



Brand Manual

Design & Brand Guidelines



Updated Feb. 2024



OAKLAND COUNTY PARKS

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

Our brand is essentially how our guests perceive OCP; 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 OCP 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. 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, off-road adventuring, special events and so much more.

The OCP 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 Brand Standards Manual was approved by the Oakland County Parks and Recreation Commission December 2017, updated April 2022, May 2023 and February 2024.

**Oakland County Parks
Communications and Marketing Unit**
2800 Watkins Lake Road
Waterford, MI 48328
248-858-0906

Questions:
Desiree Stanfield, CPRP
Chief - Marketing and Communications
StanfieldD@oakgov.com 248-705-4108

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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

United States of America

United States Patent and Trademark Office



Reg. No. 6,812,125

Registered Aug. 09, 2022

Int. Cl.: 41

Service Mark

Principal Register

County of Oakland (MICHIGAN municipal corporation)
1200 N TELEGRAPH RD
PONTIAC, MICHIGAN 483410419

CLASS 41: Recreational park services

FIRST USE 1-4-2020; IN COMMERCE 1-4-2020

The mark consists of three portions from top to bottom: 1) top portion contains a double lined semi-circle, on the right side bottom edge of the double lined semi-circle are the numbers 2020 and on the left side bottom edge of the semi-circle are the block capital letters EST, and the double lined semi-circle is filled with a solid color semi-circle with saw teeth like edges which contains two colorless pick axes configured in the shape of an X; 2) the middle portion of the mark consists of the large bold block capital letters HOLLY OAKS with a top and bottom line bordering HOLLY OAKS; and 3) the bottom portion of the mark consists of a double lined upside-down arc containing the smaller bold block capital letters ORV PARK between the double lines.

No claim is made to the exclusive right to use the following apart from the mark as shown: "ORV PARK" AND "EST 2020"

SER. NO. 90-790,498, FILED 06-23-2021



Katherine Kelly Vidal

Director of the United States
Patent and Trademark Office



LOGO USAGE

PRIMARY LOGO

Oakland County Parks 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 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 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 brand and achieve maximum recognition, it is important that no other graphic elements or logos be in direct contact with the OCP logo artwork.

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



BRAND COLORS

The Primary Oakland County Parks 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 OC 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

248-309-2994 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 OCP 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



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 OCP logo on a design piece to build connection between OCP 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 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.

The logo must accompany the OCP logo on a design piece to build connection between OCP'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 logos. To show visual hierarchy the Holly Oaks logo should be roughly double the size of the MDNR and OCP 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 OCP 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.



BRAND IN ACTION

Poster:

Oakland County Parks and the City of Madison Heights are teaming up to revitalize and invest in Red Oaks Nature Center and Ambassador Park.

WE WANT YOUR FEEDBACK

Both parks will continue to be owned by the city but will be operated and invested in by Oakland County as parts of Red Oaks County Park. We want to hear from you about the things that are important to you in a park.

Join us in person at one of these public engagement events in Madison Heights:

- Sat. Sept. 16, 11a.m. - 3 p.m. Chinese Community Center
- Mon. Sept. 18, 5:30 - 7:30 p.m. Civic Center Plaza
- Fri. Sept. 22, 1-3 pm Red Oaks Nature Center

Can't join in person? Take our survey!



OAKLAND COUNTY PARKS **MI**

Social Media:

PJ 5K RUN & WALK

Saturday, Feb. 17, 2024
Waterford Oaks County Park

OAKLAND COUNTY PARKS




- Kids Run begins at 10:30 a.m.
- Chip-timed PJ 5K at 11 a.m.

All participants will receive a custom shirt and medal

Register today at www.finishliners.com

OAKLAND COUNTY PARKS

DOG PARKS

OaklandCountyParks.com

This checklist was created through Oakland County Parks participation in the North American Butterfly Association Counts, in part to a group of dedicated volunteer butterfly enthusiasts and through research by Oakland University's Jamieson Lab.

