

What is Good?

“Good for You” serves as a statewide advocacy channel for the essential and irreplaceable nature of local parks & recreation in Pennsylvania’s communities.



**A new look, a new approach,
and a whole new website.**

Welcome to the new Good!

PA PARKS & REC
good
for you.

We know how important
our local parks and recreation
are to the state and to users.


Happy, healthy,
motivated users mean
stronger communities,
which is why our new direction
is focused on...

good for you.



We are focusing solely on the park users and the benefits parks offer to them. *“Good for you”* states that PA local parks and recreation can do good for health, mind, nature, and more. It also states “good for you for taking advantage of all we offer.”

Our new attitude is this: There is so much good happening in parks and rec all over the state, including the one that’s not far from you—and it’s all to help you thrive. ***Because we believe that a thriving community begins with thriving individuals.***

A scenic photograph of a paved path winding through a park. Two people are walking away from the camera on the path. The path is lined with large, leafy trees, and the scene is bathed in soft, golden light, suggesting early morning or late afternoon. The overall atmosphere is peaceful and inviting.

Our goal is to make
“GOOD For You” synonymous
with Local PA Parks & Recreation.

PA PARKS & REC
good
for you.

Website Updates

- A whole new website, with a focus on park users, including a new About Us page, Getting Involved information, Blog, Instagram widget, and Media articles
- Revamped Park Finder with easier-to-use interface, enhanced search (*including an amenities filter*), and more in-depth information on every local park
- The latest additions to the Park Finder include weather and air quality reports, park layouts, and improved geocoding, with more updates to come
- The Park & Rec Professionals Info & Toolkit has been moved to PRPS.org to keep the Good site focused on park users

Communication Channels To Reach Our Targets :

- Social media - including influencers, user generated content, and hashtags
- Newsletters & Blogs
- Park & Rec stories
- Word of mouth
- QR Codes on materials
- Park & Recreation Professionals
- Website

PA PARKS & REC
good
for you.

Personality: fun; healthy; accepting; familiar; environmentally-conscious

**THERE'S A GOOD
NEW PATH FOR
PARK & REC
USERS TO VISIT.**



Our amped up message to everyone is simple. There's so much good happening in local parks and recreation all over the state, it's time to take advantage of it all. And we want to make sure everyone is aware of the important role local parks and rec play in the community and the state. Our new site and revived approach to Good for You awaits your check in, along with a user-friendly and expanded Park Finder. GOODFORPA.COM

PA PARKS & REC
good
for you.



**TAKE UP
HEAD
SPACE.**

Instead of couch space.

With all the good stuff you'll find at your local PA parks and recreation, why are you not there? Stop taking it for granted and start taking advantage of the good right nearby.

FIND YOUR GOOD. goodforpa.com

PA PARKS & REC
good
for you.

**"FINDING
A REASON
TO GET THEM
OUT OF
THE HOUSE
AT OUR LOCAL
REC CENTER."**

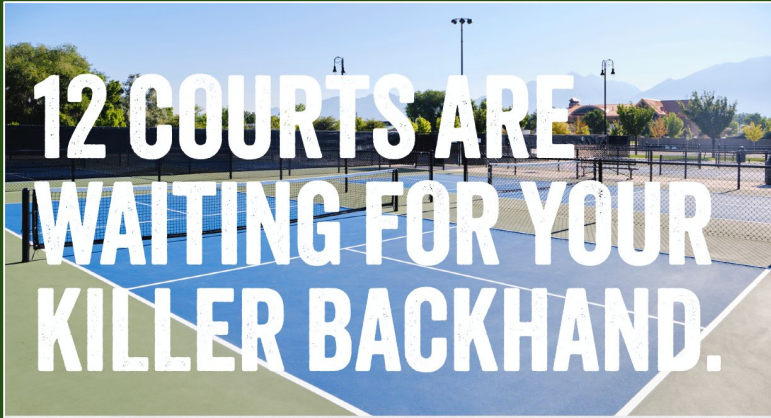


- SYDNEY'S MOM
KAYWOOD PARK, CENTRE, PA

You'll find more good than you thought when you visit your local park and recreation. Everything from fresh air to fresh thinking. Find yourself here. It's nearby and it's all yours. | **FIND YOUR GOOD.** | goodforpa.com

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for you.

**12 COURTS ARE
WAITING FOR YOUR
KILLER BACKHAND.**



Your local parks and recreation are ready for you. Whether you're looking to connect with the community or find some alone time, it's here, waiting for you. GOODFORPA.COM

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good
for you.

**JUST 20 MINUTES IN A PARK IS
ENOUGH TO IMPROVE WELL-BEING.**

(Even better than bingeing a whole season of your favorite show in one weekend.)

