NATIONAL PARK FOUNDATION

FINAL REPORT

PREPARED BY
MACRAE BROWN, MEGHAN CANFIELD
AND SAM GROVE

SEE > Suite
*Grady College of Journalism
and Mass Communication*
UNIVERSITY OF GEORGIA

HTTPS://SEESUITE.UGA.EDU
@SEESUITEUGA

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EXECUTIVE SUMMARY

The National Park Foundation is the official non-profit charity of the US National Park Service.

In this report we have gathered earned, owned and competitive data from social media activity regarding The National Park Foundation. Earned data refers to data that is shared by an individual and given to an organization. We have analyzed owned date by: organization, topic, and competition datasets that detail the conversations and themes for each respective social media.

Owned data refers to the content produced by The National Park Foundation. In our report, we will explore where that high and low engagement originates from. We will look at the theme of tweets, hashtag types, mentions, type of URL and media content.

We have compiled our data by tracking @NationalParkFdn using the tool Brandwatch to monitor activity and sentiment through social media.
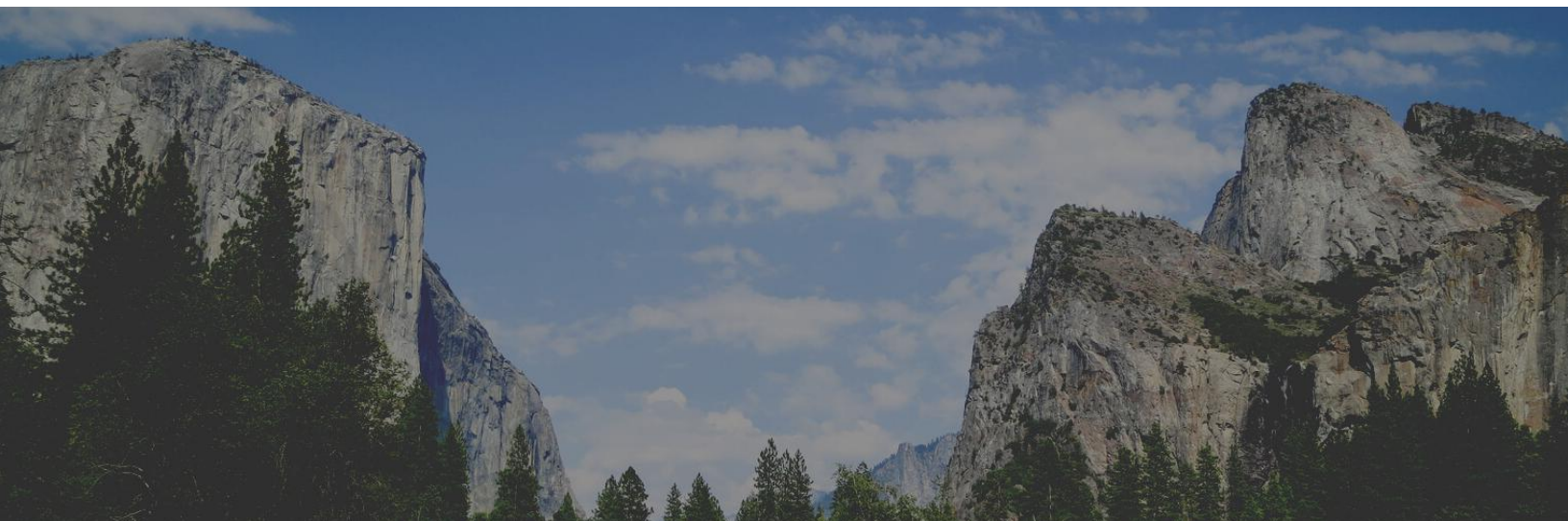
BUSINESS PROBLEMS

- ACCOUNT CONTAINS A **LARGE FOLLOWING** OF **138.5K** BUT THE FOLLOWER **ENGAGEMENT IS LOW**.

- USERS GENERATE AN **ABUNDANCE** OF CONTENT THAT IS **NOT** EFFECTIVELY **UTILIZED** OR SHARED BY THE NATIONAL PARK FOUNDATION.

KPI:

- **Engagement by mention volume and shares**
- **Sentiment and Engagement**
- **Twitter, Reddit and Tumblr mentions**

OWNED DATA RECOMMENDATIONS

WHAT

Increase engagement with holiday related posts

Increase engagement with posts mentioning influencers

Increase posts with National Park related media

HOW

Post about holidays that relate to the organization: National Trails Day & World Forestry Day

Reaching out to outdoor social media influencers like Steve Montalto.

Post videos and Images of The National Park's historic landmarks

WHY

People tend to engage with holiday posts (33.9 RTs) so taking advantage of nature related holidays will boost that.

There are very few posts mentioning influencers (n=7), yet they are gaining a fair amount of engagement

These posts gain a lot of average engagement (32 RTs) and should be posted more

EARNED DATA RECOMMENDATIONS

WHAT

Amplify Twitter presence using partnerships with other outdoor inspired account

Take advantage of interaction on Reddit using self-produced content

Offer unique opportunities for people to showcase their photos of National Parks.

Use user generated content effectively on social media.

HOW

Partner with individual accounts that generate content about the National Parks i.e @jameskeithslone and @dayhikingtrails

A NPF account could join National Park related forums and answer helpful questions while also posting interesting content for Reddit Users.

Use a hashtag campaign such as: #yourshot to get users to send in photos of the National Parks.

Many users continually post photos and videos of the National Parks. With the original user's permission you can use their content on your own social media. Be sure to give the original user credit.

WHY

These accounts will allow the NPF to increase social media reach without cost. Similar accounts have the ability to share unique content while reaching untapped markets.

Less than 5% of the conversation about the National Parks are found on Reddit. Reddit is the perfect untapped platform to create National Park related forums that many can and will use.

Users have responded positively to these kinds of campaigns in the past. It also provides the NPF with lost of user generated content to post.

This is free content that the organization doesn't have to go out and produce. It can also create a healthy dialogue between the NPF and their users.

COMPETITIVE DATA RECOMMENDATIONS

WHAT

Continue posting positive nonpartisan content

Increase posts regarding environmental posting and endangered animals

Parks Canada posts similar content, attempt to stay in front of competition by creating a posting schedule that produces more content on a regular basis.

HOW

To gain additional positive sentiment from viewers post non politically motivated content about National Parks and the environment on a regular posting schedule.

Using a post schedule, create weekly posts featuring endangered animals that call National Parks home and provide helpful information to viewers to help fund protection.

In order to compete with Parks Canada, create a more frequent posting schedule.

WHY

@NationalParkFdn succeeds at generating positive sentiment when they post nonpartisan environmentally conscious content in comparison to more politically motivated competition.

According to our findings, @NationalParkFdn gained positive sentiment whenever they posted content about environment initiatives and educational content about endangered animals.

Parks Canada was the National Parks Foundation's greatest competitor when it came to positive sentiment and interaction.

