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Grady College of Journalism  
and Mass Communication

UNIVERSITY OF GEORGIA



NATIONAL  
GEOGRAPHIC  
**TRAVELER**  
ADPR 7750 FINAL REPORT

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## MISSION STATEMENT

"National Geographic Traveler is the world's most widely read travel magazine. It championed sustainable travel before it was cool and, eight times annually, celebrates journeys that are about place, experience, culture, authenticity, living like the locals, and great photography. It makes a distinction between tourism and travel, and stresses inquisitive not acquisitive trips. It employs storytelling and you-are-there photography to inspire readers to pick up and go. And, with the theme of "All Travel, All the Time," it eschews fashion and fluff in favor of articles that offer a strong sense of place, inspiring narratives that make readers take trips, and solid service information to help them plan those trips."

## BUSINESS PROBLEM

National Geographic Travel is a branch of National Geographic that focuses on inspiring readers to travel and providing the information to enable that to happen. Nat Geo Travel is rich with professional "you-are-there" photography and factual information on culture, history, and the environment as well as travel videos, travel guides and maps. Their twitter account, @NatGeoTravel, has a large following of 7.7 million followers. After analyzing their social media presence on Twitter we recognized issues the company may face due to their large following not equating to high levels of engagement.

Although NGT has a very large following and is a very active account, the average number of retweets during our time period was 50.2. Thus, NGT Twitter account runs into a problem with their engagement levels rather than follower count. Instead of focusing on followers, our goal is to focus on catering content to our current audience in order to grow relationships with followers and bring in higher levels of engagement on average.

## KPI's

Average engagement on Twitter was used as our main metric when assessing National Geographic Travel and their social media presence in general through analyzing metrics such as retweets, likes, followers and mention volume. We will use these metrics to accomplish our goal of determining what type of content triggers the highest levels of engagement on NGT's Twitter.

**Tool Used:**  
Brandwatch

**Date Range Used:**  
May 1- July 31 2021

 6.3 million followers

 7.7 million followers

 44.7 million followers

# DATA OVERVIEW

**OWNED DATA.** Using brandwatch to collect data from National Geographic Travel's Twitter account, we were able to understand the different characteristics of posts that have higher average engagement. Data was collected from May 1, 2021 to July 31, 2021, where @NatGeoTravel tweeted 404 times.

**EARNED DATA.** After analyzing the organization data from National Geographic Travel's Twitter from the time period of May 1, 2021 - July 31, 2021, several themes became apparent as heavy influencers of conversation. When analyzing what conversation is being had in these mentions, there were common themes of photography, tourism and animals. We also determined NGT's biggest 5 competitors in the Twitter space because this platform had the most significant data between all organizations. In terms of competitors and market share, BBC Earth is the biggest comparable organization to Nat Geo Travel because of its popularity in the UK and also its reputation as a more credible source for conversation that is more factual and informative. When analyzing for other social media accounts like Instagram and Facebook, we decided to omit this data because of a lack of significant data.

**TOPIC DATA.** The topic of "Traveling Sustainably" was chosen as the most influential topic that drives conversation in National Geographic Travel's social media platforms. The goals through this topic have to do with finding the sub-conversations happening within users tweeting about traveling sustainably. It is a large topic that encompasses various discussions, and the group's objective is to discover the specifics of these topics, to better National Geographic Travel's grasp on the users, and to better engage those who are interested in traveling sustainably. Through the use of Custom Classifiers on Brandwatch, the group was able to define three distinct themes within the topic of traveling sustainably- Corporate Sustainability, Transportation, and Travel Guides. These three apparent conversations have differing discussions and mentions, all while still relating to the main topic.



# RECOMMENDATIONS



# RECOMMENDATIONS

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## UTILIZE ANIMAL IMAGERY:

*Page 9*

Use high quality animal imagery attached to posts because animal imagery evokes 5% more engagement than natural scenery imagery and 95% joyous sentiment from our audience.

## USE IMAGES OVER EMBEDDED MEDIA:

*Page 9*

Instead of the constant use of URLs that take the user to another page, use a single image for a simpler engagement experience. Although 75% of tweets contained embedded media, tweets with just an image triggered on average 234% more retweets than tweets (the average retweet for embedded media was 50.2 and average retweets for posts with single images was 117.)

## INFLUENTIAL USERS:

*Page 12*

Accounts with larger following like @ThePhotoHour were revealed to be influential users due to their influence on connecting people with @NatGeoTravel not only by responding to their content but also reposting and crediting NGT photography.

## FOSTER A CREATIVE COMMUNITY:

*Page 12*

"Artists" makes up the largest portion of NGT's follower, by increasing engagement with these followers, we can maintain and grow that audience further. Utilize artistry-based and community-driven hashtags like: #YourShotPhotography #NaturePhotography #TwitterNatureCommunity. 24% of unique authors of NGT's twitter were within the artist profession, and 11% of top interests were photo and video.

## PRIORITIZE LOVE FOR NATURE:

*Page 16*

Use more hashtags that include key words commonly associated with nature. For example, well performing hashtags like #NatureLovers, #Sunset, #TwitterNatureCommunity resulted in higher levels of engagement because the hashtags create a common place for the average nature lover to admire the many beauties of the world. NGT Travel should use these tags to join in on the general conversation surrounding nature.

## USE TOPIC OF SUSTAINABLE TRAVEL:

*Page 20*

Out of 403 owned media sampled tweets, the theme that triggered the highest levels of engagement was Sustainability and Conservation. Tweets under this theme have an average of ~108 retweets per tweet, a steep increase from the next highest theme, travel aesthetics, with an average of ~46 retweets. Through a topic spike analysis, it was discovered that using hashtags like #Sustainable, #EcoFriendly, #Environment received 659% higher average engagement.

# RECOMMENDATIONS

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## **INSPIRE THROUGH INNOVATION:**

### *Page 20*

Tweet about railway travel and its environmental benefits, mentioning the EU Green Deal's new rail system and use hashtags like: **#EUYearOfRail #EUGreenDeal #ConnectingEuroExpress**. The main concern regarding traveling sustainably is transportation to and from the destination. The EU recently proposed a new railway system that is a more sustainable way of travel. These conversations, commonly associated with the hashtags, attract high levels of engagement amongst people affected AND people who hope to see similar innovations to sustainable travel in every part of the world.

## **INCREASE MARKET SHARE:**

### *Page 22*

Post more informative news content while maintaining usage of professional imagery and hashtags to be viewed as a more credible source for scientists and researchers. BBC Earth has a higher share of voice than NGT. Also, 18% of BBC Earth's unique authors were from scientific and researcher professions while NGT had no authors reporting this profession. This could signify that BBC Earth is viewed as a more credible source for information. NGT could increase their SOV in the market by posting more content that will attract authors from this profession.

