


Social Media Toolkit

for Academy Members

Overview and Academy Social Media Strategy

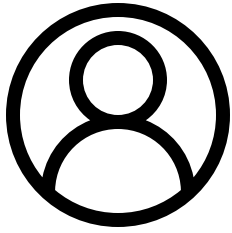
Harnessing the potential of social media is not just advantageous but essential in navigating today's communication and marketing landscape. It serves as one tool for fostering relationships with professionals in the industry and future members of the Academy. Our strategy is to give Academy Members the tools to create an engaging online presence that highlights the Academy's mission, membership benefits, programs, research, and events to increase the world's awareness of the Academy and grow membership.

Academy Online Assets

Website	https://aapra.org/
	LinkedIn
YouTube	AmericanAcademyaapra6847

Social Media Basics

Boosting the Academy's social media presence is only possible if you have a social media account. Below are "How To" links for establishing a Linked In Account



[Sign up for an account](#)



[Follow a colleague or partner](#)



[How to follow AAPRA](#)

Academy Partners and Sponsors

<p>Landscape Structures</p> <p>Website LinkedIn Instagram</p> 	<p>Musco</p> <p>Website LinkedIn Instagram</p> 	<p>National Park Foundation</p> <p>Website LinkedIn Instagram</p> 
<p>National Recreation and Park Association</p> <p>Website LinkedIn Instagram</p> 	<p>Sagamore Venture Publishing</p> <p>Website LinkedIn Instagram</p> 	<p>Williams Architects Aquatics</p> <p>Website LinkedIn Instagram</p> 
<p>Davey Trees</p> <p>Website LinkedIn Instagram</p> 	<p>Eppley Center for Parks and Public Lands</p> <p>Website LinkedIn Instagram</p> 	<p>American Parks & Recreation Foundation</p> <p>Website</p> 

Building Your Academy Social Media Game

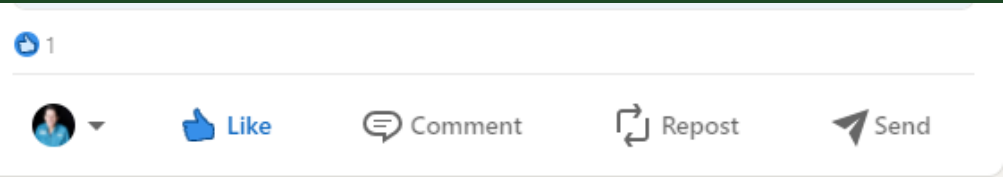
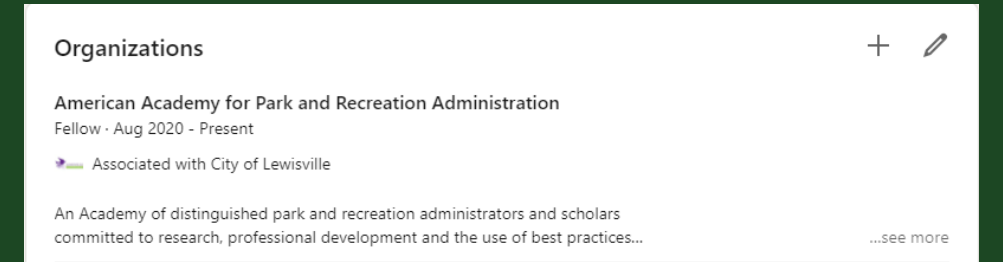
Beginner Level

