



EUROPARC
Sustainable Tourism
in Protected Areas

Guidelines for pictures and social media

At EUROPARC Federation we take great pride in presenting and promoting our members, programmes and projects.

In your application, please make sure:

- The pictures you upload to show your Protected Area and/or sustainable business, and the activities organised and carried out by your team are **HIGH QUALITY** and **IN FOCUS**. These pictures are important, they give us a chance to repost them on social media and promote both your Park and/or sustainable business and the Charter! You can take a look at our [Instagram](#) or [Facebook](#) page for some examples.
- Make sure to include proper captions and credit with each photo.
- Ideally, the pictures would be labelled: Name of the object pictured_Organisation Name_Author. However, feel free to modify as required.
- As far as possible you should ensure that you have the necessary permissions for GDPR rules from people who may appear in videos or pictures.

On social media, please make sure:

- To include the **ECST logo** when posting on social media.
- All the logos and graphic guidelines can be found [here](#).
- To **tag EUROPARC** when posting about the ECST on social media.
- According to what you are posting, use the hashtags **#ecst #sustainabletourism #europeancharterforsustainabletourism #starawards #ecstawards**

Thank you very much for your contributions and collaboration!

Kind regards,

EUROPARC Federation Team



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F E D E R A T I O N