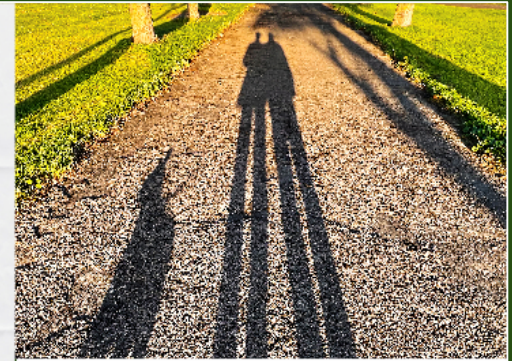


It's time to make sure park visitors know that parks and recreation are good for more than just walking the dog or taking their kids to a playground. PA's local parks and recreation provide great things for the communities they serve, from healthy environments to healthy minds. And thanks to our park pros for making sure they are safe and ready for everyone to enjoy.

FIND YOUR GOOD. goodforpa.com

PA PARKS & REC
good
for you.

**A NEW
PATH FOR
PARK
VISITORS
IS READY
AND
WAITING.**



What's good right now? Our amped up message to everyone is simple. There's so much good happening in local parks and rec all over the state, don't wait to take advantage of it all. Our new site and revived approach to Good for You awaits your check in.

Check it out at goodforpa.com

PA PARKS & REC
good
for you.

PA PARKS & REC
good
for you.

#goodforpa



#PAParkLove

FIND YOUR PARK. 
PA PARKS & REC
good for you.

REC YOURSELF.  PA PARKS & REC
good for you.

PA PARK
LOVE 

Wouldn't you rather
be in a PARK? 
PA PARKS & REC
good for you.

FIND YOUR GOOD. 

DO PA PARKS & RECS 
PA PARKS & REC
good for you.

FIND YOURSELF IN A PARK. 
PA PARKS & REC
good for you.

GO PARK & REC YOURSELF. 
PA PARKS & REC
good for you.



There's a PA park out there for YOU. 

GET OUT.

GET OUT! #PAParkLove

Life is better in a PA Park & Rec.

PARK IT HERE. 

PA PARKS & REC
good
for you.

