



Social Media Toolkit

To assist with your online marketing efforts, we have created this social media tool kit containing everything you need to support the release of ***America Wild: National Parks Adventure*** on Facebook, Twitter and Instagram. Why is social media so important to your marketing campaign? As of August 2014, global active internet users are approaching 3 billion with 77% of users accessing social media on their mobile devices. Breaking that down, below are the numbers of active users for the platforms used in this kit (according to [statistics from March 2015](#)):

Facebook: 1.4 billion

Instagram: 300 million

Twitter: 288 million

Those are numbers you can't ignore! We hope you find this a valuable resource for promoting the film at your theatre, and we look forward to hearing about your executions.

All photos, graphics and video assets referenced in this toolkit can be downloaded at our [Resource Site](#) in the online media tab. Additionally, we've created a [film Facebook page](#) that will have all of the photos and videos for you to use. Be sure to like the page and we will share any of your theatre's film posts to our audience too!

This toolkit will provide you with a posting calendar out-of-the-box promotional ideas, sample copy, and tons of photos and videos. There are also some general social media tips and tricks to help you reach and engage your audience to create a buzz for both your opening and entire run of ***America Wild: National Parks Adventure***.

For additional support, please contact the MFF marketing team:

Lori Rick
Senior Director of Marketing
and Communications
lrick@macfreefilms.com

Mary Jane Dodge
Senior Project Director
mdodge@macfreefilms.com

Shauna Badheka
Distribution Coordinator
sbadheka@macfreefilms.com

Table of Contents

Overall Campaign and Brand.....	3
Promotions	
Facebook.....	4
Twitter.....	7
Instagram.....	8
Calendar Trends	
Daily Trends.....	9
Annual Holidays.....	10
Posting Calendar.....	12
Sample Copy	
General Tag Lines.....	16
Trivia.....	17
Instagram Video and Facebook Mini Clip Copy.....	18
Webisode Copy.....	21
Character Bio Copy.....	22
Caption Contest Copy.....	23
“Park of the Week” Copy.....	24
Fun Fact Copy.....	26
Thursday Twitter Trivia Copy.....	28
Resources to follow.....	30

Photo and video assets that can be found on the Resource Site include:

- [Trailer](#)
- [Educational Trailer](#)
- [Behind the Scenes Webisodes](#) (7)
- [Instagram Videos](#) (15)
- [Facebook Mini Clips](#) (7)
- [Film Stills](#) (34)
- [Holiday Photos](#) (11)
- [Park of the Week Photos](#) (8)
- [Fun Fact Images](#) (8)
- [Inspirational Photos](#) (11)
- [Caption Contest Photos](#) (5)
- [Social Banners](#)

***America Wild* Campaign and Branding**

America Wild: National Parks Adventure is a celebration of the US National Parks and their centennial. The social media campaign is positioned to tell the incredible story of the US National Park Service and to encourage the audience to find their park in their own activities and through the film.

The film showcases the majesty and diversity of the parks in their landscapes, ecology, history, and the way in which we experience them. The parks are the main characters and our guides are expert climber Conrad Anker, artist Rachel Pohl, and adventure photographer Max Lowe

Narrated by Robert Redford, *America Wild* is a MacGillivray Freeman film (@MacFreeFilms) produced in association with Brand USA (@visittheusa) and presented globally by Expedia, Inc. (@Expedia) and Subaru of America, Inc. (@Subaru_usa) with major support from the Giant Dome Theater Consortium.

Key Film Messages and Themes

Natural Beauty

- There are 408 parks in the National Park System and the film highlights over 15.
- Experience the national parks on the giant screen – a subject as big as the outdoors.
- Viewers explore untouched beauty.
- Embark on a family vacation without leaving town.

Adventure

- You'll experience the ultimate outdoor adventure with our guides as they hike, bike, climb, and explore their way across the country. This film appeals to the adrenaline junkie in us all!

Nostalgia

- Audiences will recount their fondest vacations in the national parks as they explore the parks on screen.
- Audiences young and old will be inspired to support the protection and preservation of the National Park System.

History

- The most important camping trip ever – President Teddy Roosevelt met with poet John Muir in Yosemite, California to save the wild spaces in America.

100th Anniversary of the Parks

- National parks connect us to each other and to nature. We can all strive to protect them for future generations.

Promotions

The following social media promotions are designed to engage your audience in a conversation and generate excitement for the film. They diversify your content so that your audience can get fresh and fun posts on each of the platforms where they follow you. Pick a few that you think would excite your online community and have fun!

Your promotions can go above and beyond depending on your level of engagement with your social media audience. These ideas can stand alone, or be used as a jumping off point for a larger event.

In addition to creating a buzzing conversation, promotion can be used for giveaways (promotional items, tickets, etc.) Be sure to include proper rules and regulations before executing any contests or sweepstakes.

Always use the hashtag #AmericaWildFilm or tag the film page at [@National Parks Adventure](#)

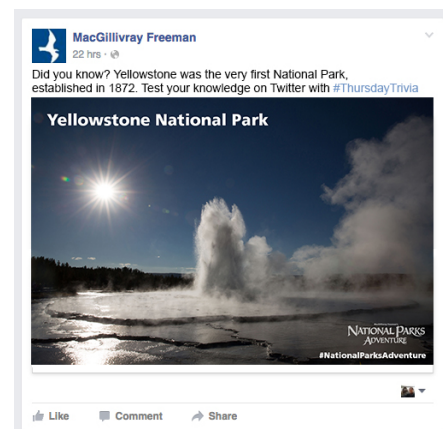
Posting Tip: Having a regular posting schedule gives your audience something to come back for, so trivia on Thursday, prizes on Friday, etc. create a returning follower.

FACEBOOK PROMOTIONS

Park of the Week

Each week, highlight a different [park with a photo](#) on Monday, a [Fun Fact photo](#) on Tuesday, and Twitter trivia on Thursday. You can also include [mini clips](#) or [webisodes](#). Let your audience know your schedule and remind them of what's to come.