## **CATER CONTENT TO INDIAN AUDIENCE:**

### *Page 23 & 27*

Our third largest audience of unique authors was in India, since NGT dominates the USA market and BBC dominates the UK region, NGT would benefit from engage with an untapped location. They have high levels of engagement and outreach to the community due to high out-degree centrality values. This indicated users in India tweet a lot about Nat Geo topics by mentioning or replying to larger accounts like @NatGeoTravel.

## **ENGAGE WITH TRAVEL BLOGGERS:**

### *Page 27*

The top used domain and URL within our "travel" network cluster, which is used in 14% of tweets, belongs to a travel blogger. NGT should take part in the conversation with these travel bloggers. The bloggers within this cluster have the duality of both high In degree and out degree centrality; an implication of overlapping conversation, with differing and varying accounts drawing a connection. Interacting with these twitter users will increase engagement within an audience that is already interested in NGT's content.

# OWNED DATA





# OWNED DATA

## DATA DESCRIPTION

### TIME PERIOD:

May 1- July 31 2021

### TOTAL VOLUME:

20,231 mentions

## PREDICTIVE ANALYTICS

While analyzing twitter engagement patterns, six different categories were established: Theme of Post, Media Type, Media Content, Hashtag Type, URL Target Type, and Mention Type. These categories were then used to predict how to increase engagement on NGT's tweets. Per our analysis, these were the main takeaways discovered.

### THEME OF POST:

Tweets with themes about sustainability and conservation, accompanied with pictures of animals or natural scenery received most engagement. Tweets have an average of 108 retweets per tweet when using sustainable content.

### MEDIA TYPE:

Tweets that were posted alongside a single image received 117 retweets per tweet.

Alpine wildflowers trim the edge of a cliff face overlooking the Dolomites in this tranquil scene captured by #YourShotPhotographer Andrea Sagui.



### HASHTAG TYPE:

The majority of tweets did not use a hashtag, but those that did referenced the slogan of #YourShotPhotographer.



### MEDIA CONTENT:

Tweets that had pictures of animals received 5% more engagement than the second highest category, Natural Scenery at 22%. Therefore, NGT should implement more animal media content into their twitter to up their overall engagement.

### URL TARGET TYPE:

Many of the tweets did not utilize a URL, and the majority of tweets that did have a URL, linked the user back to Nation Geographic's personal organizational website.



### MENTION TYPE:

Users Affiliated with the Organization had the most engagement, with an average of 114 retweets, this category mostly refers to the photographers mentioned by the organization, sometimes under the hashtag "#YourShotPhotographer" mentioned above

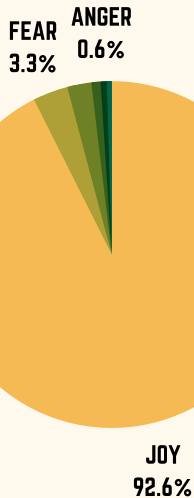


# OWNED DATA

## DATA DESCRIPTION

### SENTIMENT ANALYSIS:

As seen in the included chart, the most prevalent sentiment in NGT's mentions is joy. Of the 17,398 tweets included in the emotional breakdown, 92.6% were labeled under joy. Because of the subject matter, which contains travel guides, beautiful photography, and culture lessons, National Geographic Travel's audience feels good when reading the content, and loves to join in on the conversation.



An example of when joyful mentions spiked is on May 17th when NGT tweeted this tweet:



### EMOJI USE:

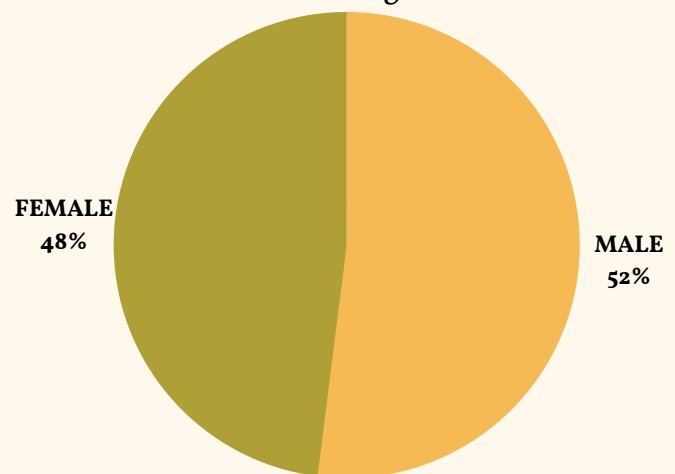
This joy is often proclaimed through the use of emojis. The most used emoji, the camera, spikes on June 7th. This emoji is used to accompany tweets that use both hashtags #natgeoyourshot and #natgeophotos. These are examples of how this emoji is used, and the joyful sentiment it is portraying.



### GENDER BREAKDOWNS:

There is little gender difference in owned data, with 52% of NGT's mentions coming from male users, and 48% of mentions coming from female users.

While there is not much gender difference, out of NGT's 17,868 unique authors, the top profession amongst them was an artist and the top interest was photo and video. This signifies that artists share their art, mainly in the form of photo and video, on Twitter because this is their passion AND profession. This is why NGT attracts artists: because its main users are comprised of fellow-artists who want to share art as well as commend others for their art.



