Friends of the Rail Park
Social Media Toolkit

Utilize this social media toolkit to spread the word about the Rail Park, and help us work toward the Three Mile Vision for the Rail Park.

Don’t forget to tag us @therailpark and use the hashtag #TheRailPark!

Resources:

The Rail Park on Instagram, Facebook, Twitter

Images

Sample Captions:

• Did you know, that the vision for #TheRailPark extends 3 miles across 10+ Philadelphia neighborhoods? When completed, it will provide thousands of Philly residents and visitors with a place to connect with nature and each other. Learn more about the Three Mile Vision by visiting therailpark.org.

• #TheRailPark is one of my favorite places in Philadelphia to enjoy some time outside because [your response]. Learn more about their mission to create three miles of linear park space at therailpark.org.

• I am a member of #TheRailPark because [your response]. If you’re passionate about Philadelphia parks and public spaces and want to join me in supporting this innovative project, visit therailpark.org/donate to learn more!

• What’s your favorite #PhillyPark? Mine is @TheRailPark, because [your response]. Learn more about the Three Mile Vision for the Rail Park, which will provide thousands of Philly residents with access to beautiful green space, at therailpark.org.

• Philly needs more park space! Join me in supporting the Three Mile Vision for #TheRailPark, which will bring nature to over 10 Philadelphia neighborhoods and thousands of residents. Learn more about the Three Mile Vision at therailpark.org.