Suggestions for how you can incorporate OMDP in your business

1. **If you don't already have one, set up a Facebook page for your business.**
   (Note: you must have your own personal Facebook page first before setting up a business page).

   - By using the scheduling function on your posts, compose weekly Frequently Asked Questions about the National Monument (from the BLM webpage)
   - Encourage regular hikes by staff/employees on various trails in OMDP and have them post pictures to the Facebook page. Reward staff members who visit the most OMDP trails in a month with gift cards to local businesses.
   - Encourage regular clients and customers to post photos to your Facebook page of their hikes in the Monument. Provide gift cards to local businesses to reward those who visit the most OMDP trails in a month.

2. **For those clients, customers, and staff who use Twitter or Instagram, encourage posting of photos and tweets from the Monument with the following hashtags:**

   - #monumentsmatter, #OMDPjobs, #OMDP4jobs, #OMDPSelfie, #(your business name)forOMDP, etc

   **Many of the Facebook activities can easily be applied to Twitter. Hashtags make it possible to group such messages, since one can search for the hashtag and get the set of messages that contain it.

3. **Set aside a visible spot in your business that features photos of your trips (or your customers' trips) to the Monument.**

4. **Create a product that honors the Monument (ie: OMDP coffee, OMDP Brew, OMDP ice cream, etc). LCGCC will help you host a launching event of your OMDP product.**

5. Create special merchandise that includes your business logo and the OMDP logo.

6. Create a blog about OMDP, living in Dona Ana county, your business, and more where you can encourage your customers and clients to subscribe.

7. Create videos that include testimonials of your clients/staff out on the monument. Feature that on your webpage as "video of the week," etc.

8. Partner with other businesses to create an OMDP package. Ie: Dinner and a Massage.

9. Start a "Discover the Monument" section on your webpage. Feature photos and a description of your experiences on the monument.