# EARNED ORGANIZATION DATA



# ORGANIZATION DATA

## UNIQUE ITEMS

### TIME PERIOD:

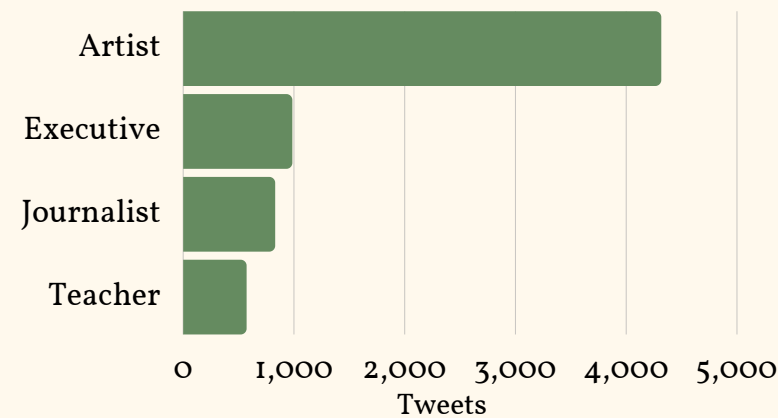
May 1st 2021 - July 31st 2021

### TOTAL NUMBER OF POSTS:

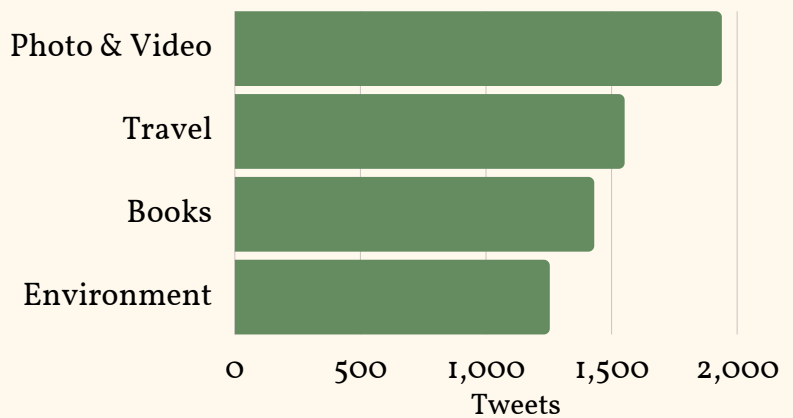
20,231 Mentions

### NOTABLE ITEMS ABOUT NGT'S AUDIENCE

Unique Authors: Top Professions in NGT's Audience



Unique Authors: Top Interests of NGT's Audience

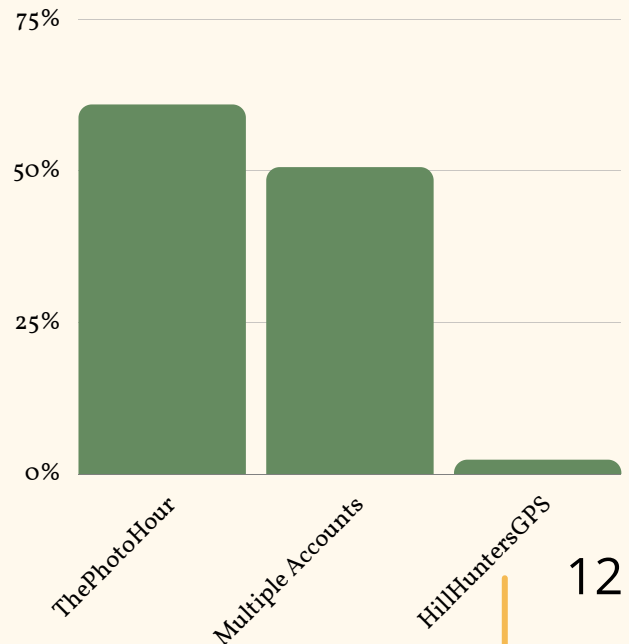


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### INFLUENTIAL USERS

The account @ThePhotoHour, with over 55,000 followers, is a common influencer for NGT. Their engagement with NGT comprises 60.89% of the reach out of all other influential users. Another account who commonly mentions NGT, but has a much smaller reach of 2.33%, is @HillHntersGPS. While this account has a smaller reach, the account makes up the largest mention volume of 17.92%, with the content on the page being focused on photography of nature.

### Influential User Reach



# ORGANIZATION DATA

## UNIQUE ITEMS CONTINUED

### SPIKE ANALYSIS:

Tweets that attracted a larger audience than usual.



### PEAK A:



Fans of BTS and other popular K-pop bands have helped push the popularity of Korean culture to new heights, even after the pandemic canceled concerts around the world.



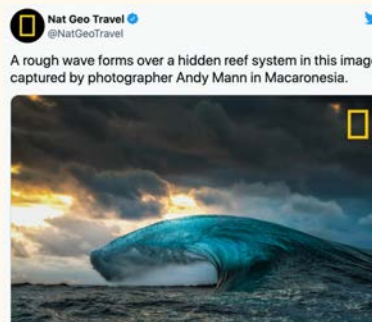
COVID-19 couldn't stop K-pop's global rise. Here's why South Korea's cultural wave is a creative force that only keeps growing.

**When:** July 10, 2021

**Reach:** 93% higher reach than usual

**Why:** 491 retweets of the BTS tweet (an account with 34.4 million followers), and 61 retweets of scuba diving tweet

### PEAK B:



**When:** May 22nd, 2021

**Reach:** Volume was 85% higher than usual

**Why:** Driven by hashtags "#colourofhope" (308 mentions). This hashtag shares local photographs of birds through twitter.

### PEAK C:



**When:** May 14th, 2021

**Reach:** The volume was 69% higher than usual.

**Why:** Driven by the hashtags "#birdsseenin2020" with 349 mentions and "#bbcwildlifepotd" with 360 mentions

# ORGANIZATION DATA

## THEMES

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### PHOTOGRAPHY

29.12% of our organization's query data for National Geographic Travel's twitter account is under the theme of photography. More specifically, the conversation in this theme is about the pure admiration of nature and all that it encompasses. People all over the world, not just photographers, love capturing the unique beauty of their own world.

### TOURISM

21.12% of our organization's query data for National Geographic Travel's twitter account is under the theme of tourism. This theme features conversation about the pure exhilaration people feel when faced with the thought of new adventures and the discovery of new customs and traditions.

### ANIMALS

4.9% of our organization's query data for National Geographic Travel's twitter account is under the theme of Animals. This theme's conversation is centered around living creatures found all around in oceans, forests, icecaps, underground, and so much more. Whether exotic or familiar animals spark fascination for all.



## SENTIMENT BREAKDOWN PER THEME

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### PHOTOGRAPHY

97% of this theme's mention volume reported emotions of joy exhibiting the admiration for nature and photography. This sense of community within the hashtag was expressed through hashtags #TwitterNatureCommunity (10%) and #Nature Lovers (7.5%).

### TOURISM

Within this theme, 91% of tweets exude the emotion of joy. The trending unique hashtags are #sunset (6.4%) and #incredibleindia (13%), and the trending unique topics are "outdoor adventure" and "visiting." This signifies what people are looking for when ready to travel.

