National Park Foundation

Final Report

ADPR5750: Social Media Analytics

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Statement of Business Problem

After analyzing the social media presence of the National Park Foundation, we identified some areas for improvement that the non-profit can focus on, most notably around the amount of engagement that their posts generate. The NPF Twitter account has over 140k followers, but their posts rarely get more than 4 comments or over 100 likes.

We believe that with more exceptional content, implementing more event hashtags, and including pictures and videos of beautiful parks, the NPF could see a significant increase in the amount of engagement with their posts.

Our goal for the National Park Foundation is to increase their overall engagement; likes, comments, and followers, by 50%. By implementing more of the strategies we will be discussing, we believe this is an attainable goal.

Executive Summary

WHAT WE EXPLORED

The National Park Foundation generates many different topics of conversation about themselves. It is important to understand what topics appear most often and the sentiment surrounding them. We picked six topics that we felt most completely covered what was talked about. Our goal is to increase engagement and awareness for the NPF to increase donations they receive. To do this, we will answer a few questions.

1. What topics are most conversed about?

2. What is the sentiment around each topic?

3. Which topics tend to have the most engagement?

KPI MEASUREMENTS & GOALS

We assessed the National Park Foundation's Twitter engagements to analyze how successful they were. Specifically, we looked at mention volume, sentiment, spikes, and other interactions.

The goal of this analysis is to determine which posts caused the biggest spikes in engagement.

Data Overview

OWNED DATA

For owned data, we analyzed the National Park Foundation's Twitter activity using the social media analytic tool, Brandwatch. We looked at our organizations data from January 1, 2021, to August 18, 2021, analyzing 297 tweets to better understand levels of engagement. In doing this, we were able to gain insight into what posts received the most engagement through the use of hashtags, themes, and various media types.

EARNED DATA

For earned data, we analyzed data over the eight-month period in the earned, organization, and topic datasets using boolean queries. Our queries were then put into the Brandwatch software where we surfaced data from Twitter and other news outlets. In total, there were over fourteen-thousand mentions of the National Park Foundation that occurred during this period.

COMPETITION DATA

For competition data, we looked at other organizations which served as the top competitors to the National Park Foundation. These organizations included: The National Park Service, National Parks Conservation Association, The Nature Conservancy, United States Department of the Interior, and the USDA Forest Service.

OWNED DATA

NATIONAL PARK FOUNDATION

Owned Data
A Look at National Park Foundation's Twitter

Twitter Handle: @NationalParkFdn

Dataset: January 1, 2021 - August 18, 2021

Total National Park Foundation Tweets: 297

Category Breakdown of Tweets

- Theme of Tweet
- Media Type
- Media Content

- Hashtag Type
- URL Type
- Mention Type

Within this set of Owned Data:
The 297 Twitter posts, analyzed from January 1, 2021 to August 18, 2021, were all original posts and replies made by the National Park Foundation. The set of data excludes retweets on NPF's Twitter feed.

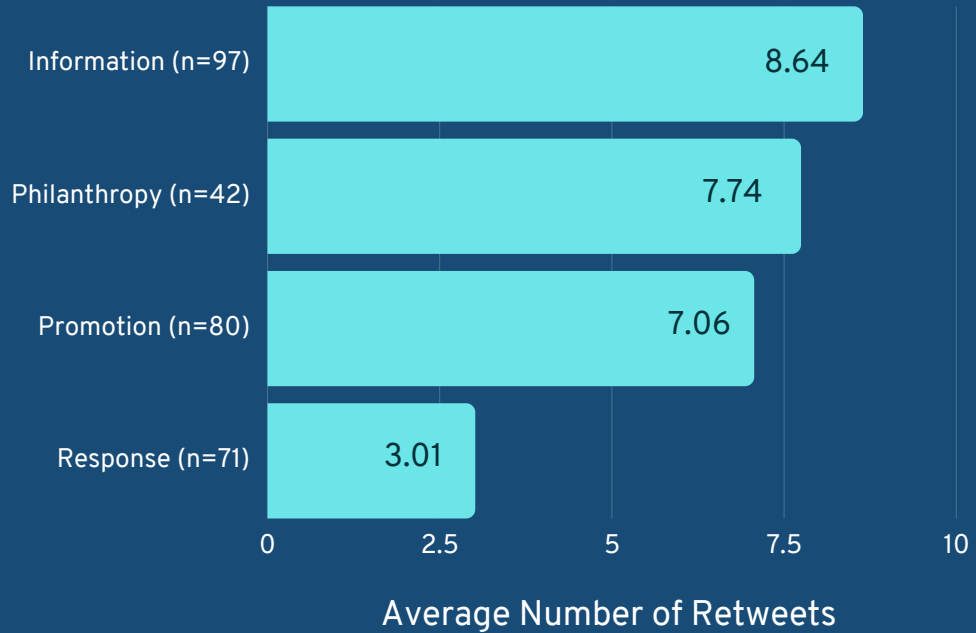**Minor Drawbacks of Owned Data:**
Due to the nature of the site we used to gather data, Brandwatch, we were only able to fully analyze their Twitter. This only allows us to formulate recommendations specifically for the platform, however, any recommendations could also be used across other owned platforms.
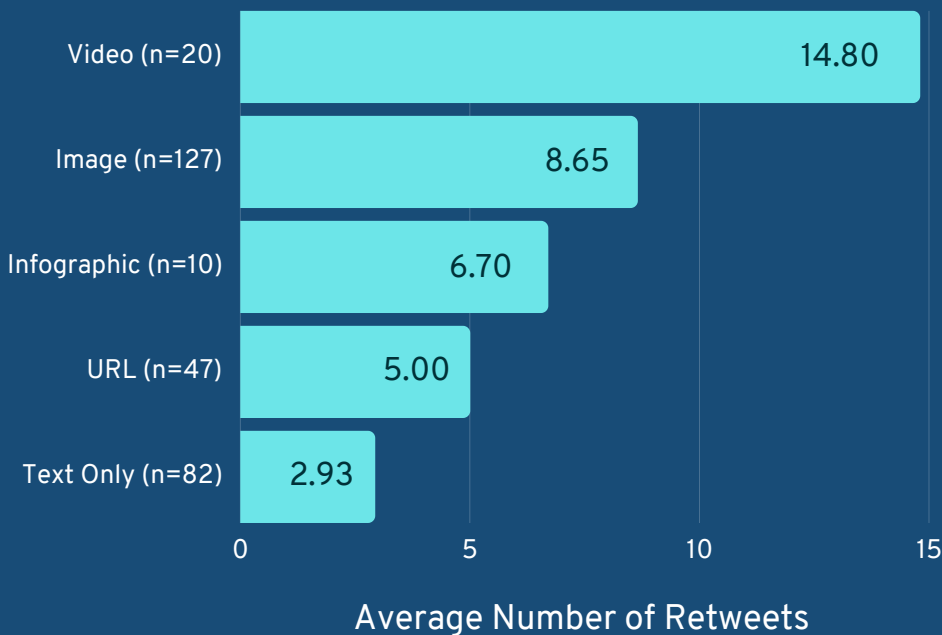
Average Retweets by Theme

Insights:

• On average, information, philanthropy and promotion themed Tweets see the highest level of retweet engagements.

• There are a greater number of response themed tweets than philanthropy, but philanthropy themed tweets see more average retweets.

• The National Park Foundation should create more original posts using the themes of information, philanthropy, and promotion.

Average Number of Retweets

Theme	Average Retweets
Information (n=97)	8.64
Philanthropy (n=42)	7.74
Promotion (n=80)	7.06
Response (n=71)	3.01

Average Retweets Media Type

Media Type	Average Retweets
Video (n=20)	14.80
Image (n=127)	8.65
Infographic (n=10)	6.70
URL (n=47)	5.00
Text Only (n=82)	2.93

Average Number of Retweets
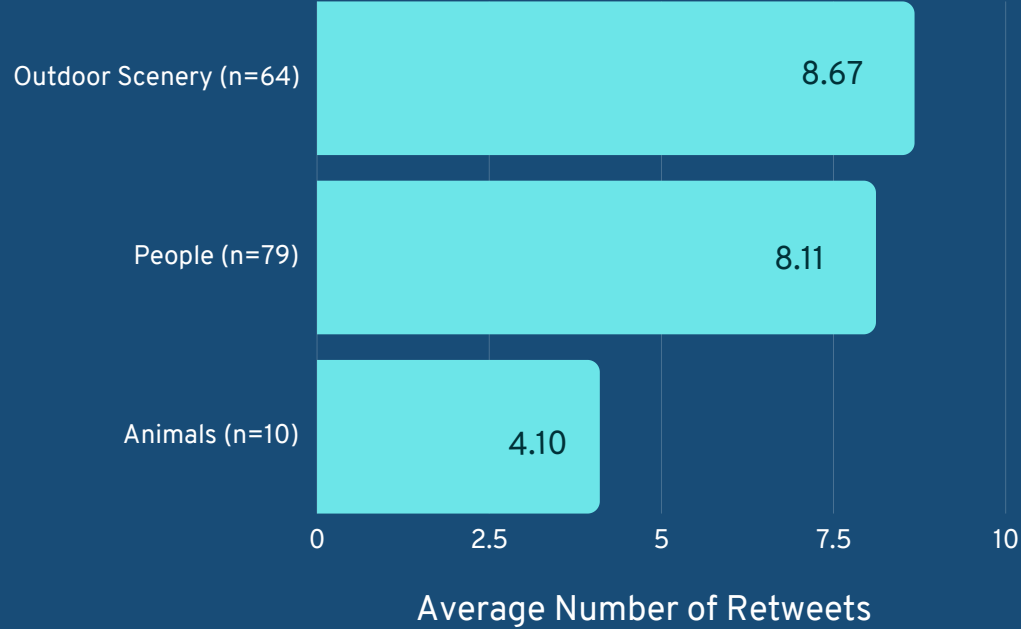
*not mentioned Gif (n=8)

Insights:

• Twitter posts containing videos see the highlest average number of retweets compared to other media types.

• There are currently 107 more posts containing images rather than videos, despite video posts receiving more retweets on average.

• The National Park Foundation can continue to post tweets with images, but should consider also creating more video posts in order to increase average retweets on their page.
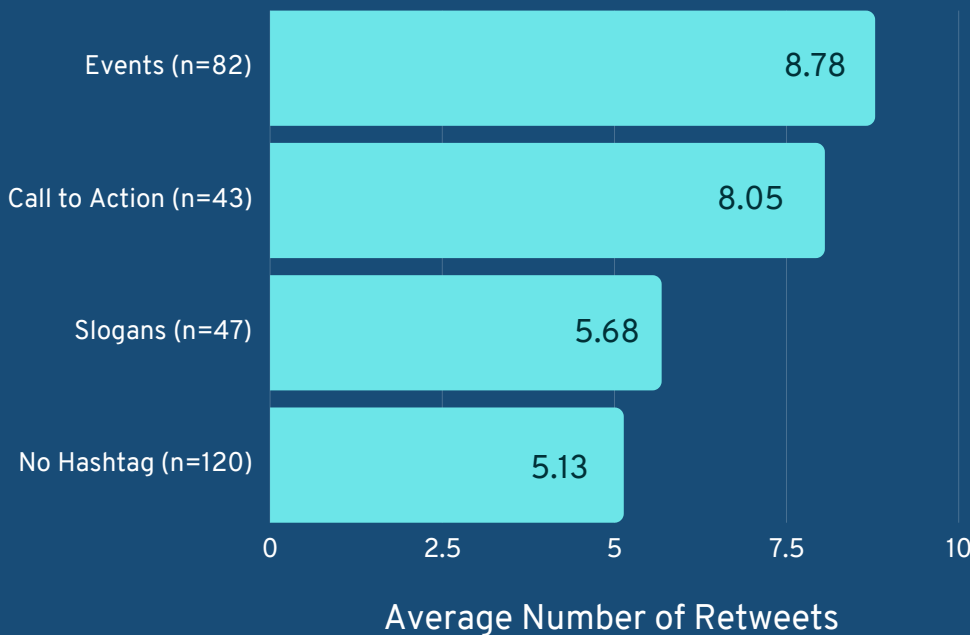
Average Retweets by Media Content

Insights:

•Tweets showing outdoor scenery and people currently see the highest number of average retweets.