Visit the Butterflies of Oakland County, MI Guide on Naturalist: naturalist.org/OCButterflies

Have to have a habitat
The 14 Oakland County Parks are important ecological sites in Oakland County. Nearly 7,000 acres of forests, meadows and wetlands provide essential habitat to wildlife. Butterflies require post-silkworm fields of flowers for nectar, but they also need different plants to serve as food for caterpillars.

Life Cycle of a Monarch Butterfly



Have to have a host!
A butterfly's life cycle begins with a unique association between the butterfly and the plants (hosts) they need for their larvae to develop. Many caterpillars can only eat one kind of plant - think monarchs and milkweed!

Butterfly Anatomy
Adult butterflies have three body sections, six legs and two antennae. Butterflies have four wings - two forewings and two hindwings. The upper and under sides of the wings may display different color patterns. Learning the anatomy of the butterflies will help with identification.

Try butterfly watching at the Oakland County Parks.

According to *Butterflies and Moths of North America*, 106 of the 166 butterflies found in Michigan can be seen in Oakland County. If you find a species not listed, please add it and let us know by including photos through email at: parkinfo@ocparks.com. Or report through an account on iNaturalist.

ADDITION OAKS
W. Roman Road, Livonia

CATALPA OAKS
Crawford Road, Southfield

GROVELAND OAKS
Dixie Highway, Holly

HIGHLAND OAKS
N. Millard Road, Highland

INDEPENDENCE OAKS
Saskatchewan Road, Clarkston

LYON OAKS
Pawnee Trail, Wixom

OREON OAKS
Clarkston Road, Lake Orion

RED OAKS
13 Mile Road, Madison Heights

ROSE OAKS
Park Lake Road, Howell

SPRINGFIELD OAKS
Andersonville Road, Dearborn

WATERFORD OAKS
South Lake Road, Waterford

OAKLAND COUNTY PARKS
OaklandCountyParks.com   

Brochure

Infocard

BRAND IN ACTION

COOKING
with *edibleWOW*

Discover culinary tips and tricks from local chefs and sample dishes sourcing fresh produce from Michigan farmers.

10-11 a.m. each day

Oakland County Farmers Market
Jan-April, Sat. only
7 a.m.-1:30 p.m.
May-Dec, Tues., Thurs. and Sat.
7 a.m.-1:30 p.m.
2350 Pontiac Lake Road
Waterford, MI 48328
248-858-5495
OCmarket@oakgov.com

Oakland County Parks
OaklandCountyParks.com

Jan. 27
Chef Frank Turner
Citizens Provisions

Feb. 10
Chef Anthony Lombardo
ShellWolf Pastificio & Bar

Feb. 24
Chef Allie Lytle
Lola's Tap

March 9
Chef James Kokenyesdi
Michigan Chefs de Cuisine Association

March 23
Chef Souai Gaillard
Bowers School Farm

April 13
Chef Amanda Saab
Amanda's Place

Camp Rock

Hard rock and heavy metal, jazz and geodes, whichever way you put it, you are in for a fusion of fun with our Camp Rock series. This themed package includes activities combining music and geology for campers to enjoy.

Date Options: July 9, 11, 16, 18, 23, 25 and Aug. 6, 8
(Camps can only choose from the listed dates)
Time: Any 2 hour block from 8 a.m. to 4 p.m.
Price: \$200 flat rate for 40 campers minimum, \$5 for each additional camper

Location: At the site of the day camp
Registration Start: Jan. 8, 2024
Registration End: Needs to be booked at least 2 weeks in advance

Activities: Rock out at the music Music Station, get groovy with tie-dye, scream and shout at Inflatable BINGO, complete the Rockin' Coloring Music, discover gems and geodes at the Geology Station, stage dive at the slip n' slide. Battering suits highly encouraged for the slip n' slide.