- **Example Post 1:** Welcome to “Park of the Week!” To get ready for #AmericaWildFilm (opening [date]) each Monday we'll feature one of the glorious National Parks. Come back every Tuesday for a National Park Fun Fact, and test your knowledge on Twitter with #ThursdayTrivia @Theatername!
- **Example Post (Monday):** Did you know? Yellowstone was the very first National Park in the US, established in 1872, with more geysers and hot springs than anywhere else on Earth! The famous “Old Faithful” geyser erupts about 17 times a day with water that can climb above 200 degrees Fahrenheit! What's something you would do every day?
- **Example post (Tuesday with Fun Fact photo):** Did you know? Yellowstone is the only National Park to cover 3 states: Idaho, Montana, and Wyoming. Have you ever been to Yellowstone? Tell us about it! Follow us on Twitter @Theatername for Yellowstone #ThursdayTrivia!
- **Example twitter posts:**
 - Tweet 1 (morning): Most of @YellowstoneNPS rests atop what? Reply with answer. #AmericaWildFilm @Theatername #ThursdayTrivia
 - **Tweet 2 (mid-morning):** Have your answer to our #AmericaWildFilm quiz yet? Hint: It may awaken again. #ThursdayTrivia



- **Tweet 3 (afternoon):** Answer- A SLUMBERING VOLCANO! Congrats @[name] for the right answer! Tune in next week for more #AmericaWildFilm #ThursdayTrivia
- More Park of the Week copy can be found on pg 23 and Fun Fact Copy on pg 25.

Posting Tip: Tag and follow the parks you reference. This will draw in their followers to your posts and increase engagement. They might also share your posts and photos.

National Park Week (April 16-24, 2016)

The US National Park Service is devoting an entire week to celebrating the parks by encouraging people to explore the outdoors. Learn more about what's planned:

<http://www.nationalparks.org/national-park-week>

- Use the National Park Week Facebook cover photo (in the [social banner set](#))
- Recommended 2 posts per day on each platform with postings about local happenings, theater events, and film [webisodes](#) and [mini clips](#).



Prairie Dog Peek-a-Boo

Using the prairie dog plush toy, take photos with it around town and run a contest for followers to find where he is, or check in at that location, particularly if the theater is partnered with local businesses.

- **Example Post 1:** Peek-A-Boo! Our prairie dog has been digging around town! Do you know where he is? Post in the comments and you'll be entered to win an #AmericaWildFilm prize pack including this plushie!
- **UP THE ANTE:** Make it a scavenger hunt and post clues several days in a row as to where the plush will be with higher stake prizes if people guess multiple days. Encourage followers to check in at those locations for even bigger prizes.



Audience Member of the Week

Encourage followers to post photos from opening weekend (or any time after the movie opens) and then choose a winning photo as your Facebook cover photo as the “Audience Member of the Week”.

- **Example post:** Going to see #AmericaWildFilm this weekend? Share a photo of yourself next to the movie poster in our lobby. The photo with the most likes will be used as our Cover Photo for one week! Rules: (link)
- **UP THE ANTE:** Call for more interactive pictures like pretending to rock climb, pose like a bear, etc.

Wish I Were There

Run a “Wish I Were There!” sweeps. Every Monday for a month, ask followers which US National Park they wish they were visiting.

- **Example post 1:** Stuck in a rut this Monday? If you could be in a national park today, where would you go and what would you do? Comment below and you’ll be entered to win an #AmericaWildFilm prize pack!
- **Example post 2:** Thanks to all who entered our “I Wish I Were There” sweepstakes! We had a lot of great entries and congrats to @[name]! We’ll see you at the premiere!

Photo Caption Contest

Hold a “Photo Caption Contest” by posting an engaging photo and asking followers to come up with their own caption for it.

- **Example post 1:** President Teddy Roosevelt and conservationist John Muir met in Yosemite to camp and plan the National Park System. What do you think they said? Comment with a caption below and see the full story in #AmericaWildFilm, opening [date]
- **UP THE ANTE:** Encourage your followers to post their own recreation of the photo with their caption for a chance to win prizes.



Posting Tip: Check out what hash tags are trending for the day and incorporate any relevant trends into your post.

TWITTER PROMOTIONS

Host a Twitter Party

Invite a character from the film, local park rangers or scientists to host a Twitter Party for your followers for an #AMA (Ask me anything!). They can tweet stories from filming, or answer questions about the movie or the parks.

- You can engage fans that have seen the film to get those “how’d they do it” questions answered, or inspire others to see the film.
- Incorporating a park ranger or expert can also encourage followers to celebrate the centennial and #FindYourPark!

Travel Bucket List

Ask followers which national parks are on their travel bucket list. Entrants must reply with @theatre, #bucketlist, and #AmericaWildFilm in their response. Run the sweeps for 1-2 days and randomly draw winners from eligible entries. Prizing may include promo items and tickets to the movie.

- **Example Post 1:** Which national park is on your bucket list? Answer w/ #bucketlist #AmericaWildFilm and @theater to enter. Rules: (shortened link)
- **Example Post 2:** Only one hour left to enter #AmericaWildFilm #bucketlist sweeps. Rules: (shortened link)
- **Example Post 3:** Congrats to the winners of our #NationalParksAdventure #bucketlist sweeps: (@name), (@name)... etc.

UP THE ANTE: Create a graphic to include on your posts with the key art, end date/time and “National Parks Bucket List Sweeps” along with images of prizing.



Name That Park

Run a contest to “Name That Park!” Every hour provide a clue about the chosen park and randomly select from the correct replies. Give away swag and tickets. Run this with fun facts of a recognizable park, or with a photo of a lesser-known park (ie. Joshua Tree). You can run this promo with a photo on Instagram too. Depending on your audience engagement levels, run the contest hourly, twice a day or daily.

- **Example Post 1:** Wanna win tix to #AmericaWildFilm on [date]? Every hour till 5 we’ll give clues about a park. Answer w/ @theater & #NameThatPark
- **Example Post 3:** Which park has the largest living single-stem tree in the world? Answer w/ @Theater & #NameThatPark!
- **Example Post 4:** Congrats to @name for correctly answering @SequoiaKingsNPS! Enjoy watching #AmericaWildFilm. Play again at 11am. #NameThatPark

UP THE ANTE: Create a graphic with “#NameThatPark” and Attach to posts. More trivia in the sample copy on pg 27

INSTAGRAM PROMOTIONS

Inspirational Photos

We've created [11 inspirational quote photos](#) featuring quotes from our characters for you to share. Keep copy minimal and let the photos speak for themselves.

UP THE ANTE: Encourage your audience to share or like the photos for a chance to win tickets or prize packs.



Nature Inspiration Photos

Not everyone can visit a national park, but everyone can enjoy some sort of nature near their home. Encourage followers to take a photo of a park or nature area near them. Prizes can be swag or tickets so they can virtually visit the parks.

- **Example Post:** If you can't make it to a national park this year, here's a chance to virtually visit – we're giving away 2 tickets to the premiere of #AmericaWildFilm! Just take a photo of any nature that inspires you- a local park, nature preserve or even your own backyard. Post your photo with its location and why it inspires you, along with #AmericaWildFilm, and tag @theatrename for entry. We will select our favorite as the winner!

UP THE ANTE: Boost engagement by choosing the winning photo with the most likes.