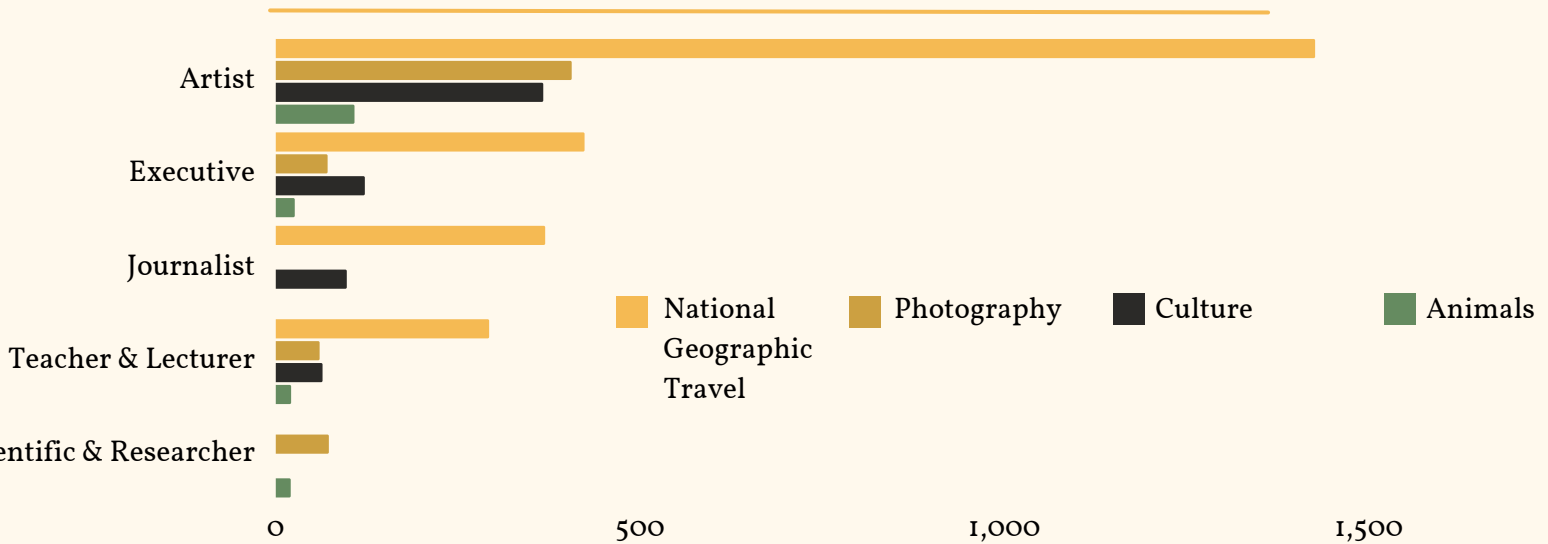
### ANIMALS

Again there was majority neutral/positive sentiment but unlike other themes, animals had 4% negative sentiment due to animal images ability to have more emotional effects on users. The hashtags #birds and #birdphotography have the highest volume with 1991 mentions. Bird is also seen as a trending topic, and makes up 72% on the image contents.

# ORGANIZATION DATA

## THEMES

### PROFESSION BREAKDOWN PER THEME



As there was little difference between genders for the theme analysis, the profession breakdown had some notable insights, as reported in the above graph.

The graph above depicts the top professions of the unique authors tweeting and engaging with National Geographic Travel content per theme. The top bar represents total tweets. By a large difference, the artist profession was the most common and these authors resonated most with the photography theme. This is no surprise as photography is an artistry. Photography was the most common theme that received on average higher levels of engagement amongst all top professions.

Our sentiment analysis showed us that joy and neutral emotions are dominant for users who engage with NGT and because joyous activity makes your brain relax, this could be a reason why executive professions are so popular amongst the 18,000 unique authors of NGT during this time period. Executive positions are high stress and people who work in these positions most likely use content like NGT to relax. Also, executive are paid more on average and can afford to travel more often. In National Geographic Travel's case, this is important to note because this organization highlights travel destinations.

# EARNED TOPIC DATA





# EARNED TOPIC DATA

## TRAVELING SUSTAINABLY

### TIME PERIOD:

May 1st, 2021 - July 31st, 2021

### TOTAL NUMBER OF POSTS:

39,225 Mentions

The following data is reported from the conversations surrounding "traveling sustainably" from the months May -July, isolated to the Twitter platform. The topic of Traveling Sustainably was chosen because of its relativity to National Geographic Travel's brand and values. National Geographic Travel frequently posts tips and ideas on how to be eco-friendly while traveling, and Twitter users who are interested in National Geographic Travel will also be interested in traveling sustainably. This conversation covers a wide variety of topics from road trips to eco friendly jet fuel. To gain a better understanding for National Geographic Travel's audience, we focused in on three theme topics Corporate Sustainability, Transportation, and Travel Guides. These three apparent conversations have differing discussions and mentions, all while still relating to the main topic.

## THEMES

### CORPORATE SUSTAINABILITY

This theme surrounds the conversation on large corporations in regards to the relationships between running business and environmental impact. It is important to this topic's audience that the people with the biggest impact on this earth, corporations, are being mindful of their emissions.

### TRANSPORTATION

This theme regards to the fact that when traveling, people want to do so conciously. Public transportation while in specific destinations is important to travelers. They want to do their part to help environmentally, and choose to do that while transporting themselves.

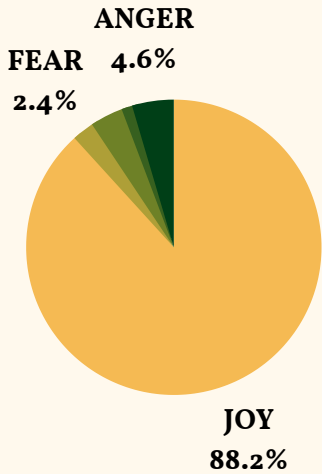
### TRAVEL GUIDE

This theme has to do with how people conduct themselves while traveling. Most users in this topic are actively asking for tips on how to travel sustainably, and many travel accounts are giving out the desired information. People aspire to travel "cleanly" and can do so though the help of others.



# EARNED TOPIC DATA

## TRAVELING SUSTAINABLY



### SENTIMENT ANALYSIS:

As the graph to the left exhibits, the sentiment most commonly shown through this topic is joy, with 88.2% of all mentions falling into this category. The second most shown emotion is anger, and the third most prevalent in mentions is sadness. The emotion of sadness is found in 618 tweets in this topic, 4.6%.

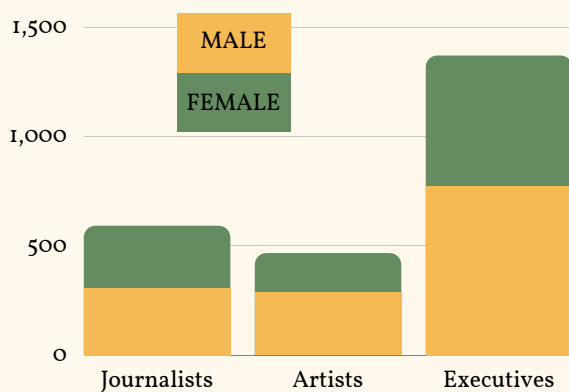


This is an example of a tweet that falls under the sad sentiment. Many users, just as this one are upset with how officials are making decisions related to sustainable transportation and travel.

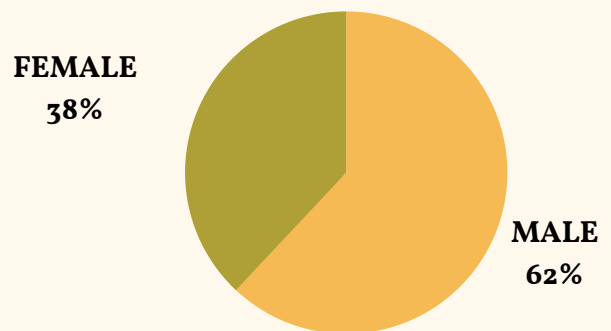
### GENDER ANALYSIS:

Overall, men have more to say in the conversation about Sustainable Traveling. The mention volume in regard to this topic from males is 62% higher than that of females, with men mentioning the topic 9,414 times and women speaking about it 5,770 times.