Add the [Academy logo](#) to your signature line

List the Academy as one of your Organizations on LinkedIn

Like or comment on Academy content

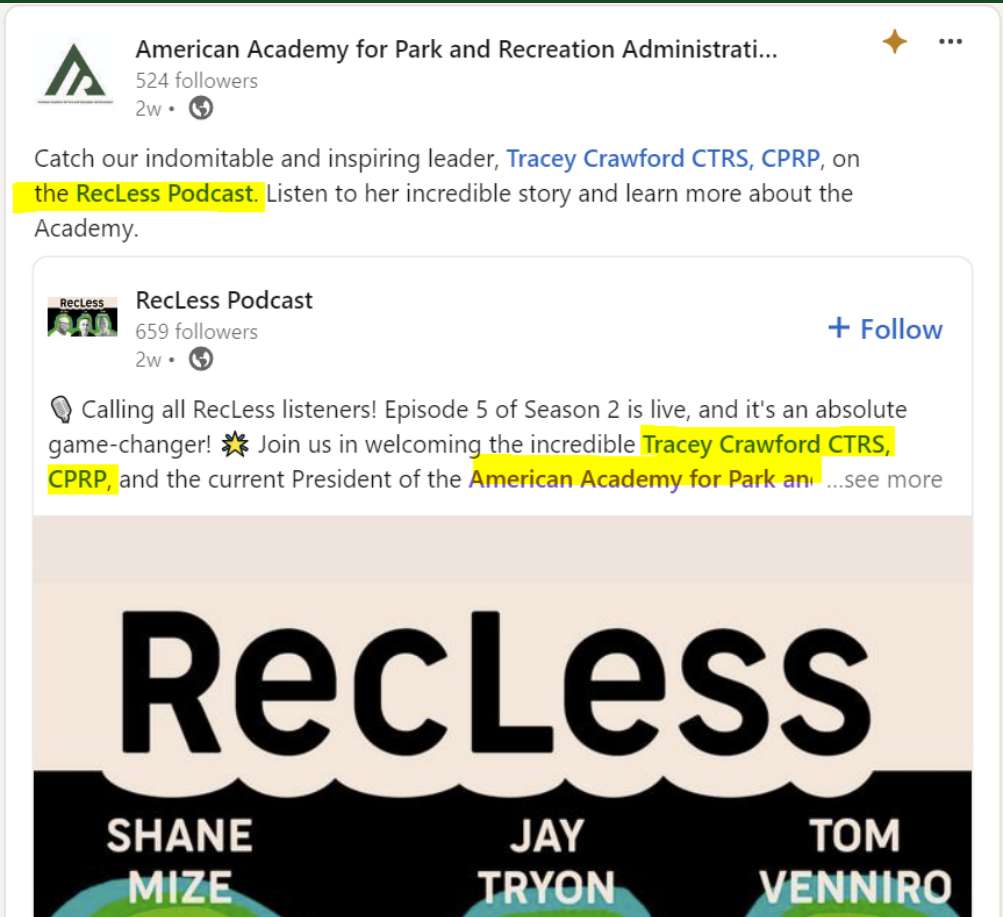
Follow Partners



Intermediate Level

Share Academy content via LinkedIn, Facebook, Email, etc.

Boost by tagging partners or colleagues



Advanced Level

Boost using a personal story or call to action

Boost content using hashtags

Hey, parks and recreation professionals! Have you ever wanted to strengthen your professional development in our parks and recreation profession, but weren't sure how to proceed? Join the Mentorship Program sponsored by the American Academy for Park and Recreation Administration (AAPRA) and NRPA Young Professionals Network (YPN). The Mentorship Program pairs young professionals, students, and even new directors with Mentors who can provide a sounding board, advice, and feedback to help Mentees achieve their goals. The purpose of the program is to provide each Mentee with development opportunities through a relationship with an experienced professional.

The Academy is also looking for experienced professionals who are willing to share their wisdom to serve as Mentors.

Hashtags

People use the hashtag symbol (#) before a relevant keyword or phrase in their post to categorize those posts and help them show more easily in X search. Clicking or tapping on a hashtagged word in any message shows you other posts that include that hashtag. Hashtags can be included anywhere in a post.

Primary	Secondary and Partners	Industry/Boost
#AAPRA #AmericanAcademyforParkandRecreationAdministration	#AAPRALegends #AAPRABestPaper #PugsleyMedal #NRPA	#parksandrecreation #parksandrec #getoutdoors #inclusionmatters #evidencebased #conservation