National Parks Vacation Photo

Encourage followers to post past vacation photos from a national park for a chance for their photo to be re-posted from the theatre account. Promotion can be held once, monthly or weekly depending on Instagram following and engagement levels.

- **Example Post 1:** We're gearing up to show #AmericaWildFilm in our theatre! To join in the fun, share an image from your favorite park vacation, tag @theatre and include the park name, #latergram and #NationalParksVacationPhoto. We'll select our favorite and post to our account. #AmericaWildFilm opens @theatre name on [date]!
- **Example Post 2** (with chosen photo): Thanks to @name for sharing their #NationalParksVacationPhoto from [park name]! A truly beautiful shot. To experience the majesty of other national parks, see #AmericaWildFilm @theatre on [date].

UP THE ANTE: Run this promotion with videos in addition to photos.



Calendar Trends

Daily Trends

Many social media platforms have daily trending hashtags or campaigns. Be a part of the conversation each day of the week.

- Monday -** #MondayBlues – going back to work after the weekend can be a drag so cheer up your audience with a beautiful, cute, or inspirational photo
Ex: Back to work? Beat those #mondayblues and daydream about #mountainbiking in #Moab. See all the action in #AmericaWildFilm on [date]
- Tuesday -** #TravelTuesday – encourage the travel or #wanderlust spirit with a photo of the parks.
- Wednesday -** #HumpDay – an opportunity to play up photos of domes or arches
-#WisdomWednesday –post a fun fact or inspirational photo
- Thursday -** #TBT – Throw back Thursday is the most popular of all weekly trends. Post a behind the scenes photo or video, or a photo featuring Teddy Roosevelt and John Muir.
#ThursdayTrivia – many twitter pages have trivia on Thursday. Incorporate the “Park of the Week” trivia to attract trivia junkies
- Friday -** #TGIF – post a beautiful photo and ask what the audience is thankful for
#FridayNight – people are planning their weekends, share with them what they could do at the museum over the weekend, or for a date night.
- Saturday -** #SelfieSaturday – encourage the audience to share their photos of themselves in a national park
- Sunday -** #SelfieSunday – just as popular as #SelfieSaturday
#SundayFunday – share the action photos or videos and ask how the audience is spending their #Sundayfunday
#SunsetSunday – Post a sunset photo or encourage followers to share their own park sunsets

HOLIDAYS (dates listed are for 2016)

Holidays are another great way to join in a trending online conversation. The toolkit includes watermarked [photos for particular holidays](#), but for the rest, chose a relevant photo and hash tag the holiday.

1/1	New Years Day	6/19	Father's Day
1/5	National Bird Day	6/20	American Eagle Day
2/2	Groundhog Day	7/31	World Ranger Day
2/2	World Wetlands Day	8/9	Smokey the Bear's Birthday
2/14	Valentine's Day	8/25	US National Park Service Anniversary (100 years in 2016)
3/17	St. Patrick's Day	9/4	National Wildlife Day
3/21	Int'l Day of Forests	9/5	Labor Day (USA)
3/27	Easter	9/24	National Public Lands Day
4/16 - 4/24	US National Park Week	10/31	Halloween
4/22	Earth Day	11/24	Thanksgiving (USA)
4/29	Arbor Day	12/3	World Conservation Day
5/8	Mother's Day	12/5	International Volunteer Day
5/18	Endangered Species Day	12/25	Christmas
6/8	World Ocean's Day		

2/2 World Wetlands Day: Today is World Wetlands Day! Wetlands are home to some of the most diverse life including birds, mammals, fresh and salt water fish, and even humans. See them all in @Everglades National Park in #AmericaWildFilm

2/14 Valentines Day: Share the love today! Looking for a special date night? Come see #AmercaWildFilm and fall in love with the wild places that belong to us all!

4/16 – 4/24 National Park Week: (Facebook Cover Photo) Celebrate the US National Parks this week! Get outside, make new memories with friends and family and see @National Parks Adventure playing daily [link]

4/22 Earth Day: Today is the day we celebrate this place we all call home. How are you celebrating Earth Day? Come see #AmericaWildFilm and discover some of the most wild places on Earth! [link to tickets]

4/29 Arbor Day: Go climb, hug, or admire a tree. Why? 'Cause it's Arbor Day! Our Giant Screen film #AmericaWildFilm features some of the country's oldest, tallest, brightest and funkiest trees. What's you favorite tree?



5/8 Mother's Day: Today we celebrate all of the wonderful mothers in the world! Do something special for her and make memories with her! Spend the day watching #AmericaWildFilm, and tell us, what's your favorite memory of your mother?



6/8 World Ocean's Day: Happy World Ocean Day! Did you know that the national parks extend underwater too? @Channel Islands National Park is off the coast of Southern California, and you can see it in #AmericaWildFilm playing daily [link]

6/19 Father's Day: Dads are great, strong, fun, adventurous, smart, and so much more! How would you describe your dad? Have some bonding time with him this Father's Day and come see #AmericaWildFilm [link to tickets]

8/25 National Parks Service Centennial: 100 years ago today, President Woodrow Wilson created the National Park Service. Today there are over 400 parks, and they are set aside for all to enjoy forever! How are you celebrating this monumental birthday? We are showing #AmericaWildFilm featuring just over 15 of the parks on our giant screen! Come check it out! [link to tickets]

10/31 Halloween: What's spookier than telling a ghost story around a campfire out in the woods? Comment below with one of your favorite scary stories. If you're looking for more of a treat than a trick this year, come see @National Parks Adventure playing tonight at [time]

Posting Calendar

Starting 3 months out from your launch, you will want to excite your audience about both the film, and also the entire event that is to come in your theater. This calendar will help with your posting schedule across Facebook, Twitter and Instagram.

