

**Project Summary**  
**Rocky Mountains Cooperative Ecosystem Studies Unit**

**Project Title:** Content Evaluation of the Response to the Centennial Find Your Park campaign

**Discipline:** Social

**Type of Project:** Technical Assistance/Education

**Funding Agency:** National Park Service

**Other Partners/Cooperators:** Colorado State University

**Student Involvement:** Yes, graduate student

**Effective Dates:** 08/01/2015 - 3/31/2018

**Funding Amount:** \$85,381 [FY16: \$45,192; FY15: \$40,129]

**Investigators and Agency Representative:**

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**Project Abstract:**

The National Park Service is celebrating its Centennial anniversary in 2016. As a part of this celebration the NPS has launched the 'Find Your Park' campaign to "connect with and create the next generation of visitors, advocates, and supporters." The target audience for the centennial campaign is millennials (people born between the early 1980s and 2000s. This audience is deeply involved in social media and as a part of the centennial campaign the NPS is focusing a lot of effort into reaching its target audience through these venues. Through the FindYourPark.com website, the NPS is asking users to "Share Your Story" about how they found their park. The public is also contributing to other social media venues not managed by the NPS and sharing how they feel about, think about, and understand parks. At the same time, the NPS is developing content for its audiences to respond to. The primary focus of this project is public outreach, education and communications. The project assists in evaluation of social media content. Evaluation of content will produce recommendations for the NPS to develop social media content that is more relevant to its audience. The public will benefit from more targeted content that engages them more fully in the relevance and stewardship of their national parks.

**Keywords:**

Colorado State University, National Park Service Centennial, Find Your Park, social media, public outreach