• These two categories do not have the greatest total posts; Instead, a majority of posts fell into the "Other" category (n=141).

• The National Park Foundation should increase posts showcasing outdoor scenery and people in order to increase retweets on their page.

Outdoor Scenery (n=64) — 8.67
People (n=79) — 8.11
Animals (n=10) — 4.10

Average Number of Retweets

Average Retweets by Hashtag Type

Events (n=82) — 8.78
Call to Action (n=43) — 8.05
Slogans (n=47) — 5.68
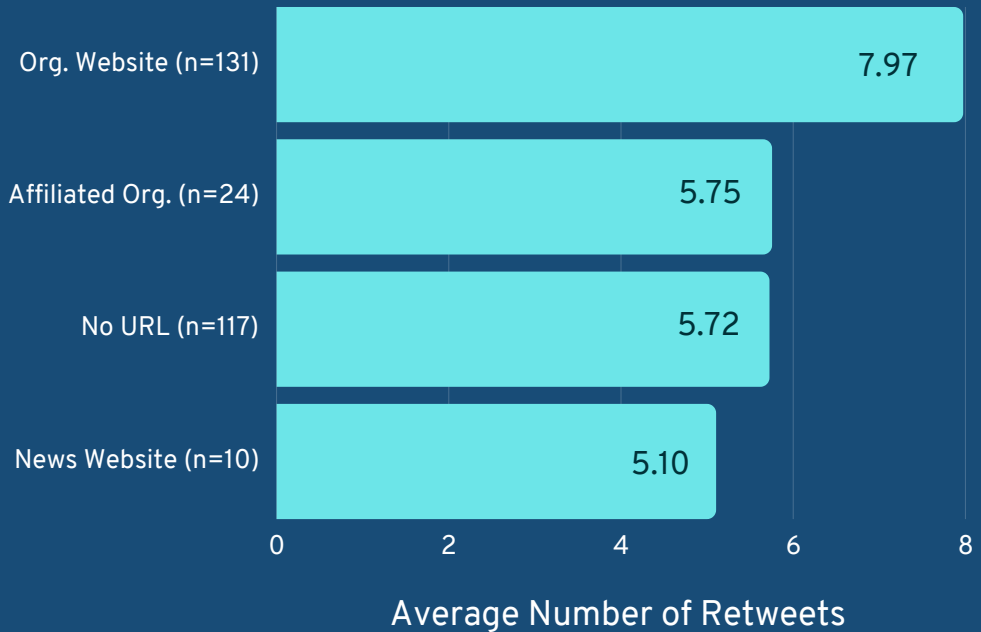No Hashtag (n=120) — 5.13

Average Number of Retweets

Insights:

•Posts containing event (8.78) and call to action (8.05) hashtags see the most retweet engagements.

•Together, the two categories only make up 115 posts which is still less than the 120 posts that have no hashtags.

•The National Park Foundation should include hashtags in their tweets, especially those having to do with events and call to actions.

Average Retweets by URL Type

Insights:

•Currently, the national park uses their website URL the most, and sees the highest average retweets on posts with this URL.

•No URL sees the next highest number of total posts (117), over Affiliated Orgs. (n=24), however, Affiliated Org. URLs see slightly higher average retweets.

• The National Park Foundation could use Affiliated Org. URLs to potentially see a boost to their average retweets.

URL Type	Average Number of Retweets
Org. Website (n=131)	7.97
Affiliated Org. (n=24)	5.75
No URL (n=117)	5.72
News Website (n=10)	5.10

Average Number of Retweets

*not mentioned Org. Social Media (n=7)

Average Retweets by Mention Type

Mention Type	Average Number of Retweets
Other Org. (n=84)	8.81
No Mention (n=123)	6.32
Public Figures (n=15)	6.20
Org. Affiliates (n=55)	5.25

Average Number of Retweets

Insights:

•The National Park Foundation sees a slightly higher average number of retweets when they mention other organizations (average RTs of 8.81).

•There are currently a large number of tweets with no mentions (n=123).

•The National Park Foundation should include more mentions about other organizations in order to potentially see a rise in overall average retweets on their page.
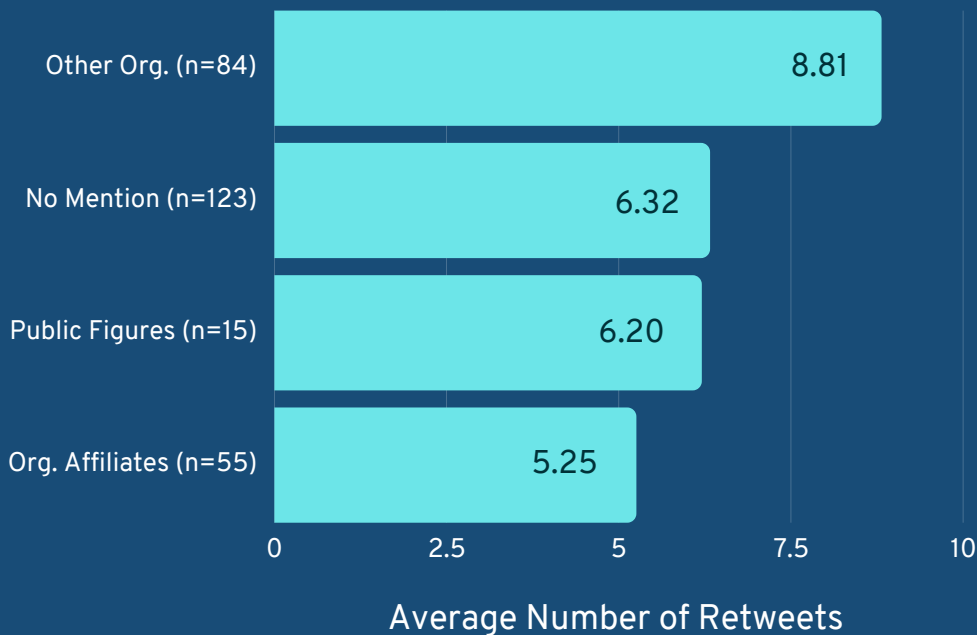
Recommendations

1 Increase video usage

How?

Create more videos about the different National Parks, the volunteers and service workers associated with them, and any events taking place (include hashtags when possible).

Why?

Posts with videos were not used a lot (n=20), but they received the highest level of average retweets (14.80). Posts that included people and outdoor scenery from the parks got a good number of retweets (8.67 & 8.11). Event hashtags attained the highest number of average retweets (8.78).

2 Include more hashtags

How?

When there is an event that National Parks are celebrating, include the hashtag associated with the event (#NationalParkWeek, #HispanicHeritageMonth, etc.). Include some form of call to action in each post (#FindYourPark, #RecreateResponsibly, #GoExplore, etc.).

Why?

Posts that included event hashtags got the highest level of average retweets (8.78), and were used a fair amount (n=82). Posts that included a call to action hashtag received the second highest level of average retweets (8.06). Posts with no hashtags were used the most (n=120), but got the least amount of average retweets (5.13).

Recommendations Continued

3 Include Org. and Affiliated Org. URLs

How?

Continue creating posts that have the organization's URL link, but also include more posts that mention and link to affiliated organizations' websites.

Why?

Posts with a link to the National Park Foundation's website are used the most (n=131), and have the highest level of average retweets (7.97). Posts without a URL link are also posted a lot (n=117), but receive an almost equal amount of average retweets (5.72) to posts with a URL link to affiliated organizations' websites (5.75) that were used much less (n=24).
See full analysis on page 9.

4 Include Mentions about Other Orgs.

How?

Either reach out to other organizations to create content together or share opinions or information about what other similar organizations are doing and tag them.

Why?

Posts with no mentions are currently the leading type of post (n=123), but these do not get the highest level of engagements (6.32). Posts that tag or include links to other organizations are the second most common type of mention (n=84), and these attract a higher level of average engagement (8.81).
See full analysis on page 9.

EARNED DATA

NATIONAL PARK FOUNDATION

Cross-Platform Analysis

Earned Data

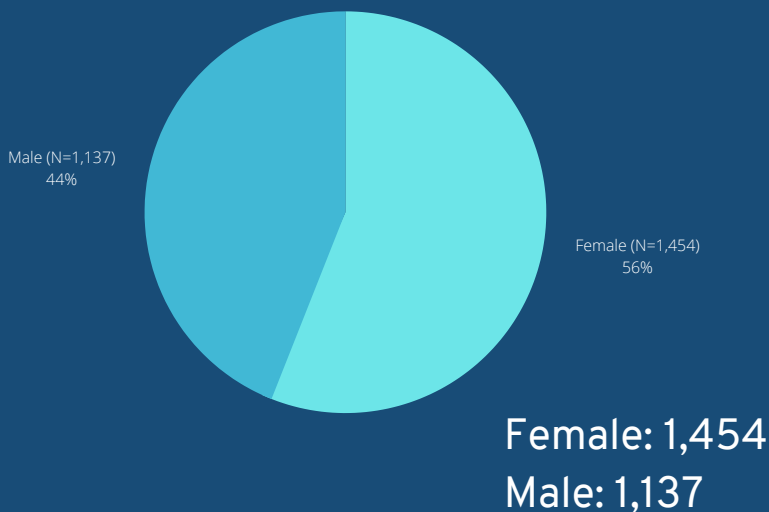**A Brief Overview Across Platforms**

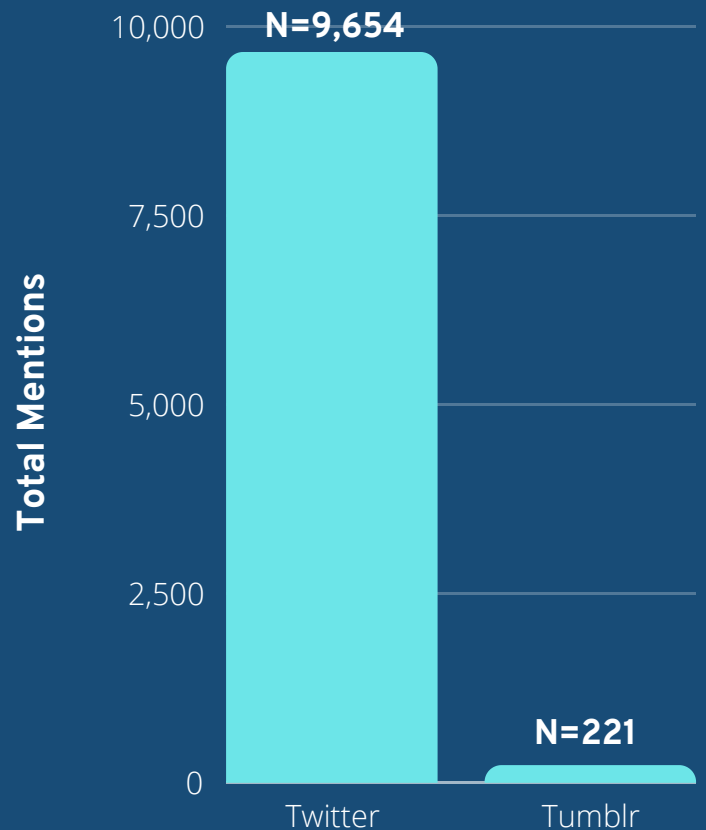**Timeframe:** January 1, 2021 - August 18, 2021

Total Mentions: 14,142

Using Brandwatch, we analyzed the National Park Foundation's presence across multiple platforms from January 1, 2021 to August 18, 2021. We found that Twitter and Tumblr were the two top sites during this timeframe. Our goal in doing this research was to get a better understanding of how the National Park Foundation could improve their online activity by completing a sentiment analysis based on different themes, or conversations. Across all platforms, sentiments were far more positive (22%) than negative (3%). Positive conversations circulated around events being held by the Foundation, and negative sentiments being focused on lack of rule regualations within national parks.
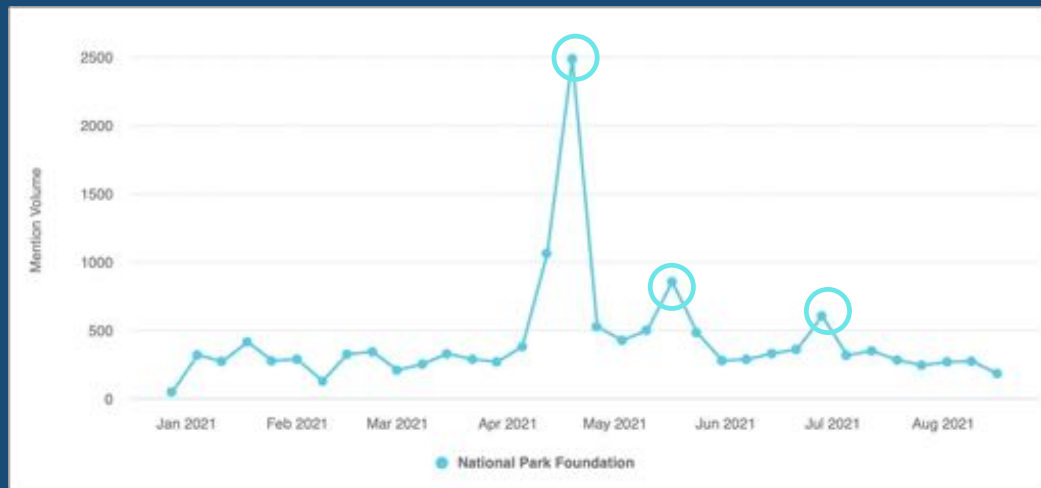
Quick Look

Gender Breakdown

Male (N=1,137)
44%

Female (N=1,454)
56%

Female: 1,454
Male: 1,137

MENTIONS by Platform

Total Mentions

N=9,654

N=221

Twitter   Tumblr

10,000

7,500

5,000

2,500

0

Spike Analysis

The spikes here seem to occur when the National Park Foundation is mentioned by another business or organization that they are either working or collaborating with.