3 Months from opening

Facebook - *recommended 2-3 posts per month*

- Like the [National Parks Adventure page](#) and Introduce the #AmericaWildFilm hash tag
- Post the trailer with your opening date.
- Let your audience know there will be great promotions to come and stay tuned

Twitter - *recommended 2-3 tweets per month*

- Post a link to the trailer with your opening date
- Introduce the #AmericaWildFilm hash tag and use it in all of your tweets

Instagram – *recommended 2-3 posts per month*

- Post the Key Art with your opening date
- Share an instagram video
- Introduce the #AmericaWildFilm hash tag and use it with all of your posts

2 Months from opening

Facebook – *recommended 3-4 posts per month*

- Introduce a Facebook Promotion (ie. “Park of the Week”)
- Post 2 behind the scenes videos or mini clip videos
- Post fun facts any Holiday photos

Twitter – *recommended 4-6 tweets per month*

- Start #ThursdayTrivia
- Tweet fun facts

Instagram – *recommended 3-4 Posts per month*

- Post instagram videos
- Post Inspirational photos

4 Weeks from opening

Facebook – *recommended 3 posts per week*

- Introduce a second Facebook promotion
- Post a behind the scenes video #BTS
- Post a mini clip video and encourage your audience to share it
- Post inspirational Photos
- Use the America Wild cover photo

Twitter – *recommended 4 tweets per week*

- Introduce a Twitter promotion
- Continue #ThursdayTrivia
- Use the America Wild twitter skin or cover photo

Instagram – *recommended 3 posts per week*

- Post an Instagram video
- Post an inspirational photo or fun fact

3 Weeks from opening

Facebook – *recommended 3 posts per week*

- Post the Educator Trailer
- Continue with any promotions
- Post any Holiday Photos
- Post a mini clip video

Twitter – *recommended 4 tweets per week*

- Introduce a second twitter promotion
- Continue #ThursdayTrivia

Instagram – *recommended 3-4 posts per week*

- Introduce an Instagram promotion
- Post an Instagram video
- Post an inspirational photo
- Share a fun fact photo

Posting Tip: All posts should have a call to action for your audience to like, share, comment, retweet, favor or in some way to engage with the conversation

2 Weeks from opening

Facebook – *recommended 3-4 posts per week*

- Post a behind the scenes video
- Continue with any promotions
- Share fun facts
- Introduce the characters (with photos and quick Bio)

Twitter – *recommended 4-5 tweets per week*

- Continue with any promotions
- Continue #ThursdayTrivia
- Introduce the characters with a photo

Instagram – *recommended 3-4 posts per week*

- Run an Instagram promotion
- Post an Instagram video
- Post an inspirational photo
- Share a fun fact photo

Opening Week!

Facebook – *recommended 1-2 posts per day, all with a link to purchase tickets*

- Post Featurette
- Announce any special events (with bios of speakers if planned)
- Run a promotion like “Prairie Dog Peek-A-Boo”
- Post fun facts
- Post a mini clip video

Twitter – *recommended 2-3 tweets per day, all with a link to purchase tickets*

- Post link to watch the Featurette
- Announce any special events
- Run a promotion like a Twitter Party

Instagram – *recommended 1-2 posts per day all with a link to purchase tickets*

- Post Instagram videos
- Announce any special events with photos of characters or theater lobby
- Post inspirational photos
- Run a promotion like “Name that Park”

Opening Day

Facebook – *recommended 2-3 posts per day*

- Post Trailer
- Announce any special events
- Ask audience to share their photos at the opening
- Share or like any audience posts during the opening events

Twitter – *recommended 3-4 tweets per day*

- Post a link to the Trailer
- Announce any special events
- Ask audience to live tweet their experiences during the opening
- Retweet or favor any audience posts during the opening

Instagram – *recommended 2-3 posts per day*

- Post an instagram video
- Announce any special events with photos of the characters
- Ask audience to post selfies during the opening
- Like any photos of your audience at the opening

Week following opening

Facebook - *recommended 1 post per day all with a link to purchase tickets*

- Start “Audience Member of the Week” promotion weekly
- Post a #tbt photo of the opening on Thursday
- Share any photos, videos, or highlights of the opening
- Ask the audience to share their photos or memories of the opening

Twitter - *recommended 1 tweet per day all with a link to purchase tickets*

- Share any photos, videos, or highlights of the opening
- Ask the audience to share their photos or memories of the opening
- Post a #tbt photo of the opening on Thursday

Instagram - *recommended 1 post per day all with a link to purchase tickets*

- Share any photos, videos, or highlights of the opening
- Ask the audience to share their photos or memories of the opening
- Post a #tbt photo of the opening on Thursday
- Share Instagram videos

Post opening

Facebook - *recommended 3-4 posts per month*

- Continue with "Audience Member of the Week"
- Post for any holidays
- Post mini clip videos
- Post for weekend or date night shows
- Continue to post any behind the scenes videos or photos as a #TBT post
- Run a promotion during peak theater seasons (Spring break, summer vacation, summer camps, winter vacations, etc.)

Twitter - *recommended 3-5 tweets per month*

- Continue with Thursday Twitter Trivia
- Tweet photo for any holidays
- Tweet for weekend or date night shows with link to purchase tickets
- Continue to tweet any behind the scenes photos as a #TBT post
- Run a promotion during peak theater seasons (Spring break, summer vacation, summer camps, winter vacations, etc.)

Instagram - *recommended 3-4 posts per month*

- Post instagram videos
- Post inspirational quotes
- Post any holiday photos
- Run a promotion during peak theater seasons (Spring break, summer vacation, summer camps, winter vacations, etc.)

Sample Copy

General Tag Lines:

Here are some copy examples to include with your posts. Remember to keep them short and engaging!

Posting Tip: Customize the copy from “coming soon” to “now playing” with a link to purchase tickets to engage your audience throughout the entire run of the film

- Who’s ready to get wild with nature? #AmericaWildFilm is coming to [theatre name] on [date]!
- Planning your next vacation? #AmericaWildFilm may provide some inspiration. See it on the giant screen on [date].
- A park can be a place, a passion or a state of mind. People all around America are finding their park every day. So get up. Get out there. Find your park! Catch many of them in @MacGillivrayFreeman’s #AmericaWildFilm
- Witness the splendor. #AmericaWildFilm opens [date]! Get tix (link to ticketing page)
- Soar with the bald eagles, climb mountains like a lizard, swim alongside the crocodiles, roam free like the buffalo. Get wild with #AmericaWildFilm
- Experience the great outdoors on the only screen giant enough to capture them.
- Discover the wild places that belong to us all.
- Some say the national parks are a great idea. We agree! See many of them in #AmericaWildFilm and decide for yourself!
- Take an off-trail adventure across America’s wild places in #AmericaWildFilm

Quick Trivia

Use these fun nuggets of info on any of your platforms to engage your audience!

Q: Where is the USA's deepest cave?

A: Carlsbad Caverns National Park @CavernsNPS

Q: What US park is home to the first Women's Right Conventions?

A: Seneca Falls National Park @WomensRightsNPS

Q: What is the USA's largest national park?

A: Wrangell-St. Elias National Park and Preserve in Alaska @WrangellStENPS

Q: Which US national park is the most remote?

A: Dry Tortugas National Park- 70 miles off Key West, FL @DryTortugasNPS

Q: Where is the deepest lake in the US?

A: Crater Lake National Park @CraterLakeNPS

Q: What is the smallest US national park?

A: Thaddeus Kosciuszko National Memorial in Pennsylvania

Q: What was the first national park in the US?