Weather Permitting: All activities can be done indoors except for the slip n' slide.
Contact Phone/Email: Call 248-858-0916 or email socorante@oakgov.com for more information or to reserve your spot.

Program Registration

Camp Name _____ Organization _____ Location _____

Date Options (1st, 2nd and 3rd choices) _____ Time _____

Number of Campers _____ Age Range _____ Applicant Name _____

Email _____ Phone Number _____ On-Site Contact _____

Flyers

WALKING IN A WINTER WONDERLAND

Enjoy the fresh snow and frosted pines at the park this season

Snowy Trees and Trails

The 80 miles of natural and paved trails across the park system are great for walking, cross-country skiing, fat tire biking or snowshoeing this season. They are a great destination for birdwatchers and photographers, too!

Scan the QR code for trail information and maps.

Winter at the Nature Centers

Bundle up and head to the Red Oaks (Madison Heights) or Wint (Clarkston) nature centers this winter – there are exciting, nature-based programs running year-round! Register yourself or your kiddo for a range of fun, seasonal programs. Call to schedule a field trip for your preschool, youth, student, scout, senior or church group – cold weather does not mean anyone needs to stay home or be bored!

Scan the QR code for more information about our nature centers.

Frosty Fun at the Market

Dwell let the cold weather keep you from all the seasonal goodness at the Oakland County Farmers Market this winter! Shop from 7 a.m. to 1:30 p.m. on Tuesdays, Thursdays and Saturdays through December. From January through April, the market is open from 7 a.m. to 1:30 p.m. on Saturdays only. Produce and product availability varies daily – for questions about specific items or special events, please call the market at 248-858-5495. Scan the QR code to visit the market website.

Winter on Wheels

Off-road enthusiasts can enjoy cruising the trails, climbing the hills and rock crawling year-round at the Holly Oaks ORV Park! The park is a unique partnership between Oakland County Parks and the Michigan Department of Natural Resources. It is the only legal off-road riding area in Oakland County.

The ORV Park remains open through the winter months – scan the QR code for days and hours of operation as well as park rules and other important information.

FIGHT the FLU

Protect yourself and your family
GET THE FLU SHOT TODAY

For more information, call Nurse on Call at 800-448-1111.

Thanks for coming out to play!
Make sure to tag us in your photos on social media
We would pass-tively love it.

@OC Parks
@OaklandCountyParks
@OC ParksAndRec

Post Cards

Your input will help us make the improvements that matter most to you when you visit David H. Shepherd Park.

Join us in person at one of these Open Houses in Oak Park:

- Tuesday, Sept. 26 - 5-7 p.m.
Pop in and Play at Shepherd Park, Shelter 1
Free family event with games & activities.
- Wednesday, Sept. 27 - Noon-2 p.m.
at the Oak Park Farmers Market
(Oak Park High School main parking lot)

Scan for more information

CITY OF OAK PARK
David H. Shepherd Park

Oakland County Parks (OCP) and the City of Southfield have partnered to re- envision 39 acres in the southern portion of Beech Woods Park. OCP has committed to investing at least \$2 million to transform the former 9-hole golf course on the banks of the Rouge River into a space for people to relax, socialize, be active and immerse themselves in nature. OCP will operate the park as Southfield Oaks County Park while the City of Southfield retains ownership. The park will continue to be free for the public to enjoy.

Join us in person at the Southfield Tree Lighting Ceremony on Tuesday, Dec. 5, 6-8 p.m. at the Southfield Municipal Campus Front Lawn.

Please use the QR code to take our survey online!

Scan for more information

Oakland County Parks Southfield
the center of it all™

Photo Display

TYPOGRAPHY

The font families shown below were chosen to reflect Oakland County Parks 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
Lexiaa
BIZON
Britannic

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

MESSAGING & VOICE

To ensure that Oakland County Parks 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 OCP, it is important to remember the most essential aspects of our brand.

NAME

Oakland County Parks

Why do we exist?