OWNED DATA

OWNED DATA

For our owned data, we coded 300 tweets from the National Park Foundation Twitter account. The tweets ranged from May 2020 to February 2021. According to our research using the tool Brandwatch, there is higher mention volume since mid-February. Before that, the mention volume showed to be on the lower side.
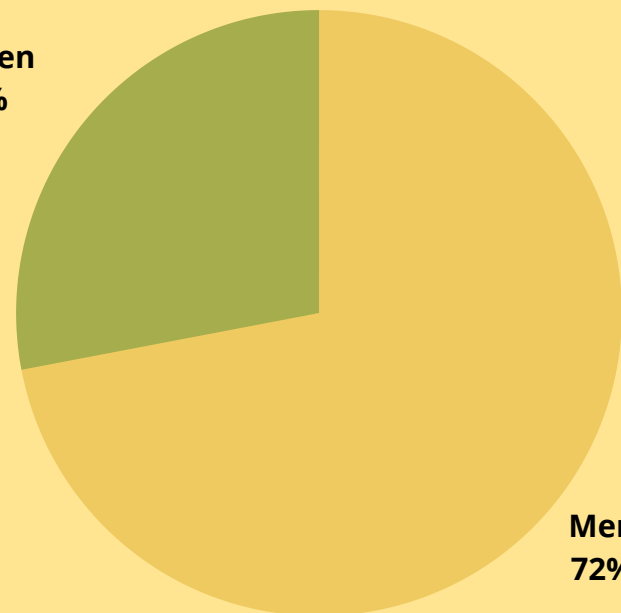
The demographics show more women engage with the account. Only 28% of men were accounted for mention volume, while 72% were women. In our report, we will explore where that high and low engagement originates from. We looked at average engagement by theme, hashtag type, mention type, type of URL and media content.
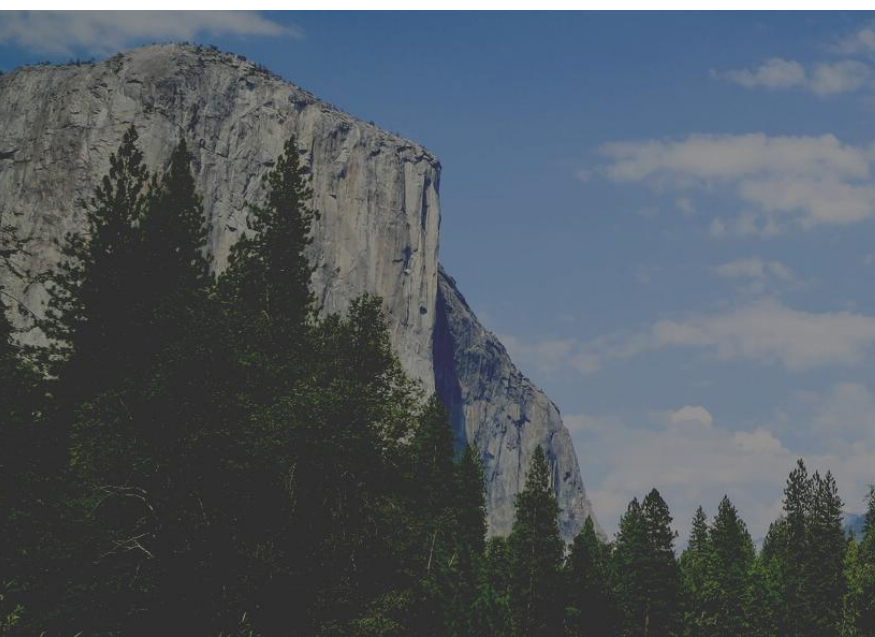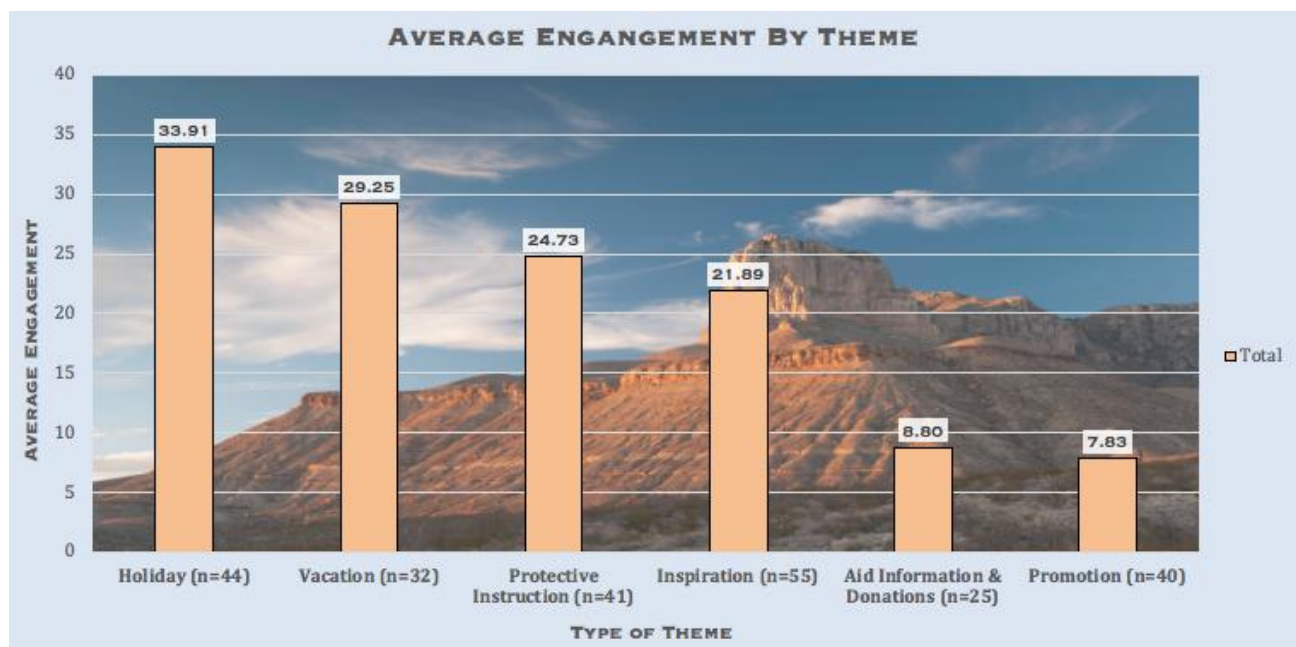
Women 28%

Men 72%

AVERAGE ENGAGEMENT BY THEME

AVERAGE ENGANGEMENT BY THEME

Type of Theme	Average of Engagement
Holiday (n=44)	33.90909091
Vacation (n=32)	29.25
Protective Instruction (n=41)	24.73170732
Inspiration (n=55)	21.89090909
Aid Information and Donations (n=25)	8.8
Promotion (n=40)	7.825
Grand Total	21.85232068

- Omitted categories: Other (n=63)

Actionable Insights:

- Since there is high engagement with tweets that have a holiday theme, we recommend tweeting about nature-specific holidays. We think that holidays like World Forestry Day or National Trails Day would be great to take advantage of.
- In addition to this, engagement is relatively high with tweets that have a vacation, protective instruction or inspiration theme. It is recommended to continue tweeting with these themes as well.