### TOP PROFESSIONS BY GENDER:



### GENDER DIFFERENCE:



There are common occupations among men and women that make up a large portion of the general audience. 23% of the audience is executives (774 men and 596 women reported), 13% are artists (287 men and 179 women reported), and 12% are journalists (307 men and 284 women reported). Tweets observed by executives show a common conversation surrounding travelings' impact on economic growth while tweets observed by journalists reflect a wide variety of topics in regards to sustainable models of tourism.

# EARNED TOPIC DATA

## TRAVELING SUSTAINABLY

### ANALYSIS BY THEME:

#### CORPORATE SUSTAINABILITY

The relationships between running business and environmental impact is what drives this theme. Use of hashtags such as #innovation and #aviation following links to articles help to bring the audience and corporations together. These articles consisted of information of new technologies or future plans for business' to lessen their carbon footprint through new technologies or partnerships with green companies.

##### Mentions:

11.7% (n=4,616 posts) of tweets under sustainable traveling were conversations around corporate sustainability and new sustainable innovations in the name of climate change

##### Sentiment:

Most were overjoyed when it comes to the largest polluters (big corporations) taking accountability and making changes to run a more eco friendly business. The other two most popular emotions, anger and fear, were accompanied by people's concerns that corporations aren't taking enough accountability to make an impact.



#### TRAVEL GUIDE

Users in this topic are actively asking for tips on how to travel sustainably, and many travel accounts give out the desired information. Users are doing this through hashtags such as #Development and #RestartTourism. Twitter users in this conversation are excited to see that as COVID-19 restrictions are lifting, travelers can get back to doing what they love, and are even more excited to see that more and more destinations are becoming conscious of their tourism practices.

# EARNED TOPIC DATA

## TRAVELING SUSTAINABLY

### ANALYSIS BY THEME CONTINUED

#### TRAVEL GUIDE CONTINUED

##### Mentions:

3.6% of our topic's query data from twitter is under the theme of Travel Guides

##### Sentiment:

The large majority of sentiment surrounding this theme is neutral, with 89% of emotion being filtered into the joy category.



#EarthChangers   
@Earth\_Changers\_

#InTheNews this week re. #sustainable #travel #tourism & #development:

3/ #Cities/#Destinations: Welcome to #UAE's 'City of Future', the world's first #zerocarbon #city. Would you move there? [independent.co.uk/climate-change...](https://independent.co.uk/climate-change...) #climatecrisis #tacklethecrisis #sdgs #sdg13 #sdg7 #sdg11

#### TRANSPORTATION

Travelers want to do their part to help environmentally, and choose to do that while transporting themselves. Use of hashtags such as #EUYearOfRail #EUGreenDeal #ConnectingEuroExpress assisted this topic in gaining popularity. On May 1st, 2021, the dataset had a mention volume which was 659% higher than usual, which was driven by hashtags such as "#ConnectingEuroExpress" (162 mentions), #Sustainable, #EcoFriendly, and #Environment.

##### Mentions:

19% of our topic's query data from twitter is under the theme of Transportation with 7,496 total mentions.

##### Sentiment:

The sentiment regarding this conversation is largely neutral, the second most prevalent sentiment is positive, with 21% of tweets falling in this category.

Mohamed Mezghani @MedMezghani · Jun 26

On a train again. Would it have been possible to read while driving? No. Writing? Watching a movie? Playing? No. Sleeping? No. A world of possibilities is on-board public transport.

#MobilityForLife #EuYearofRail



# EARNED COMPETITION DATA



# EARNED COMPETITION DATA

## DATA DESCRIPTION

We compared four comparative organizations determinant on if their data aligned with content, themes and follower behavior of National Geographic Travel's social media accounts: **BBC Earth, Lonely Planet, Travel Leisure and Travel Magazine.**

### TIME PERIOD:

May 1- July 31 2021

### TOTAL POSTS:

127,161 Posts

### BBC EARTH:

59,154 Posts

### LONELY PLANET:

28,178 Posts

### TRAVEL LEISURE:

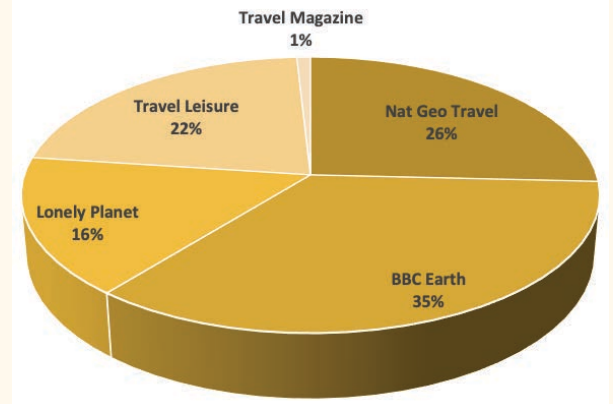
38,326 Posts

### TRAVEL MAG:

1,503 Posts

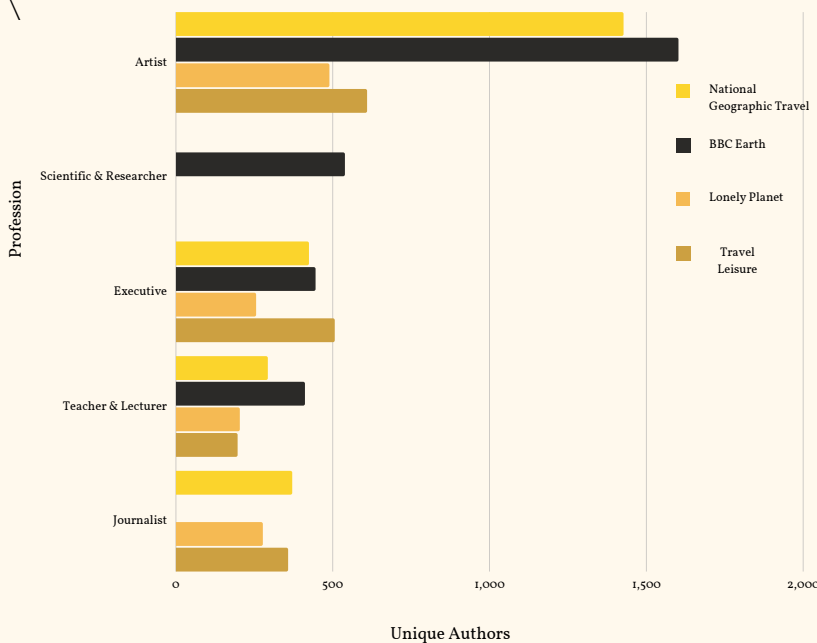
### SHARE OF VOICE

Total Mentions Over Time Per Organization



## SIGNIFICANT DEMOGRAPHIC & SENTIMENT DATA

### Top Professions By Organization



BBC Earth has the most share of the market when it comes to mention volume on social media between NGT and its comparable organizations (35%). BBC's long-term reliable reputation since it was one of the first businesses of its kind combined with certain demographic information shown in the graph.

