

OAKLAND COUNTY PARKS



Great Parks for Great People
EST. 1966

Oakland County Parks and Recreation
Brand and Communications Standards
Updated: May, 2022



OAKLAND COUNTY PARKS

Great Parks for Great People

As an employee of Oakland County Parks and Recreation, we thank you for being a Brand Ambassador for our award-winning parks system that provides great customer service to 2 million annual visitors.

Our brand is essentially how our guests perceive OCPR; what they think and feel about the trails, parks, golf courses, programs, special events and experiences our staff provides 365 days a year. Our brand is our image, and what sets us apart from our competitors.

Branding is the intentional process of cultivating our visitors' perception. The Communications and Marketing Unit builds awareness about OCPR through the consistent use of logos, graphic design and messaging in social media, e-marketing, website content, advertising, marketing, promotions and signage. Photos and videos enhance these products and engage viewers, encouraging word of mouth, likes and shares.

Our logo is the graphic representation of Oakland County Parks and Recreation. We want our guests to associate it with good times camping with family and friends, golf league outings, nature programs with their scout groups, waterpark visits, summer camp, special events and so much more.

The OCPR Brand and Communications Standards were developed by the Communications and Marketing Unit to ensure that all digital, print and visual representations of the parks system are professional, consistent and recognizable.

For questions about these guidelines, please contact the Communications and Marketing Unit. The OCPR Brand Standards Manual was approved by the Oakland County Parks and Recreation Commission December 2017 and updated April 2022.

**Oakland County Parks and Recreation
Communications and Marketing Unit**
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248-858-0906

Questions:
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LOGO REGISTRATION

United States of America
United States Patent and Trademark Office

**OAKLAND
COUNTY PARKS**

Reg. No. 5,622,841

Registered Dec. 04, 2018

Int. Cl.: 41

Service Mark

Principal Register

County of Oakland (MICHIGAN municipal corporation)
1200 N. Telegraph Road
Pontiac, MICHIGAN 483410419

CLASS 41: Recreational park services

FIRST USE 2-1-2018; IN COMMERCE 2-1-2018

The mark consists of The word "Oakland" in bold capital letters appears on top. Inside the letter "O" of "Oakland" is a stylized seagull in the right upper corner above a stylized body of water in the bottom of the "O". Below "Oakland" are the words "County Parks" in bold block form.

No claim is made to the exclusive right to use the following apart from the mark as shown:
"OAKLAND COUNTY PARKS"

SER. NO. 87-950,819, FILED 06-06-2018



Andrei Iancu

Director of the United States
Patent and Trademark Office

LOGO USAGE

PRIMARY LOGO

Oakland County Parks and Recreation has one servicemark, often referred to as a logo, that can be used interchangeably. A servicemark is a word, name, symbol or any combination used to identify services.

This is the only logo that can be used. Oakland County Parks and Recreation has registered its logo with the United States Patent and Trademark Office.



LOGO VARIATIONS

Logos should appear in full color when used in a full color design, whenever possible.

However, if the publication requires a single-color version of the logo, choose either all-black, or all-white reversed out of black, Process Blue or PMS 354 Green block.



LOGO ARTWORK

The Oakland County Parks and Recreation logo is comprised of two stacked lines of outlined artwork logotype.

The 'O' of Oakland, and the remaining artwork, is a custom designed lettering and should never be replaced by a font or any other typeface.



Wireframe outline, demonstrating artwork construction

MINIMUM CLEAR SPACE

To protect the integrity of Oakland County Parks and Recreation's brand and achieve maximum recognition, it is important that no other graphic elements or logos be in direct contact with the OCPR logo artwork.

A containing box of at least 1/4 inch should always surround the logo artwork.



BRAND COLORS

The Primary Oakland County Parks and Recreation logo uses the following brand colors:

Parks Green

PMS: 354
CMYK: 80.0.95.0
RGB: 0.176.82
HEX: 00B052

Parks Blue

PMS: PROCESS BLUE
CMYK: 81.32.0.0
RGB: 0.133.202
HEX: 0085CA

Bright White

PMS: 11-0601
CMYK: 0.0.0.0
RGB: 0.0.0
HEX: FFFFFFFF

Pantone Matching System (PMS) color – Mostly used by commercial printers.

CMYK: Used in four- or full-color commercial printing.

RGB: Used in electronic documents, such as Word and PDF files.

HEX (web): Used in web design.

Accent Colors:

The OCPR Graphic Artist has the option to use additional color as determined by the design of individual publications. No more than 3-4 additional accent colors should be included in a publication, shades and tones of said accents are allowed.