Timeline

Peak 1 - April

· **19 April 2021** - Tweet shared by NPS Youth (@NPSYouth) about a National Park Week event happening with @NPSYouth, @TheCorpsNetwork, and @NationalParkFdn.
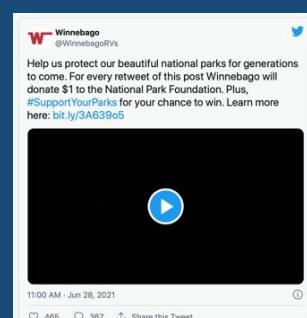

Peak 2 - May

· **17 May 2021** - Tweet shared by @adidasalerts (Adidas Alerts) discussing shoe collaboration between Adidas and National Park Foundation.

Peak 3 - June

· **28 June 2021** - Tweet shared by @WinnebagoRVs (Winnebago) helping to fundraise for National Park Foundation.

EARNED DATA
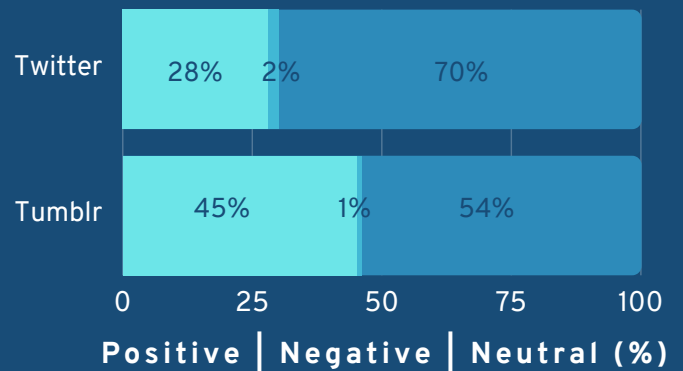
NATIONAL PARK FOUNDATION

Cross Platform Conversations

Earned Data - Organization
Cross Platform Conversations

Overall, across Twitter and Tumblr, sentiments towards the National Park Foundation are largely neutral. Negative conversations are very rare and discuss very specific topics within different conversations.
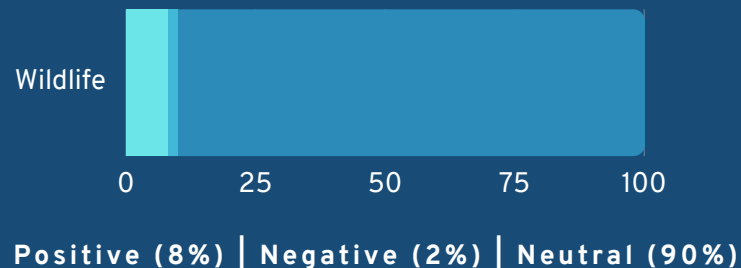
Sentiments Towards NPF

	Positive	Negative	Neutral
Twitter	28%	2%	70%
Tumblr	45%	1%	54%

Positive | Negative | Neutral (%)

Twitter Conversations

Wildlife

Conversations regarding wildlife are more positive than negative. Negative sentiments were solely written by one female author, @BrightonSusie, who demanded that the National Park Foundation do something about Susan LaPierre, wife of NRA president, Wayne LaPierre, who killed an elephants. Positive sentiments were posts made by individuals, like @RoadTripsCoffe, who posted photos from their trips tagging @NationalParkFdn. Regarding gender differences and sentiments, positive sentiments were fairly even between males and females (52% and 48%). Based on gender and sentiment data, the NPF would benefit by staying within these conversations.

Conversation Sentiments

Wildlife

Positive (8%) | Negative (2%) | Neutral (90%)

Gender Breakdown

Male (N=45) 34%

Female (N=88) 66%

Females: N=88 | Males: N=45

Popular Parks

Again, sentiments for the conversation of "popular parks" are majorly neutral, with positive sentiments largely outweighing negative sentiments. A majority of positive conversations are users sharing their joy about spending time with friends and family at national parks, like Yellowstone and the Grand Canyon. Overall, there are not many negative conversations within this theme. The few posts that were made involved politics and the environment. Users voiced their concerns over environmental impacts that increased tourism may have on national parks. Others are requesting presidential involvement due to rascism and threats towards workers at the Grand Canyon National Park.

Conversation Sentiments

Popular Parks

0   25   50   75   100

Positive (14%) | Negative (2%) | Neutral (84%)

Gender Breakdown

Male
(N=39)
34%

Female
(N=76)
66%

Females: N=76 | Males: N=39

Popular park conversations were largely headed by female authors (n=76), but with a fair amount of male authors (n=39). This makes sense because the top category of interest was Family and Parenting. Following the top category was sports, travel and books, in that order.
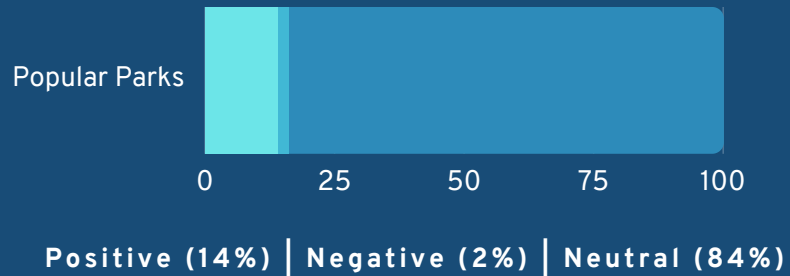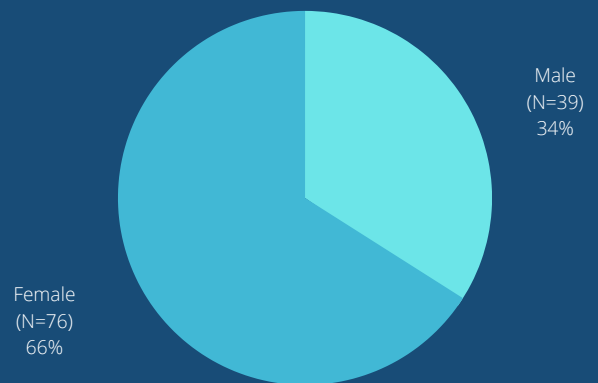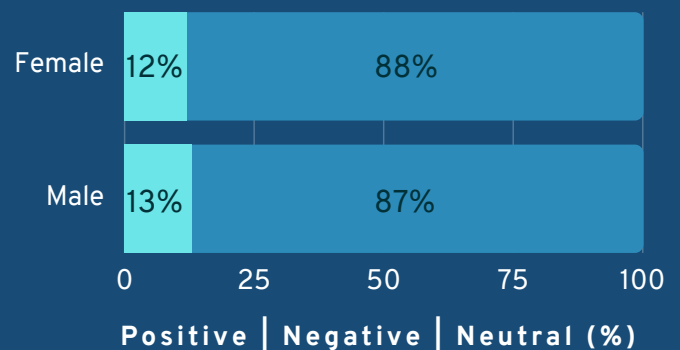
Gender Sentiments Breakdown

Female   12%   88%

Male   13%   87%

0   25   50   75   100

Positive | Negative | Neutral (%)

Conservation

The National Park Foundation holds a neutral standing in conversations relating to conservation. Positive sentiments, again, slightly outweigh negative. Positive conversations across Twitter either had to do with NPF's efforts to raise money for conservation or the work their volunteers do to help protect and preserve national parks. Negative conversations were focused around pollution and the issues that arise, and trash left scattered around parks. Average, or neutral, conversations were mainly focused on NPF and their youth programs that promote conservation.

Of the posts written by females, 14% were positive, 0% were negative, and 86% were neutral. Positive conversations were centered around answering questions the NPF asked on their Twitter and encouraging others to join NPF webinars about conservation efforts. Of the posts written by males, 20% were positive, 2% were negative, and 78% were neutral. Positive conversations were about making donations to NPF. Of the two negative posts, climate issues effecting national parks were discussed.

Conversation Sentiments

Conservation

0   25   50   75   100
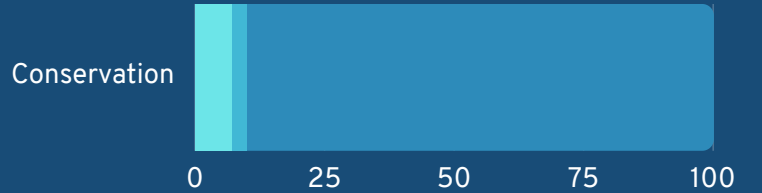
Positive (7%) | Negative (3%) | Neutral (90%)

Gender Breakdown

Female (N=34) 54%

Male (N=29) 46%
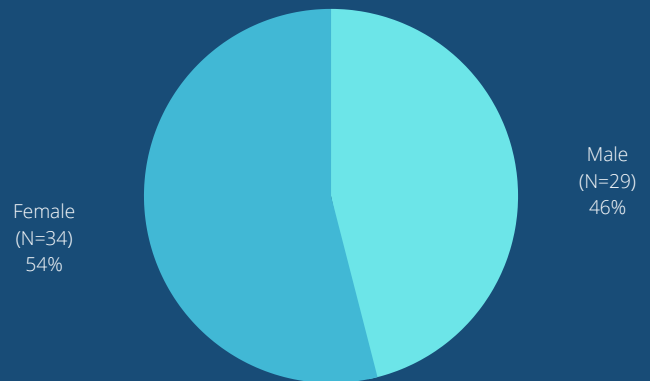
Females: N=34 | Males: N=29

Gender Sentiments Breakdown

Female   14%   86%

Male   20%   2%   78%

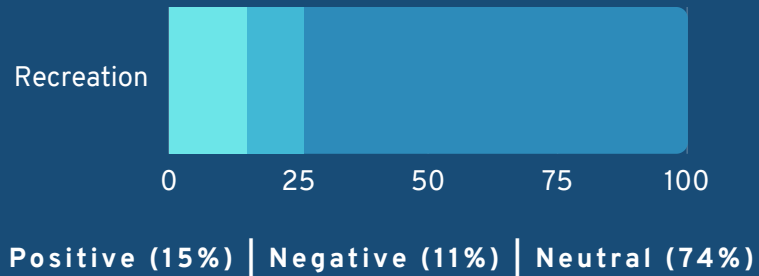0   25   50   75   100

Positive | Negative | Neutral (%)

Recreation

Positive conversations on Twitter having to do with Recreation, usually, involved testimonials about users' personal experiences with recreational activities that national parks offer. In general, conversations within the topic of recreation were positive or neutral, however, there is a significant number of negative sentiments; However, negative sentiments were discussions that did not directly correlate to any wrongdoings or disagreements with the National Park Foundation and their involvement with recreational activities.
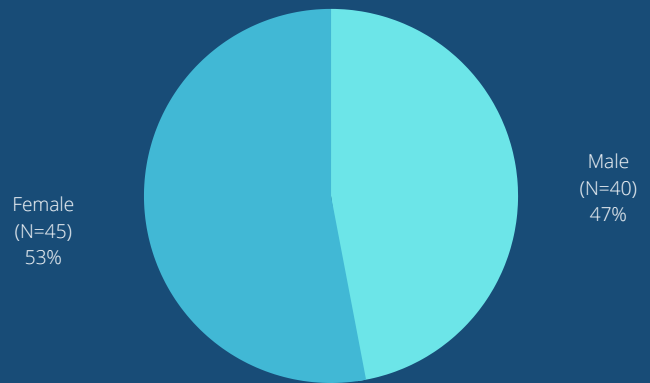
The top interests of women in this conversation were family and parenting, sports, photo and video, and travel. Positive conversations were about spending time with family and friends in the parks while doing activities.