Data proved that more scientists and researchers use BBC Earth adding a level of credibility that most of these organizations are lacking.

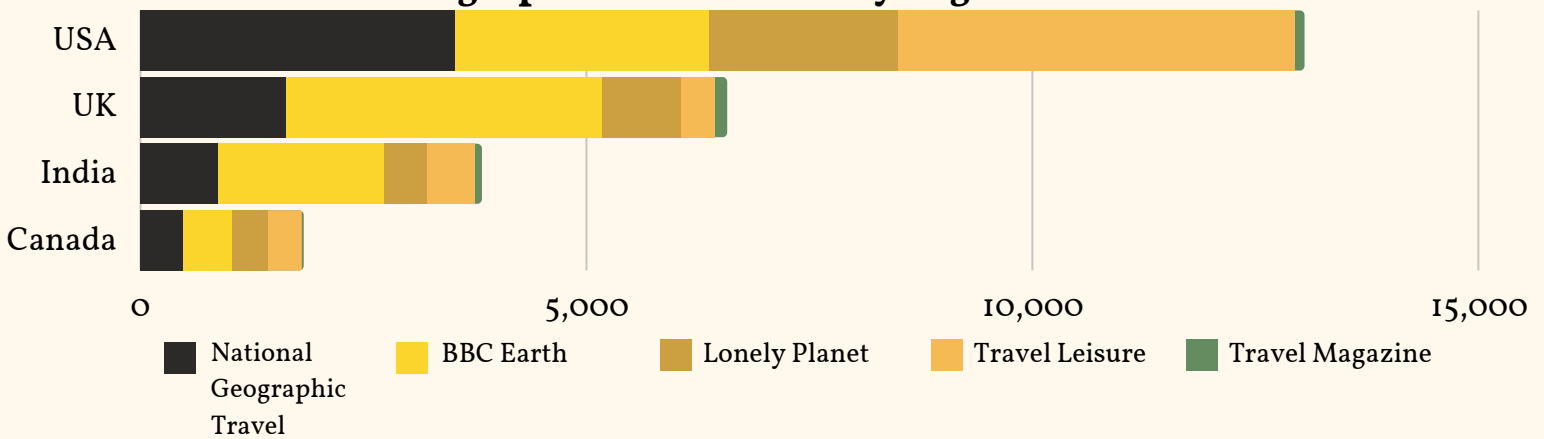
All organizations exhibited a pattern of high volume of neutral emotions and low levels of negativity. Positive emotion was common across all organizations. Demographic information of our comparative organizations revealed an even gender ratio amongst all organizations, however, common interests, professions, and geographic data varied between them.

# UNIQUE ITEMS: Earned Competition Data

## SIGNIFICANT GEOGRAPHIC DATA

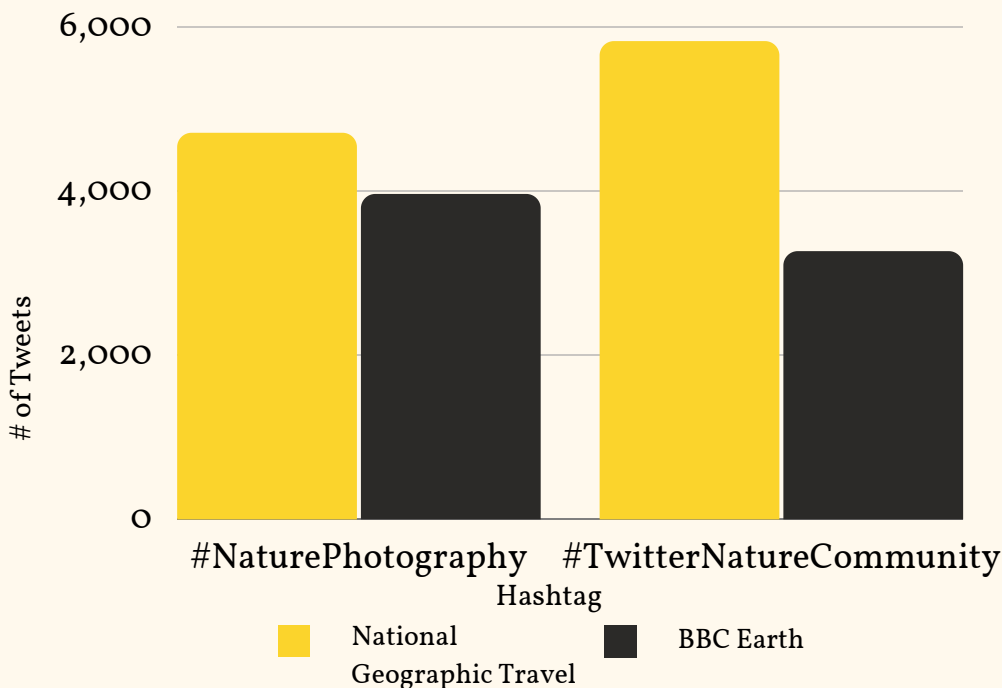
The graph depicts the geographic distribution of unique authors who tweet about these organizations split by country. For all except BBC Earth and Travel Magazine, the highest amount of authors reside in the USA. For these two organizations, they have more unique authors in the United Kingdom. This aligns with their beginnings of a company having started in the UK. Another significant piece of data is the inclusion of India on all sets of geographic data. In recent years, companies like BBC Earth and National Geographic have seen an increased viewership in India. Because of this, they have both devoted more resources to this territory and these channels are easily available to residents in India. This combined with their large population are most likely the cause of India providing such significant data throughout our analysis.

**Geographic Distribution By Organization**



## SIGNIFICANT HASHTAGS

When gathering data for top hashtags, these six hashtags were used by all the organizations frequently: **#EarthCapture, #Nature, #NaturePhotography, #TwitterNatureCommunity, #Wildlife, #Photography.**



#NaturePhotography and #TwitterNatureCommunity were both commonly used by all the organizations but mostly by both National Geographic Travel and BBC Earth. People who follow National Geographic and its main competitor, BBC Earth, enjoy the worldly professional photography posted by these accounts and that they also see themselves as part of a larger community of people who have similar interests in these topics and themes commonly posted by these accounts.