QUESTIONS

For questions or clarification on these brand standards, please contact

Garrett Ebbeling

Graphic Artist

Oakland County Parks and Recreation

248-858-4627 ebbelingg@oakgov.com

LOGO BEST PRACTICES



Do:

Place the white transparent logo on a solid background image with enough space for logo to be read clearly and not be overcrowded.



Do Not:

Place the logo mark over an image with a white colored bounding box



Do:

Reach out to OCPR Communications & Marketing Unit for the correct logo file.



Do Not:

Recreate the logo mark in a live typeface



Do:

Resize the logo proportionally, be sure to use the shift or control key to control the proportion and scale of the logo



Do Not:

Distort or stretch the logo mark



Do:

Use the white logo on a solid color background to call attention to the brand and create high contrast



Do Not:

Add a stroke or alter the existing logo fill colors

INDIVIDUAL FACILITY LOGOS

Bunkers Bar & Grill

Bunkers Bar & Grill is OCPR's in-house food and beverage provider for Lyon Oaks, Springfield Oaks and White Lake Oaks golf courses.

The logo must accompany the OCPR logo on a design piece to build connection between OCPR's identity and Bunkers Bar & Grill. The logo may be used in full color or black and white.



Lyon Oaks Golf Course

Lyon Oaks Golf Course is an Arthur Hills-designed, 18-hole, par 72 championship golf course. Because of the notable tie to Arthur Hills, golfers purchase retail merchandise at this course more than the other four courses. Due to its revenue connection to the existing logo, it will be maintained.

Red Oaks and Wint Nature Centers

Red Oaks and Wint Nature Centers have established a following of families, scouting groups and schools. Additionally, the logos retention is necessary to differentiate programming at each center when promoting events at both locations in one flyer or similar pieces.

The logos must accompany the OCPR logo on a design piece to build connection between OCPR's identity and the nature centers. The logos may be used in full color or black and white.



Oakland County Farmers Market

The Oakland County Farmers Market provides grower-direct fresh produce, flowers and hand-made goods. Vendors showcase their products via indoor and outdoor stalls seasonally. Special events are held throughout the year, including Oakland Uncorked, food truck rallies and cooking demonstrations. Nutrition and health programs are hosted by Michigan State University Extension Health & Nutrition and Master Gardeners, as well as the Oakland Conservation District and the Oakland County Health Division.

The OCFM is an established retail business with its own identity that is strengthened via strong support from sponsors, the farmers market community, connections with local chefs via a partnership with *edibleWOW* Magazine and market manager TV appearances for live cooking demonstrations.

The logo must accompany the OCPR logo on a design piece to build connection between OCPR's identity and the Oakland County Farmers Market. The logo may be used in full color or black and white.

Holly Oaks ORV Park

The Holly Oaks ORV Park logo is often accompanied by the Michigan Department of Natural Resources and the Oakland County Parks and Recreation logos. To show visual hierarchy the Holly Oaks logo should be roughly double the size of the MDNR and OCPR logos, and be placed near or above them to show connection. Holly Oaks ORV Park is a partnership between the two recreation agencies. DNR owns the land and OCPR operates the facility under a lease agreement.

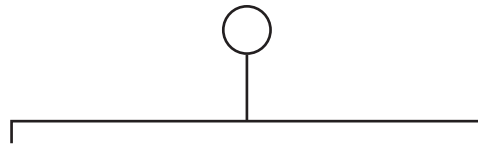
The logo may be used in full color, black and white or 1 color inverse on a solid background.