AVERAGE ENGAGEMENT BY HASHTAG TYPE

AVERAGE ENGAGEMENT BY TYPE OF HASHTAG
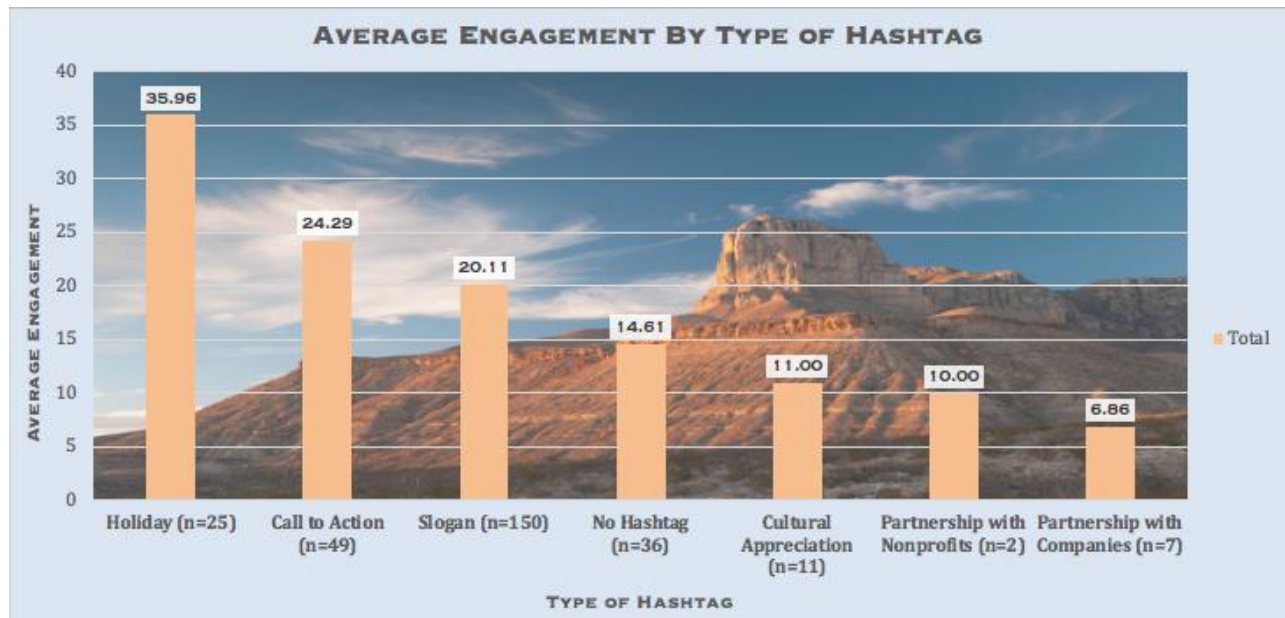
Type of Hashtag	Average of Engagement
Holiday (n=25)	35.96
Call to Action (n=49)	24.28571429
Slogan (n=150)	20.10666667
No Hashtag (n=36)	14.61111111
Cultural Appreciation (n=11)	11
Partnership with Other Nonprofits (n=2)	10
Partnership with Companies (n=7)	6.857142857
Grand Total	**20.78571429**

- Omitted categories: Other (n=19)

Actionable Insights:

- Similar to holiday-themed tweets, engagement is high with tweets that have holiday hashtags. We recommend using a hashtag related to the holiday being celebrated. Using these along with holiday-themed tweets will result in higher engagement.

AVERAGE ENGAGEMENT BY MENTION TYPE

AVERAGE ENGAGEMENT BY MENTION TYPE
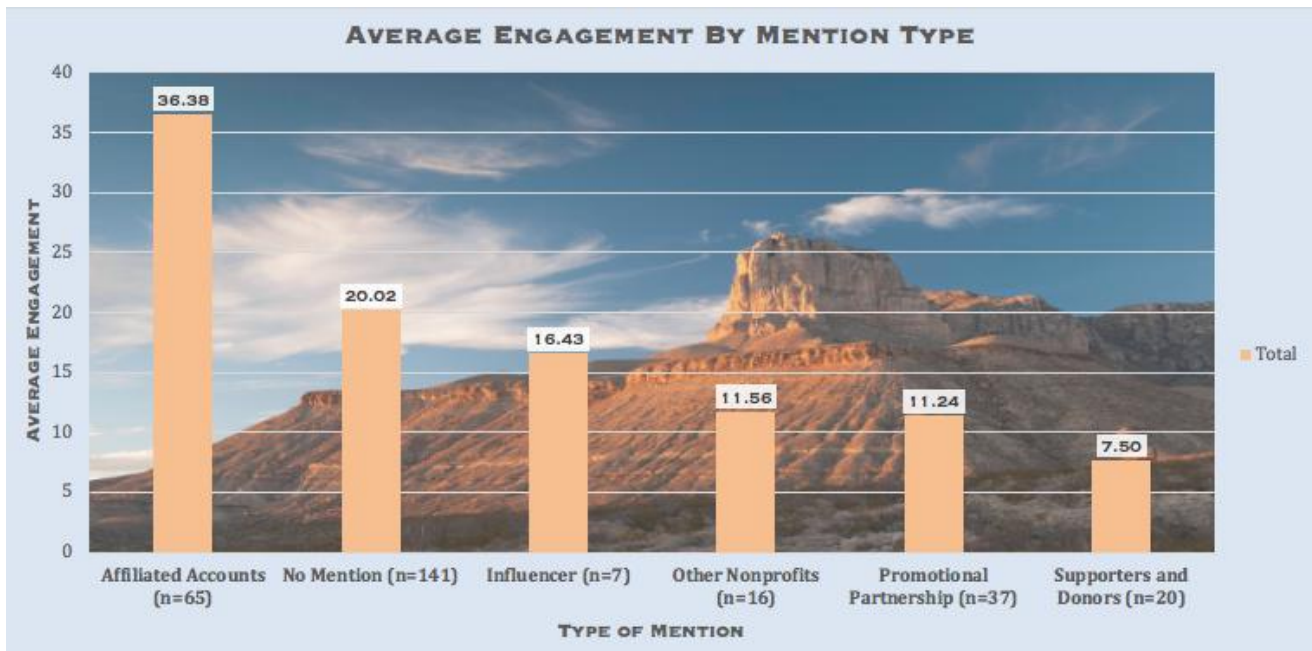
Mention Type	Average of Engagement
Affiliated Accounts (n=65)	36.38461538
No Mention (n=141)	20.0212766
Influencer (n=7)	16.42857143
Other Nonprofits (n=16)	11.5625
Promotional Partnership (n=37)	11.24324324
Supporters and Donors (n=20)	7.5
Grand Total	21.16783217

- Omitted categories: Other (n=14)

Actionable Insights:

- Since engagement levels are high when mentioning affiliated accounts i.e specific national parks, we recommend continuing to tag those accounts when posting.
- There is a low amount of posts that tag influencers (n=7), but they are getting a fairly high amount of engagement. You should increase the number of influencer mentions by reaching out to social media influencers like Steve Montalto. We also think you can get creative and use characters like Yogi Bear or Woody the Woodpecker as "influencers".

AVERAGE ENGAGEMENT BY TYPE OF URL

AVERAGE ENGAGEMENT BY TYPE OF URL
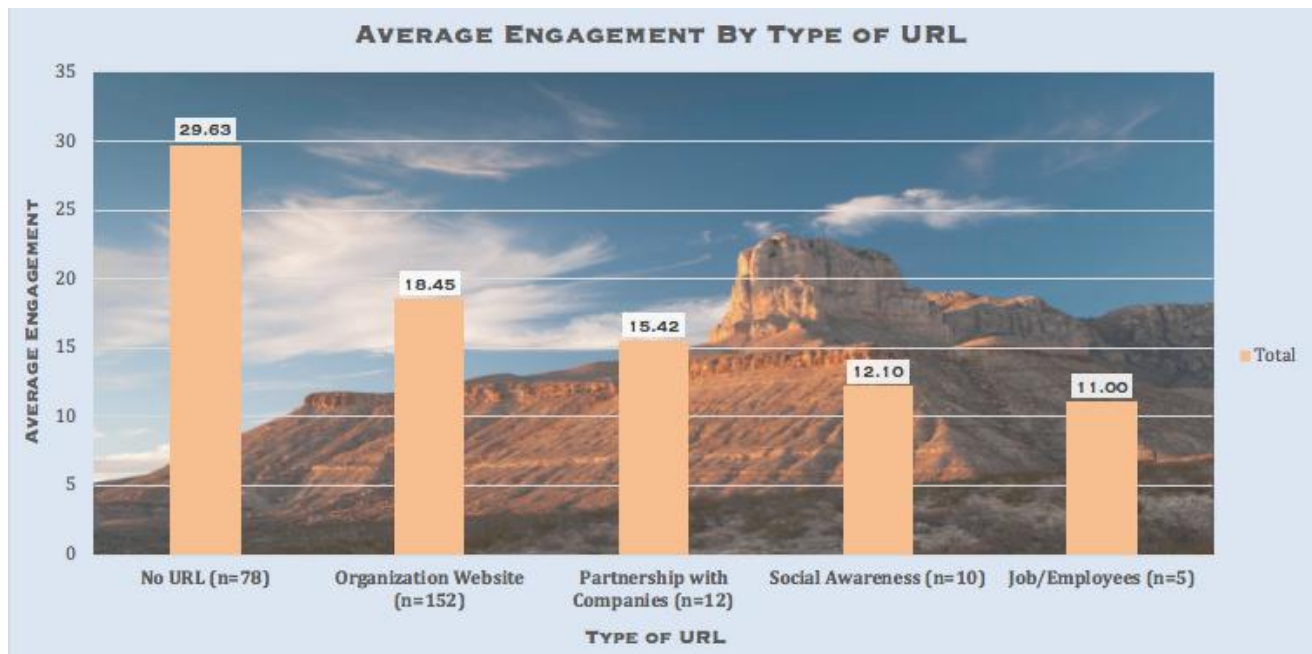
Type of URL	Average of Engagement
No URL (n=78)	29.62820513
Organization Website (n=152)	18.44736842
Partnership with Companies (n=12)	15.41666667
Social Awareness (n=10)	12.1
Job/Employees (n=5)	11
Grand Total	21.307393