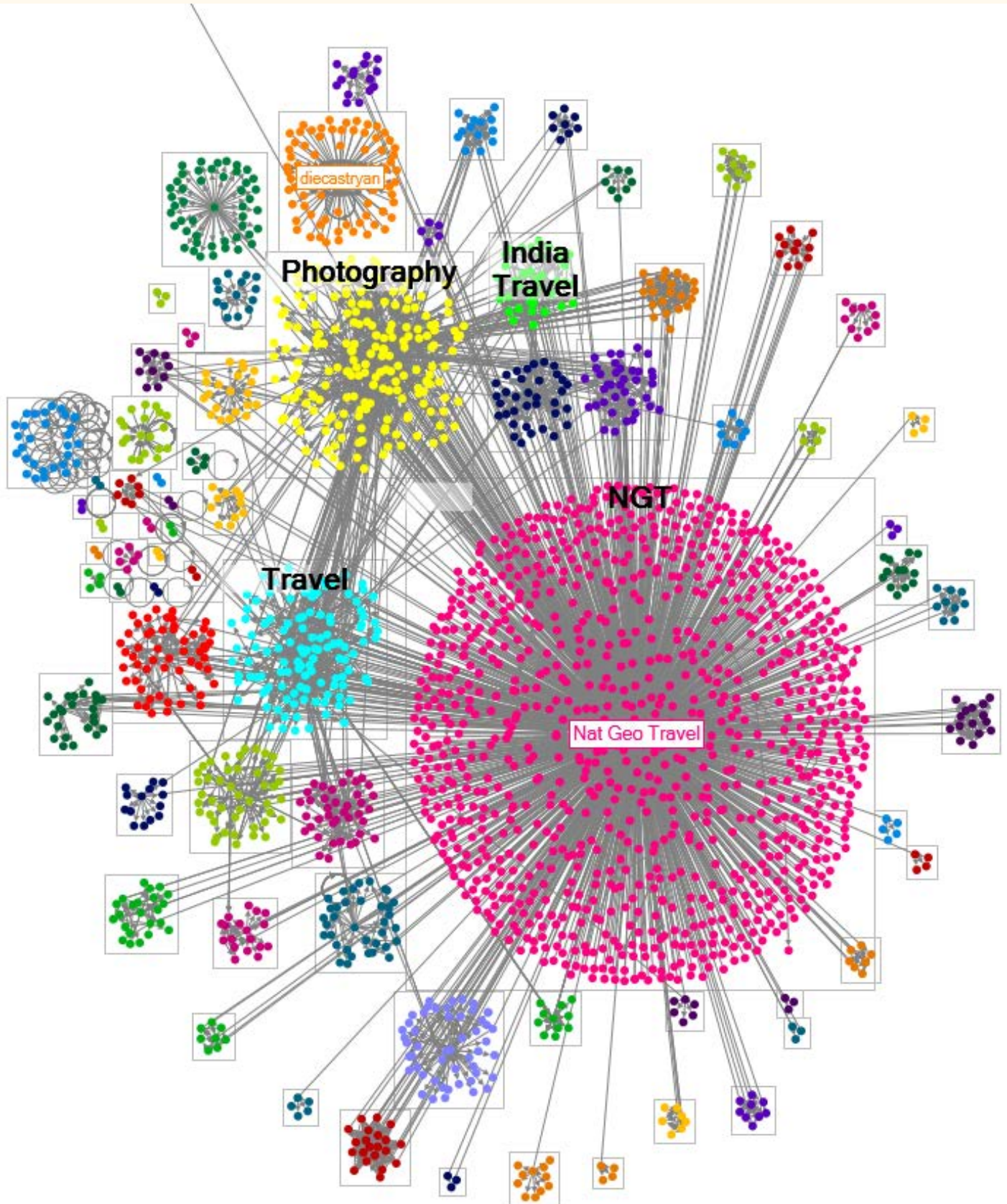
# SOCIAL NETWORK ANALYSIS





# SOCIAL NETWORK ANALYSIS

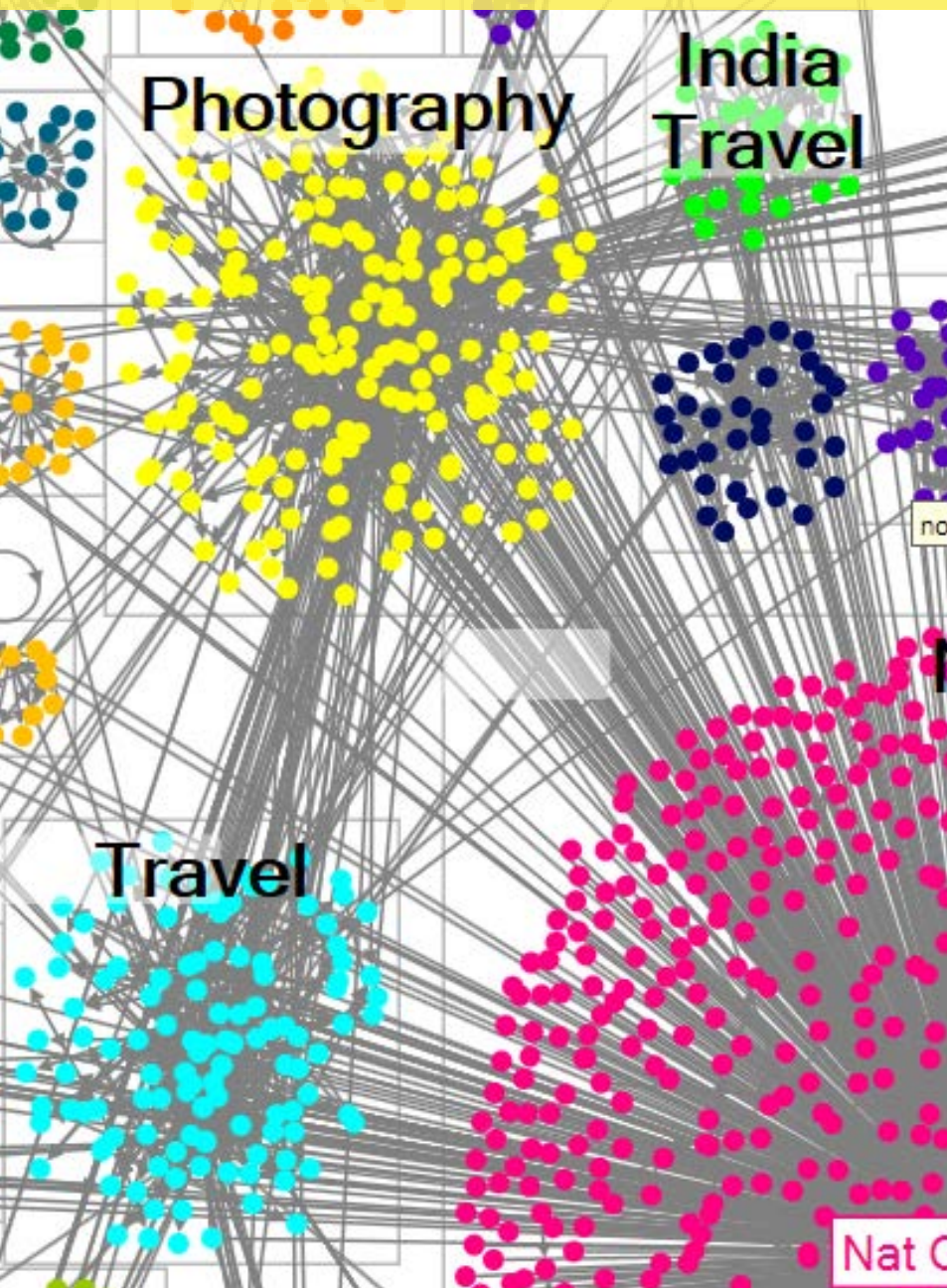
## NETWORK VISUALIZATION CLUSTER



# SOCIAL NETWORK ANALYSIS

## DATA DESCRIPTION

### Photography (G2):

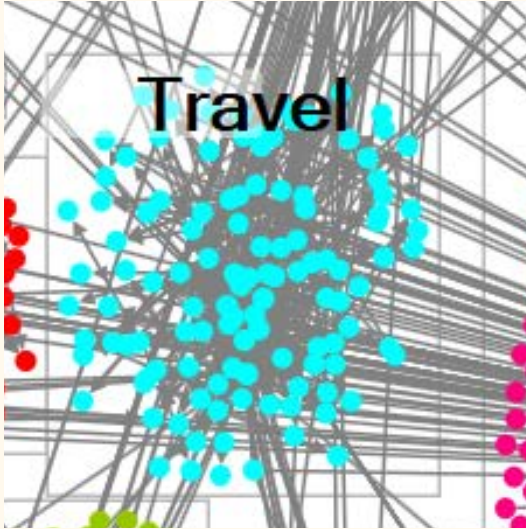


G2, Photography, comprised mostly of accounts that post, respond and interact with nature photography of all kinds. Although there is some overlap, photography has been a consistent theme/topic throughout our entire analysis. The highest in-degree centrality values, or the accounts that were mentioned the most by users in our twitter-topic network were the accounts @NatGeoPhotos and @NatGeo. No surprise as these accounts post the most quality of images from their employed professional photographers. With high in-degrees of 57 (@NatGeoPhotos) and 55 (@NatGeo), these accounts gain the most attention to their tweets among the community of users who participate in the conversation about our topic, Nat Geo Travel. @NatGeo and @BBCEarth have the highest betweenness centrality values meaning that compared to other accounts in this topic, more people depend on these accounts to make connections with other people.

Not only is @NatGeo a key account in connecting users within this topic, it also is a major player in disseminating the information and content that keeps conversation flowing. That being said, @NatGeoPhotos, @NatGeo, and @BBCEarth all have reciprocity equaling zero, meaning they have no bilateral connections. User @greenhackleII has the highest reciprocity within this cluster, equaling 0.25. @GreenhackleII has the most mutual relationships within this cluster.

## Travel (G3):

G3, Travel, represents a community of users that share conversation about travel destinations, travel guides, information on destinations and overall travel conversation. @Travel (7.48M followers) and @TravelLeisure (4.2M followers) had the highest in-degree centralities meaning these accounts were mentioned the most by users in this “Travel” topic network.



More people depend on @TravelLeisure to make connections with other people within this topic due to a high betweenness centrality (14,172). This cluster has the duality of both high In degree and out degree centrality; an implication of overlapping conversation, with differing and varying accounts drawing a connection. The user in this cluster with the highest reciprocity is @nihardesai7, equaling 0.241. This user has the most mutual relationships within this group. @nihardesai7 also has an in-degree centrality of 16, meaning other users are mentioning him. @Travel and @TravelLeisure have reciprocities of zero, meaning there are no shared connections with their audience.

## India Travel (G10):

G10 is significant not because travel to and from India is a common conversation but because there are large amounts of conversations being had in this region compared to other places in the world. This aligns with the geographic data on page 20. @NGTIndia, the official National Geographic account for India with 756.7K followers, had one the highest in degree values of 14, signaling that this account was mentioned frequently among this cluster of conversation. It's important to note that a commonality was analyzed between personal accounts of people who show interest in topics like travel, animals, tourism, etc: they have high levels of engagement and outreach to the community due to high out-degree centrality values.