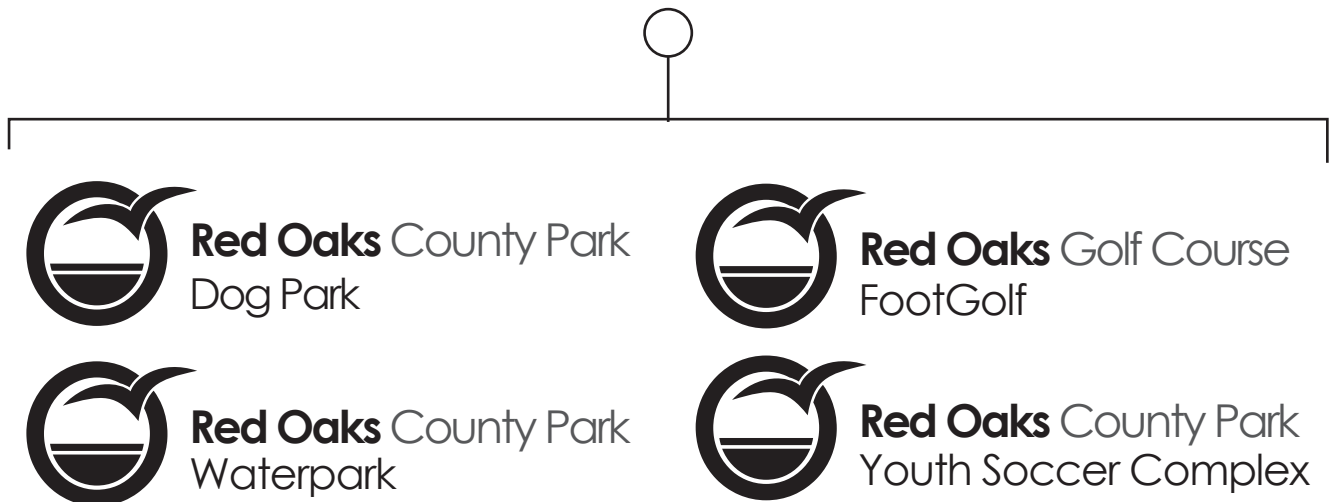
SUB BRAND SYSTEM



Parent "Master Brand" logo



Endorsed "Sub Brand" logo



Sub brand "children" logos

Using OCPR "O" with Park Name and Sub-Headline
to connect with park specific activities

SUB BRAND SYSTEM

Endorsed Sub-Brand: Individual Parks



Endorsed Sub-Brand: Park Programs



SUB BRAND SYSTEM

Individual Park Children Logos, based on activities listed on the current OCPR website.
These can be expanded or reduced based on Activities/Budget Centers.



Addison Oaks County Park
Banquets & Weddings



Addison Oaks County Park
Campground



Addison Oaks County Park
Disc Golf



Addison Oaks County Park
Equestrian Trails



Addison Oaks County Park
Fishing



Addison Oaks County Park
Geocaching



Addison Oaks County Park
Playgrounds



Addison Oaks County Park
Recreation Pavilion



Addison Oaks County Park
Trails



Catalpa Oaks County Park
Geocaching



Catalpa Oaks County Park
Picnic Pavilion



Catalpa Oaks County Park
Playground



Catalpa Oaks County Park
Soccer Fields



Catalpa Oaks County Park
Trails



Glen Oaks Golf Course
Banquets & Weddings



Groveland Oaks County Park
Beach



Groveland Oaks County Park
Campground



Groveland Oaks County Park
Fishing



Groveland Oaks County Park
Picnic Pavilions



Groveland Oaks County Park
Playgrounds



Groveland Oaks County Park
Recreation Pavilion



Groveland Oaks County Park
Trails



Groveland Oaks County Park
Water Activities



Highland Oaks County Park
Equestrian Trails



Highland Oaks County Park
Fishing



Highland Oaks County Park
Geocaching



Highland Oaks County Park
Trails



Highland Oaks County Park
Winter Activities

SUB BRAND SYSTEM



Independence Oaks County Park
Archery



Independence Oaks County Park
Baseball Field



Independence Oaks County Park
Camp Wilderness



Independence Oaks County Park
Fishing



Independence Oaks County Park
Geocaching



Independence Oaks County Park
Picnic Pavilions



Independence Oaks County Park
Playgrounds



Independence Oaks County Park
Trails



Independence Oaks County Park
Water Activities



Independence Oaks County Park
Winter Activities



Lyon Oaks Golf Course
Banquets & Weddings



Lyon Oaks County Park
Cricket



Lyon Oaks County Park
Dog Park



Lyon Oaks County Park
Picnic Pavilions



Lyon Oaks County Park
Soccer Fields



Lyon Oaks County Park
Trails



Orion Oaks County Park
Dog Park



Orion Oaks County Park
Fishing



Orion Oaks County Park
Picnic Areas



Orion Oaks County Park
Trails



Orion Oaks County Park
Winter Activities

SUB BRAND SYSTEM



Red Oaks County Park
Dog Park



Red Oaks Golf Course
FootGolf



Red Oaks County Park
Playgrounds



Red Oaks County Park
Soccer Complex



Red Oaks County Park
Trails



Red Oaks County Park
Waterpark



Red Oaks County Park
Winter Activities



Rose Oaks County Park
Equestrian Trails



Rose Oaks County Park
Fishing



Rose Oaks County Park
Geocaching



Rose Oaks County Park
Trails



Rose Oaks County Park
Winter Activities



Springfield Oaks County Park
Banquets & Weddings



Springfield Oaks County Park
Fairgrounds



Springfield Oaks County Park
Golf Course



Springfield Oaks County Park
Trails



Springfield Oaks County Park
Winter Activities



Waterford Oaks County Park
Banquets & Weddings



Waterford Oaks County Park
BMX



Waterford Oaks County Park
Geocaching



Waterford Oaks County Park
Picnic Areas



Waterford Oaks County Park
Picnic Pavilions



Waterford Oaks County Park
Playgrounds



Waterford Oaks County Park
Platform Tennis



Waterford Oaks County Park
Trails



Waterford Oaks County Park
Waterpark



Waterford Oaks County Park
Winter Activities



White Lake Oaks Golf Course
Activity Center



White Lake Oaks Golf Course
Winter Activities

BRAND IN ACTION

Publications:



Social Media:



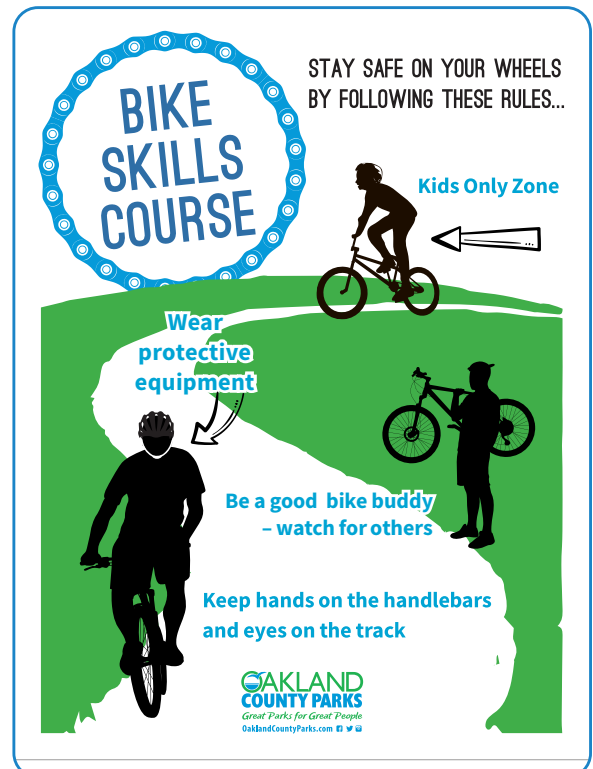
Signage:



Postcard

| | | |
|--|----------------|-----------------|
| Springfield Oaks Golf Course 248-634-2261 | | |
| 2021 GOLF RATES Valid April 5 - Oct. 3 <small>Tee times required. Tee times available 14 days in advance (Twilight excluded).</small> | | |
| Weekends & Holidays (July 5 observed holiday) | | |
| | 9 Holes | 18 Holes |
| Walking | \$20 | \$35 |
| Riding | \$30 | \$49 |
| Weekdays Monday-Friday | | |
| Adult | 9 Holes | 18 Holes |
| Walking | \$18 | \$30 |
| Riding | \$28 | \$46 |
| Adaptive, Seniors, Military & Veterans | 9 Holes | 18 Holes |
| Walking | \$14 | \$24 |
| Riding | \$24 | \$40 |
| <small>Seniors (62+) fee valid Mon.-Fri. prior to p.m. leagues.</small> | | |
| Juniors (17 and Younger) | 9 Holes | 18 Holes |
| Walking | \$10 | \$15 |
| Twilight | 9 Holes | 18 Holes |
| Walking | \$14 | \$24 |
| Riding | \$24 | \$40 |
| <small>Twilight times vary during the season; hours posted at course. 7 days a week.</small> | | |
| <small>* Start times may vary due to league play</small> | | |
| <small>** First-come basis, reservations not accepted</small> | | |
| <small>Must be 18 years old to rent and/or operate a golf cart.</small> | | |
| OAKLAND COUNTY PARKS Great Parks for Great People OaklandCountyParks.com | | |

Infocard



BRAND IN ACTION

Oakland County Parks and Recreation
SCOUT BADGE DAYS

Now tailored to fit your schedule!

For decades, Oakland County Parks and Recreation has been a go-to source in Southeast Michigan for diverse scout programming.

Due to Covid-19 restrictions, scheduled Scout Badge Days are not being offered in Spring 2021 at the Red Oaks Nature Center (Madison Heights), or the Lewis E. Wint Nature Center (Clarkston). Decisions about the Fall badge schedule will be made during the summer.

In the meantime, both nature centers are open for appointment-based Scout Badge Field Trips. Field trips last 60-90 minutes and are tailored to the badge work needs of your pack or troop. Programs will take place outdoors under a tent and will follow Covid-19 protocols (see below). Scout leaders should contact the nature centers directly to talk to a naturalist and book a field trip. Field trips require two weeks advance notice. One adult is required for every five scouts. Badges and snacks are not provided by the nature center. Please come dressed for the weather.

The cost is \$35/person or \$30 group minimum. An additional per-scout fee may be added for certain activities or take-home project kits. Parking fee will be waived for program participants; see details upon booking.

