

Attachment 3: FYP social media opportunities

Social media offers the opportunity to link BLM posts to FYP in order to leverage interest in the national initiative to increase awareness of local efforts. Please be sure to abide by existing Bureau policy governing the use of social media platforms. The following social media outlets provide opportunities:

Facebook

Facebook can attract new followers, build knowledge, affinity and engagement with units and programs and increase awareness of specific events. Use #FindYourPark, #<unit name> to solicit, capture, and share specific unit or program stories.

Twitter

Twitter can provide real-time coverage of events on the BLM public lands and link people to other information channels to share their stories and grow unit, partner and activity experiences. Twitter provides an opportunity to start conversations, solicit and share stories, and find, favorite, retweet, and comment on tweets. Use and encourage the use of #FindYourPark and #<parkname> when developing content for Twitter.

Instagram

Instagram provides an “unfiltered view” of BLM units and programs through the eyes of the visitor. Instagram posts can inspire followers with what other fans are sharing and drive knowledge and affinity of the unit and/or program. Consider soliciting and sharing “wish you were here” images and use and encourage visitors to use #findyourpark or #FYPyes and #<parkname>.