

Outdoor Social Distancing Messaging Implementation Guide

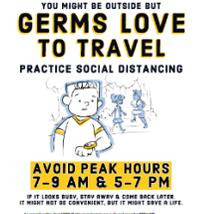
Thank you for your interest in keeping social distancing efforts going strong!

These social distancing messages are for use by parks and recreation, community, neighborhood groups or organizations, and others interested in promoting social distancing in outdoors spaces! The messages were developed to provide fun and easy-to follow messaging around social distancing for individuals who are using outdoor spaces during COVID-19.

The images/materials are primarily meant to be used as outdoor signage that can serve as a cue to action for individuals to practice social distancing behaviors when they are using outdoor spaces. Cues to action are just simple little reminders that folks need to hear/see in the location they are being asked to implement a specific behavior. So, since we are asking folks to implement social distancing behaviors outside, we are giving them reminders in outdoor locations!

Available Signage:

File Name	Image	Size	Location Considerations
"Germs and Guidelines yard sign"		36X24	Use at park entrance or throughout park
"Germs and Guidelines one pager"		8.5X11	Use at park entrance or throughout park
"COVID 19 Trail Etiquette Yard Sign"		36X24	Use on trails, trailheads, walking or multi-use paths, near sidewalks
"COVID 19 Trail Etiquette one pager"		8.5X11	Use on trails, trailheads, walking or multi-use paths, near sidewalks

"Reschedule"		8.5X11	Use at sports fields, tennis/basketball courts, frisbee courses, or large grassy areas where people tend to congregate
"Facemask"		8.5X11	Use at park entrance or throughout park
"Hours"		8.5X11	Use at park entrance or on social media

The signage/images can be widely used to best fit your specific goals with getting social distancing messaging out to stakeholders. To best connect with stakeholders and show that the signage is locally produced, add your organizations' logo to the bottom or top of each sign before printing or sharing.

The "Germs and Guidelines" and "Trail Etiquette" signage will likely be the most useful signage for most entities/groups, but feel free to use what works for you!

How to Maximize Reach and Message Exposure with Physical Signage

Signs should be posted in places folks are most likely to see them. For parks and recreation organizations, *park entrances or trailheads* are both places where many park/trail users will see the signage. Different parks and trails have various access points, so if you cannot put signs at every entrance, think about which entrances are most popular. Consider where in the park signs will have the best visibility, for many parks, the highest traffic areas are the walking paths or trails through the park. The best places for neighborhood associations and other groups, sidewalk areas or paths that get the most use. Please make sure you are practicing social distancing guidelines while you are posting signage!

Ideas for Printing & Protecting Signs

The (36X24) yard signs are meant to be professionally printed on yard sign stock. Local printers may or may not still be in operation, call your local resources first to check. You may also use a service like Vistaprint. Unfortunately, the group that created the signs does not currently have financial resources dedicated to printing costs so this will be something your individual group will need to arrange themselves. Cost sharing between local entities may be able to be arranged to take advantage of bulk orders but this will be determined as needed. Contact anne-abbott@uiowa.edu with questions.

8.5X11 signs can be printed on regular printer paper however heavy grade papers or cardstock may be more durable and better for signs. You will also need to consider how to make them durable and protect them from weather. Some entities may have their own laminators or may be able to get access through a local school or other organization. Additionally, many Staples or other office supply locations (if open) will have lamination services. If you do not have access to a laminator, we may be able to print and laminate signs and send them to you. Email anne-abbott@uiowa.edu if you need assistance with lamination.

Additional options include plastic sign holders. Below are some additional resources, please be advised some of these items may be easier to find than others given current shortages, store closures, and shipping times.

Additional Resources for Weather Proofing signs:

<https://www.staples.com/sbd/content/copyandprint/laminating.html>

https://www.staples.com/Staples-Vertical-Wall-Mount-Sign-Holder-Portrait-8-1-2-W-x-11-H-16651-CC/product_665638

https://www.staples.com/Staples-Nonstick-Medium-Weight-2-4-mil-Top-Loading-Sheet-Protectors-Clear-8-1-2-x-11-50-CT-10519-CC/product_487791

<https://www.target.com/p/avery-heavyweight-top-loading-sheet-protectors-8-1-2-x-11-inches-diamond-clear-box-of-100/-/A-76754241>

Examples of 8.5X11 Signs from Benton County



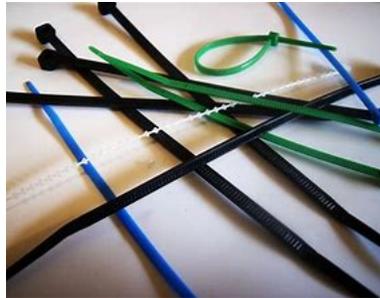
Examples of Printed Yard Signs in North Liberty



How-Tos for Posting Signs

Attaching to Existing Park Signs/Sign Posts

For places there are existing park signage (e.g. park entrances, along trails), hole punch or drill holes in the laminated sign or sign holder and attach with a zip tie or similar tool.



