

Greetings from the Office of Communications,

June is **Great Outdoors Month!** For our [monthly message](#), we are joining the “Great Outdoors” movement and encouraging parks and programs to highlight the many ways to get outside and enjoy nature and our outdoor cultural and historic sites, while also bringing attention to the contributions of partners and volunteers. National Trails Day (June 3), Get Outdoors Day (June 10), Flag Day (June 14), International Picnic Day (June 18), National Eagle Day (June 20), and [other fun moments](#) offer great opportunities to invite audiences to find their park with us!

Kicking off the Rivers and Trails 50th Anniversary

On June 1, we'll join with our interagency and non-profit partners to launch #FindYourWay—an umbrella campaign to celebrate the 50th anniversary of the National Trails System and Wild and Scenic Rivers in 2018. Building on #FindYourPark, the 50th celebration will invite visitors to connect with the thousands of trails and rivers across the country. We'll post more information about how to join campaign on [InsideNPS](#) as we go along!

Picnic in the Park

Parks are expanding on last year's successful day of picnics at parks across the country. June 18 is International Picnic Day—and Father's Day—making it a great opportunity to host fun family events. The Midwest Region got us started last year and has put together some great guidance for this to go coast-to-coast and beyond this year!

Volunteer 101 Challenge

Interpretation, Education, and Volunteers is challenging volunteers to find their park and celebrate Parks 101 by contributing 101 hours in 2017!

Here are some ideas for how to engage with these initiatives and align your activities with the ongoing Find Your Park / Parks 101 messaging...

- Programs and Activities:
 - Continuing the Parks 101 theme, highlight lesser-known or unexpected ways to get outdoors in your park or program.
 - Offer programs that explore what being outside means in your park or area—discover lesser-known stories about your urban park's neighborhood, the natural features of your historic landscape, or the [hidden history](#) of your natural landscape!
 - Encourage your VIPs to start the Volunteer 101 Challenge in the great outdoors this month—especially along one of our wild and scenic rivers or a national trail!
 - Plan activities for Picnic in the Park, or invite your visitors to enjoy Father's Day by picnicking in your park!

- NPS.gov:
 - Create [shared content](#) (articles, people, and places; things to do and trip ideas; news and events; photos and multimedia) and use the appropriate [CMS tags](#) so they can appear on park websites, subject sites, and national-level pages.
 - Monthly messaging tags: “Parks 101,” “Find Your Park,” “camping,” [“wilderness”](#)

- Soon-to-be-launched subject site tags: “military” and “veterans” (American Military), “pets” (Pets), “trails” (Trails & Hiking), “safety” (Health & Safety)
 - See the [monthly shared content calendar](#) for tags for theme months, special events, and more.
- Social Media:
 - Post questions about lesser-known outdoor features of your park, especially if the answer can be found by clicking through to a page on your website.
 - When you create an article on NPS.gov (see above), share it via your social media accounts. Check out this fun example looking at the [evolution of the women’s ranger uniform!](#)
 - Host a live social media moment exploring a unique outdoor feature or anecdote from your park.
 - Post creative picnic ideas or photos of great picnic spots in your park—use #PicnicinthePark.
 - Be sure to include #FindYourPark in your social media posts throughout 2017!

Looking Ahead

The monthly message for July will be “Welcoming New Audiences” -- so we’ll have a great opportunity to reach out to audiences that might be new to the remarkable stories and places stewarded by the National Park Service and our partners! It is also a great time to host a naturalization ceremony in your park. For more information, see [internal guidance](#) and [NPS.gov site](#).

Thank you, as always, for the tremendous work you do to protect and share the amazing places in our care!

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