

SOCIAL TILES

The priority messaging can be categorized into three tiers:

- general announcement and gallery intro
- messages per Take Care Out There pillar
- emphasizing one particular message or behavior

Captions and site content can be utilized to communicate deeper content — such as reasoning for closures and to manage expectations and understanding.

The tiles will be created following best practices for each social platform. (Facebook, Instagram grid, Instagram Story, Twitter)

Date stamps are included to note version and to ensure timely and relevant messaging is communicated.

Announcement + Gallery Intro

NOW OPEN
FOR DAY USE

MAY XX, 2020

New protocols in place

Prepare before you go >

This style of tile can be used for a standalone announcement or as the intro for social media gallery use.

Priority Message by TCOT Pillar

This style of tile provides an overview of expected behavior in accordance with the Take Care Out There brand.

Emphasized Message - Emphasized

This style of tile spotlights a priority or secondary message of the visitor behavior framework.

PRIORITY MESSAGES

| | |
|----------------|---|
| PREPARE | Stay local with day trips near home and no groups over 10 people. |
| | Check the park's status before you go, understand closures can happen without notice and restrooms may not be open. |
| CARE | Pack everything you need so you don't make any unnecessary stops. |
| | Maintain minimum 6-foot physical distance from others and wear face coverings. Wash or sanitize your hands often. |
| | Prevent crowding by not congregating in parking lots, trailheads or boat ramps. |
| | Be mindful and avoid risky behavior. |

SECONDARY MESSAGES

| TCOT PILLAR | Priority Message | Secondary Message | Caption |
|--------------------|--|--|--|
| PREPARE | Stay local with day trips near home and no groups over 10 people. Do not travel if you are sick. | Only visit with members of your household and have no more than 10 people in a group. Choose a destination within 50 miles of home, avoiding popular areas and peak hours. Stay home if you feel sick or have any flu-like symptoms. | Prepare before you go to recreation sites in Oregon — and plan ahead. Visiting a distant park can put a community's limited resources at risk and make you less prepared for unexpected closures. Limiting travel and contact with non-household members helps contain the spread of COVID-19. |
| PREPARE | Check the park's status before you go, understanding closures can happen without notice. | Go online to find current information about state regulations and a park's status; or call ahead. Have a backup plan in case your destination closes unexpectedly. Restrooms and visitor centers may be closed. | Prepare before you go to recreation sites in Oregon — and be ready. Not all recreation sites will open at the same time and hours, operations and facilities may be limited. Parks may close unexpectedly due to public safety concerns, such as if physical distancing cannot be maintained or there is risk of an infected person at the site. |
| PREPARE | Pack everything you need so you don't make any unnecessary stops. | Bring all the supplies needed for the day, including food, water, hand sanitizer, face coverings, money for park fees and gas. | Prepare before you go to recreation sites in Oregon — and don't forget essential items. Supplies are limited in parks and communities. Consider purchasing your parking pass in advance. Additional points of contact |

increase risk of spreading COVID-19.

SECONDARY MESSAGES CONTINUED

| TCOT PILLAR | Priority Message | Secondary Message | Caption |
|--------------------|---|--|---|
| CARE | Maintain 6-feet physical distance from others and wear face coverings. Wash or sanitize your hands often. | Bring your own face covering and use it. Know which sites are open and keep a minimum of 6-feet distance between people to prevent crowding. Be diligent about your hygiene and avoid high-touchpoint areas like playgrounds and picnic shelters. | Take care at recreation sites in Oregon — and make smart choices. Face coverings, physical distancing and shielding your mouth when coughing or sneezing reduce exposure to COVID-19. High-touchpoint areas are not disinfected frequently. |
| CARE | Prevent crowding by not congregating in parking lots, trail access or boat ramps. | Always keep pets leashed with a 6-feet distance from other people and animals. Park your car in designated areas only, and don't linger at parking lots, trailheads or boat ramps to avoid crowding. | Take care at recreation sites in Oregon — and be respectful. The CDC reports that pets can contract COVID-19. Parking areas, trailheads and boat ramps can get crowded quickly, hindering emergency and residential access. |
| CARE | Be mindful and avoid risky behavior. | Choose activities within your skill level. Stay on designated trails except when you briefly need to give others more room when passing to maintain physical distancing. Take any trash with you, including disposable gloves and face coverings, and make wildfire prevention a priority. | Take care at recreation sites in Oregon — and make smart choices. Ensuring the parks stay clean lessens the impact on staff and the risk of exposure to virus. Risky behavior puts strain on limited health and rescue resources, which are focused on virus-related emergency needs right now. |