- Omitted categories: Other (n=43)

Actionable Insights:

- There is a relatively small amount of social awareness URLs (n=10), but they are getting engagement. In the midst of COVID-19, there are plenty of opportunities to link social awareness URLs. The National Park Foundation has virtual park tours and we think these would be perfect URLs to increase engagement.

AVERAGE ENGAGEMENT BY MEDIA CONTENTS
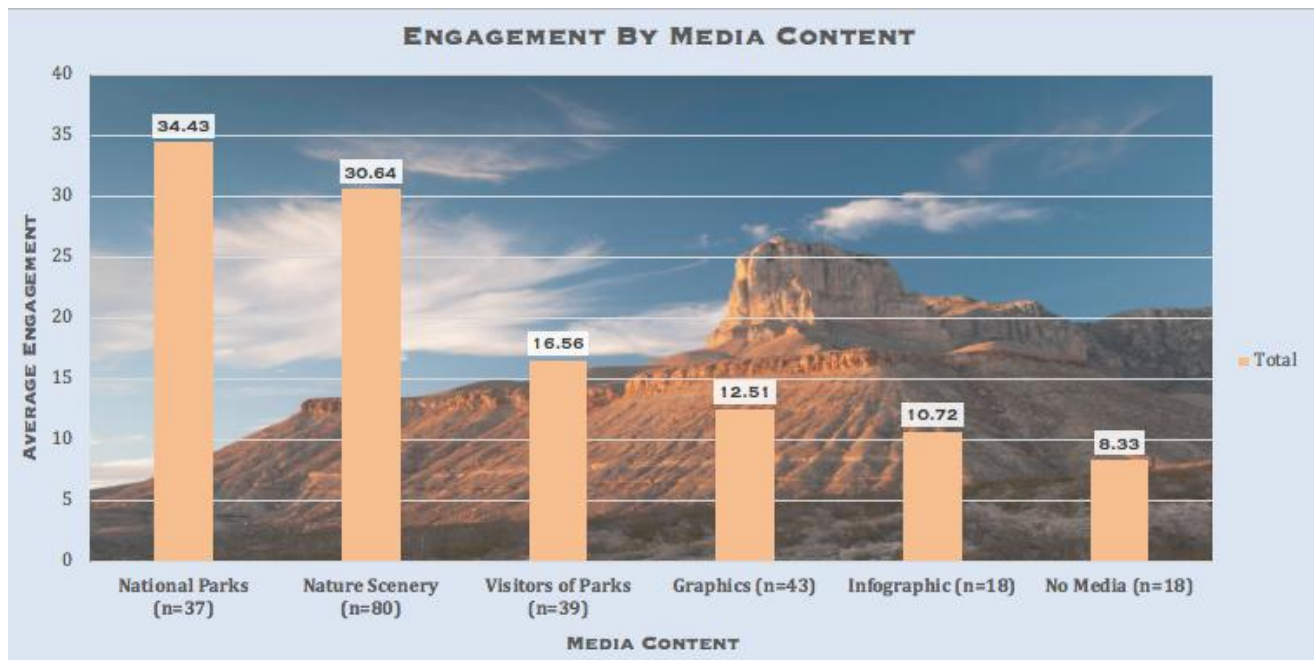
Media Content	Average of Engagement
National Parks (n=37)	34.43243243
Nature Scenery (n=80)	30.6375
Visitors of Parks (n=39)	16.56410256
Graphics (n=43)	12.51162791
Infographic (n=18)	10.72222222
No Media (n=18)	8.333333333
Grand Total	22.34893617

- Omitted categories: Other (n=65)

Actionable Insights:

- The highest viewer engagement occurred when media content included National Parks and Nature Scenery-inspired media. This insight leads us to recommend that when Twitter posts include media, they should primarily feature videos, images or graphics with Nature and National Parks-inspired content.
- Our research showed that live streams of National Parks triggered noticeable engagement with viewers.
- We also found that the posts with the lowest engagement were tweets without media. These posts had on average 26 fewer points of engagement than National Park content.

EARNED DATA

EARNED DATA

For our earned data, we gathered data from December 2020 to February 2021 on the National Park Foundation's social media platforms and used our research tool, Brandwatch. We have our analyzed organization and topic datasets where we looked at influencers, demographics, top items, spike analysis, sentiment and themes.

For our organization dataset, there were 773K mentions on Twitter, Tumblr, Reddit. For our topic dataset set, there were 200K mentions on Twitter, Forums and Tumblr. Twitter had the highest mention volume in our organization and topic datasets. However, social media platforms like Tumblr and Reddit were also popular platforms mostly used to share photos and videos of the National Parks.

INFLUENCERS

Day Hiking Trails - @dayhikinhtrails - 317 Mentions 24.1K Followers - Average Reach of 8,205

Day Hiking Trails is a popular twitter account that offers complete guides for hiking in state and national parks. They also showcase helpful tips and photos within each post.

J.K Sloan - @jameskeithsloan - 735 Mentions 8,424 Followers - Average Reach of 6,367

J.K Sloan acts as a national parks and public lands defender. He shares posts about his travel in the national parks, as well as, sharing news articles and blogs about the parks.

John Tillison - @ParkRangerJohn - 486 Mentions 4,638 Followers - Average Reach of 3,391

John Tillison has been a national park ranger for 20 years. He uses his social media to provide guides to certain national parks, and offers guides for activities such as camping.

Tammileetips - @Tammileetips - 464 Mentions 83.9K Followers - Average Reach of 15.4K

Tammileetips is the wife of John Tillison and is a lifestyle blogger. While she also posts blogs about the national parks, she also shares her homemade recipes.

ORGANIZATION
DEMOGRAPHICS & TOP ITEMS

Volume - 773K Mentions - Top Platforms: Twitter, Reddit and Tumblr

Twitter: Volume- 615,285 mentions
Demographics- Professions with high mention volume- artist, executive, health practitioner, journalist & legal
Gender- Higher mention volume by women
Geography- The United States makes up half of the mention volume followed by the United Kingdom and India

Reddit: Volume- 77,579 mentions, Demographics, gender, Geography
Higher mention volume by women and in the United States

Reddit Conversation: The Reddit conversation mostly consists of users discussing the National Parks. Many posts revolve around which park is the best or which ones to travel to. Others are subreddits of beautiful photos of National Parks or videos that people have and want to share.

