

DMP Social Media Guidelines

Hashtags to Use

#dragonflymercuryproject
#parkscience
#citsci
#mercury
#cleanair
#healthyparkshealthypeople

Organizations/Groups to Tag

- Twitter: @NatureNPS @NatIParkService @USGS @UMaine
- Facebook: @NatureNPS @NationalParkService @USGeologicalSurvey @UniversityOfMaine
- Instagram: @NatureNPS @NationalParkService @USGS @university.of.maine
- @SixLeggedScoutsInTheNationalParks

Be sure to tag organizations that are volunteering, too.

Shortened address for social media: go.nps.gov/dmp or go.nps.gov/dragonflymercury

Suggestions for posts for parks

- Photos of data collection
- Data results from USGS - how does your park compare to others? Consult with a project scientist about your parks results before posting.
- Call for volunteers for the project
- Create posts about DMP that support other comm initiatives, such as Air Quality Awareness Week, Park Rx, Volunteer Week, Earth Day, Citizen Science Day, etc.
- Share video about DMP, "[Blue Skies and Dragonflies](#)", that's part of the *Outside Science (inside parks)* series

Pitfalls to Avoid

- Avoid interpreting the results without first consulting a project scientist, namely:

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