The top interests of men were photo and video, books, sports, and business. Positive conversations were about time spent in national parks with friends and family enjoying recreational activities. Negative conversations regarded people of color not feeling safe while recreating.

Conversation Sentiments

Recreation

0   25   50   75   100

Positive (15%) | Negative (11%) | Neutral (74%)

Gender Breakdown

Female (N=45) 53%

Male (N=40) 47%

Females: N=45 | Males: N=40

Gender Sentiments Breakdown

Female: 22% | 78%

Male: 11% | 18% | 71%

0   25   50   75   100

Positive | Negative | Neutral (%)
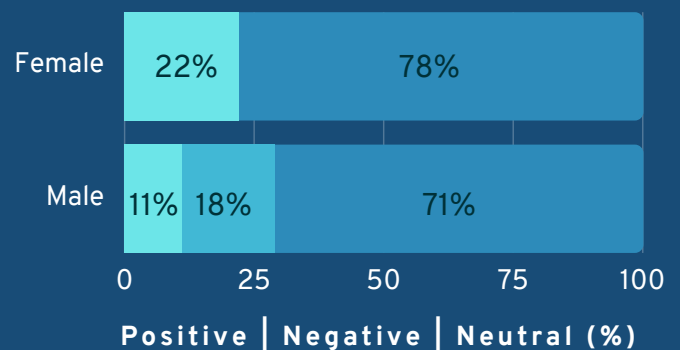
Earned Data - Organization
Cross Platform Conversations

COVID-19

A majority of positive sentiments came from appreciating changes made to the National Park Foundation's grants program during the pandemic. Other positive conversations revolved around support the NPF gave to the National Park Service Education Programs during the pandemic. Negative mentions discussed upset over mask mandates not being enforced despite posted signs. The National Park Foundation had a lack of volunteers to assist with enforcement which also came up in the conversation.
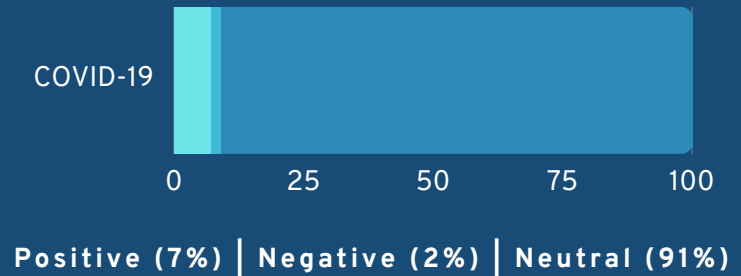
Positive female conversations discussed donation efforts by classrooms during the pandemic to benefit the National Park Foundation. Other conversations show appreciation for the National Park Foundation and their efforts to give students national park experiences from the classroom.

Positive male conversation discussed the National Park Foundation's efforts to help people continue responsible recreation during the pandemic. Some negativity was shown over the encouragement to visit national parks despite the pandemic.

Conversation Sentiments

COVID-19

0   25   50   75   100

Positive (7%) | Negative (2%) | Neutral (91%)

Gender Breakdown

Female (N=24) 48%

Male (N=26) 52%
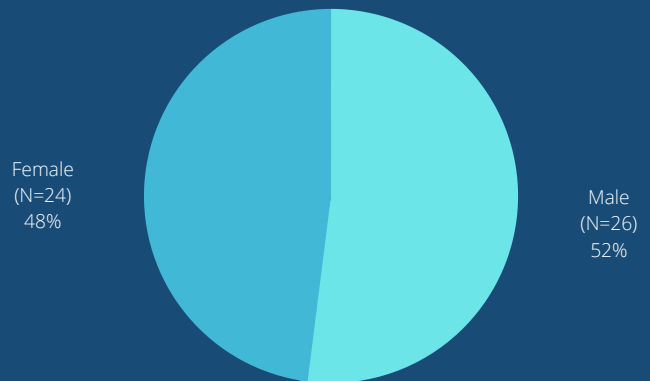
Females: N=24 | Males: N=26

Gender Sentiments Breakdown

Female 13%   87%

Male 3%
2%   95%

0   25   50   75   100

Positive | Negative | Neutral (%)
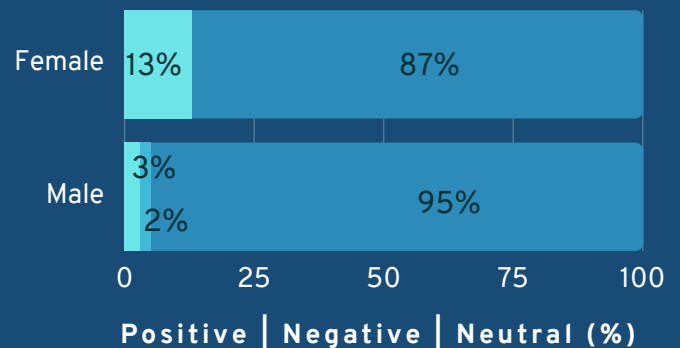
Unique Authors

TWITTER

Alanna Sobel

Alanna's Twitter bio reads, "GA-born, Yugoslav roots, w/ a great love for Ecuador. Enjoys storytelling w/ @NationalParkFdn." She is currently the Director of Media Engagement and Public Relations for the National Park Foundation

- 1,139 Followers
- 194 Posts in Dataset

Nature Tech Family

@naturetechfam's Twitter bio reads, "We bring wild adventure & #survival tech to modern families w/ #nature videos, gear reviews & travel tips. The family is also Co-hosts of #ParkChat which the National Park Foundation is regularly apart of.

- 8,222 Followers
- 161 Posts in Dataset

Recommendations
Earned Data - Organization

| What To Do? | How To Do It? | Why? |

1 Community Outreach - Trash Concerns

How?

Discuss efforts being made by the organization to eliminate trash pollution within the parks. Host trash pick-up events in different National Parks and post about it on Twitter and other social media sites. Potentially involve news sources who can spread awareness of the event.

Why?

Within overall conversations about NPF (N=396; 3%) and specifically regarding the theme "conservation" (N=38;3%), people showed concern for trash ruining wildlife and the beauty of national parks. Holding and posting an event like this could get a lot of positive attention for the organization.

2 Addressing Concerns - COVID-19

How?

A potential method of addressing this could be admitting to downfalls, lack of mask mandates and volunteers, but following up with the importance of getting outdoors and methods of doing so responsibly. For example, sharing safe ways to explore responsibly with news sources, the orgs website, or as infographics on Twitter.

Why?

Of the 26 male authors writing about COVID-19 and NPF, four of them (2%) showed upset over how visiting the parks during the pandemic was handled. Today, we are still experiencing the after effects of the pandemic, and it may bring about positive conversations if NPF addresses the issue and provides a solution.

Recommendations

Earned Data - Organization

What To Do? | How To Do It? | Why?

3 Continued Use of Twitter

How?

Of all platforms, Twitter shows the most engagement where people are talking about the organization. To continue being engaged within these conversations, it is important that the organization continues to post and engage with its target audience on the platform.

Why?

Based on data gathered about the organization, currently NPF is mentioned a total of 9,654 on Twitter out of 14,142 posts all together across platforms. This means that a majority of people who care about and are talking about the organization use and engage with the platform.
See full analysis on page 13 & 16.

EARNED DATA

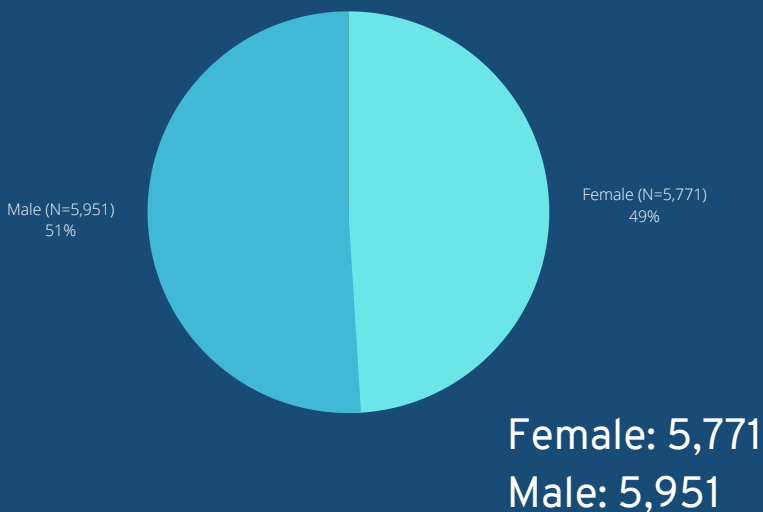## TOPIC DATA ANALYSIS

Topic Data Breakdown

Earned Data

Timeframe: January 1, 2021 - August 18, 2021

Total Mentions: 181,459

For our topic dataset, we decided to focus on conversations concerning conservation of national parks on Twitter. We made the decision to use this as our topic because conservation is a big part of what the National Park Foundation deals with. Additionally, within the topic of conservation, there are sub-conversations having to do with wildlife, popular parks, and conservation efforts, that the National Park Foundation's followers seem to be concerned about based on their posts. The goal of this analysis is to understand what about conservation concerns the most people, and how the National Park Foundation can leverage that information to take part in these conversation effectively.

Quick Look

Gender Breakdown

Male (N=5,951)
51%

Female (N=5,771)
49%

Female: 5,771
Male: 5,951

MENTIONS by Platform

N=34,957

N=6,189

N=3,268

Total Mentions

40,000

30,000

20,000

10,000

0

Twitter   Yahoo   Tumblr
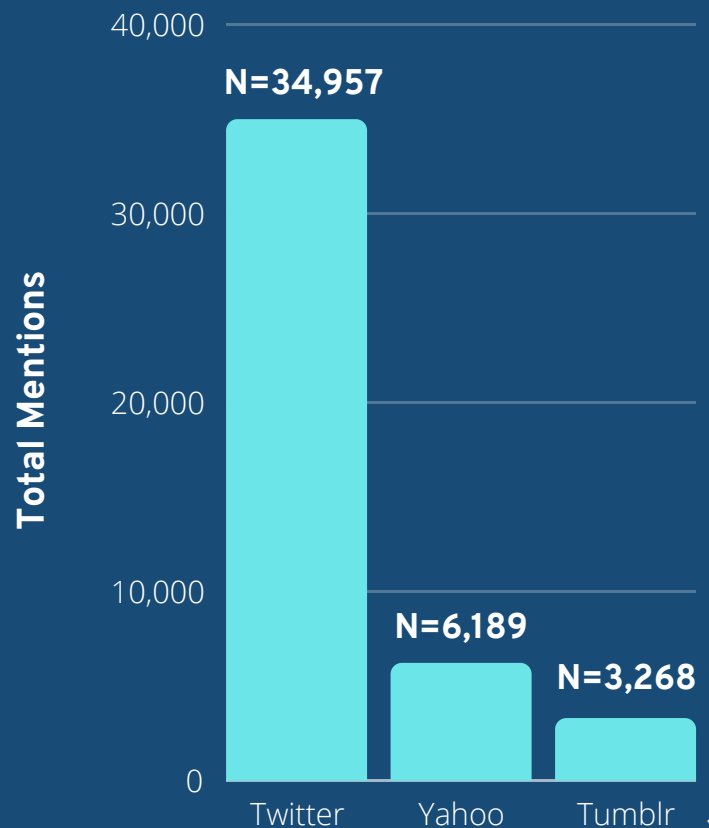
Spike Analysis

Spikes concerning the topic, conservation, in the timeframe have to do with joining in on conservation efforts, raising money for national park protection, or sharing stories about wildlife conservation.