A: Yellowstone @YellowstoneNPS

Q: What was the first US National Monument?

A: Devils Tower National Monument in 1906 @DevilsTowerNM

Q: This national park protects the tallest mountain in the lower 48. Name the mountain and park.

A: Mt. Whitney in Sequoia and Kings Canyon National Park @SequoiaKingsNPS at 14,495 feet

Q: Badwater is the lowest point in North America. In which park can you find it?

A: Death Valley National Park @DeathValleyNPS at 282 feet below sea level

Q: Kolob Arch in Zion National Park @ZionNPS is the largest free standing arch in the world. How many feet does it span?

A: 310 feet

Q: Which park protects the largest pre-Columbian city in the United States?

A: Chaco Culture National Historic Park in New Mexico

Instagram Videos and Facebook Mini Clips

These [videos for Instagram](#) and [Facebook mini clips](#) are quick, very visual and best for sharing without too much copy. The 16 Instagram videos are 15 seconds and fit the square Instagram video format. The Facebook videos are stretched vertically or horizontally to fit the platform and extend to 25 seconds.

Posting Tip: To upload these videos to Instagram use your mobile device and go to <http://macgillivrayfeemanfilms.com/AWinsta>, then click on the same link to Dropbox. From Dropbox you can download the video of your choice and then upload it to Instagram from your mobile device

1 – Geyser (Instagram and Facebook)

Has it been a long week? Blow off some steam and see #AmericaWildFilm this weekend [link to buy tickets]
@Yellowstoneps #geyser #montana #wyoming #idaho

2 – Rainbow Pool (Instagram and Facebook)

Do you think there's a pot of gold at the bottom of this rainbow?
@Yellowstoneps #Rainbowpool #AmericaWildFilm #wyoming #montana #idaho

3 – Cliff Jump (Instagram)

Facing a tough decision today? Go ahead, take the plunge!
@GrandCanyonNPS #ColoradoRiver #Cliffjump #arizona #AmericaWildFilm

4 – Prairie Dogs (Instagram and Facebook)

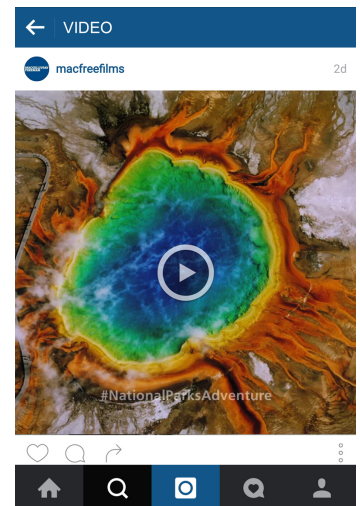
Ferocious guard prairie dogs protect @Devilstownps while the National Park Service protects these curious critters and this colossal monument. Tag a friend you'd take to #Wyoming to get your #Dailydoseofcute and get a close encounter in #AmericaWildFilm opening in #IMAX on [date]. #FirstNationalMonument #FindYourPark

5 – Redwoods (Instagram and Facebook)

Ever wanted a bird's eye view of @redwoodnps? Experience the full view in #AmericaWildFilm in #IMAX on [date] #redwoods #FindYourPark #California #NorCal

6 – US Memorials (Instagram)

The US parks include monuments, memorials, and urban settings that are all set aside for the people's enjoyment and sense of history. Many of these historic spots are featured in #AmericaWildFilm, but we want to know, which National Monument or Memorial is most meaningful to you? @NationalMallNPS #WashingtonDC @StatueEllisnps #NewYork #CentralPark #GrantsTomb



7 – Biking team (Instagram)

The @MacFreeFilms team mountain bikes along the slick rock in Moab, just outside of @ArchesNPS. Bring your family along for the ride when you see #AmericaWildFilm on [date] #Utah

8 – Night in Arches (Instagram)

Who are you stargazing with tonight? Tag your star partner and see the wild night sky in #AmericaWildFilm playing tonight at [time] [link to tickets] @archesnps #stargaze #Utah #Familytime

9 – Bike fall (Instagram)

Next time someone tells you something's as easy as riding a bike, show them that even pro mountain biker Eric Porter sometimes takes a tumble. See him stick this landing in #AmericaWildFilm opening on [date] @Portermtb #Moab #Utah #slickrock #Mountainbiking #Fail

10 – Birds in the Everglades (Instagram and Facebook)

Once upon a time, these birds were almost wiped out for their fashionable feathers. Local Women's Clubs saw beyond trends and saved these valuable wetlands and they still work hard to make it #happilyeverafter! See how ordinary citizens have done extraordinary work in #AmericaWildFilm this weekend! @EvergladesNPS #Florida #wetlands #endangered

11 – Crocodile (Instagram and Facebook)

Never smile at a crocodile...unless it's a baby! This is just the surface of all the wild animals in #AmericaWildFilm, opening [date]! Tag someone who could use a #dailydoseofcute @Evergladesnps #babyanimals #crocodile #florida

12 – Bears in Katmai (Instagram and Facebook)

What did the @MacFreeFilms crew learn in @katmai.national.park? Never give up! What are you working towards today? Let us know and see #AmericaWildFilm in #IMAX! #Alaska #goals #fail #whatsfordinner

13 – Ice climb (Instagram and Facebook)

Expert climber @conrad_anker pioneered #iceclimbing and makes it look easy. See him get to the top in #AmericaWildFilm, and ask yourself if you have it in you to scale a frozen waterfall! @Pictured_rocks_nps #Michigan

14 – Skiing through Ice Cave (Instagram and Facebook)

Thinking of a new date spot? What about a hidden cave behind a frozen waterfall? Get cozy in it when you see #AmericaWildFilm! Now tell us, what the most romantic outdoors spot you've ever been? @Pictured_rocks_NPS #michigan #lakesuperior #frozen #datenight

15 – Ice Caves (Instagram and Facebook)

@rachel.pohl found a winter wonderland! Tell us about your favorite winter place and explore more of them in #AmericaWildFilm playing daily at @theater @pictured_rocks_nps #lakesuperior #winterwonderland #Michigan

16– Kelp Forest (Instagram)

Kelp in the forests of the Channel Islands can grow up to 2 feet per day and plays an important role in the ecosystem above and below sea. How does kelp affect your daily life? Hint: there are thousands of ways! Explore these off-shore parks and many more in #AmericaWildFilm! #California #SoCal

Webisode Copy

The [7 webisodes](#) highlight how the film was made including character and filmmaker interviews, behind the scene footage, and even some bloopers

The Most Important Camping Trip in US History

Go behind the scenes with #AmericaWildFilm and the historic camping trip when Teddy Roosevelt and poet John Muir created the National Park System in #Yosemite. What do you think wild spaces would be today without this monumental protection?