Tumblr: Volume- 39,124 mentions, Demographics, gender, geography
Higher mention volume by women and in the United States

Tumblr Conversation: The conversation on Tumblr mostly highlights the great things that The National Parks have done. For example, posts discuss park rangers that have gone above and beyond or the beauties these parks exude. People also share photo albums of pictures they have taken of the parks and interesting tidbits on them as well.

Twitter Top Items

Users:
Day Hiking Trails @dayhikingtrails - 23K Followers - Average Reach of 8,205: They offer a guide of trails at the popular state and national parks
J.K Slone @jameskeithslone - 8K Followers - Average Reach of 6,038: Acts as a national park and public lands defender.
Hashtag: #Travel with 8,704 mentions
RTs: https://twitter.com/ABC/status/1365514254573580301
URL: https://video.storyful.com/record/20164

Forums 4%
Reddit 10%
Tumblr 5%
Twitter 78%
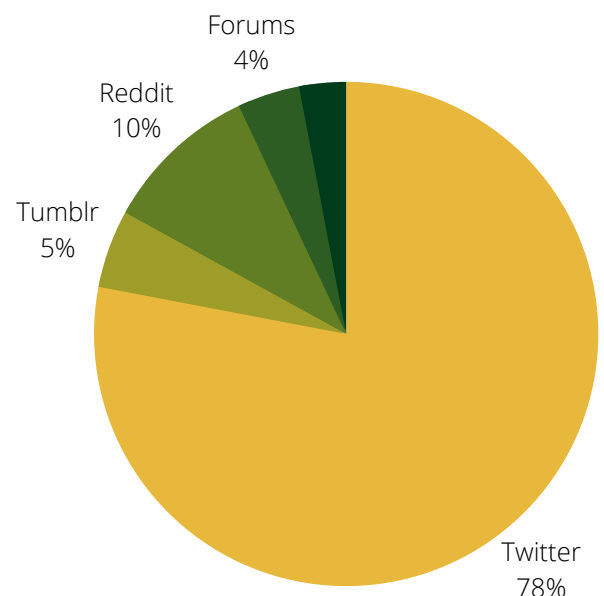
ORGANIZATION
SPIKE ANALYSIS

December 1st 2020
Photo of a full moon in Arches National Park goes viral.

December 18th 2020
Viral video of Horsetail Fall looks like it is on fire at sunset in Yosemite.

January 11th 2021
National Park Service closes Washington Monument due to threats from the Jan. 6th riots.

January 25th 2021
Biden Administration plans to put Harriet Tubman on the $20 dollar bill.

February 15th 2021
Bison photographed at 35 degrees below zero gets attention.

February 26th 2021
Grand Canyon National Park turns 102 years old.

Mention Volume

20k
15k
10k
5k
0

7 Dec   21 Dec   4 Jan   18 Jan   1 Feb   15 Feb   1 Mar

● 5750-NPF - Organization Query

The mention volume is relatively high over the past three months and shows various spikes from viral photos/videos, politics, and history.
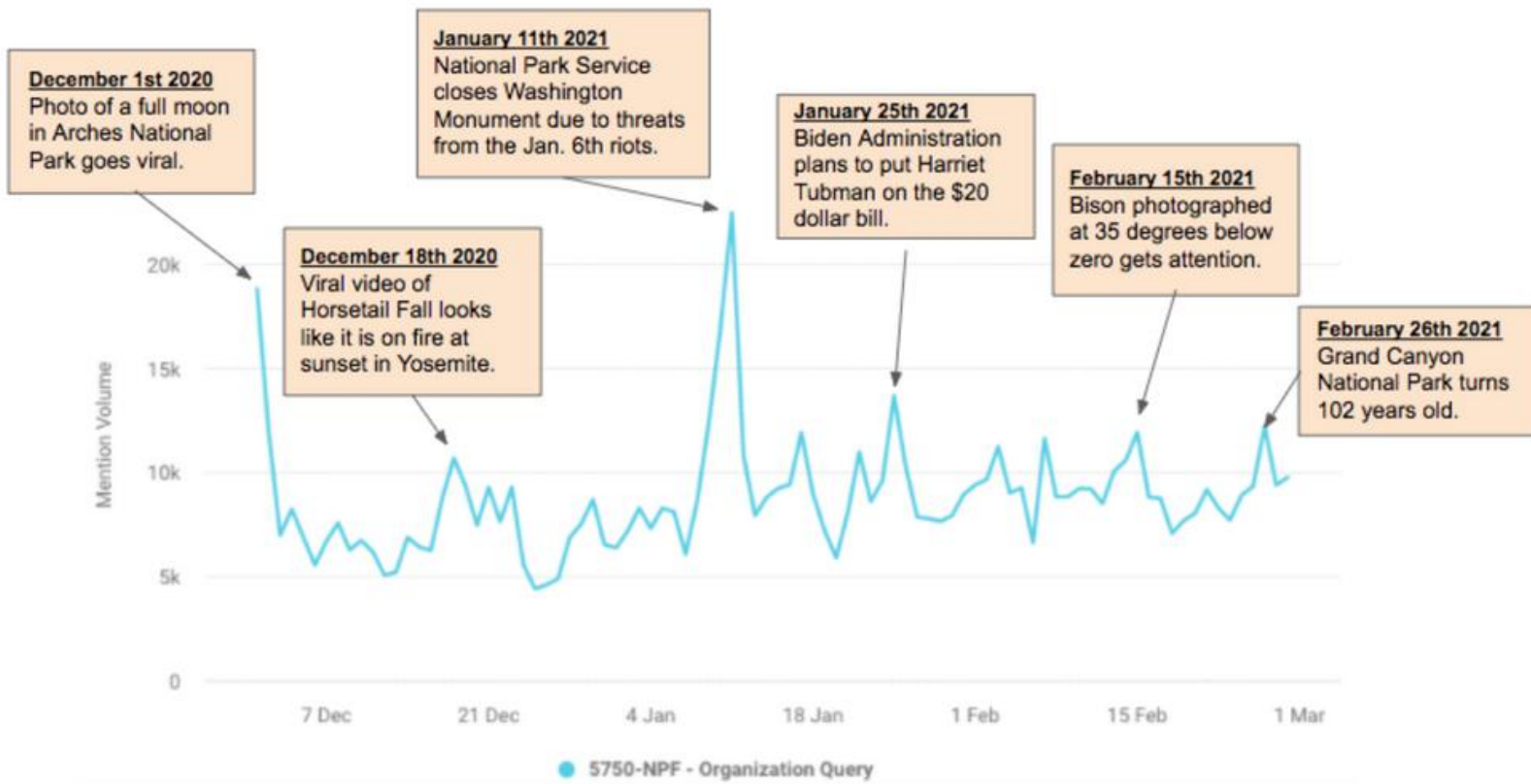
ORGANIZATION SENTIMENT

78% of our Organization Earned Data was classified as neutral. However, there was still positive and negative conversation.

120,219 posts

Positive: The National Park Service wants to tell the stories of enslaved black people in The Smokies that have been lost in history. The other positive conversations are about the beautiful, lush scenery and wildlife that these National Parks have to offer as well as preservation projects put in place.

55,273 posts

Negative: Most of the negative conversation comes from Reddit with complaints about people's photos of National Parks. Other conversations refer to litter and trash being found around National Parks, as well as, hate towards those trying to turn National Parks into industrial zones.

