HASHTAGS TO USE: #PassportToTheParks #CTStateParks #CTParks #GetOutside



CT DEEP T-SHIRT CAMPAIGN

Week 4

Suggested Post Date: 8/20

Use the following for Facebook, Instagram, and X with the “LoveYourParks_DEEP_TShirt.jpg” image provided.

POST COPY: Adventure in style with a classic WPA-inspired design of your favorite Connecticut State Park!

@ct.deep recently unveiled their new Parks-themed t-shirts, created by DEEP’s talented visual media designer, Joe Cunningham.

Available online for \$23, these shirts come in multiple colors, with all net proceeds supporting the #PassportToTheParks fund to help maintain and improve our beloved state parks.

Order your T-shirts today at shop.ctparks.com.

HASHTAGS TO USE: #CTStateParks #CTParks #LoveYourParks
#GetOutside



SUMMER INTENTIONS

Week 4

Suggested Post Date:

Anytime

Use the following for Facebook, Instagram, and X with the “LoveYourParks_Fill-in-the-Blank.jpg” image provided.

POST COPY: Fill in the blank:

This summer, I’m looking forward to _____ in Connecticut’s State Parks! Share your summer intentions and favorite park activities.

HASHTAGS TO USE: #PassportToTheParks #MyPassportTo
#CTStateParks #CTParks #LoveYourParks #GetOutside



THANK YOU

Week 5

Suggested Post Date: 8/28

Use the following for Facebook, Instagram, and X with the “LoveYourParks_TY.mp4” video provided.

POST COPY: Thanks to your support of the #PassportToTheParks program, Connecticut’s beautiful State Parks are open, maintained and accessible for EVERYONE.

Let your legislator know how much you support your #CTStateParks. #GetOutside and enjoy a park adventure. Share your stories and pics about #MyPassportTo. It’s all about free park access, preserving Connecticut’s beautiful State Parks, and supporting local jobs.

Check out additional resources and ways to support at www.ctwoodlands.org/Love-Your-Parks.

HASHTAGS TO USE: #CTParks #LoveYourParks



LABOR DAY WEEKEND

Week 5

Suggested Post Date: 8/31

Use the following for Facebook, Instagram, and X with the “LoveYourParks_LaborDay” image provided.

POST COPY: Happy Labor Day weekend! It’s the perfect time to #GetOutside and enjoy all that Connecticut State Parks have to offer. Whether parks are #MyPassportTo fun, community, adventure, creativity, peace, and more, share your reason with us by tagging @ctforestandparkassociation, @ctstateparks, and @*** in stories and pics of your weekend adventures.

Remember, with #PassportToTheParks, CT-registered vehicles can enjoy free entry to ALL 142 state parks—no fees required!

HASHTAGS TO USE: #CTStateParks #CTParks



Conserving Connecticut for Today and Tomorrow.

Please contact Executive Director Andy Bicking
abicking@ctwoodlands.org if you have questions.