Why You Should Visit the US National Parks

#AmericaWildFilm Director, Greg MacGillivray, explains why he believes the national parks are important. Let us know why you value the parks and see them on the giant screen on [date]

How to Catch a Bear Catching Salmon

What do you think? Is it easier for a brown bear to catch salmon or for the @MacGillivray Freeman film crew to capture this spectacle with the IMAX camera? See how they do it and tell us what you think! Catch #AmericaWildFilm opening on [date]!

Climbing the 3 Penguins in Arches

130 foot penguins in Utah?! #Arches National Park has 3 of them and @Conrad Anker, @Max Lowe and @Rachel Pohl all got to the top! See how they did it and tag whom you'd pick as a climbing partner. Hang on for #AmericaWildFilm opening [date]



Mountain Biking in Moab

#TBT to when @MacGillivray Freeman filmed mountain bikers careening down slick rock in Moab, Utah. Tell us your most daring activity and catch the thrill ride in #AmericaWildFilm opening [date]

Ice Climbing in Pictured Rocks

Why wait for the summer to explore your national parks? Winter brings plenty of ways to play. Watch how Conrad Anker maneuvers ice climbing in Pictured Rocks National Lakeshore, and see how the @MacGillivray Freeman team braved the cold to get the shot! See the winter wonderland in #AmericaWildFilm opening [date]

Featurette

Witness the making of #AmericaWildFilm with the @MacGillivray Freeman crew. The team endured freezing and boiling temperatures, climbed mountains, soared above valleys, and got dirty with some cuddly critters. Get your presale tickets here (link) and see how it all came together when it opens [date]!

Meet the Crew

Post an intro to each of the characters for your audience and tag them on Facebook, Twitter and Instagram. [Photos of the crew](#) can be found on the resource site.



Conrad Anker: World-class mountain climber and National Parks Ambassador, @Conrad Anker takes us on a journey with his family through the parks in @National Parks Adventure. He's summited Everest 3 times and urges climbers to be boots on the ground in observing man-made climate change. See him reach new heights in #AmericaWildFilm opening [date]

Facebook: <https://www.facebook.com/ConradAnkerOfficial/>

Twitter: <https://twitter.com/conradanker>

Instagram: @Conrad_Anker



Rachel Pohl: @Rachel Pohl is truly alive in the outdoors. You can mostly find her skiing, painting, climbing, mountain biking or exploring wild places. You'll also find her making the screen even brighter in our latest Giant Screen film, #AmericaWildFilm where she sets off on her goal to see and paint all 408 of the US national parks. Which one of the parks would you want to explore with Rachel?

Facebook: <https://www.facebook.com/rachel.pohl.7?fref=ts>

Instagram: @ rachel.pohl



Max Lowe: Adventure and travel photographer, @Max Lowe documents his latest outdoor journey alongside his family and friend in @National Parks Adventure. As he climbs, bikes, skis and hikes, Max tells the stories of his explorations through his photos and film. Where would you want to tell a story with Max?

Facebook: <https://www.facebook.com/max.lowe.710?fref=ts>

Twitter: <https://twitter.com/maxwellwanders>

Instagram: @max.lowe

Photo Caption Contest Copy

[Caption Contest Photos](#) can be found on the resource site.
Here are sample posts.

Photo 1 - John Muir and Teddy Roosevelt:

President Teddy Roosevelt and conservationist John Muir met in Yosemite to camp and plan the National Parks system. What do you think they said? Comment with a caption below and see the full story in #AmericaWildFilm, opening [date]



Photo 2 – Max and Rachel in Canyonlands:

“Ahhhh Breathe in that crisp desert air!!” Tell us how you’d caption this photo and watch as @Max Lowe and @Rachel Pohl take in the beautiful landscape in #AmericaWildFilm, now playing daily [link to tickets]



Photo 3 – Rachel bouldering in Joshua Tree:

Ready, set, JUMP! What’s your caption for this photo? Comment below and come see if @Rachel Pohl makes it across these Joshua Tree boulders in #AmericaWildFilm. The winning comment is entered to win tickets to our premiere on [date]!



Photo 4 – Ice Caves

“Will my finger stick if I touch the icicle?” What do you think is going on in this photo and where is this winter wonderland?! Comment below for a chance to win a #AmericaWildFilm prize pack and see more of this frozen cave in @National Parks Adventure opening [date].



Photo 5 – Devils Tower Camera Crew

“Sure we can hang a 75lbs camera off the side of a mountain!” What do you think the @MacGillivray Freeman film crew is thinking perched up there? Comment below and see the shots that they got in #AmericaWildFilm now playing!



Park of the Week Copy

Find Park of the week photos on the [resource site](#)

Acadia National Park: @Acadia National Park in Maine was the first US Park on the East Coast. The Atlantic Ocean constantly reinvents the rugged coastline, making every trip a unique experience. See this one-of-a-kind coastline in #AmericaWildFilm and tell us, what are the features that make YOU unique?



Arches National Park: @Arches National Park in Utah is a wonderland of rock formations, trails and sunsets. While hiking through, you travel through time, as some of the sandstones are over 300 million years old! What would you expect to see in rocks this old? See them in present day in #AmericaWildFilm!

Everglades National Park: Florida's @Everglades National Park was created specifically to protect endangered animals like alligators, crocodiles, and the Florida panther. A fan boat is the best way to see this wetland. Get wet with wild places in #AmericaWildFilm, and tell us if you'd dare to float by and smile at a crocodile.

Glacier National Park: Ancient glaciers carved the terrain and named Montana's @Glacier National Park. Native Americans know it as the "Backbone of the World." Wolverines, moose and grizzly bears make this park their home. See them all on the giant screen in #AmericaWildFilm, and let us know what you'd name a park this special.

Grand Canyon National Park: @Grand Canyon National Park, is a mile deep, up to 18 miles wide and covered with colorful striations. Discover the canyon by hiking, riding a sure-footed mule, or white water rafting down the Colorado River! How would you explore it? We choose to see it on the giant screen in #AmericaWildFilm on [date]



Pictured Rocks National Lakeshore: @Pictured Rocks National Lakeshore in Michigan is both a summer and a winter playground. When the boats dock, and Lake Superior freezes over, it becomes a winter wonderland of skiing, spelunking and ice climbing. How would you enjoy the -20* temperatures? Prefer to stay warm? See this hidden treasure in #AmericaWildFilm, now playing!