Our mission is to create and operate accessible, welcoming and sustainable parks and public spaces, provide recreational and educational programs and opportunities, preserve open space and steward the environment to help all people be healthier and build resilient, connected communities in Oakland County.

OCP's Core Values are: Diversity, Equity and Inclusion; Health and Wellness; Environmental Sustainability and Natural Resources Stewardship; and Fiscal Responsibility and Organizational Excellence.

For whom?

Southeastern Michigan residents who love the outdoors.

Our brand promise:

OCP 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, 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 OAKNotes Newsletter 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 aquatics facilities, the off-road vehicle park, archery and more.

Convey awe, wonder and fun

Copy should be enthusiastic and optimistic, inspired by nature’s brilliance and OCP’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 offers all the beauty of nature, close to home.

We’ve got a park for every season

With 15 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

OCP 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 OCP 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 OCP 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 _____



SOCIAL MEDIA

The Communications and Marketing Unit maintains social media sites on behalf of OCP. When used in compliance with the Oakland County Social Media Policy, sharing information about OCP 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 OCP services online. Communications and Marketing monitors OCP'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 OCP'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 OCP to engage the most with park-goers while responding to comments, questions and concerns.



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

X 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. X is a great tool for quickly spreading the word, as hashtags help boost posts, along with the simple option to "repost" a post giving it an opportunity to be seen by more X users.



Oakland County Parks
[@OC ParksAndRec](https://twitter.com/OC ParksAndRec)
[Twitter.com/OC ParksAndRec](https://twitter.com/OC ParksAndRec)

Instagram is a visual platform that is based entirely on photo and video posts. As Oakland County Parks 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
[Instagram.com/oaklandcountyparks](https://www.instagram.com/oaklandcountyparks)

SOCIAL MEDIA

Park guests 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.

The three most popular and active facebook profiles managed by the communications team are the main Oakland County Parks, Oakland County Farmers Market and Holly Oaks ORV Park pages. These are used to inform followers and the public about upcoming programs, special events, news releases, seasonal information and more.

We currently own 29 Facebook pages, though management is prioritized in respect to user traffic. The three most robust pages year round are Oakland County Parks main Facebook page, Oakland County Farmers Market and Holly Oaks ORV Park. During the summer, the pages for our two nature centers and aquatic attractions are also monitored regularly. Remaining pages -- considered "greyed out" pages -- have pinned messages at the top to inform visitors that the page is not regularly monitored.

For pinned messages, automatic message responses and other general engagement, users should be directed to our website for more information.



Main OCP Page

Followers: 30,164



Oakland County
Farmers Market

Followers: 16,280



Holly Oaks
Off Road Vehicle Park

Followers: 14,713

SOCIAL MEDIA

GENERAL STANDARDS

- Share posts with a link. Encourage park users to continually come back to the OCP 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 Meta Business Suite and X Analytics or HootSuite 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 OCP staff, we always directly communicate that and give credit.

Example: a shared photo on Instagram

INTERACTION WITH PUBLIC

- You may find messages from key audience members that you can engage with - when appropriate, like their comment or post, retweet their post or respond to their question.
- For legal concerns, do not hide comments. Report them on the platform as abuse.
- Use positive language, even when OCP is announcing something that may be perceived as negative.
- Send feedback to Park Supervisors, even negative comments.
- Focus on customer service.
- It is okay to use "you/me" in social media communications with the public when acting as an advocate, not as the park itself.
- OCP has an automatic response for inquiries that come at off hours or to low-traffic page.
- In instances of messages indicating an emergency or a threat, immediately contact the Oakland County Sheriff's Office.

LOGO:

- When a sponsor wants to use the OCP logo, Communications needs to approve the product.
- OCP logo needs to be easily identifiable on event images or headers. Additionally, only the OCP logo may be featured on image banners for e-marketing templates.

 **OAKLAND**
COUNTY PARKS  **OAKLAND**
COUNTY PARKS  **OAKLAND**
COUNTY PARKS

 **OAKLAND**
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