Timeline

Peak 1 - March

· **2 March 2021** - The first spike we see was caused by interest in the Youth Conservation Corps. Based on analysis done in other areas of this report, we know that the National Park Foundation's followers like when they encourage younger aged individuals to take part in conservation efforts. Joining in on recruitment efforts for a conservation effort like this would be an easy conversation for the NPF to take part in.

Peak 2 - April

· **22 April 2021** - The next spike was due to a post made by @Pixar as they celebrated #EarthDay by posting illustrations made by employees that all had to do with wildlife conservation. Throughout the month of April, Pixar tweeted numerous posts that had everyone interested in wildlife conservation stories. Sharing posts like this and having NPF employees share their own personal stories would be a great way to get even more attention to both the National Park Foundation and conservation efforts.

Peak 3 - July

· **9 July 2021** - The final, and largest spike, was surrounding a post, made by @NatGeoTravel, about a photographer and artist working together to help conserve national parks. The two artists sell their work and give 100% of the proceeds to the National Park Foundation in order to help raise protection funds. Because the National Park Foundation works directly with these artists, they could easily curate more content that encourages purchases of the art by sharing what conservation efforts the money will be used for.

EARNED DATA
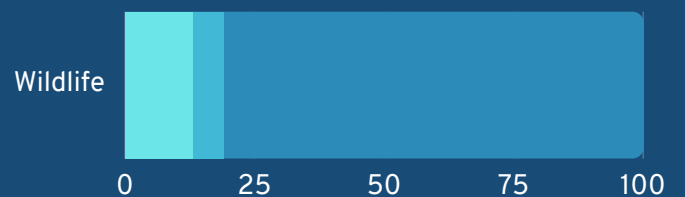
TOPIC DATA ANALYSIS

Themes

Wildlife - Sentiments

In regards to Wildlife, conversations are more positive than negative. Negative sentiments were largely regarding the introduction of invasive species into national parks, and there was a lot of negative discussion about Yellowstone buffalo herds no longer being recognized as wild. Positive conversations included a lot of talk about the conservation of bison populations in Yellowstone and the reintroduction of species in Yellowstone. Neutral conversations mainly had to do with general conservation efforts being made to protect wildlife in national parks, and events that had to do with certain efforts.

Wildlife Sentiments

Wildlife

0   25   50   75   100

Positive (13%) | **Negative (6%)** | **Neutral (81%)**

@Largelandscapes received a lot of attention for their tweet regarding the risk that Yellowstone is experiencing due to it's migrating wildlife.

Center for Large Landscape Conservation
@Largelandscapes

The Greater #Yellowstone Ecosystem and its migrating #wildlife are at great risk from development. Join @Largelandscapes president Gary Tabor & other landscape conservation experts for a Zoom chat on March 4 at 6pm MT. Details in @MoJoGYE article: mountainjournal.org/time-can-not-w...

2:14 PM · Mar 1, 2021
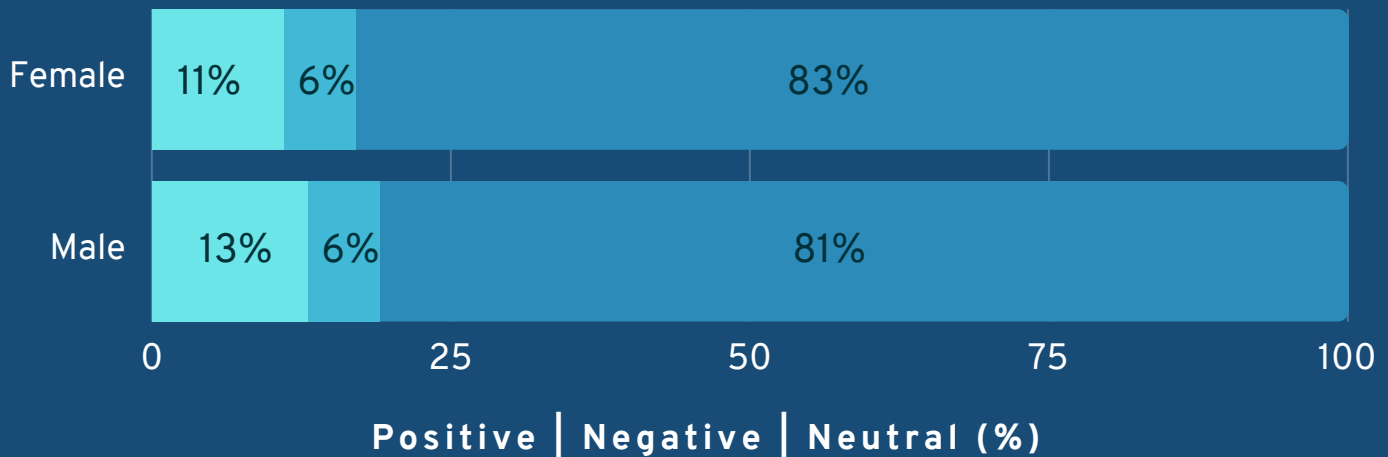
Wildlife - Gender Differences

Looking at gender and the theme wildlife, there are slightly more male authors than female authors. Regarding sentiments and gender differences, both males and females showed greater positive sentiments than negative sentiments. Females and males showed a lot of positive sentiment towards Pixar's posts about conservation stories. Male negative sentiments were aimed at hunting being allowed in some nationals parks, and females were concerned about the deaths of many elk due to a fence that the National Park Service put up. In general, both groups are concerned with wildlife conservation and should be included in any discussions of the topic that the National Park Foundation shares.

Gender Breakdown

Female
(N=2,828)
48%
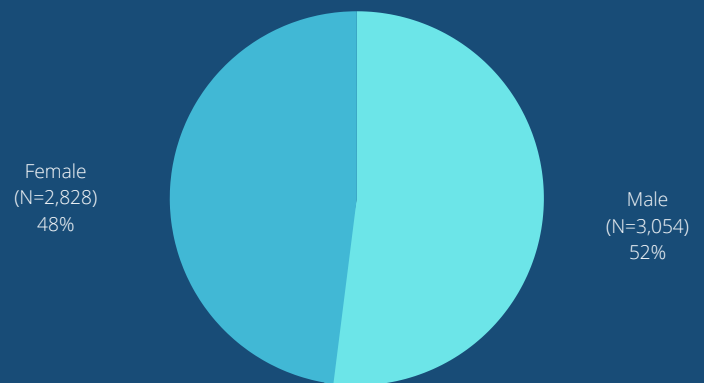
Male
(N=3,054)
52%

Females: N=2,828 | Males: N=3,054

Gender Sentiments Breakdown

Female   11%   6%   83%

Male   13%   6%   81%

0   25   50   75   100

Positive | Negative | Neutral (%)

Conservation - Sentiments

Sub-conversations having to do with conservation efforts specifically show more positive sentiments than negative sentiments. Negative sentiments were largely over giving land back to indigenous people who conserve nature better than national parks. Positive sentiments were aimed at encouraging others to take part and help in conservation efforts. Many Twitter users also showed positive attitudes towards conservation efforts already being made within national parks. Neutral conversations shared events or activities that people could take part in to aid in conservation efforts.

Conservation Sentiments

Conservation

0   25   50   75   100

Positive (14%) | Negative (9%) | Neutral (77%)

Grand Canyon Conservancy
@GCConservancy

Next for #NationalEndangeredSpeciesDay, we recognize the largest North American bird and Grand Canyon resident, the California Condor! #DidYouKnow in 1987 only 27 were left in the world? Thanks to conservation efforts, this number was over 500 in 2019.

: Grand Canyon NPS
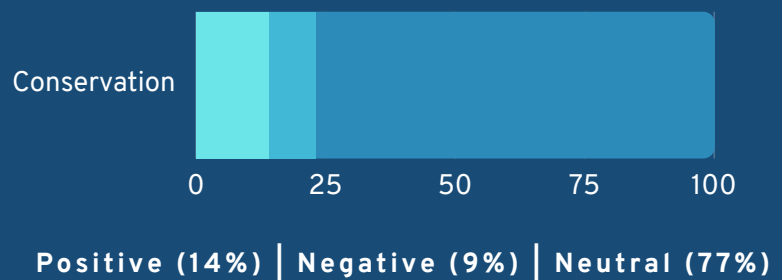
@GCConservancy made a post about California Condors who are still around today thanks to conservation efforts.

Conservation - Gender Differences
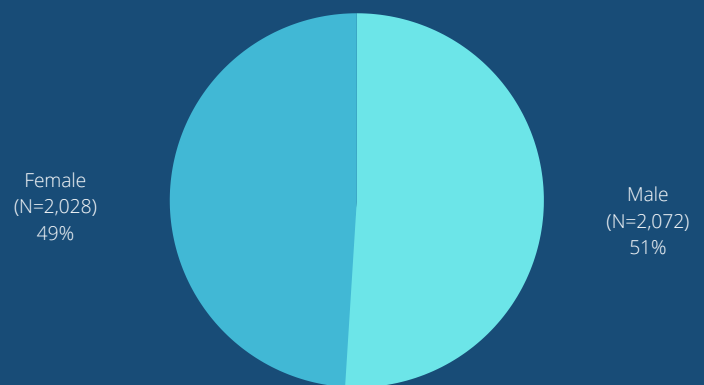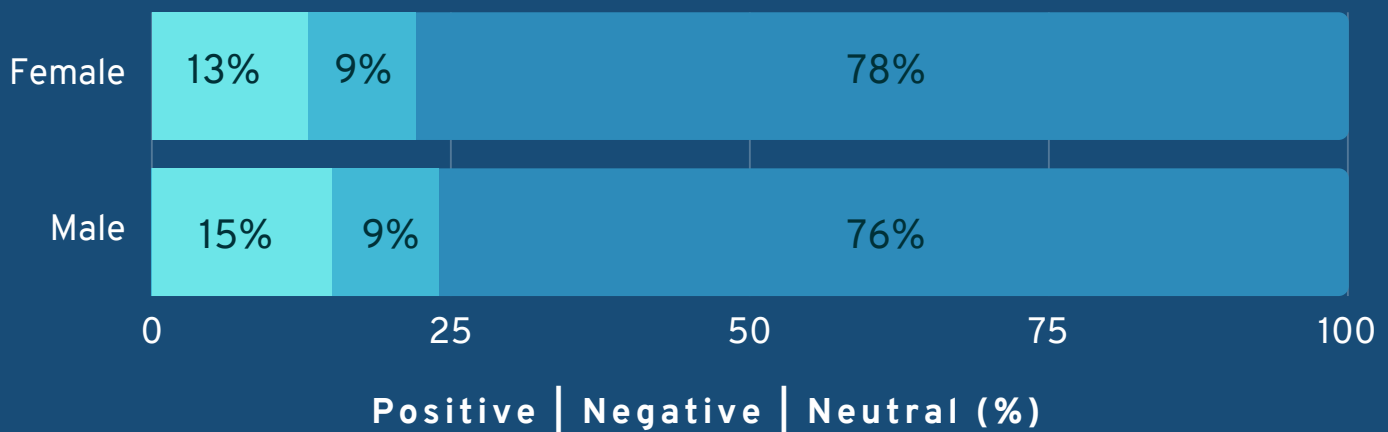
The amount of male and female authors within the sub-conversation of conservation are not significantly different. Both males and females showed the same number of negative sentiments (9%), but males showed slightly higher positive sentiments (15%) as opposed to females (13%). Both males and females were positively sharing a petition that would aid in conservation initiatives, and women showed positive interest in enacting legislation that would help to preserve national parks. Both showed a lot of negative sentiment towards climate change affecting conservation efforts and forcing the National Park Service to pick what they would protect. Neutral conversations also largely had to do with climate change affecting conservation.

