



#HeritageArea30 Week 2014
Celebrating Thirty Years of Partnership in One Week
August 24 - 30 2014

#HeritageArea30 is a national social media campaign of the National Park Service National Heritage Areas Program and Alliance of National Heritage Areas. August 24 is the 30 year anniversary of the Illinois & Michigan Canal National Heritage Corridor. We are using the week of August 24 – 30, 2014 to celebrate I & M Canal National Heritage Corridor, as well as 30 years of National Heritage Area accomplishments across the country.

From August 24 – 30 2014, participate in this celebration with your national and local partners. Our aim is to educate, inspire and engage.

Like, repost, and contribute to the national conversation on Facebook and Twitter.

- Facebook - www.facebook.com/HHPreservItNPS
- Twitter – <https://twitter.com/HHPreservItNPS>

Generating buzz using #HeritageArea30

Tweets and Facebook Posts and Graphics for #HeritageArea30 Week 2014

- ✓ *Like, share, retweet and contribute to the conversation by using our suggested posts or developing your own.*
- ✓ *Consider developing your own strategy – competitions and community challenges can be an effective way to engage your local and regional audiences. Offer a “carrot” - free admission to a site, a gift related to your heritage area theme*
- ✓ *Remember to include #HeritageArea30 in your posts and tweets! We are using the hash tag to measure impact.*

Sunday, August 24

NPS National Heritage Areas Program Office morning posts-

Tweet: Happy 30th Birthday Illinois & Michigan Canal National Heritage Corridor! #HeritageArea30

Facebook post: Like this post to wish Illinois & Michigan Canal National Heritage Corridor a very happy birthday as the kickoff to #HeritageArea30 Celebration.

Heritage Area Post Ideas -

Tweet: Share a [vine](#) Birthday message for I & M, a picture of a sign wishing I & M Happy Birthday, or a Birthday message. Tag it #HeritageArea30.

Facebook post: Share a [vine](#) Birthday message for I & M, a picture of a sign wishing Illinois & Michigan Canal Happy Birthday, or a Birthday message. Tag your post #HeritageArea30.

Monday, August 25 – Preservation

NPS National Heritage Areas Program Office morning posts-

Tweet: Check out #HeritageArea30 Preservation Snapshot

Facebook post: In 2013, national heritage areas contributed \$1 million to preservation. Check-out #HeritageArea30 Preservation Snapshot – the numbers and stories are impressive!

Heritage Area Post Ideas -

Tweet: Retweet #HeritageArea30 Preservation Snapshot with a picture or videocast of your most successful preservation project. Offer a prize to the first person to post a picture of themselves in front of that project or site.

Facebook post: Share #HeritageArea30 Preservation Snapshot. Spot light a successful preservation project with a picture or video; offer a prize to the first person who posts a picture of that site. Tag it #HeritageArea30.

Tuesday, August 26 – Education

NPS National Heritage Areas Program Office morning posts-

Tweet: No surprise – national heritage area’s tell important stories. Check out #HeritageArea30 Education Snapshot.

Facebook post: In 2013, national heritage areas engaged over 60,000 volunteers (at approximately 900,000 volunteer hours). Engage in a project or program in an NHA near you! Learn more at #HeritageArea30 Education Snapshot.

Heritage Area Post Ideas –

Tweet: Retweet #HeritageArea30 Educational Snapshot with a trivia question related to your history, offer free entry to one of your educational programs.

Facebook post: Post a trivia question related to your history, offer free entry to one of your educational programs to the first person who provides the correct answer. Tag entry #HeritageArea30.

Wednesday, August 27- Conservation

NPS National Heritage Areas Program Office morning posts-

Tweet: #HeritageArea30 celebrates 30 years of conservation work in our Conservation Snapshot

Facebook post: In 2013, national heritage areas contributed over \$4 million for land and water conservation projects. Learn more at #HeritageArea30 Conservation Snapshot.

Heritage Area Post Ideas -

Tweet: Share an image of a successful conservation project with #HeritageArea30, retweet the #HeritageArea30 Conservation Snapshot. Ask – What does this mean to your community?

Facebook post: Spotlight one successful conservation project with an image, tag it #HeritageArea30. Ask – What does this mean to your community? Don’t forget to #HeritageArea30 Conservation Snapshot.

Thursday, August 28 – Visit Us

NPS National Heritage Areas Program Office morning posts-

Tweet: We’re curious – which national heritage area do you plan to visit? Check out our [#HeritageArea30 Map](#).

Facebook post: 49 national heritage areas = 49 distinct regions and travel opportunities. Which will you visit? Check out our [#HeritageArea30Map](#).

Heritage Area Post Ideas -

Tweet: Retweet the link to our [interactive Map](#) with must see sites in your heritage area, tag it #HeritageArea30. Host a Q-n- A for people to ask questions about your heritage area.

Facebook post: Post a video or [slideshow](#) of the must see sites within your heritage are, tag it #HeritageArea30. Promote your Twitter Q-n-A.

Friday, August 29 – Recreation

NPS National Heritage Areas Program Office morning posts-

Tweet: Do you recreate in a Heritage Area? Learn more at #HeritageArea30 Recreation Snapshot.

Facebook post: Recreate in a heritage area! National heritage areas distributed \$3 million for recreation last year. Learn more at #HeritageArea30 Recreation Snapshot.

Heritage Area Post Ideas -

Tweet: Retweet #HeritageArea30 Recreation Snapshot with a challenge to your followers to hike, bike or paddle X number of miles as part of one of your events. Use #HeritageArea30.

Facebook post: Tell us about your favorite recreational activity within your heritage area and ask people to share an image of theirs. Use #HeritageArea30. Like and share #HeritageArea30 Recreation Snapshot.

Saturday, August 30 – We Benefit Communities!

NPS National Heritage Areas Program Office morning posts-

Tweet: The numbers are in - NHAs leveraged \$48 million and engaged over 60,000 volunteers in heritage area projects last year. Impressive, right?

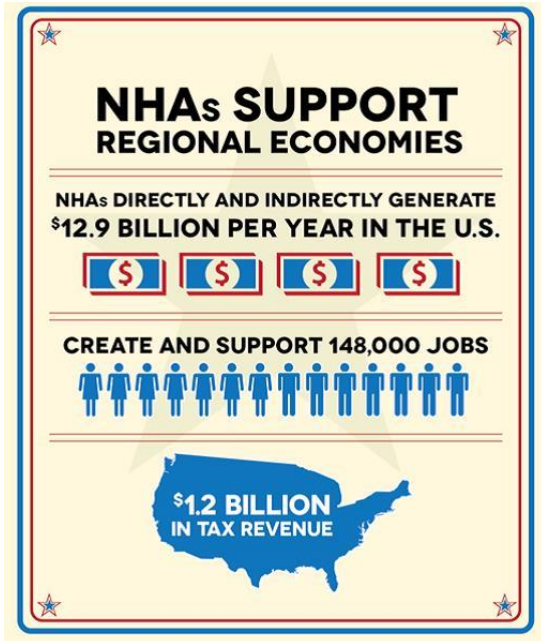
Facebook post: Economic impact studies are in – national heritage areas leveraged \$48 million and engaged over 60,000 volunteers in heritage area projects. Learn more <http://www.nps.gov/heritageareas/>.

Heritage Area Post Ideas –

Tweet: Retweet our post and tell us about how you are benefitting communities within your NHA. Share a testimonial and image. Use #HeritageArea30.

Facebook post: Repost our post and tell us about how you are benefitting communities within your NHA. Share a testimonial and image! Tag it #HeritageArea30.

Economic Impact Graphic



NHA 30th Anniversary Logo