Must-Know Covid-19 Information: All programs will take place outdoors - under a tent, or on a trail. Masks are encouraged for programs on the trail and required for programs under the tent. Masks are available on site if participants do not have their own. Staff will wear masks. Screening questions and touchless temperature checks are required upon arrival. Your patience is appreciated, since Covid-19 guidelines and protocols are subject to change.

Visit OaklandCountyParks.com for details about the nature centers and interpretive program information.

WINT NATURE CENTER
5501 Sashabaw Road
Clarkston, MI 48348
248-625-6473 (Wint Nature Center)
248-625-0877 (Independence Oaks County Park)

NATURE CENTER
30300 Hales St.
Madison Heights, MI 48071
248-585-0100 (Red Oaks Nature Center)

Looking to Camp local?

Camp Wilderness, a 10-acre primitive campground nestled within 1,286-acre Independence Oaks County Park, is available year-round. Call 248-625-0877 to book.

Amenities include:

- Two group camping areas - 60 campers and 100 campers
- Fire rings, benches, grills and picnic tables
- Heated, modern showers and restrooms

New this year!

OAKLAND COUNTY PARKS
Great Parks for Great People

SUNDAY SPRING FLOWER MARKETS

Talk with local growers and shop for a variety of plants

• Annuals • Perennials • Vegetable Starters

May 9, 16, 23, 30 & June 6
7 a.m.-1:30 p.m.

2350 Pontiac Lake Road, Waterford, MI 48328
May-December: Tues, Thurs, Sat. 7 a.m.-1:30 p.m.
OaklandCountyParks.com

Addison Oaks County Park

Camper Guide & Map

2021 Pricing & Hours
Open April 30 - Oct. 20

OAKLAND COUNTY PARKS
Great Parks for Great People

1480 W Romeo Road
Livonia, MI 48367
248-493-2432

HOLLY OAKS ORV PARK

OAKLAND COUNTY PARKS
Great Parks for Great People

Flyer

Poster

Brochures

Waterford Oaks County Park

Have you explored all the places Waterford Oaks has to offer?

Welcome

Waterford Oaks is headquarters for the Oakland County Parks and Recreation Commission. With 199 acres, Waterford Oaks is also home to Waterford Oaks Waterpark, the world-class Waterford Oaks Bicycle Motocross (BMX) track, more than three miles of hiking trails, the universally-accessible Paradise Peninsula Playscope, two platform tennis courts, sand volleyball courts, a winter family sledding hill, and outdoor fitness equipment. The Lookout Lodge, Activity Center and picnic shelters are available for rent.

Did you know?

Opened in 1975, the Waterford Oaks Bicycle Motocross track is one of the oldest continually operated tracks in the world. The quarter-mile championship track hosts practices as well as local, state and national races and competitions. Helmet and bike rentals are available. Bicycle Motocross racing is a great competitive activity for all ages.

Platform Tennis

Waterford Oaks Trail

Traverse 3.3 miles over a mix of trails and paved paths. Quality bike and pedaled bikes offer a scenic experience for any outdoor enthusiast.

The Oakland County Farmers Market

Located around the corner of 2350 Pontiac Lake Road, the market is open three days a week, providing growers direct fresh produce, flowers and hand-made goods. Vendors showcase their products via indoor and outdoor stalls. Red Wood Grill provides on-site BBQ. Special events are held throughout the year, including Oakland Uncorked, food truck rallies and community garage sales.

OAKLAND COUNTY PARKS
Great Parks for Great People
OaklandCountyParks.com

Photo Display

TYPOGRAPHY

The font families shown below were chosen to reflect Oakland County Parks and Recreation's brand identity and should be used in all marketing and communication materials.

Sans-Serif Font Choices

Sans-serif fonts are most suitable for headlines and short body copy because they are seen as bold, modern and attention-grabbing. Sans-serif fonts are recommended for text that will be read on a computer screen.

Myriad Pro Bold
Myriad Pro Semibold
Myriad Pro Regular
Myriad Pro Italic
Myriad Pro Condensed
Myriad Pro Bold Condensed

Serif Font choices

Serif fonts are suitable for long bodies of copy and are general considered easier to read. Serifs help guide the eye's flow through long passages of text and make words more cohesive, reducing eye strain. Serif fonts evoke tradition, heritage, intellect and maturity.

Minion Pro Bold
Minion Pro Semibold
MinionPro Medium
Minion Pro Regular
Minion Pro Italic

Script/Accent Font Choice

Accent fonts are suitable for titles or accent words in headlines. Script font can be added to a block of text to add interest, draw attention to a key word or give the eye a focal point. Script fonts should be used sparingly, one or two words at a time, and always at a large enough size so the words are clearly visible.