You can pin the signs to existing cork/bulletin boards, but keep in mind bulletin boards may not always be located in areas where large numbers of park users can see them

Places with No Existing Signage

Use yard signs for places without existing signage. When ordering yard signs, consider buying signs that come with metal rather than plastic stands. Metal stands are slightly more expensive but are reusable and durable. Depending on where you order yard signs from---the price of the stands may or may not be included in the cost estimate. Check with your vendor on this.

Examples:

https://www.vistaprint.com/signs-posters/yard-signs?xnav=swsProductOnly_ResultTitle

If yard signs are not in your budget, another option is to use wooden or metal garden stakes to display laminated or otherwise protected signs. Best practice is to post signs between knee and hip height. Use staples, finishing nails, zip ties or other methods to attach the signage.



For extra durable or two-sided signs (recommended!), you can attach thin strips of wood horizontally. Put one strip at the top of the garden stake and the other about 8 inches down the stake, from there you can attach your signage to the horizontal strips in multiple places. Again, a strong staple gun, or finishing nails should do the trick!

Social Media

Signs can be adapted for use on social media (Facebook, Instagram, Twitter) or other electronic communications like newsletters, emails, etc.

Please follow the re-sizing guide below for size requirements for different types of social media. It is important to remember though that your reach on social media is limited to those who already follow your pages or accounts. To maximize social media reach (those who see the message), ask similar accounts (the city, elected officials, employees, other individuals you know have large followings) to share/like/retweet your content.

Resizing guide: You may find it easiest to resize the main image from a sign and then simply add text to best fit the specific social media. Contact Anne (anne-abbott@uiowa.edu) with questions and to share your social media posts!

<i>Social Media Type</i>	<i>Pixel Requirements</i>
Facebook Photo Post	700X700
Facebook Linked Post On Your Page	1200x627
Instagram Post	1080X1080
Twitter Post	440X220

Overall a facebook post provides the easiest means of sharing the unedited JPEGs, others will require resizing and it can be hard to get the proportions correct. We suggest the following text for FB posts, but you can feel free to get creative. We will be releasing additional social media content as we are able!

Example Social Media Posts

File Name	Image	Posting Text
"Germs and Guidelines Facebook"	 <p>You might be outside but GERMS LOVE TO TRAVEL PRACTICE SOCIAL DISTANCING</p> <p>6 FEET GIVE OTHERS SPACE ON PATHS AND TRAILS</p> <p>AVOID PEAK HOURS WEEKENDS AND TRAILS</p> <p>STEER CLEAR OF CROWDED AREAS SHELTERS, BENCHES AND PLAY AREAS</p> <p>STAY HEALTHY</p>	Spending time at the park this weekend? Remember to avoid groups or gatherings with people you do not live with. You can help stop the spread!
"COVID 19 Trail Etiquette Facebook"	 <p>COVID 19 TRAIL ETIQUETTE</p> <p>6 FEET GIVE OTHERS SPACE ON PATHS AND TRAILS</p> <p>DON'T WALK BIKE OR RUN IN GROUPS</p> <p>STAY SINGLE FILE WHERE CROWDED</p> <p>KEEP DISTANCE WHEN PASSING HOLD THE RIGHT SIDE</p> <p>LET PEOPLE KNOW IF YOU NEED TO PASS</p>	Heading outside to local paths or trails? Don't forget to maintain 6 ft of distance between you and folks you don't live with. You can help stop the spread!
"Reschedule FB"	 <p>YOU MIGHT BE OUTSIDE BUT GERMS LOVE TO TRAVEL PRACTICE SOCIAL DISTANCING</p> <p>RESCHEDULE GROUP EVENTS FOR LATER DATES</p> <p>WE'RE ALL IN THIS TOGETHER HELP KEEP FRIENDS & NEIGHBORS SAFE.</p>	Being outside doesn't mean you can't spread or catch a virus! Playdates and sports need to be rescheduled. You can help stop the spread!
"Reschedule Insta"	 <p>PRACTICE SOCIAL DISTANCING</p> <p>RESCHEDULE GROUP EVENTS FOR LATER DATES</p> <p>WE'RE ALL IN THIS TOGETHER HELP KEEP FRIENDS & NEIGHBORS SAFE.</p>	Being outside doesn't mean you can't spread or catch a virus! Playdates and sports need to be rescheduled. You can help stop the spread!

If any of you have additional creative ideas for posting signage or social media please reach out to Anne (anne-abbott@uiowa.edu) and we can share your ideas with additional parks departments and stakeholders!