Yellowstone: Yellowstone was the very first US national park, established in 1872. It has more geysers and hot springs than anywhere else on Earth, including the famous “Old Faithful” that erupts about 17 times a day! What’s something you do everyday?
#AmericaWildFilm is also playing daily in our theater!
[link to showtimes]



Yosemite National Park: Yosemite National Park is known for its plunging valleys, rushing waterfalls and iconic Half Dome Mountain. It inspired adventurer John Muir and President Teddy Roosevelt to create the US National Park System. Share with us how the Parks have inspired you and see John Muir’s passion on the giant screen in #AmericaWildFilm opening [date]



Fun Fact Copy

Each [fun fact photo](#) can be downloaded on the resource site. The italicized copy is on the photo, no need to repeat it in the post.

Acadia: *Cadillac Mountain in Acadia is the tallest point along the east coast of the US and at times is the first place to see sunrise.*

Would you want to be the first person in the U.S. to see the sunrise? Tag a friend you'd bring along! You can also catch the sun rising over the Parks in #AmericaWildFilm

Arches: *Arches is home to over 2,000 stone arches, the greatest density of natural arches in the world!*

To be classified as an arch, the opening must be at least 3 feet across. New arches are constantly forming too! See just a few of the 2,000 in #AmericaWildFilm, and tell us, if you discovered a new arch, what would you name it?

Everglades: *The Everglades is the only place on Earth where alligators and crocodiles co-exist!*

Settle the debate: how do you tell an alligator from a crocodile? See them both in #AmericaWildFilm opening [date]! #funfacts #traveltuesday #florida



Glacier: *Glaciers from the ice ages of 10,000 years ago still reside in the park.*

The ice preserves rocks and other materials that tell stories of ancient seas and geology, just like a time capsule. See these stories in #AmericaWildFilm and tell us, how do you store your memories and stories?

Grand Canyon: *Many fossils are found in the Grand Canyon, but none are dinosaurs. Why? The rocks are older than the oldest dinosaur!*

People describe something really old as a "dinosaur". How would you describe the rocks of the Grand Canyon since they're even older?! See these old rocks in a new way in #AmericaWildFilm, opening [date]

Pictured Rocks: *Pictured Rocks National Lakeshore surrounds Lake Superior, the coldest and deepest of all of the Great Lakes and the largest freshwater lake in the world!*

With a lake this big, there are tons of ways to have fun! Would you dive to explore below the surface in or scale the cliffs to take in the entire landscape? Can't decide? Come see it all in #AmericaWildFilm, playing daily [Link to tickets]



Yellowstone: *In Yellowstone, thermal pools and limestone deposits get their color from thermophiles, or heat loving organisms!*

Thermophiles produce many of the colors, textures, and smells you experience in Yellowstone National Park. Experience their full spectrum in #AmericaWildFilm and tell us, where is an extreme place that you would love to live?

Yosemite: *Mariposa Grove in Yosemite National Park is filled with Giant Sequoia Trees that can reach up to 280 feet tall and can live to be 3,500 years old!*

These giant sequoias inspired poet John Muir and President Teddy Roosevelt to protect Yosemite Valley. What else in your world is as tall or as old as the Giant Sequoias? The IMAX screen isn't quite as tall, but you'll experience the falls like no where else in #AmericaWildFilm



Thursday Twitter Trivia

Here are 3 sample tweets for each park for #ThursdayTrivia. You can post more or less frequently depending on your audience engagement.

Acadia

Tweet 1: Which famous philanthropist gifted the carriage roads in @AcadiaNPS? Answer w/ #AmericaWildFilm #ThursdayTrivia @theater

Tweet 2: Stuck on the #AmericaWildFilm #thursdaytrivia question? Hint: he founded an oil company in the 19th century. @theater

Tweet 3: Answer: John D. Rockefeller! Congrats to @[name] for answering correctly! We'll have #AmericaWildFilm #ThursdayTrivia Qs again next week!

Arches:

Tweet 1 – Landscape Arch in @ArchesNPS is the longest natural arch in the US! How long is it? Answer with #AmericaWildFilm #ThursdayTrivia

Tweet 2 - Have you answered our #AmericaWildFilm quiz? Hint: Think about what it takes to score a touchdown. #ThursdayTwitterTrivia

Tweet 3 - Answer- 306 feet! Just a 2mi hike to it in @ArchesNPS. Congrats @[name] you won! Loop back for more #AmericaWildFilm #ThursdayTrivia

Everglades

Tweet 1: What endangered @EvergladesNPS inhabitant is also the Florida State animal? Answer w/ #AmericaWildFilm #ThursdayTrivia

Tweet 2: Hint for today's #AmericaWildFilm #ThursdayTrivia question: it has fur, not scales, and there are fewer than 100 in the wild.

Tweet 3: Answer: Florida Panther! Congrats @[name] for correctly answering! Pounce on next weeks #AmericaWildFilm #ThursdayTrivia!

Glacier

Tweet 1: What do scientists predict will disappear from @GlacierNPS by 2030? Answer w/ #AmericaWildFilm #ThursdayTrivia @theater

Tweet 2: Need a hint to today's #AmericaWildFilm trivia question? The answer is in the name. #ThursdayTrivia

Tweet 3: Answer: Glaciers. Congrats to @[name]! You've won tix! See stunning aerals of these remnant glaciers in #AmericaWildFilm!

Grand Canyon

Tweet 1: What endangered bird makes its home in @GrandCanyonNPS? Answer w/ #AmericaWildFilm #ThursdayTrivia @Theater

Tweet 2: Need a hint to the #AmericaWildFilm #ThursdaTrivia? It's part of the vulture family & there're less than 100 in the US.

Tweet 3: Answer: California Condor! Congrats @[name] you got it right! Fly back for next week's #AmericaWildFilm #ThursdayTrivia and #prizes

Pictured Rocks National Lakeshore

Tweet 1 – The colorful cliffs at @PicturedRocksNL are striped in red, blue, brown and white! HOW? Answer with #AmericaWildFilm #ThursdayTrivia

Tweet 2 - Have you answered our #AmericaWildFilm quiz? Hint: Think about your colorful jewelry... #ThursdayTrivia

Tweet 3 - Answer- Minerals in groundwater! Red from iron, blue from copper & more! @[name] won! More #AmericaWildFilm #ThursdayTrivia next week

Yellowstone

Tweet 1 - Most of @YellowstoneNPS rests atop what? Answer w/ #ThursdayTrivia #AmericaWildFilm @Theatername

Tweet 2 - Have your answer to our #AmericaWildFilm quiz yet? Hint: It may awaken again. #ThursdayTwitterTrivia

Tweet 3 - Answer- A SLUMBERING VOLCANO! Congrats @[name] for the right answer! Tune in next week for more #ThursdayTrivia #AmericaWildFilm