Positive
15%

Negative
7%

Neutral
78%
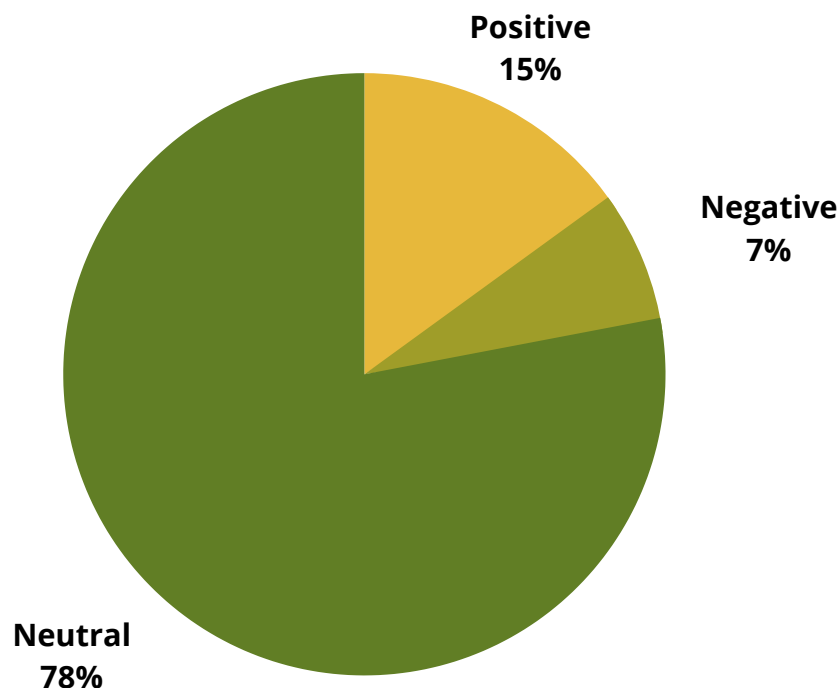
ORGANIZATION THEMES

Theme 1 - Conservation
54,022 Mentions - 6.9% of data

Hashtag: #recreateresponsibly - This hashtag was created by the National Park Foundation and has been trending.

Mentions: @endelstamberg: A conservationist bent on global climate justice. Very concerned with climate change and other global problems.

URL: https://www.nps.gov/subjects/watchingwildlife/7ways.htm
   This video shares some helpful tips on how to safely observe wildlife.

Conversation

Conservation was a theme that we were expecting to be popular. People are really concerned with the preservation of National Parks. The positive conversation made up 16% of the data stemming from people celebrating the maintenance of the parks. These posts popped up more frequently around anniversaries or birthdays of the national parks. The negative conversation made up 10% of the data and was regarding people's concerns with those that don't take conservation seriously. Posts like this tend to be accompanied by a photo of the National Parks. However, in both cases, the conversation always returns to the protect and preserve an aspect of the national parks.

Theme 2 - Travel
63,895 Mentions - 8.27% of data

Hashtag: #roadtrip - This hashtag was prevalent in the data showing up over 9,000 times in the data.

Mentions: @ParkRangerJohn: A 20-year park ranger that travels the world's parks and tweets about the places he has been

URL: https://www.youtube.com/watch?v=DkZGFJfDfHE -*The Cat's That Rule The World* - This video is about a cat that climbs "Edge of Time" at Rocky Mountain National Park.

Conversation

The theme of travel is very popular among the organization data. The conversation revolves around people's visits and experiences they have had with the National Parks. It is also a relatively positive conversation with 23% of the data being deemed positive. These posts almost seem like advertisements with people claiming now is the perfect time to plan your trip to see something breathtaking. Others involve photos of trips that people have had to the National Parks and how great of a time they had. But there is some negative conversation as well making up 5% of the posts. These involve unsatisfactory experiences people have had in the parks. For example, someone posted about a large amount of litter that has accumulated from rainfall. Others mention park rangers that have acted rudely or yelled at visitors. Overall the conversation remains optimistic and keen on the fun these parks have to offer.

ORGANIZATION
THEMES CONTINUED

Theme 3 - Nature

193,922 Mentions - 25.1% of data

Hashtag: #climateaction - This hashtag was not the most mentioned but was trending more with 8K mentions

Mentions: @wallpaperables - A phone wallpaper account that creates backgrounds based on views in nature.

URL: https://www.thrillist.com/news/nation/west-virginia-new-river-gorge-national-park-announcement - This website highlights the splendor of the new River Gorge National Park in West Virginia

Conversation

The conversation about nature makes up a big chunk of our data. It is something that a lot of people talk about in relation to the National Parks. Once again the conversation remains to be a positive one with positivity making up 14% of the data. Words like "breathtaking" and "wonderful" are a few of the many ways people are talking about nature. Other positive conversations come from the wildlife that lives in the parks and how "cute" or "inspiring" they are. However, 5% of the data was deemed negative. These conversations involve the lack of care that some people have towards nature and its wildlife. Posts will remark about seeing wildlife with plastic in their mouth or will report seeing dead wildlife on their hikes through the parks. At any rate, nature is a big part of what these parks have to offer.

TOPIC

DEMOGRAPHICS & TOP ITEMS

Volume- 200,943 Mentions   Top Platforms: Twitter- 76% Forums- 9% Tumblr- 12%

Twitter- Volume- 165,965
Gender- Higher mention volume by women
Demographics-Professions with higher mention volume- Artist, Executive, Health Practitioner, Journalist
Geography- Higher mention volume in the United States

Tumblr- Volume 26,595
Gender- Higher mention volume by women
Geography- Higher mention volume in United States

Forums- Volume- 9,517
Higher mention volume by women
Geography- Higher mention volume in United States

Forums 8.5%
4channel 0.9%
Tumblr 12.3%
Twitter 77.4%
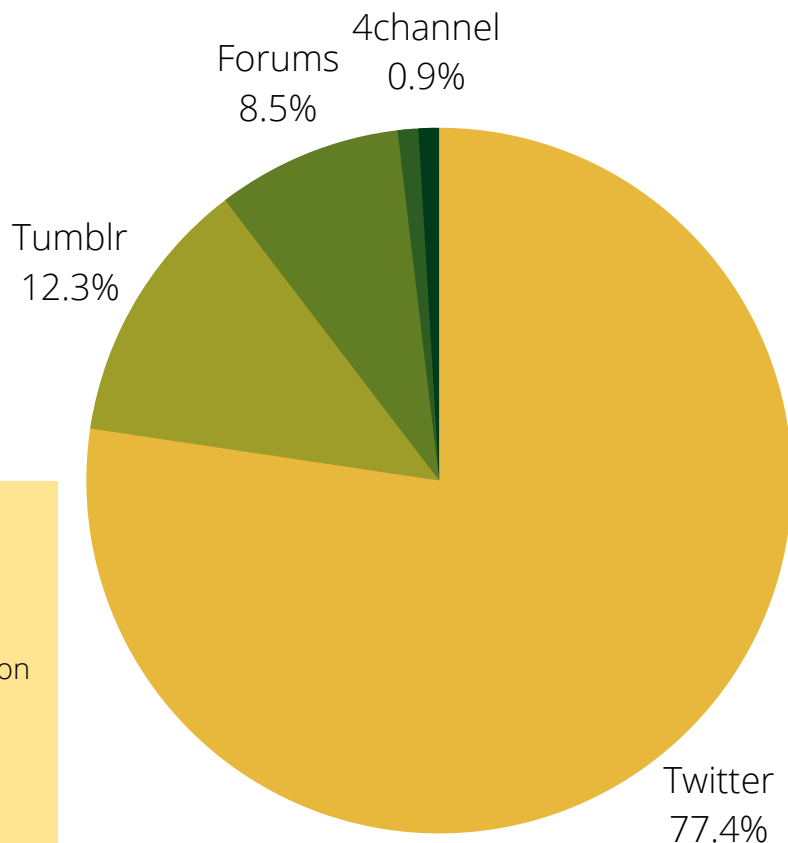
Twitter Top Items

Users:
Citizens For Ethics - @CREWcrew - 408.9K Followers - This group calls upon government officials that sacrifice the common good for their own interests.
Hashtag: #climateaction - 1,568 Mentions
RTs: https://twitter.com/ABC/status/1365514254573580301
URL: https://www.citizensforethics.org/reports-investigations/crew-investigations/national-park-service-spent-4000-hours-working-on-trumps-rnc-fireworks-show/
News article on how much time the NPF spent on Trump's firework show.

