

2026 PARK & RECREATION PROFESSIONALS DAY

Toolkit for PRPS Members

This PRPS toolkit is intended to help YOU, our park professionals, celebrate Park and Recreation Professionals Day. The toolkit includes social media posts, graphics, posters, and logos to help spread the word and celebrate park professionals.

We are returning to the original star logo because park and recreation professionals are truly stars in our communities!



Every third Friday in July, we celebrate Pennsylvania Park & Recreation Professionals Day to honor the people who work to provide the programs and facilities we all enjoy.



Social Media Samples

We encourage you to use these sample messages to help raise awareness of Park & Recreation Professionals Day among your customers and followers. We also want to see how you're celebrating, too. You can send us photos, reels and videos leading up to the day to eschnellbaugh@prps.org.

Tag PRPS & GOOD in your posts, too:

PRPS

Facebook: @PARecandPark; Instagram: @paparkrec; LinkedIn: /pennsylvania-recreation-park-society/

GOOD

Facebook: @GoodforPA; Twitter: @GoodForPA; Instagram: @goodforpa

Hashtags #ParkAndRecDay #GoodforPA

Sample Social Media Posts (Share photos of your staff and volunteers!)

In Advance:

Did you know? Parks and Recreation Professionals Day is happening on **[insert date!]** Be sure to thank your local parks professionals.

- Will you be stopping by **[[LOCATION]]** to celebrate the hard work put in by our team for Park and Recreation Professionals Day?
- What's your favorite part about **[[PARK]]**? Share your photos below to help us celebrate Park & Recreation Professionals Day on **[insert date!]**
- In advance of Park & Recreation Professionals day happening on **[insert date!]**, we're proud to share the stories of some of our staff. **[[ADD IN STORY OF STAFF TO SHOW APPRECIATION]]**
- Testimonials to share on social media – [use this form to collect video/testimonials](#)
- [Good Air Episode #4: How to Champion Your Local Park](#)

Day Of:

- Staff to share your favorite memory working in the field by creating a REEL or photo. *(Recommend)*
- Today is Park & Recreation Professionals Day! Thank you to our incredible team who continue to work hard and provide such great programs to our community.
- Shout out to our amazing team here at **[[LOCATION]]**. Thank you for your dedication and hard work that make parks accessible to our community.
- Thank you to all of our visitors who are as passionate about **[[LOCATION]]** as we are.
- For this year's Park & Recreation Professionals Day, we're asking you all to share some of your favorite park memories! Share any pictures and stories in the comments below, or tag us at **[[YOUR HANDLE]]**
- [Download FB Live Best Practices](#) – to use on PRP Day

After:

- Thank you to everyone who shared their park and recreation memories with us - we're proud to be able to support our communities and provide a necessary outdoor space!

Marketing Materials

Logos

You can use the logos in your email signature!



Poster

Here are some ways to use the poster in your community:

- Hang up in your department
- Print it out and post it in your community
- Take to all events
- Distribute to anyone who stops in the office
- Post it at the parks or pools



Download Graphics for the following:

- Social media posts
- FB cover photo
- Banner Ads
- Poster
- Logos

https://drive.google.com/drive/folders/16isqUhpmpcfait_B8YX-JFigONlgAq2?usp=drive_link



*Thank you for helping us celebrate and spread
the word about your special day!*

#ParkAndRecDay