

“Park Science” Social Media Guidance

National parks are great places to enjoy, recreate, and be inspired. They're also places for science. An important goal of the NPS and its partners is to increase awareness, availability, and accessibility of science in national parks. Social media can be used to achieve this goal. NPS staff, partners, scientists, students, teachers, and visitors can contribute to conversations about science in parks.

Hashtag

For all social media platforms, use the hashtag #ParkScience in your posts. This hashtag applies generically to any park-related science topic and is not specific to National Park System units, the National Park Service, or the NPS journal *Park Science*.

Benefits

- Build awareness of parks as laboratories and classrooms for science
- Alert funders and others to the value that people place on research in parks
- Show scientists that parks are great places to conduct research
- Help people learn about and follow scientific studies and findings in parks
- Let the public see the scientific origins of park management actions

Who Should Do This?

Anyone on social media who is involved with science in parks! If you value park science, you can help increase its visibility. The sky is the limit, but here are some examples:

- Permitted scientists who post about their research on their personal pages
- Universities who use social media to communicate about faculty research
- NSF and other funders who post about projects they support in national parks
- Interpreters who communicate with visitors through park social media accounts
- Volunteers, citizen scientists, school teachers, and others who participate in science in parks
- Resource managers who want the public to know about park science activities
- Visitors who had an interesting experience with science in the park

How To Do This and Examples

Promote the hashtag #ParkScience. Encourage staff, scientists, partners, and the public to contribute words, images, and videos. Re-post good content and add photos to enhance the messages.

- #ParkScience Did you learn some interesting science in the park? Share what fascinated you.
- #ParkScience People have opinions on research in parks. What's yours? Complete the sentence: "Research in parks is ... "
- Are you a researcher working in a park this summer? Share your story #ParkScience
- Pollen trapped in sediment thousands of years ago is a clue to what lived in Acadia. #ParkScience Contemplativemammoth.wordpress.com

- Teachers are learning how scientists study butterfly habitat quality at Indiana Dunes. What science teaching workshops most interest you? #ParkScience
- Citizen scientists are helping Glacier NP learn more about bighorn sheep. See the latest results at the Crown of the Continent RLC #ParkScience
- Want to read more about science in national parks? See the latest issue of *Park Science* www.nature.nps.gov/ParkScience/ #ParkScience
- Rangers at Acadia and Carlsbad Caverns are talking about research. Learn more at iswoopparks.com #ParkScience