

Attachment 2: Adding BLM information to the FYP web site

The www.findyourpark.com web site includes an easy navigation system to search for places to visit and things to do on the public lands by state, zip code, or specific interest. Hot buttons for “Find Your Park” “Share Your Park” and “Support Your Park” are portals to separate search functions. By providing content on opportunities on BLM lands, the BLM and our Friends groups can insure the public finds us when conducting these searches. The process for adding content varies by category.

Find Your Park

The Find Your Park portal on the www.findyourpark.com web site provides access to the following search subcategories. To add content to this searchable database, the NPS has established the following procedures:

Parks Near You: To add National Conservation Lands or BLM recreation sites that are not currently accessible using Find Your Park/All Public Lands searches, the BLM must work directly with the Centennial Coordinator’s office. If you discover that an appropriate unit is absent, please send the name, brief description, and GPS coordinates to the Centennial Office contact, elizabeth_rives@contractor.nps.gov.

If you include information about a Friends group with the unit, the group will appear when a user searches the Support Your Park portal on www.findyourpark.com for a Friends Group.

“Centennial Events or Experiences: to add events or experiences, BLM, partners, and public lands visitors use the Submit an Experience or Submit an Event portals on www.nextcenturyforparks.org/centennial. Drop down menus guide the user through a series of questions. You must include a brief description, a photo, and a URL for additional information. The photo should be of exceptional quality and 380 x 285, but within the file size limit of 60 KB. Content will be reviewed before being published on www.findyourpark.com web site, but is typically posted within 24 hours. The Centennial Office contact, above, will respond to questions about postings.

In addition to places and events, the Submit an Experience portal is the location for submitting BLM sites along a logical route or in a region, especially those that are distinctly BLM in terms of setting and experiences. The National Conservation Lands units can be distinguished as offering more self-guided, less structured, and highly authentic experiences complementary to the NPS parks. Two examples of such packaging are:

- 5 spots in the Four Corners off the Pavement – back country in Grand Gulch, slot canyons of Grand Staircase and Paria Canyon, off-highway vehicles in the Alpine Loop.
- 4 ways to explore the Pacific Northwest by Paddle and Pedal-mountain biking and beach time at King Range, rafting the Rogue, fishing the Lower Deschutes, mountain biking Wild and Scenic North Umpqua.

Share Your Park

To submit a story about your BLM experience, you or a visitor can go the www.findyourpark.com portal called “Share Your Park.” Alternatively you can tag your story with the FYP hashtag and upload it on Twitter or Instagram and confirm that you want to share it on the user gallery when you receive the automatic reply to your posting; or use the #FYPyes hashtag to bypass the confirmation process.

Support Your Park

In addition to units, stories and events, the www.findyourpark.com site offers the opportunity to search for volunteer opportunities. To add those, the BLM must submit them to www.volunteer.gov. There is a real time feed from that web site to the www.findyourpark.com.