THE GOOD NEWSLETTER

FOR PARK PROFESSIONALS



ABOUT

PARK FINDER

GOOD BLOG

GET INVOLVED

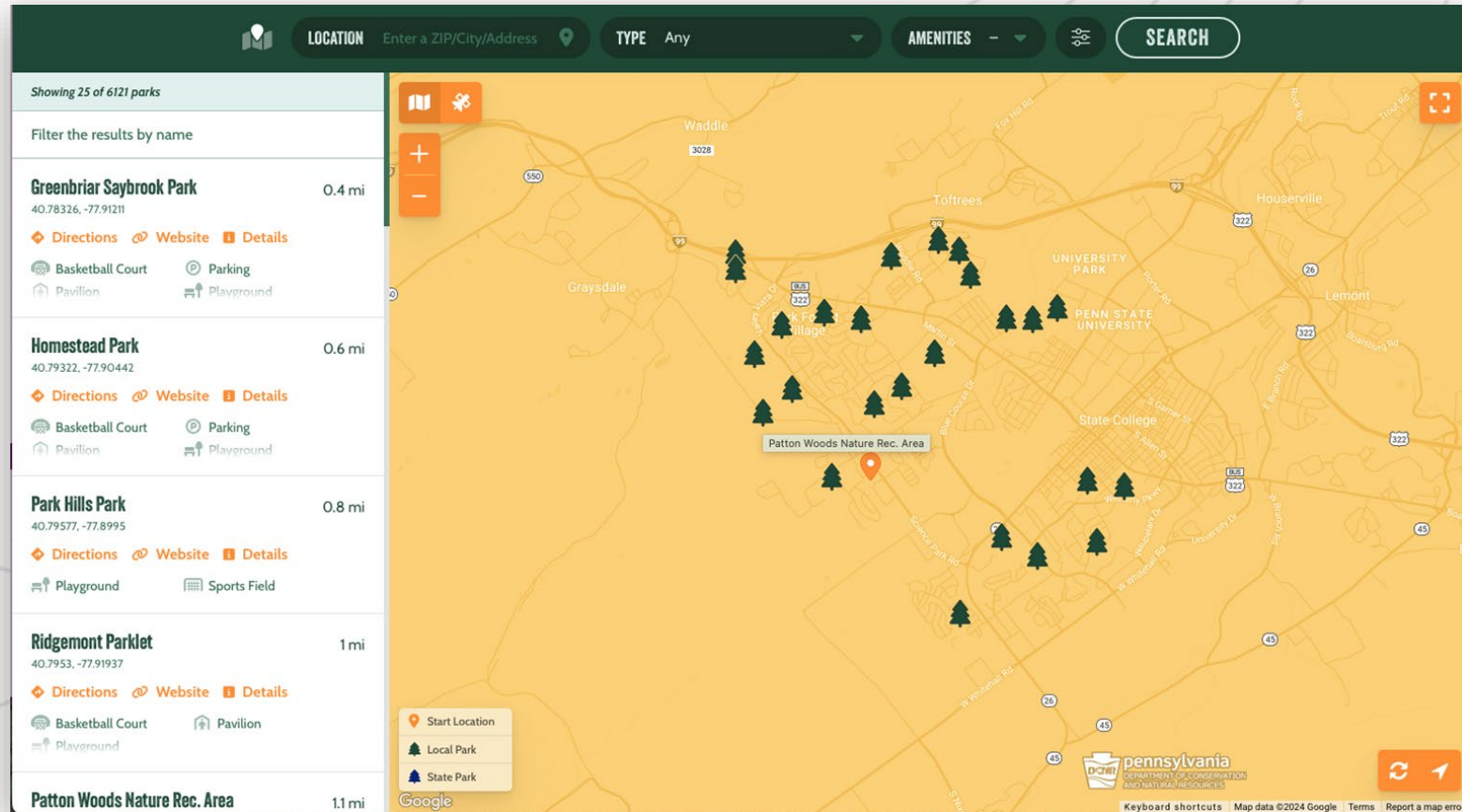
MEDIA

FIND YOUR GOOD

SEARCH OUR PARKS >>

goodforpa.com

Our call-to-action drives people to visit the upgraded **Park Finder** for information and inspiration about parks to visit in their area and beyond.



Park Name	Distance	Amenities
Greenbriar Saybrook Park 40.78326, -77.91211	0.4 mi	Basketball Court, Parking, Pavilion, Playground
Homestead Park 40.79322, -77.90442	0.6 mi	Basketball Court, Parking, Pavilion, Playground
Park Hills Park 40.79577, -77.8995	0.8 mi	Playground, Sports Field
Ridgemont Parklet 40.7953, -77.91937	1 mi	Basketball Court, Pavilion, Playground
Patton Woods Nature Rec. Area	1.1 mi	

PARK FINDER

Showing 25 of 6080 parks

Filter the results by name

- Greenbriar Saybrook Park** 0.4 mi
40.78326, -77.91211
Directions Website Details
Basketball Court Parking Pavilion Playground
- Homestead Park** 0.6 mi
40.79322, -77.90442
Directions Website Details
Basketball Court Parking Pavilion Playground
- Park Hills Park** 0.8 mi
40.79577, -77.8995
Directions Website Details
Playground Sports Field
- Patton Woods Nature Rec. Area** 1.1 mi
40.79215, -77.92459
Directions Website Details
Hunting Pets Allowed

Homestead Park 145 Farmstead Ln

- Basketball Court
- Pavilion
- Sports Field
- Parking
- Playground
- Trails

Details Directions Zoom here

goodforpa.com/park-finder

PA PARKS & REC
good
for you.

How You Can Use the Park Finder

And to create awareness and love for the Park Finder.

- Make Park Finder instantly accessible on your social channels and website
- Present the Park Finder as a valuable resource that is available to everyone
- Distribute rack cards, posters, stickers, swag, etc. to support this initiative
- New materials have a QR code that takes you to the Park Finder
- Keep your parks updated on the Park Finder resource
- Spread the word to your park users

What PRPS is doing for GOOD

Will continue to raise awareness and speak directly to park users.

- Increase website usage and engagement on social media
- Expand outreach by doing Road Trips and connecting with Gov. Shapiro's PA park push
- Advocacy
- Focus on key themes & align with DCNR themes where applicable
- Raise awareness of Park Finder
- Participate in local Outdoor Expo
- Share park and rec stories

Social Media Strategy

Align social media strategy to enhance & support all tactics.

- Continue to share local events/ activities
- Create new influencer relationships
- Continuously drive traffic to Park Finder with posts, and influencer content
- Highlight Park & Rec Professionals monthly
- Collect community feedback with social polls/ surveys
- Partner with local businesses

What Can You Do ?

‘Good for You’ can be good for you too, Park & Rec Professionals. Simple tactics to drive users to take advantage of PA local parks and recreation.

- Use hashtags (*#goodforpa* and *#paparklove*) and tag us (*@goodforpa*) on all social media posts
- Take a PA Good Road Trip
- Become an IG Takeover
- Notify us of any events or news you want to share with a wider audience
 - We’ll include it in our Good newsletter and on social media
- Use the toolkit on PRPS.org as a resource for materials (currently updating)
- Provide a park testimonial or share a park story
- Share the Park Finder with your users
- Volunteer to be a thought leader to be used in our PR Efforts

Good for PA Road Trip

It's more than an Instagram takeover. You're part of a Road Trip!
Share content that travelers can really use!

Taking part in the Good Road Trip campaign is a great way to showcase your park and recreation offerings and build interest for visitors, but also a way to provide support to local businesses in your community. The content will be shared on our social media platforms, newsletter, and in our blog, which means plenty of visitors will see the good stuff in and around your parks! And using the hashtag #GoodPARoadTrip will expand the audience even more.



Questions?

How can we help you?

For inquiries contact:



Email:
info@goodforpa.com

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