TOPIC

SPIKE ANALYSIS

December 1st 2020
National Park Service gets rid of park fees for certain National Parks

December 14th 2020
There is an earthquake in Denali National Park, Alaska

December 21st 2020
A volcano erupts in Hawaii Volcanoes National Park

January 22nd 2021
Yellowstone National Park remains closed due to wind damage

January 25th 2021
Executive Order now requires masks to be worn on federal lands

February 7th 2021
Man missing since Dec. 20th was found safe outside Grand Canyon

The mention volume is fairly high over the last 3 months with spikes stretching from volcano eruptions and earthquakes to missing persons and executive mask orders.
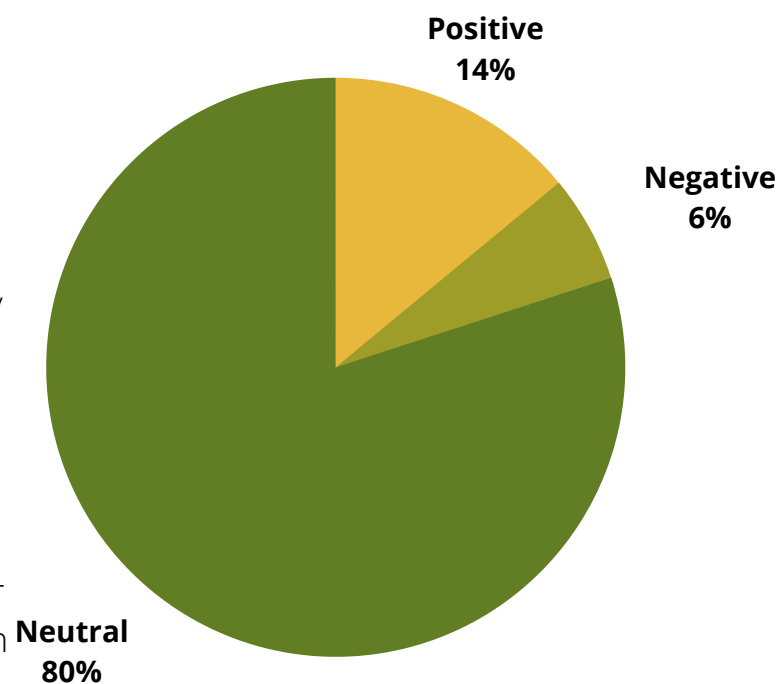
TOPIC

SENTIMENT ANALYSIS

Even though 80% of our data was deemed neutral, 14% was considered positive and only 6% was considered negative.

30,285 Posts

Positive: The positive conversation consists mostly of travelers and photographers that have been blown away by what they saw at the National Parks they visited. These posts tend to include words like "spectacular" and "stunning". Other types of posts include appreciation for the upkeep of the parks. People seem very satisfied with their experiences and how nice the parks are to visit. Most of these posts are accompanied by testimonies of the people that visited and their positive feelings towards it.

13,798 Posts

Negative: The negative conversation stems from people's dissatisfaction with the actions of the National Park Service. For example, the DC government doesn't allow permits for large events, but the National Park Service approved 30,000 people to meet for Donald Trump. Other negativity stems from the National Park Service not making Harriet Tubman's childhood home a National Park until now in 2021. People say that this should have been done a long time ago. Finally, the last bit of negative conversation comes from the lack of conservation some government officials exude. For example, a pipeline is said to be built in Great Basin National Park that would drain aquifers and cause harm to the rural communities in Utah.

Positive
14%

Negative
6%

Neutral
80%

TOPIC
THEMES

Theme 1 - Activities

15,292 mentions - 7.64% of data

Hashtag: #optoutside - This hashtag is becoming increasingly popular with 1,000 mentions getting people to go outside more.

Mentions: @HikeOurPlanet - This account offers a unique view of hiking trails around the US and posts pictures related to them.

URL: https://www.youtube.com/watch?v=Z0V6hTSPhaQ - This video depicts scenes you might see outside of the office at Hot Springs National Park

Conversation

The conversation related to activities is a fairly robust one consisting of all the things you can do at The National Parks. People really like to share their favorite places to camp and hike as well as ask others where they enjoy visiting. 22% of the conversation is considered positive. These posts often mention how relaxing it is in the National Parks and how much fun they have had visiting them. Only 9% was considered negative and these posts talk about people who have died doing activities in the National Parks and how devastating that was. Overall, this theme remains prominent in our data, and is great to know that people enjoy these activities.

Theme 2 - Weather

15,380 mentions - 7.69%

Hashtag: #earthquake - This hashtag was the most trending likely due to the recent earthquake in Alaska.

Mentions: @everyEarthquake - This account has 24K followers and is bent on recording every known earthquake

URL: https://apnews.com/article/hawaii-volcano-kilauea-big-island-erupts 506654609db9ec7041e6054c877df092 - This article details the eruption of a volcano in Hawaii Volcano National Park

Conversation

Weather was a pretty prominent theme due to the fact that all of these National Parks are outside and visits depend on what is happening in the weather. The positive conversation makes up 12% of the data and most posts consist of how great the weather has been. For example, a rain shower was great for death valley and a snowstorm made the Smokey Mountains "pop" with character. The negative conversation is 8% of the data and discusses the trauma this weather can cause to the parks. For example, a rainstorm toppled a giant sequoia and 90% of The National Parks suffer from haze pollution or toxic particles in the air. Most of the conversation is people depending on the parks to survive whatever nature puts them through.

TOPIC
THEMES CONTINUED

Theme 3 - Government

16,067 mentions - 8% of Data

Hashtag: #capitalriot - This hashtag trended for a long time due to the events at the capital in DC
Mentions: @CREWcrew - 408.9K Followers - This group calls upon government officials that sacrifice the common good for their own interests.
URL: https://www.citizensforethics.org/reports-investigations/crew-investigations/national-park-service-spent-4000-hours-working-on-trumps-rnc-fireworks-show/ - This article details the lengths the NPF went through to get a firework show for Donald Trump

Conversation

When it comes to the theme of government there is a lot more negativity than other themes. In the data, only 11% was deemed positive and 18% was negative. The positive conversation consists of posts that commend people in government for doing their part in conserving the National Parks. For example, many talk about the good that Teddy Roosevelt has done and the passing of the Great American Outdoors Act. On the other side, the negative conversation revolves mostly around Donald Trump and his lack of concern with the National Parks. For example, people didn't like that Trump was not going to make New River Gorge a National Park. As well as, the National Park's 4,000 hour working period to put on a firework show in his honor. In all, the government plays a huge role in the construction and preservation of the National Parks.

Theme 4 - Photography and Video

38,375 mentions - 19.25% of data

Hashtag: #yourshot - This hashtag got a lot of attention in having people share their photos of the parks.
Mentions: @deepsoulnature - 31K Followers - This account highlights photos in nature from all over.
URL: https://www.outdoorphotographer.com/blog/category/photo-of-the-day/ - This website showcases beautiful photos of the outdoors daily.

Conversation

The conversation on the theme of photography and video is an extremely popular one when referencing the National Parks. While most posts are deemed neutral, a good chunk of them are positive at 11% and only 2% are negative. The positive conversation is pretty straight forward with people simply falling in love with what they have seen in nature. These posts are ecstatic about photos they have seen or taken and really enjoy sharing them with the world. As well as virtual videos of hikes you can take in the National Parks. The negative conversation consists of niche videos that paint the National Parks in a bad context. For example, there is one video of a ranger tasing a Native American man in a park. Overall, people tend to enjoy sharing photos and videos they believe are cool and worth seeing.