Gender Breakdown

Female
(N=2,028)
49%

Male
(N=2,072)
51%

Females: N=2,028 | Males: N=2,072

Gender Sentiments Breakdown

	Positive	Negative	Neutral
Female	13%	9%	78%
Male	15%	9%	76%

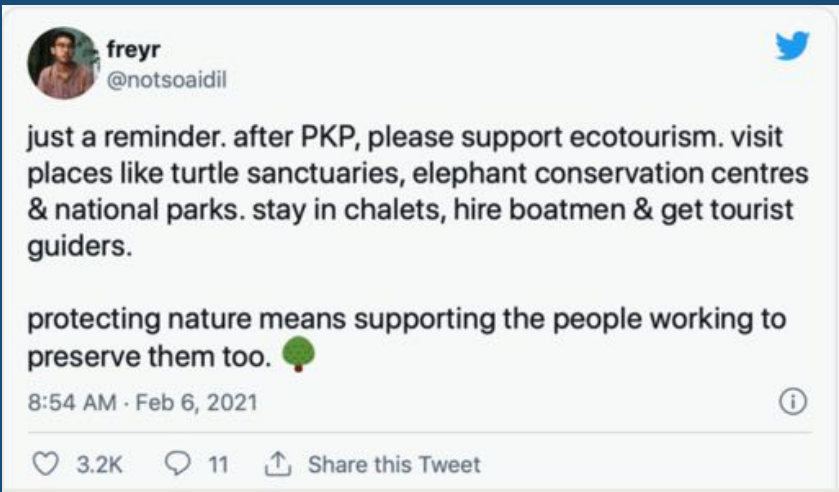0   25   50   75   100

Positive | Negative | Neutral (%)

Popular Parks - Sentiments

Once again, overall, sub-conversations within the topic of conservation are more positive than negative. Many negative sentiments were posts about people being angered or upset about popular national parks not having more hunting restrictions. Positive conversations had a lot to do with peoples' excitement over the many resources that national parks have to offer for visitors. Neutral conversations were usually about encouraging others to visit some of the more popular parks, and the ways that visitors can help to protect and conserve the parks during their visits.

Popular Park Sentiments

Popular Parks

0   25   50   75   100

Positive (9%) | Negative (2%) | Neutral (89%)
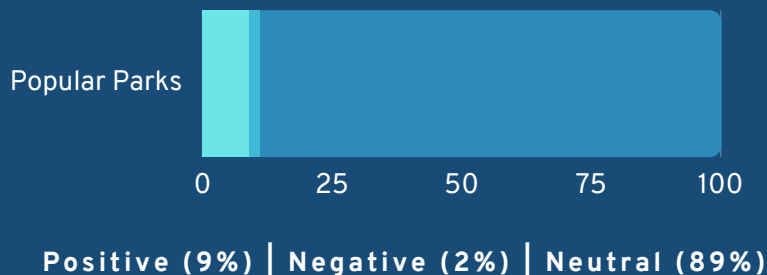
@notsoaidill received quite a bit of attention for his tweet regarding the support of individuals who actively work to protect nature and national parks.

freyr
@notsoaidil

just a reminder. after PKP, please support ecotourism. visit places like turtle sanctuaries, elephant conservation centres & national parks. stay in chalets, hire boatmen & get tourist guiders.

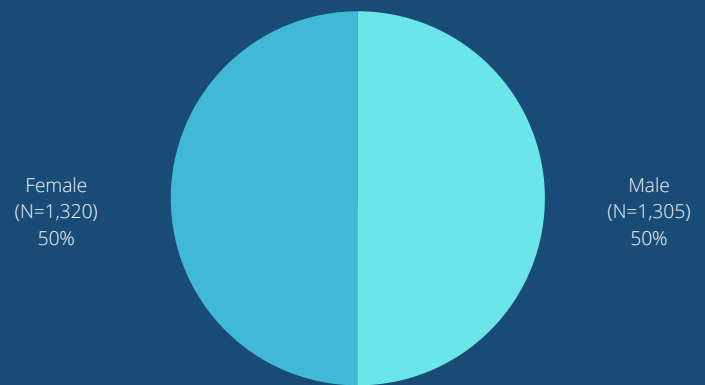protecting nature means supporting the people working to preserve them too. 🌳

8:54 AM · Feb 6, 2021

♡ 3.2K   💬 11   ⬆ Share this Tweet
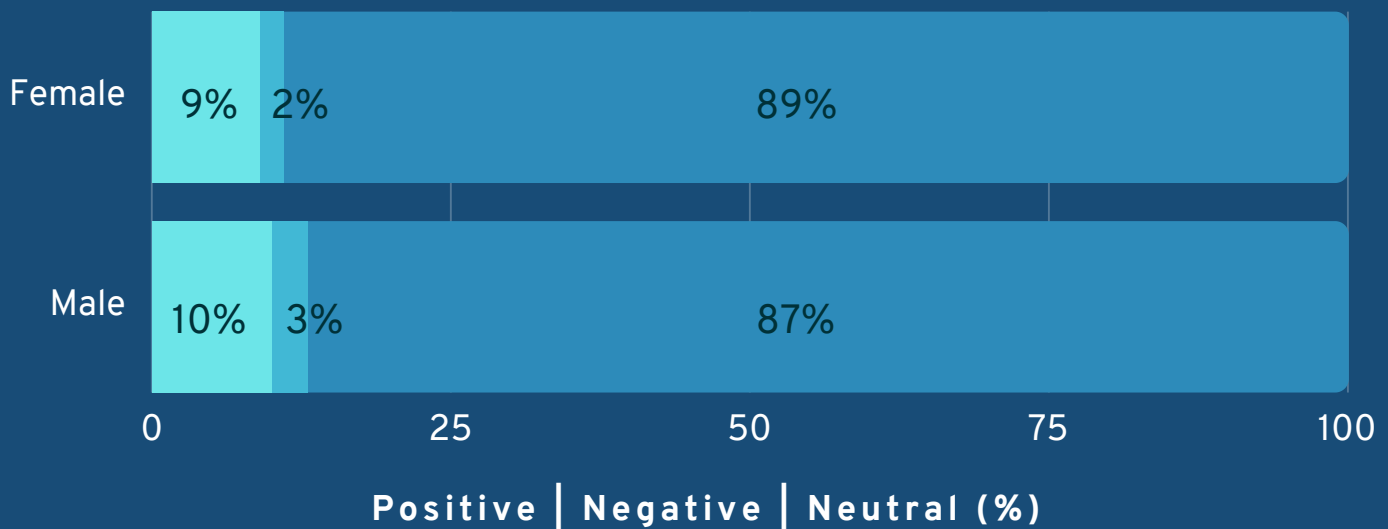
Popular Parks - Gender Differences

Males and Females are 50/50 within the sub-conversations of popular parks. Both males and females showed negative sentiments towards climate change disturbing their favorite national parks, and how those changes ultimately effect conservation efforts. Female positive sentiments went towards discussion about the increase of park fees to help offset large-landscape conservation in Yellowstone. Male positive sentiments were largely about conservation success stories in popular national parks. Both males and females were interested in sharing stories of their favorite parks and experiences they've had.

Gender Breakdown

Female
(N=1,320)
50%

Male
(N=1,305)
50%

Females: N=1,305 | Males: N=1,320

Gender Sentiments Breakdown

Female: 9% | 2% | 89%

Male: 10% | 3% | 87%

0   25   50   75   100

Positive | Negative | Neutral (%)

Recommendations

Earned Data - Organization

1 Share Conservation Efforts

How?

NPF could expand their audience by posting more about conservation policy efforts they are making. They should also share the results of other parks that have taken the initiative to be more environmentally sound. For example, if park rangers in Yellowstone organize a community trash pick-up, the National Park Foundation could share their efforts with a larger audience.

Why?

Conversations about conservation is consistently one of the most popular topics and sub-conversations on Twitter. Peaking on February 15th, this topic had the third largest spike of our relevant topics at 986.
See full analysis on page 32 & 33.

2 Park Spotlights

How?

Posting beautiful pictures and videos from both popular parks and less popular parks. Include information about the park in the caption, and tag the location, so the audience will be able to do their own research about the parks that interests them. This would benefit the NPF because they are getting attention on social media, while they are also encouraging people to visit more parks.

Why?

The sub-conversation of popular parks is consistently one of the most engaged, with a spike on February 1st, hitting 1,377 mentions. Amazing pictures always capture peoples' attention, and if someone not as familiar with national parks sees an image that their friend shares, they might be more inclined to visit one.
See full analysis on page 30 & 31.

Recommendations
Earned Data - Organization

What To Do? → How To Do It? → Why?

3 Show-off Wildlife

How?

The NPF should post pictures of wildlife that can be found in national parks across the U.S. Many people don't get to see things like bears, moose, wolves, or fish normally, so posting these pictures could draw in a lot of attention to their social media pages. They can also discuss how they are attempting to help wildlife for those concerned about the wellbeing of national park wildlife.

Why?

Mentions about wildlife are consistently among the most popular conversations. Hitting a high on May 24th with 1,263 mentions, this was the second largest sub-conversation spike. With so many people concerned about wildlife efforts, it would benefit them to address the concerns and explain their protection efforts.
See full analysis on page 28 & 29.

4 Tap into Virtual Events

How?

Today, getting people engaged can be as easy as scheduling a Zoom conference or chat. The National Park Foundation could hold more virtual events, like Zoom chats or Virtual Twitter parties, by sharing about them on their social media platforms, like Twitter. Even just posting Twitter polls to get followers engaged could help to get them more attention and active engagements.

Why?

The top Tweet we found for the theme wildlife seems to indicate that this audience of people who care about conservation want to get involved. The Tweet made by the Center for Large Landscape Conservation, offered an opportunity for people to join in on a Zoom chat, and a good number of users seemed to be interested. Knowing from our owned data theme analysis that there are those concerned about traveling during the pandemic, virtual options would be something the National Park Foundation could easily try out.
See full analysis on page 20 & 28.

EARNED DATA

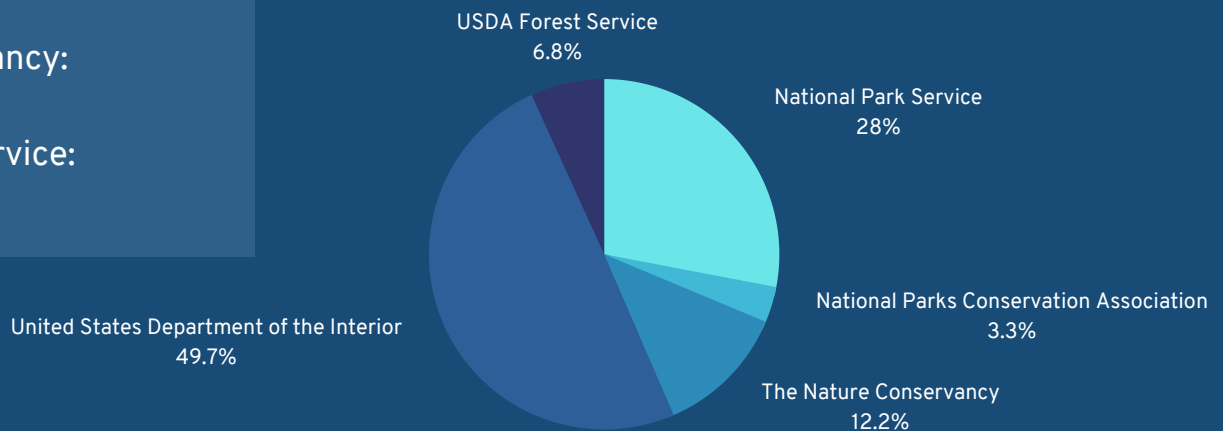## NATIONAL PARK FOUNDATION

Competition Analysis
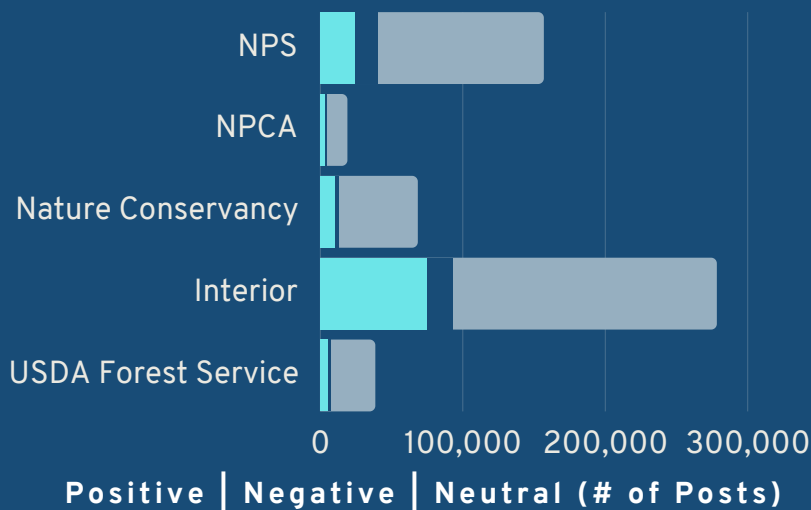
Earned Data - Competition

The National Park Foundation is one of many organizations that focus on the protection and preservation of national parks in the United States. After analyzing competition data on Brandwatch, it is evident that the National Park Foundation falls behind when it comes to their online presence, coming in with the lowest share of voice (N= 14,142). Despite this, research into other similar organizations helps us understand what the National Park Foundation could potentially approve upon to increase this number.