Yosemite

Tweet 1: Which #POTUS signed to protect @YosemiteNPS before it was a National Park? Answer w/ #AmericaWildFilm #ThursdayTrivia

Tweet 2: Need hints to our #AmericaWildFilm quiz? He loved trees and their logs #ThursdayTrivia

Tweet 3: Answer- Abraham Lincoln! Congrats to @[name] for correct answer. [shortened link to film page on website] #AmericaWildFilm

Social Media Resources

Websites

Marketing.nationalparksadventure.com
<http://www.nationalparksadventure.com/>
<http://www.nps.gov/>
<http://findyourpark.com/>
<http://www.visittheusa.com/>
<http://www.doi.gov/index.cfm>
<http://www.nationalparks.org/>
<https://www.thesca.org/>
<http://www.hitrecord.org/> (national park song collaboration)

Twitter accounts to follow

<https://twitter.com/NatlParkService>
https://twitter.com/the_sca
<https://twitter.com/hitRECORD>
<https://twitter.com/GoParks>
<https://twitter.com/Interior>
<https://twitter.com/npcapics>
<https://twitter.com/NPSArcheology>
http://www.twitter.com/NPS_CivilWar
<https://twitter.com/NPSParkStores>
<https://twitter.com/NPSYouth>
<https://twitter.com/MacFreeFilms>
<https://twitter.com/discoveramerica>
<https://twitter.com/conradanker>

Instagram accounts to follow

@usinterior
@nationalparkservice
@goparks
@the_sca
@npsyouth
@npcapics
@DiscoverAmerica
@MacFreeFilms
@Expedia
@REI
@Subaru_usa
@Conrad_Anker
@Max.Lowe
@Rachel.pohl

Parks in the Film

Facebook, Twitter and Instagram Accounts

Acadia National Park- Maine

<https://www.facebook.com/AcadiaNPS>
<https://twitter.com/AcadiaNPS>
<https://instagram.com/acadianps/>

Arches National Park- Utah

<https://www.facebook.com/ArchesNPS>
<https://twitter.com/ArchesNPS>
<https://instagram.com/archesnps/>

Bryce Canyon National Park- Utah

<https://www.facebook.com/BryceCanyonnp/>
<https://twitter.com/BryceCanyonNPS>
<https://instagram.com/brycecanyonnatpark/>

Canyonlands National Park- Utah

<https://www.facebook.com/CanyonlandsNPS>
<https://twitter.com/CanyonlandsNPS>

Capitol Reef National Park- Utah

<https://www.facebook.com/CapitolReefNPS>
<https://twitter.com/CapitolReefNPS>

Channel Islands National Park - California

<https://www.facebook.com/channelislandsnps>
<https://twitter.com/CHISNPS>

Crater Lake National Park- Oregon

<https://www.facebook.com/pages/Crater-Lake-National-Park>
<https://twitter.com/CraterLakeNPS>

Denali National Park and Preserve - Alaska

<https://www.facebook.com/DenaliNPS/>
<https://twitter.com/DenaliNPS>
<https://instagram.com/denalinps/>

Devils Tower National Monument- Wyoming

<https://www.facebook.com/devilstower.nps/>
<https://twitter.com/DevilsTowerNM>
https://instagram.com/devils_tower/

Everglades National Park- Florida

<https://www.facebook.com/EvergladesNationalPark>
<https://twitter.com/EvergladesNPS>
<https://instagram.com/evergladesnps/>

Glacier National Park- Montana

<https://www.facebook.com/GlacierNPS>
<https://twitter.com/GlacierNPS>
<https://instagram.com/glaciernps/>

Grand Canyon National Park- Arizona

<https://www.facebook.com/GrandCanyonNationalPark>
<https://twitter.com/GrandCanyonNPS>
<https://instagram.com/grandcanyonnp/>

Grand Teton National Park- Wyoming

<https://www.facebook.com/GrandTetonNPS>
<https://twitter.com/GrandTetonNPS>
<https://instagram.com/grandtetonnp/>

Haleakala National Park - Hawaii

<https://www.facebook.com/HaleakalaNPS/>
<https://twitter.com/HaleakalaNPS>

Katmai National Park and Preserve- Alaska

<https://www.facebook.com/pages/Katmai-National-Park-Preserve/146794702012003>
<https://twitter.com/KatmaiNPS>
<https://instagram.com/katmai.national.park/>

Mount Rainer National Park- Washington

<https://www.facebook.com/pages/Mount-Rainier-National-Park/145522638801624>
<https://twitter.com/MountRainierNPS>
<https://instagram.com/mountrainiernps/>

National Mall and Memorial Parks- Washington DC

<https://www.facebook.com/NationalMallNPS>
<https://twitter.com/NationalMallNPS>
<https://instagram.com/nationalmallnps/>

New York City Statue of Liberty- New York

<https://www.facebook.com/statuelibrtynps>

<https://twitter.com/StatueEllisNPS>

<https://instagram.com/statueellisnps>

Niagara Falls National Heritage Area- New York

<https://www.facebook.com/Niagra-Falls-194755403943065/>

<https://twitter.com/NiagaraFallsUSA>

<https://instagram.com/niagarafallsusa/>

Olympic National Park- Washington

<https://www.facebook.com/OlympicNPS>

<https://twitter.com/OlympicNP>

<https://instagram.com/olympicnationalpark/>

Pictured Rocks National Lakeshore- Michigan

<https://www.facebook.com/PicturedRocksNL>

<https://twitter.com/PicturedRocksNL>

https://instagram.com/pictured_rocks_nps/

Redwood National and State Park- California

<https://www.facebook.com/RedwoodNPS>

<https://twitter.com/RedwoodNPS>

<https://instagram.com/redwoodnps/>

Rocky Mountain National Park- Colorado

<https://www.facebook.com/RockyNPS>

<https://twitter.com/RockyNPS>

<https://instagram.com/rockynps/>

Sequoia National Park- California

<https://www.facebook.com/SequoiaKingsNPS>

<https://twitter.com/SequoiaKingsNPS>

https://instagram.com/sequoia_kingscanyon_np/

Yellowstone National Park- Wyoming, Montana, Idaho

<https://www.facebook.com/YellowstoneNPS>

<https://twitter.com/YellowstoneNPS>

<https://instagram.com/yellowstonenps/>

Yosemite National Park- California

<https://www.facebook.com/YosemiteNPS>

<https://twitter.com/YosemiteNPS>

<https://instagram.com/yosemitenps/>

Zion National Park- Utah

<https://www.facebook.com/zionnps>

<https://twitter.com/ZionNPS>

<https://instagram.com/zionnps/>