AVANT GARDE
Mission Script
Nexa
BIZON
Britannic

The OCPD Graphic Designer has the option to use additional fonts at his discretion in the design of individual publications.

MESSAGING & VOICE

To ensure that Oakland County Parks and Recreation's identity is communicated accurately and consistently, the following is an overview of brand voice and messaging for design and copywriting purposes. As marketing materials are created for OCPR, it is important to remember the most essential aspects of our brand.

NAME

Oakland County Parks and Recreation
Oakland County Parks & Recreation

Copywriting should always use "and" spelled out.
Note: Ampersand (&) should be used only on graphic pieces, never in copy.

TAGLINE(s)

Discover where you live
Great Parks for Great People

Note: Reserve for campaign or marketing purposes; do not use on permanent signage, etc.

Why do we exist?

To provide great parks and recreation.

For Whom?

Southeastern Michigan residents who love the outdoors.

Our brand promise:

OCPR gives individuals and families a place to play, with parks that are both familiar and fresh.

BRAND VOICE

When crafting messages for Oakland County Parks and Recreation, the voice should sound friendly, enthusiastic, confident, clear and concise.

SPECIFIC LANGUAGE

Disabled, disabled person(s).

Use first language, (i.e. persons with disabilities, child with autism, etc.). There is a trend toward identity first language, but it is mostly used by self-advocates, which not everyone identifies as.

MESSAGING STRATEGIES

These overarching strategies should be used to drive home the brand promise and visual identity. Marketing messages should fulfill one or two of these strategies at any touchpoint.

Stoke feelings of ownership

Use personal pronouns (“you”) when appropriate, and language that encourages a sense of personal ownership, connection and responsibility. Your Oakland County Parks.

Note: Per the Associated Press Style Guide, personal pronouns should never be used in news releases, on the website, in Newsbreak and OAKNotes Newsletters or other publications as determined by the Supervisor - Communications and Marketing.

Drive action

Inspire residents to get out there and see, do, discover and explore with verb-led, action-oriented language.

Clarify offerings

Provide extreme clarity about distinct activities and entities within the parks system via naming, categorization and organization of content across various mediums.

Talk about the everyday – and the adventure

Messages should reflect both the everyday park amenities (trails, playgrounds, picnics) and the more adventurous and unique offerings like waterparks, archery, mini-golf, etc.

Convey awe, wonder and fun

Copy should be enthusiastic and optimistic, inspired by nature’s brilliance and OCPR’s top-notch programs and amenities.

KEY MESSAGES

The parks are yours to enjoy

From daily exercise, outdoor education and weekend adventures to birthday parties, office gatherings and summer fun – use often and enjoy.

The parks are an Oakland County treasure

From rolling hills to towering oak trees and glacial moraines, Oakland County Parks and Recreation offers all the beauty of nature, close to home.

We’ve got a park for every season

With 14 diverse parks featuring activities that can be enjoyed year-round, there’s always an opportunity to get outside.

We offer places for safe, family-friendly fun

OCPR is dedicated to providing clean, safe, beautiful places for residents to play.

Get involved; Join our team

We depend on volunteers to keep many of our recreational and environmental programs running smoothly. Help us keep our parks great.

MESSAGING STRATEGIES

TELECOMMUNICATIONS PROCEDURE

Name the facility, state your first name, ask the caller: "How may I help you?"

For example:

Red Oaks Golf Course, this is Kathy. How may I help you?

By giving the name of the facility, you are reinforcing to the caller, the facility they have reached. Many people dial numbers incorrectly. Or, in the case of the Red Oaks Complex, which also offers a waterpark and dog park, the caller understands which facility within the complex they have reached.

By providing your name, you make a personal contact with the caller. Also, if they need to call back, they can reference the individual with whom they spoke earlier.

And, by asking "How may I help you?" you invite the caller to begin the conversation.

If you have been issued a county cell phone, please answer your cell phone:

Oakland County Parks and Recreation, this is _____. How may I help you?

SALUTATIONS AND GREETINGS

Refrain from using informal language, keep messages brief and professional.

Acceptable greetings include:

Good Morning/ Good Afternoon _____,

EMAIL SIGNATURE

Please use the standard OCPD signature format. Contact the Communications and Marketing Unit for a signature block image if needed. The only acceptable addition is the initials, after the position title, for any professional, work-related certificates you may hold. Occasionally the email signature may be changed to fit a temporary campaign such as seasonal hiring or a millage. Contact ParksPR@oakgov for the most recent version.

Additionally, only the professional OCPD staff photos may be linked to your Outlook account. Do not use personal photos, cartoons, pet photos or any other personal images.