TOPIC
CUSTOM CLASSIFIERS

To analyze these themes further we created a list of custom classifiers. In Brandwatch, custom classifiers allow us to train an AI to sift through our data and find mentions that are relevant to our themes. After manually selecting fitting mentions for each theme we can report these findings.

Activities

Postive (20%)

Negative (2%):

People really enjoy doing activities in the parks. It is a very positive theme.

Top Items

Hashtag: #utahhikers - hiking group in Utah

User: @travelhelpguru - This user offers help on activities to do while traveling the world.

COVID-19

Postive (6%)

Negative (7%):

COVID has put a damper on people's accessibility to the parks.

Top Items

Hashtag: #maskup - The parks are urging for people to still wear masks.

User: @ABC - This news outlet provides up to date info on COVID-19

Government

Postive (6%)

Negative (11%):

Negativity stems from the Capitol riot and Trump's treatment of the parks..

Top Items

Hashtag: #capitolriot - Trending from the DC event

User: @TruthPatroller - This account prides themselves on providing the simple truth.

Photo and Video

Postive (16%)

Negative (4%):

Most users really love seeing beautiful photos and videos of the parks.

Top Items

Hashtag: #naturelovers - People use this to showcase their photo and videos.

User: @parkpics - A twitter account dedicated to showcaseing photos of the parks.

COMPETITIVE ANALYSIS

COMPETITION

Bureau of Land Management

This organization manages one in every 10 acres of land in the U.S. The conversation consists of basic information and negativity from the lack of concern for wild horses.

U.S Fish and Wildlife

The conversation consists mostly of photos of fish wildlife. However, they caught a lot of bad attention from the Trump engraved manatee.

Parks Canada

Parks Canada posts very similar content to that of the NPF. This includes photos of the parks, COVID concerns, and content concerning wildlife.

Environmental Protection Agency

The conversation is mostly political with references to statements made by the President, and finalizing rules out of concern for public health.
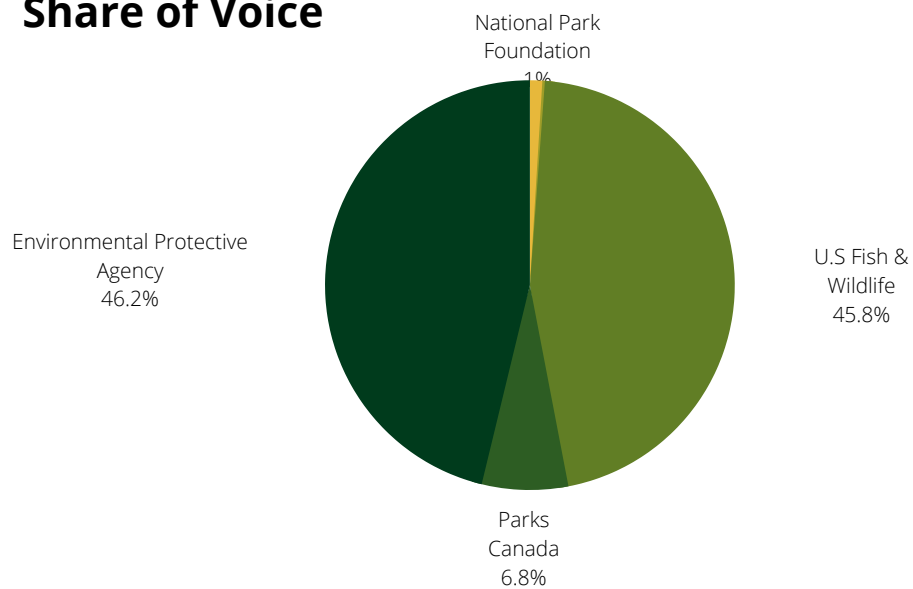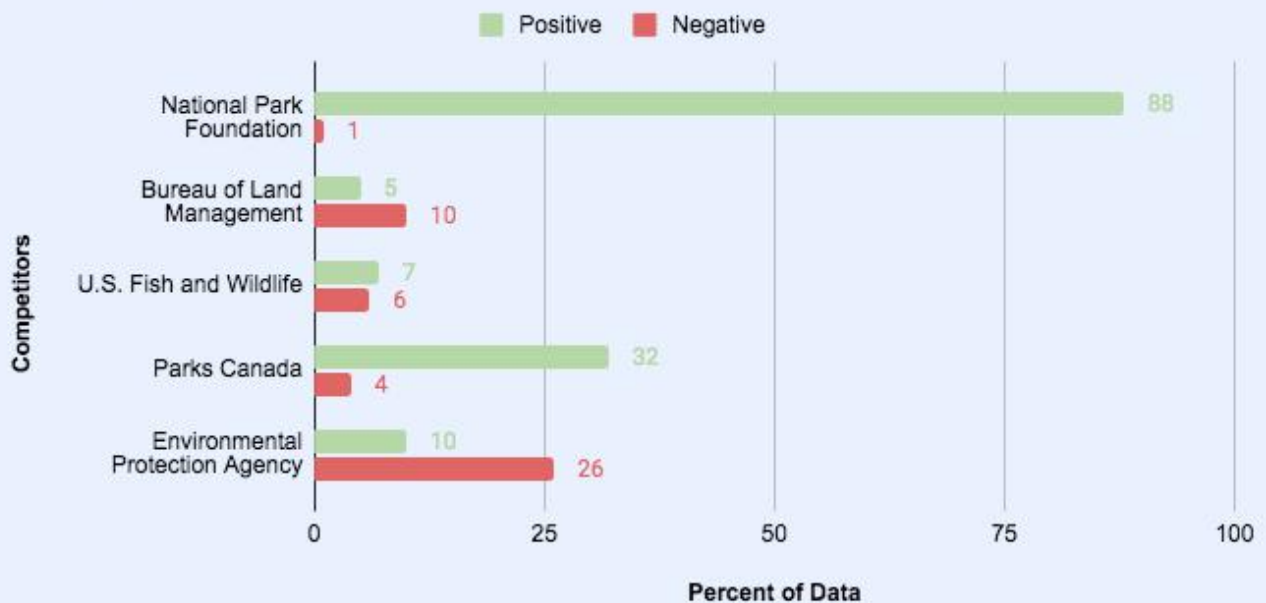
COMPETITION

SHARE OF VOICE & SENTIMENT

Competitors

Bureau of Land Management
U.S. Fish and Wildlife
Parks Canada
Environmental Protection Agency

Share of Voice

National Park Foundation 1%

Environmental Protective Agency 46.2%

U.S Fish & Wildlife 45.8%

Parks Canada 6.8%

Competition Sentiment Breakdown

Positive   Negative

National Park Foundation — 88 / 1
Bureau of Land Management — 5 / 10
U.S. Fish and Wildlife — 7 / 6
Parks Canada — 32 / 4
Environmental Protection Agency — 10 / 26

Competitors

Percent of Data

COMPETITION
SPIKE ANALYSIS

January 11th 2021
US Fish and Wildlife - begin investigating who carved "Trump" into a manatee

December 3rd 2020
EPA - On this day the EPA celebrated their 50th Anniversary

December 17th 2020
EPA - Joe Biden decides to nominate Michael Regan to head the EPA

February 4th 2021
EPA - Michael Regan vows to tackle the issue of climate change

February 8th 2021
US Fish And Wildlife - After numerous grizzly bear deaths in Montana people want the USFAW to do more to help them.

S750-NPF - Competition Query

The EPA and The U.S. Fish and Wildlife make up most of the significant spikes in this three month period. These topics include anniversaries and investigation over an engraved manatee.

NATIONAL PARK
FOUNDATION