

TAKE CARE OUT THERE

PREPARE | CARE | CONNECT



Introducing "Take Care Out There" on Social Channels

	Instagram	Facebook	Twitter
Take Care Out There	We invite you to explore Oregon's wild places — but please take care out there. Help preserve the state's outdoor spaces by following these responsible recreation values: Prepare. Care. Connect.	Oregon's outdoor spaces are our playground —and they're also our responsibility. Help preserve Oregon for generations to come by following these three simple values: Prepare, Care, Connect.	Ready to explore Oregon's great outdoors? Before you head out, learn about our core responsible recreation values: Prepare, Care, Connect.

Messaging for Social Channels

You know your social media audience best, so how you post about the Take Care Out There campaign might vary from channel to channel. In order to connect to the campaign in a clear, cohesive way, we recommend using the social media tiles provided. Focus on a core Prepare Care Connect message and customize the tile image to your destination or brand. Because consumers love specificity, you might use the post copy to describe the place that is pictured and how the message is important to that location. Just keep in mind that brevity is also appreciated.

Take a sincere approach to your copy, using a relatable, somewhat playful tone while always sounding kind and thoughtful, like a true Oregonian. Offer practical advice in plain language that's direct and easy to understand.

- Call to action would direct to campaign site, i.e. "For more tips, visit TakeCareOutThere.org."
- Use the hashtag #TakeCareOutThere and consider secondary hashtag, #PrepareCareConnect

The following are examples of social media post copy that you can adapt to your channels:

	Instagram	Facebook	Twitter
Prepare	<p>Ready to explore Oregon's great outdoors? Be prepared before you head out:</p> <ul style="list-style-type: none"> • Consider your group's abilities, as well as the best time to visit. • Check conditions and come equipped with gear, water and maps. • Let someone know where you're headed and when you plan to be back. 	<p>Sure, it's fun to be spontaneous — but it's better to come prepared. Before you Oregon's great outdoors, think about these tips:</p> <ul style="list-style-type: none"> • Consider your group's abilities, as well as the best time to visit. • Check conditions and come equipped with gear, water and maps. • Let someone know where you're headed and when you plan to be back. 	<p>When it comes to Oregon adventures, preparation pays off. Always check conditions before leaving and come equipped with the right gear — and experience level right for your group.</p>
Plan Ahead	<p>PLAN AHEAD Make the most of your next Oregon adventure: Find the right activities for your group — and your pets — based on skill levels, terrain and timing. Trust us, you'll be glad you did.</p>	<p>PLAN AHEAD At the heart of every great adventure is a great plan. Plan ahead by matching activities to the abilities of your group — and your pets. Who's coming along? What is the terrain like? How much time do you have?</p>	<p>PLAN AHEAD Consider the skill levels of your group — and pets — before your next Oregon adventure. (You'll be glad you did.)</p>

Examples of social media copy (cont.)

	Instagram	Facebook	Twitter
Be Ready	<p>BE READY Don't get caught outdoors with the wrong gear. Always check conditions and plan for the unexpected. Pack your 10 Essentials. Bring sturdy shoes, snacks and water —and as every Oregonian knows: Dress in layers.</p>	<p>BE READY True Oregonians know to dress in layers — but there's so much more to adventuring outdoors. Do you have the right shoes for the terrain? Did you bring water and photos of maps? Would you do better with a guide?</p>	<p>BE READY Before your next outdoor adventure, check the conditions. Do you have the right gear, water and maps?</p>
Don't Forget	<p>DON'T FORGET Always tell someone where you're going and when you should be back. Remember to bring cash for recreation fees — and a refreshing reward at the end of the trail.</p>	<p>DON'T FORGET Always let a loved one know where you're heading and when you'll be back. Remember to bring cash for recreation fees (which helps maintain Oregon's natural spaces) — as well as for a refreshing post-exploring reward.</p>	<p>DON'T FORGET Before your Oregon adventure, did you let someone know where you are going and when you'll be back? Did you bring cash for recreation fees?</p>
Care	<p>A word to the wise: Slow down and take it all in. By making time to appreciate our wild places, you'll want to help keep Oregon beautiful for years to come. (And we think that's pretty important.)</p>	<p>We know you're in a rush to do all the things and get to all the places. But we promise you'll have a better time exploring Oregon if you slow down and take it all in. Mind your outdoor manners and help us keep Oregon beautiful for years to come.</p>	<p>A word to the wise: Slow down and take it all in. By making time to appreciate our wild places, you'll want to help keep Oregon beautiful for years to come.</p>
Make Smart Choices	<p>MAKE SMART CHOICES Knowing your limits can be the difference between a fun experience and a helicopter rescue. Remember these tips for smart choices:</p> <ul style="list-style-type: none"> • Know your limits • Look for posted signs and safety warnings • Be aware of your surroundings when taking photos • Don't rely solely on cellular or navigation systems for directions • Bring a friend along 	<p>MAKE SMART CHOICES We love our search and rescue crews — and you can make their job easier. When adventuring in Oregon's outdoors, please make smart choices:</p> <ul style="list-style-type: none"> • Know your limits • Look for posted signs and safety warnings • Be aware of your surroundings when taking photos • Don't rely solely on cellular or navigation systems for directions • Bring a friend along 	<p>MAKE SMART CHOICES Knowing your limits can be the difference between a fun experience and a helicopter rescue.</p>

Examples of social media copy (cont.)

	Instagram	Facebook	Twitter
Be Respectful	<p>BE RESPECTFUL Help protect Oregon's great outdoors with these key tips:</p> <ul style="list-style-type: none"> • Share trails with others; stick to public lands and off private property • Take only memories and leave only footprints • Appreciate wildlife from a distance • Practice wildfire prevention, always 	<p>BE RESPECTFUL Help protect Oregon's great outdoors with these key tips:</p> <ul style="list-style-type: none"> • Share trails with others; stick to public lands and off private property • Take only memories and leave only footprints • Appreciate wildlife from a distance • Practice wildfire prevention, always 	<p>BE RESPECTFUL Take only memories (a safe distance from wildlife), leave only footprints (on designated trails).</p>
Keep It Natural	<p>KEEP IT NATURAL You too can be a steward of Oregon:</p> <ul style="list-style-type: none"> • Stay on designated trails • Take only memories and leave only footprints • Use a boot brush to prevent spread of invasive species • Follow wildfire prevention seriously 	<p>KEEP IT NATURAL It's easy to keep Oregon beautiful:</p> <ul style="list-style-type: none"> • Stick to designated trails to protect the health and habitat of natural ecosystems, as well prevent erosion • Take only memories and leave only footprints • Use a boot brush to prevent spread of invasive species • Follow wildfire prevention seriously 	<p>KEEP IT NATURAL Did you know that hiking off trail can lead to trampled vegetation, harmed ecosystems and possible erosion? Do the right thing: Stick to designated trails.</p>

Best Practices for Newsletter and Website Content

While your website visitors vary in planning stages, all can benefit from Take Care Out There information. Add the campaign's core messages to your new and existing content and link to TakeCareOutThere.org. Often a dedicated "If You Go" section stands out in articles but including messages throughout narratives is beneficial too. Consider embedding social media posts onto relevant pages.

The campaign messages will also benefit your newsletter, as subscribers are highly engaged in your content. This could look like a banner story featuring imagery of your destination or an ad promoting the campaign sweepstakes in the Take Care Out There brand. To encourage clicks, don't give away everything – just say enough to get people curious about the topic.