Name

Position

Email@oakgov.com

Work Phone

My work schedule is _____



K:\ParksRec\General\Communications\Share\
Branded Identity Pieces

SOCIAL MEDIA

The Communications and Marketing Unit maintains social media sites on behalf of OCPR. When used in compliance with the Oakland County Social Media Policy, sharing information about OCPR programs, news and activities through social media can be an effective way to engage and inform the community.

Staff is encouraged to "like" and follow from their personal accounts.

Please refrain from providing personal commentary or engaging in conflicts with others about OCPR services online. Communications and Marketing monitors OCPR's online presence and follows up directly with individuals who express concerns online. The philosophy when it comes to social media is to provide only factual information and do not confront social media users or engage in online arguments.

Staff input is welcome! If you have an idea, photograph or suggestion for social media, send it to ParksPR@oakgov.com.

Facebook is the most popular social media network that can be used to share everything from photos to important updates. With OCPR's Facebook business pages, staff has access to powerful advertising tools and in-depth analytics. Facebook has targeting tools to help choose specific demographics, locations and interest groups. Facebook is the platform that allows OCPR to engage the most with park-goers while responding to comments, questions and concerns.



Oakland County Parks and Recreation
[Facebook.com/ocparks](https://www.facebook.com/ocparks)

Twitter is used for short updates. This platform allows users to share text that only includes 280 characters (about 3-4 sentences), videos that are two minutes and 20 seconds long (maximum), up to four images, links and it also provides a polling option. Twitter is a great tool for quickly spreading the word, as hashtags help boost posts, along with the simple option to "retweet" a tweet, giving it an opportunity to be seen by more Twitter users.



@OCParksAndRec
[Twitter.com/OCParksAndRec](https://twitter.com/OCParksAndRec)

Instagram is a visual platform that is based entirely on photo and video posts. As Oakland County Parks and Recreation offers so much natural beauty, an Instagram account is vital for its digital marketing efforts. This platform is almost entirely mobile: Users can't take photos or create new posts on the desktop version.



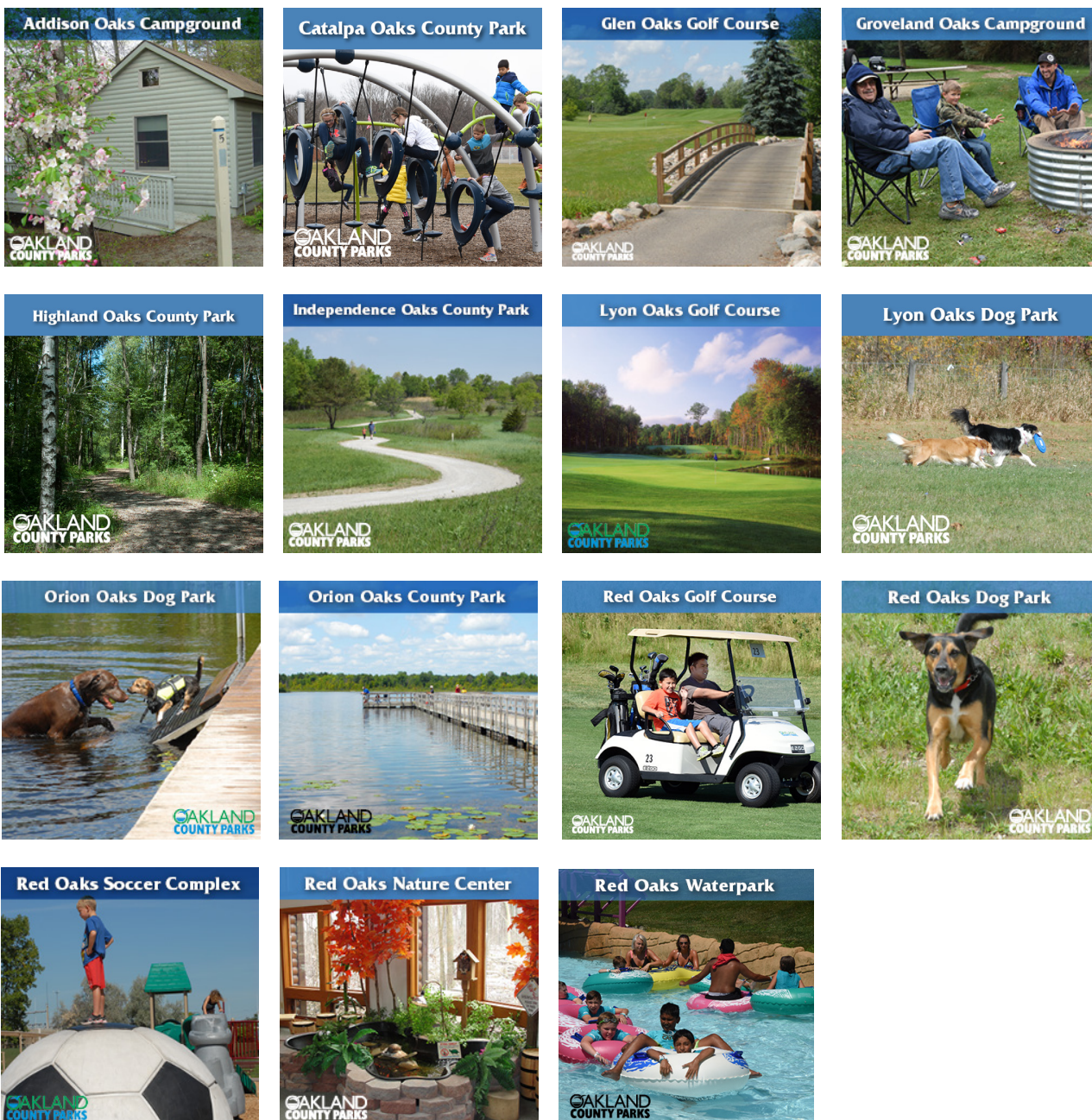
[oaklandcountyparks](https://www.instagram.com/oaklandcountyparks)
[Instagram.com/oaklandcountyparks](https://www.instagram.com/oaklandcountyparks)

