**Shenandoah National Park**

**Wildlife Safe Distance Campaign**
**Social Media Posts and Timeline**

Note: All links have been shortened with custom URLs for tracking purposes for the research. Below each post that contains a link is a description of the web page it should link to, if applicable. Please ensure you use the provided shortened links.

Times were selected based on general effective posting times for each platform and desired audience (weekend visitors who may be up and browsing social media earlier in the morning than typical).

Consider using Hootsuite (free version) or another manager of choice to schedule posts ahead of time within a single interface. Otherwise, both Facebook and Twitter for business have options to schedule posts in advance, but Instagram does not. Syncing Hootsuite with your mobile device and NPS Instagram account is required to post to Instagram: <https://blog.hootsuite.com/how-to-schedule-instagram-posts/>

|  |
| --- |
| **Timeline Summarized** |
| **Date and Post Description** | **Time and Channels** |
| Thursday, 10/19Campaign graphic | Noon, Twitter1 p.m., Facebook3 p.m., Instagram |
| Friday, 10/20TBD | 8:00 a.m., Facebook and Instagram |
| Saturday, 10/21TBD | 8:00 a.m., Twitter, Facebook, Instagram |
| Sunday, 10/22TBD | 9:30 a.m., Facebook and Instagram |

**Thursday, Sept. 14: 1 post each to Twitter, Facebook, Instagram**

**Twitter at Noon**



Image: 10-19campaign\_graphic.png

Caption/text: A great #ShenNPS trip starts w/ safe distance from wildlife. More on how 2 see wildlife: <https://goo.gl/BnFbKu> #FindYourDistance

*Link should direct to Wildlife Viewing Safety page:*
<https://www.nps.gov/shen/learn/nature/viewing-wildlife-reminders.htm>

**Facebook at 1:00 p.m.**

Image: 10-19campaign\_graphic.png

Caption/text: A great park experience starts with the safe distance from wildlife. We think a long-distance relationship is the best kind of relationship because it allows you to stay safe and give wildlife the space they need. For more on how to view wildlife in our park, go to: <https://goo.gl/FThn6X>

*Link should direct to Wildlife Viewing Safety page*

**Instagram at 3:00 p.m.**

Image: 10-19campaign\_graphic.png

 Caption/text: A great park experience starts with the safe distance from wildlife. We think a long-distance relationship is the best kind of relationship because it allows you to stay safe and give wildlife the space they need. For more on how to view wildlife in our park, go to the link in our bio. #FindYourDistance #shenNPS

*\*\*\*Replace the profile/bio link with:* <http://bit.ly/2xZKScu> *(please keep as link in bio until Monday)*. You will have to replace the existing bio link with this one. Instagram only allows one link in the bio.

**Friday, Oct. 20: 1 post each to Facebook and Instagram**

**Facebook at 8:00 a.m.**

****

Image: 10-20friends\_keep\_safe\_distance.jpg

Caption/text: We’ve all had that person who, even with best intentions, gets in the way of a great relationship. Be a good friend to wildlife by giving them at least 2 bus-lengths of space and a clear escape route. Bears? Better make it twice that amount of space! Get more tips on how to see wildlife in the park: <https://goo.gl/7t1fQ3>

*Link should direct to Wildlife Viewing Safety page*

**Instagram at 8:00 a.m.**

Image: 10-20friends\_keep\_safe\_distance.jpg

Caption/text: We’ve all had that person who, even with best intentions, gets in the way of a great relationship. Be a good friend to wildlife by giving them at least 2 bus-lengths of space and a clear escape route. Bears? Better make it twice that amount of space!

See link in bio for more tips on how to see wildlife in the park. #ShenNPS #FindYourDistance

*Link in Bio remains the same.*

**Saturday, Oct. 21: 1 post each to Twitter, Facebook, Instagram**

**Twitter at 8:00 a.m.**

Image: 10-21photo\_tip.jpg



Caption/text: Share your wildlife photos taken from the safe distance using #ShenNPS #FindYourDistance. See more tips: <https://goo.gl/Cew3Vr>

**Facebook at 8:00 a.m.**

Image: 10-21photo\_tip.jpg

Caption/text: It’s easy to capture amazing wildlife photos, even from a distance. What are your tips for getting wildlife photos from the safe distance? If you’ve got a photo taken from the safe distance (about 4 bus-lengths for black bears and 2 bus-lengths for other wildlife), let’s see it in the comments. See our photo tips at: <https://goo.gl/nkH5RE>

*Link should direct to Wildlife Viewing and Photography page:*

**Instagram at 8:00 a.m.**

Image: 10-21photo\_tip.jpg

Caption/text: It’s easy to capture amazing wildlife photos, even from a distance. What are your tips for getting wildlife photos from the safe distance? If you’ve got a photo taken from the safe distance (about 4 bus-lengths for black bears and 2 bus-lengths for other wildlife), share it using #SNP #FindYourDistance or tag us.

**Sunday, Oct. 22: 1 post each to Facebook and Instagram**

**Facebook at 9:30 a.m.**

Image: 10-22fawned.jpg



Caption/text: Many know to keep their distance from animals with claws and teeth. But even seemingly docile wildlife can have a fierce temper, especially when their young are nearby. Remember, distance makes the heart grow fonder. For more wildlife viewing and photography tips: <https://goo.gl/AN7Lwm>

*Link should go to Wildlife Viewing and Photography page*

**Instagram at 9:30 a.m.**

Image: 10-22fawned.jpg

Caption/text: Many know to keep their distance from animals with claws and teeth. But even seemingly docile wildlife can have a fierce temper, especially when their young are nearby. Remember, distance makes the heart grow fonder. For more on wildlife viewing and photography, see link in bio. #ShenNPS #FindYourDistance