- USDI: N=277,993
- NPS: N=156,566
- Nature Conservancy: N=68,101
- USDA Forest Service: N=38,278
- NPCA: N=18,681

Share of Voice

USDA Forest Service
6.8%

National Park Service
28%

National Parks Conservation Association
3.3%

The Nature Conservancy
12.2%

United States Department of the Interior
49.7%

Comparative Sentiment

NPS

NPCA

Nature Conservancy

Interior

USDA Forest Service

0   100,000   200,000   300,000

Positive | Negative | Neutral (# of Posts)

The US Department of the Interior sees the most posts and they have the most positive sentiment overall. The other four organizations make up the other half of posts and have greater positive sentiment than negative.

Earned Data - Competition

Spike Analysis

Overall, the Interior dominated a majority of peaks because of the election. However, NPS got a lot of attention for offering a free annual pass to service members.

Timeline

Peak 1 - February

· **22 February 2021** - Elizabeth Warren made a post that received a lot of attention pertaining to the Interior Secretary Election, tagging @Interior.

Peak 2 - March

· **15 March 2021** - Deb Haaland posting about officially being confirmed as the Secretary of Interior, tagging @Interior.

Peak 3 - April

· **19 April 2021** - Jill Biden tags @NatlParkService in a post about their free annual pass to service members.
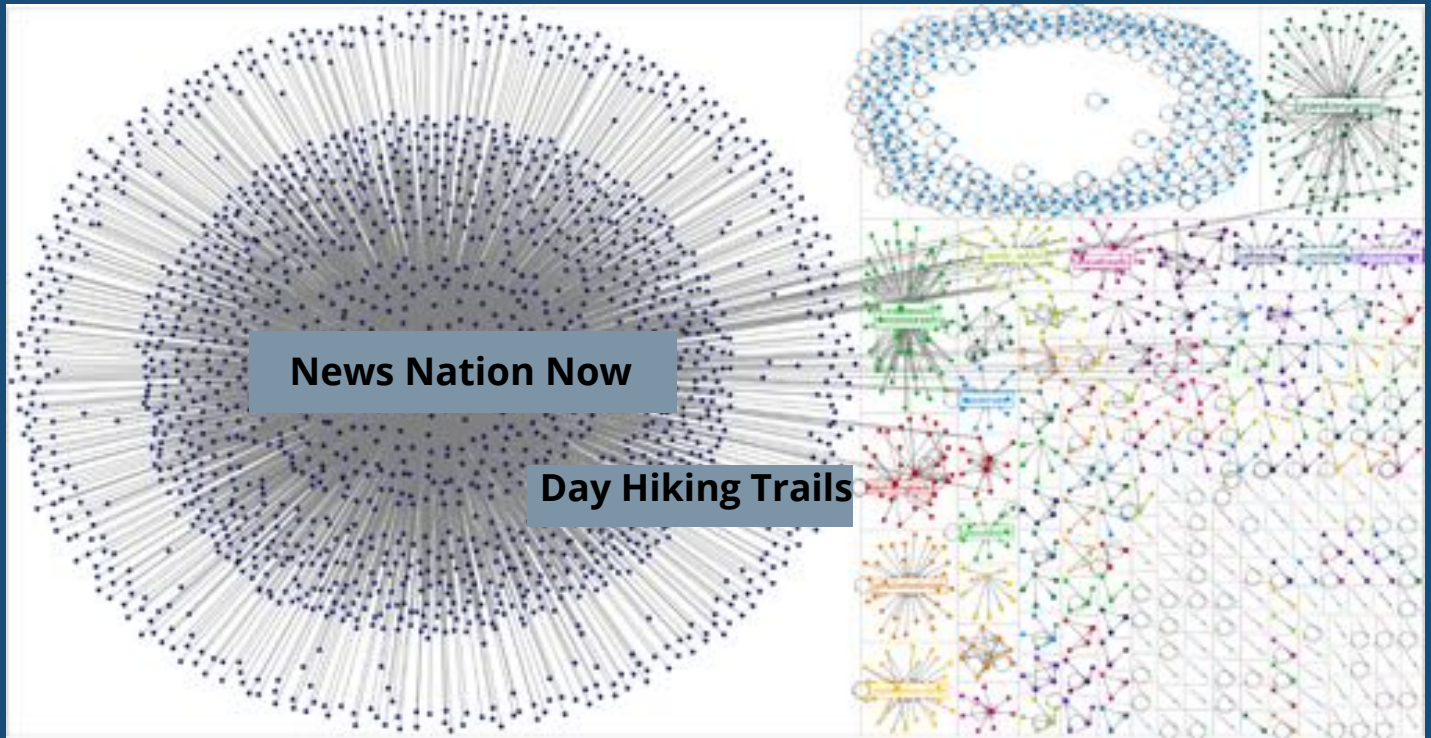
EARNED DATA

Key Influencers

Recreation
Groups who enjoy getting outdoors

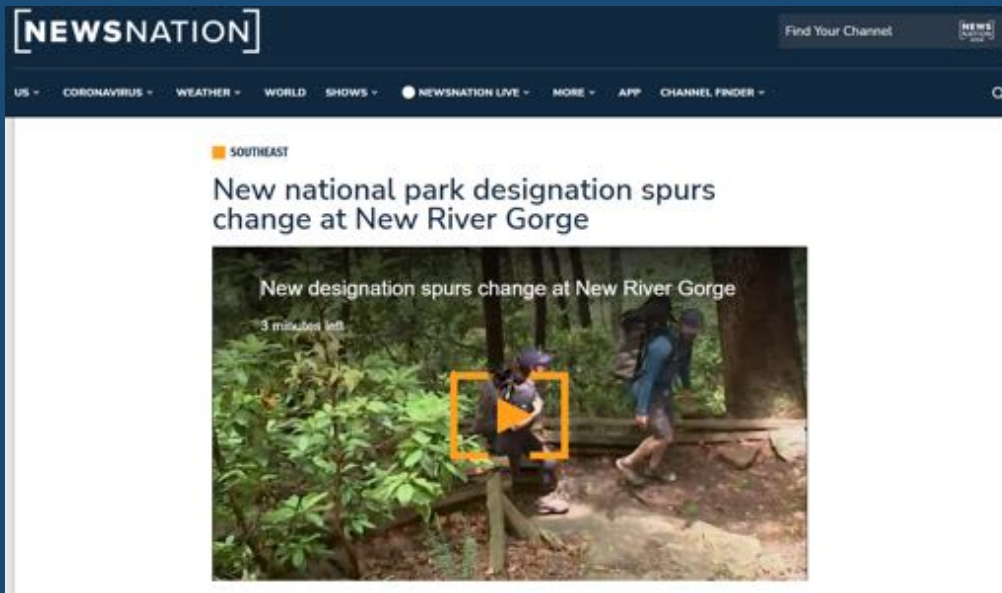News Nation Now

Day Hiking Trails

@dayhikingtrails - "Game for kids on hike: Nature Tic-Tac-Toe #optoutside #hikingwithkids #familytravelhttp://dld.bz/eRfAQ"
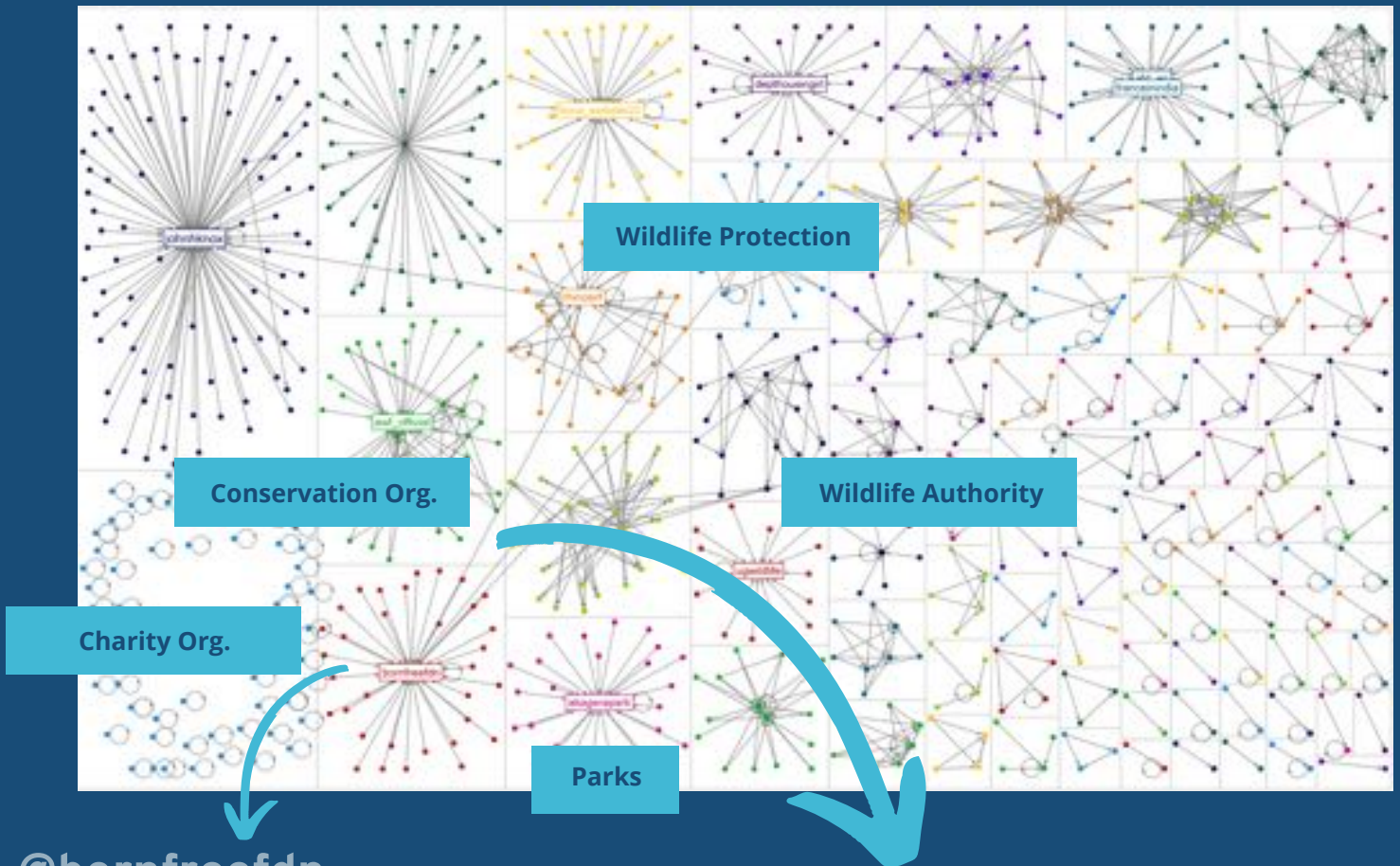
The largest clusters represent news sites and Twitter pages that discuss recreational activities. These organizations highlight different pastimes that can be joyed in national parks.

Conservation
Connecting groups through wildlife conservation

Wildlife Protection

Conservation Org.

Wildlife Authority

Charity Org.