SOCIAL MEDIA

In an effort to offer a more complete social media experience on Facebook, OCPD maintains 26 Facebook pages to provide a dedicated platform for each park. Park specific information including phone number, webpage, address and operating hours are listed.

Some pages are combined to provide an easier experience for social media users such as Groveland Oaks County Park and Campground. Other facilities are separated into multiple pages, such as Red Oaks' dog park, nature center, soccer complex and park and waterpark.

People like to check-in on Facebook and Instagram. While enjoying Oakland County Parks, patrons can accurately say where they are, access general park information, read user reviews and post and view other park users' pictures taken at that location.



SOCIAL MEDIA

Rose Oaks County Park



Springfield Oaks Golf Course



Springfield Oaks County Park



Waterford Oaks Waterpark



Waterford Oaks County Park



White Lake Oaks Golf Course



Wint Nature Center



ellis barn | *weddings*



buhl estate | *weddings*



**OAKLAND
COUNTY PARKS**
Great Parks for Great People



SOCIAL MEDIA

GENERAL STANDARDS

- Share posts with a link. Encourage park users to continually come back to the OCPR website as a resource. Use a shortened link (using Bitly or Google Shortener).
- When it's appropriate, use a visual in all posts.
- Use visually appealing images, avoid clashing contrast.
- When possible, tag all parties involved in the middle of a message, as opposed to the end.
 - Good: Stop by our booth at @MetroParent's Camp Expo today at Bloomfield Hills High School to learn more about OakVentures, our adventure day camp!
 - Bad: Stop by our booth at Metro Parent's Camp Expo today at Bloomfield Hills High School to learn more about OakVentures, our adventure day camp! @MetroParent
- Do not abbreviate programs, for example Nature Education instead of Nat. Ed.
- Keep profile photos consistent throughout all social profiles to make the brand recognizable to all followers.
- Follow the recommended size guidelines from each social platform when creating a cover or profile photo.
- Utilize appropriate hashtags in order to be included in conversations.
- Be sure that cover images are updated so that they remain seasonally appropriate, if using photographs. (i.e. Don't feature spring flowers in December.)
- Refer to Facebook Insights, Twitter Analytics and Instagram Insights as your main source for analytics and performance data.
- Give posts personality, don't just state the fact.
- When sharing content that was not created by OCPR staff, we always directly communicate that and give credit.
EX: a shared photo on Instagram

INTERACTION WITH PUBLIC

- You may find messages from key audience members that you can engage with. Like their comment or post. Retweet their message, if appropriate. Respond to their question.
- Legal concern for hiding comments, resorted only as a last option.
- Use positive language, even when OCPR is announcing something that may be perceived as negative.
- Send feedback to Park Supervisors, even negative comments.
- Focused on customer service.
- It is okay to say "you/me" Communications is an advocate, not the park itself.
- OCPR has an automatic response to off-hours questions.
- In instances of message(s) indicating an emergency or a threat, you should contact the Oakland County Sheriff's Office.

LOGO:

- When a sponsor wants to use the OCPR logo, Communications needs to approve the product.
- OCPR logo needs to be on header of event images/headers. Discrete but identifiable. Additionally, only the OCPR logo may be featured on headers for e-marketing templates.

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