

## Death Valley National Park Social Media Campaign

### Post 1

**Network:** Facebook

**Post 1 Copy:** “Meep, meep.” Our roadrunners here at Death Valley might not look like the Looney Tunes character, but they are certainly a sight to see. Birdwatchers, come bring your binoculars and check out our wide range of bird species here at the park.



**Post 1 Image:**

**Post 1 Link:** <https://www.nps.gov/deva/planyourvisit/birds.htm>

**Post 1 Explanation:** The reference to the Looney Tunes cartoon character and birdwatching should hit a slightly older audience. This post will reach an audience of people who grew up watching cartoons and recognize the reference. Likely, these people are older and will enjoy coming to the park to see the wildlife. The link will send them to a page where they can get more information on birdwatching at the park.

### Post 2

**Network:** Facebook

**Post 2 Copy:** Are you a “Star Wars” fan? Come visit Tatooine in real life. Scenes from Episode IV and VI were filmed here in Death Valley. Just watch out for Tusken Raiders. (Just kidding.)



**Post 2 Image:**

**Post 2 Link:** <https://www.nps.gov/deva/planyourvisit/star-wars-in-death-valley.htm>

**Post 2 Explanation:** This post will attract “Star Wars” fans of all ages. Fans of “Lord of the Rings” have been known to travel to New Zealand just to see where they filmed. The goal is to get that same reception for Death Valley. The link leads people to a list of locations in Death Valley they can visit to see where the movies were filmed.

### Post 3

**Network:** Facebook

**Post 3 Copy:** Artists Drive is a 9-mile stretch of road surrounded by a geologic rainbow. Tag a friend who you would take with you on this colorful scenic route down the Death Valley roads.



**Post 3 Image:**

**Post 3 Link** <https://www.nps.gov/thingstodo/tour-artists-drive.htm>

**Post 3 Explanation:** Asking people to tag a friend will really improve engagement and bring more eyes to the post, and hopefully to the link as well. When people see, “Tag a friend,” it will make them think about traveling to Death Valley with someone they’re close to and may lead to a real trip one day. People will share this with their friends.

### Post 4

**Network:** Facebook

**Post 4 Copy:** Can you guess what this photo depicts? Hint: it’s one of our favorite parts of Death Valley National Park. Scroll to see the answer. [Below: If you guessed salt crystals growing in the Badwater Basin, you’d be right.]



**Post 4 Image:**

**Post 4 Explanation:** This post asks for response and makes people think. Since the photo is confusing to look at, it will attract attention. A guessing game will loop people into interacting. Looking at such an intriguing photo will also make people more interested in the Badwater Basin and want to see how this forms naturally.

## **Post 5**

**Network:** Twitter

**Post 5 Copy:** Just look at those dunes. Retweet if you would try to roll all the way down like you've always dreamed. #DeathValleyDunes



**Post 5 Image:**

**Post 5 Explanation:** Asking people to retweet brings up engagement. People always seem drawn to rolling down hills. Plus, it's a pretty silly thing to do, so people will share it for the humor value. It might actually bring some people to the park to do exactly that.

## Post 6

**Network:** Twitter

**Post 6 Copy:** Don't know how to navigate the trails here at Death Valley? Don't worry, our #ParkRangers are here to guide you. Check out the link for some ranger-led programs in the park.



**Post 6 Image:**

**Post 6 Link:** <https://www.nps.gov/deva/planyourvisit/tours.htm>

**Post 6 Explanation:** This post aims to settle the uneasiness of people who aren't keen on visiting a national park and getting lost. Newbies to national parks will want to take advantage of ranger-led programs, and the link will give them all the information they need.

## Post 7

**Network:** Twitter

**Post 7 Copy:** What's your favorite way to explore #DeathValley?

- 1) Walking the trails                      2) Biking the roads



**Post 7 Image:**

**Post 7 Explanation:** This post will take advantage of the popularity of Twitter polls. It will make people feel involved and might educate some people on new and different ways to explore the park. It also will promote bicycling in the park and might encourage some people who like biking to visit the park.

## Post 8

**Network:** Twitter

**Post 8 Copy:** It can get [fire emoji] hot [fire emoji] here at Death Valley. Remember to drink plenty of water and wear a nice shady hat when you're hiking the trails. #staycool #DeathValleyHeat



**Post 8 Image:**

**Post 8 Explanation:** This post is mainly to promote safety at the park. People may know that it's the hottest national park, but sometimes that information doesn't set in. The image will show a staggeringly high heat to remind people that they need to stay safe. People will likely share this post with people who want to visit the area to remind them to be safe in the park.

## Post 9

**Network:** Instagram

**Post 9 Copy:** #ThrowBackThursday, anyone? Check out this 1938 photo of Death Valley Ranger Wilber Doudna in front of our historic headquarters building. We still use that building today. Now that's a throwback. #tbt



**Post 9 Image:**

**Post 9 Explanation:** This will ideally be posted on a Thursday, taking advantage of the Throwback Thursday trend, which is especially prominent on Instagram. It also highlights the history of the park. The actual name of the ranger in the picture will make the post more personable and interesting to readers. This will strike well with millennials familiar with #throwbackthursday and with older people reminiscing on the past.

## Post 10

**Network:** Instagram

**Post 10 Copy:** Spring has sprung here at Death Valley National Park. Our wildflowers are coming alive, why not come see them for yourself? #DeathValleyWildflowers  
#VisitDeathValley



**Post 10 Image:**

**Post 10 Explanation:** People really tend to gravitate towards florals. The springtime is a great time to visit parks, and this photo will draw people to Death Valley, specifically. The post also calls to people to the park by suggesting they see the flowers themselves.

### Post 11

**Network:** Instagram

**Post 11 Copy:** Have you taken any photos of wildlife here at Death Valley? Show them to us by posting with the hashtag #DeathValleyWildlife. We can't wait to see what you have to share.



**Post 11 Image:**

**Post 11 Explanation:** This post aims to get interaction. People who are in the park or visiting soon will want to take more pictures and share them on Instagram. Plus, the influx of wildlife photos may convince people to come visit. Also, it will allow people to interact with each other and comment on each other's photos from the park. They might share stories and experiences.

### Post 12

**Network:** Instagram

**Post 12 Copy:** What a view. With night skies this dark, you can really see every single star.  
#VisitDeathValley #DeathValleyNightSky



**Post 12 Image:**

**Post 12 Explanation:** This post is mainly just to encapsulate the natural beauty of Death Valley. People will love this picture purely for aesthetic reasons. Plus, it will make people long to be somewhere they can see stars at night, and might stir some people to start looking into vacations in more desolate places – namely, Death Valley.