Parks

@bornfreefdn
Born Free Foundation - "organization that works to ensure animals are treated with compassion and respect" (Twitter Bio)
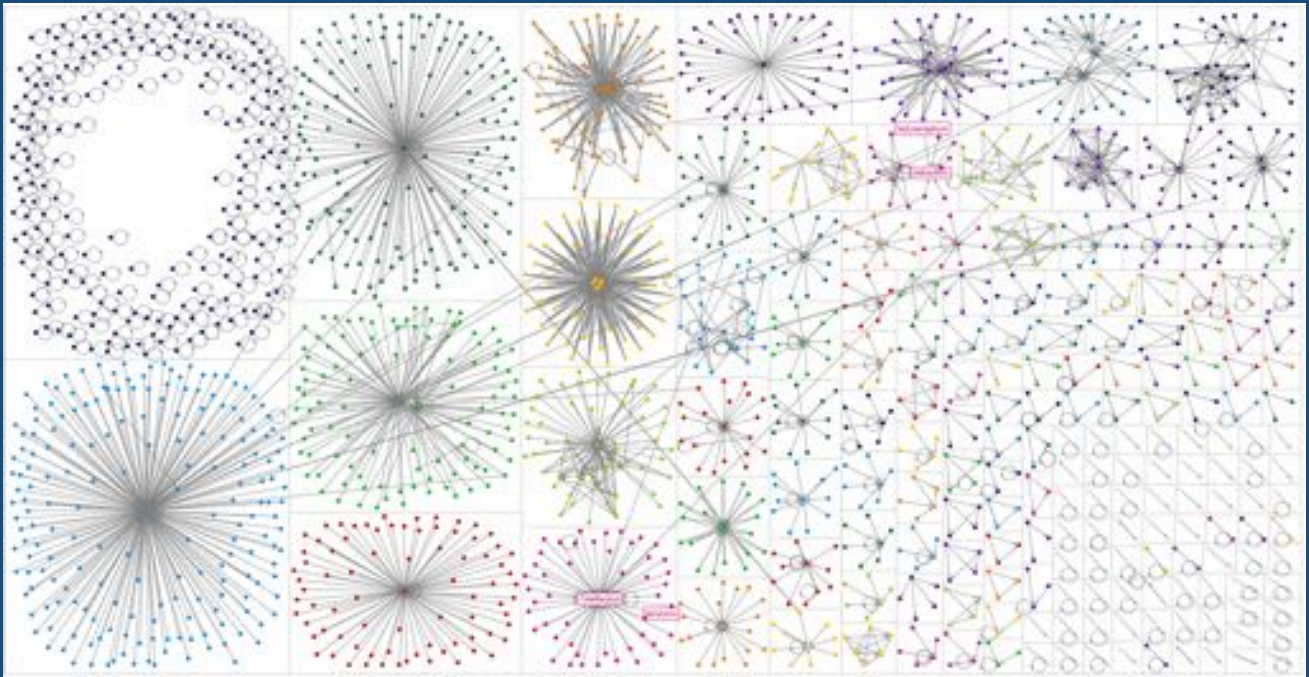

@awf_official
AWF - "mission to ensure wildlife and wild lands thrive".

The top clusters are all groups who work directly with conservation efforts daily. While each group has a different main goal, most are interested in engaging with or creating posts covering wildlife conservation.

Wildlife

Groups who care about getting outdoors

Bonnie Marshall ✝
36.9K Tweets

Bonnie Marshall ✝
@LadySeraphym

I am a simple, geeky lady that loves Jesus, my fiance and my family. I have many interests. Gaming, Reading, Learning, History, and the Paranormal to name some.

Virginia   Joined February 2012

164 Following   310 Followers

Tweets   Tweets & replies   Media   Likes

Wingate Campground - Dead Horse Point State Park Camping
parkrangerjohn.com/wingate-campgr ... #Travel #NationalPark

Wingate Campground
Dead Horse Point
State Park
ParkRangerJohn.com

Everything you need to know to plan a great visit to Harry S Truman National Historic Site in Missouri including top things to do, photos and video, history parkrangerjohn.com/harry-s-truman ... Via @parkrangerjohn

parkrangerjohn.com
Harry S Truman National Historic Site in Missouri
Everything you need to know to plan a great visit to Harry S Truman National Historic Site in Missouri including top things to do, photos an...

The top clusters are Twitter users who are vocal about exploring outdoor spaces and sharing that information online.

Shared: "Harry S Truman National Historic Site in Missouri - Everything you need to know to plan a great visit..."

Appendix

Organization Data

"National Park Foundation" OR @NationalParkFdn OR ("National Park Foundation" AND ("National Parks" OR camping OR hiking OR biking OR visiting OR visitors OR traveling OR trip OR explore OR trails OR mountains OR lakes OR climbing)) OR ("National Park Foundation" AND (wildlife OR woods OR forests OR adventure OR "went to" OR "going to"))

Themes

Wildlife; Boolean: "National Park" AND (wildlife OR #wildlife)

Popular Parks; Boolean: "National Park" AND (Yosemite OR "Grand Canyon" OR Yellowstone OR Zion OR Glacier)

Conservation; Boolean: Conservation OR #conservation

Recreation; Boolean: camping OR hiking OR kayaking OR canoeing OR fishing OR climbing OR camp OR hike OR walk OR walking OR kayak OR canoe OR climb OR bike OR run

Coronavirus; Boolean: : "coronavirus" OR "corona virus" OR Covid

Competition Data

"National Park Service" OR @NatlParkService OR "National Parks Conservation Association" OR "The Nature Conservancy" OR "United States Department of the Interior" OR "USDA Forest Service" OR #NationalParkService OR #NatlParkService OR "Environmental Agency" OR @NPCA OR @nature_org OR @Interior OR @forestservice

Comparable Search Queries

"National Park Service" OR @NatlParkService OR #FindYourPark

"National Parks Conservation Association" OR @NPCA OR #YourParksYourTurn

"The Nature Conservancy" OR @nature_org OR #NatureNow

"United States Department of the Interior" OR @Interior OR @USInteriorPress

"USDA Forest Service" OR @forestservice

Appendix

Topic Data

("National Park" OR "National Parks" OR "U.S. National Park" OR "U.S. National Parks" OR "US National Park" OR "US National Parks" OR Denali OR "Gates of the Arctic" OR "Glacier Bay" OR Katmai OR "Kenjai Fjords" OR "Kobuk Valley" OR "Lake Clark" OR Wrangell OR "American Samoa" OR "Grand Canyon" OR "Petrified Forest" OR Saguaro OR "Organ Pipe Cactus" OR "Hot Springs" OR "Channel Islands" OR "Death Valley" OR "Joshua Tree" OR "Kings Canyon" OR "Lassen Volcanic" OR Redwood OR Sequoia OR Yosemite OR "Black Canyon of the Gunnison" OR "Great Sand Dunes" OR "Mesa Verde" OR "Rocky Mountain" OR Biscayne OR "Dry Tortugas" OR Everglades OR Haleakala OR "Hawaii Volcanoes" OR Yellowstone OR "Mammoth Cave" OR "Isle Royale" OR Voyageurs OR Glacier OR "Great Basin" OR "Carlsbad Caverns" OR "Great Smoky Mountains" OR "Theodore Roosevelt" OR "Cuyahoga Valley" OR "Crater Lake" OR Congaree OR Badlands OR "Wind Cave" OR "Great Smoky Mountains" OR "Big Bend" OR "Guadalupe Mountains" OR "Virgin Islands" OR Arches OR "Bryce Canyon" OR Canyonlands OR "Capitol Reef" OR Zion OR Shenandoah OR "Mount Rainier" OR "North Cascades" OR Olympic OR "Grand Teton" OR Yellowstone) AND ((conservation OR #conservation OR #Conservation OR conserve) AND (protect OR wildlife OR park OR trail OR trails OR lake OR river OR animals OR "wild animals" OR nature OR efforts OR mountains OR mountain OR plant OR plants OR tree OR trees OR outdoors OR parks OR protection OR conservancy OR help))

Mentor Feedback

Assignment 4

Love the recommendations provided on page 3. You have a lot of rich information in the pages following - I wonder if you could get a little more specific in some of the recommendations like how the NPF could target females or males or the kind of content they could post around conservation (such as hosting virtual events).

Page 2: I would consider chaging the 2nd question to "Would emphasizing wildlife in creative content help the National Park Foundation reach more people on their social media pages?"

Page 3: Spelling error in red -> "NPF could expand their audience by posting more about conservation policy efforts they are making. They should also share the results of other parks that have taken the initiative to be more environmentally sound. For example, if park rangers in Yellowstone organize a community track pick-up, the National Park Foundation could share their efforts with a larger audience.

Page 3: Spelling error in red -> "Posting beautiful pictures and videos from both popular and less popular parks. Include information about the park in the caption and tag the location, so the audience will be able to do their own research about the parks that interests them. This would benefit the NPF because they are getting attention on social media, while also encouraging people to visit more parks."

Page 3: I would consider changing to -> "Mentions about wildlife are consistently among the most popular conversations. Hitting a high on May 24th with 1,263 mentions, this was the second largest sub-conversation spike. With so many people concerned about wildlife efforts, it would benefit them to address the concerns and explain their protection efforts. See full analysis on page 11.

Page 5: Spelling error in red -> "Overall, across platforms there are approximately an equal amount of female and male authors. Both females and males were equally interested in discussing political efforts towards conservation, but females were more interested in getting cultures involved in conservation efforts while males were interested in wildlife conservation.

Page 6: It also looks like the trendline is increasing MoM, indicating the growing importance around conservation.

Page 7: Spelling error in red: "Twitter, Yahoo, and Tumblr are the three top sites for conversations relating to Conservation. Yahoo and Tumblr generate more negative sentiment, while Twitter shows more positive sentiment. Any reason or assumptions for why Yahoo and Tumblr may create more negativity? I wonder if it's due to the demographic breakdown across those two platforms? Yahoo skews older than Twitter or Tumblr - that could be one possibility? Positive sentiments usually revolved around general conservation efforts of organizations, and negative sentiments mainly involved discussions about climate change and political policy that go against conservation efforts.

Page 8: Are there any commonalities with the top authors / influencers? How did you define influencer? Based on the # of mentions?

Page 10: I would shift conservation up to below wildlife so the numbers are in descending order. It would go wildlife, conservation, popular parks, promotion, recreation, irrelevant.

Page 11: This is such a good insight, "Male negative sentiments were aimed at hunting being allowed in some nationals parks, and females were concerned about the deaths of many elk due to a fence that the National Park Service put up." I would highlight this in the key takeaways in some way, if possible. Clearly men and women are both concerned with wildlife, but for very different reasons. There could be some different ways to target the two audiences.

Page 12: the top tweet indicates to me that the audience wants to get involved since the Center for Large Landscape Conservation tweeted about a Zoom chat. This could be a good opportunity for the NPF to tap into - virtual zoom chats, virtual Twitter parties, Twitter polls, basically creating engagement with their audience.

Page 13: I would move the Conservation pages up before going into Popular Parks since Conservation has more mentions.

Page 14: Do you know anymore about the top tweet? Does this guy have a lot of followers? Why did his post create the most engagements?

Page 16: the top tweet indicates to me that the audience is interested in history / trivia. This could be another idea the NPF could tap into with their content on social media.

Our mentor gave us a lot of great feedback to work with. Aside from fixing some minor spelling errors and grammar issues, she also gave us some good insights to think about. The major one we decided to include was about recommending that NPF take part in virtual events, which we added to our topic recommendations.

Mentor Feedback

Assignment 2

Recommendations are good! Similar to Assignment 4, I would try to go a layer deeper and provide additional insight into why you suggest the NPF engage on Twitter (vs other platforms) outside of just the high volume. For example, what should they do on Twitter? It seems like getting people involved really works for NPF, whether it be with encouraging donations with a specific call-to-action, creative partnerships, events, etc.

I would also reorder the recommendations to flow similarly to the 3 questions posed on page 2.

Page 2: I would consider changing to -> "What platform should The National Park Foundation consider to create more engagement with their target audience?

Page 6: Was the large peak in conversation volume in April due to retweets?

Page 7: Spelling error in red -> "Twitter and Tumblr are the two top sites for conversations relating to The National Park Foundation. Overall, the sentiments on both sides are far more positive than negative. Positive sentiments usually revolved around events or webinars being held by the organization, and negative sentiments are mainly aimed, again, at poor rule regulation within the national parks." Events and webinars. I would recommend that NPF continue to host these types of events.

Page 13: Text running off the page

Page 15: Could you make a 100% stacked bar chart to show the distribution more evenly given the difference in total volume? This page along with page 16 makes me think that partnering with celebrities or political figures will help increase volume / sentiment for a brand. Could this be an opportunity for NPF to be seen more positively? Should you add NPF into the SOV table?

Our assignment 2 feedback gave us some things to think about, however, as we put together our final report there was a good number of things that completely changed or were removed, so some feedback was not applicable. We did like the suggestion for NPF to host virtual events which, as mentioned before, was added as a recommendation under topic recommendations.

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