

Toolkit Social Post Copy

October 2020

Explore Responsibly:



[Twitter/Facebook] Let's all take care of Montana together. Here are five ways you can explore responsibly. For more information, visit [\[insert your URL\]](#).

[Instagram] Let's all take care of Montana together. Here are five ways you can explore responsibly. Click the link in our bio for more information.

Specific Action Posts:



Plan Ahead

[All] It's important to prepare before starting an adventure. Make sure you plan ahead by checking for closures, packing your own supplies and having a backup destination.

Suggested Message Points:

- Check for closures or limited services before arriving.
- Pack your own water, food, trash bags, masks and soap or sanitizer.
- If your destination is too crowded, have a backup plan.



Keep Space

[All] What's the best way to keep space when exploring? Stay six feet away from others whenever possible. If you're in a crowded space, indoors or out, wear a mask. Stick with your family or household to avoid big groups.

Suggested Message Points:

- Keep six feet away from others. In crowded spaces, indoors or out, please wear a mask.
- Explore with your family or household and avoid big groups.

Be Respectful

[All] As you're out enjoying Montana, remember to respect guidelines, the land and people around you.

Suggested Message Points:

- Respect guidelines to help keep yourself and others healthy.
- Respect the land and help preserve our natural wonders for everyone to enjoy.
- Respect people and local communities by helping protect their public health.

Protect the Outdoors

[All] Help protect the outdoors by watching where you step, minimizing your impact and giving wildlife space.

Suggested Message Points:

- When giving people space, watch where you step and stay close to the trail.
- Pack up any trash and minimize your impact.
- Keep a safe distance from wildlife, too.

Explore Locally

[All] There's a lot to discover in our own backyard. Explore locally and help support our businesses and community.

Suggested Message Points:

- Pick a basecamp and choose local adventures.
- Support local businesses.