Venki Venkatesh (@venki201007gma1,) a user that enjoys wildlife photography in his free time and has a low amount of followers (228) represents the random but dedicated type of user that makes up the bulk of this group's conversation. Venkatesh and users alike tweet about Nat Geo topics within the India region by mentioning or replying to them with little reciprocity. The user within the group with the highest reciprocity is @venki201007gma1, with a value of 0.250. This user is the most mutually connected within this network cluster. Venkatesh also has out-degree centrality of 12, meaning they tweet about this topic frequently to the mutual connections.

# SOCIAL NETWORK ANALYSIS TOP ITEMS

## Photography (G2):

This group's top item have a commonality within talking about the Day of the Dead. The second most used URL, with 3 uses, links to an article on NGT that discusses Mexican pottery's function during the holiday. The top hashtags are **#diadelosmuertos**, with 8 uses, and **#oaxaca**, also with 8 mentions.

**Mexico's 'pottery of the night' is perfect for Day of the Dead**

The top domain is **www.gettyimages.in**, with 4 uses, which makes sense within the "photography" group. The top tweeter is user **@mobilepunch**, with 489,510 tweets. This user is the official twittee for a Nigerian newspaper.

## Let's go!

Welcome to my blog! I hope reading about my travels inspires you to throw off the bowlines and do something a little crazy yourself!

## Travel (G3):

This group's top URL is also the top domain, the site: **www.whereisgrandma.com**, a travel blog. This URL is linked 2 times, and the domain is used 2 times as well. The top hashtags are **#travel**, with 5 uses, **#himalayas** with 3 uses, and **#mountain** with 3 uses. The top tweeter, **@gauthie74757302**, tweeted 279,538 times. This user's account states they are a social worker in Marseilles, France, who mostly posts picture of travel destinations.

## India Travel (G10):

Within this group, the top URL links to a youtube video about hunting a Snow Leopard, only found in the Spiti Valley in India. The top domain is **www.youtube.com**, with 1 use. The top hashtags are **#indiaves**, with 4 uses, and **#yourlens**, also with 4 uses. The top words used in this group are "**ngtindia**" and "**discoverindia**", being used 11 times and 6 times, respectively.



Mission Grey Ghost

# APPENDIX

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## Boolean Queries Used in Brandwatch

### Organization Data Search Terms

"National Geographic Travel" OR "Nat Geo Travel" OR "yourshotphotographer" OR #yourshotphotographer OR "@natgeotravel" OR #natgeotravel OR "national geography travel" OR #yourshotphotography OR "#natgeoyourshot" OR #yourshotphoto OR #natgeotraveller

### Topic Data Search Terms

#### Photography

#naturephotography OR "Nature Photography" OR #landscape OR #scenery OR #travelphotography OR "Travel Photography" OR #birdphotography OR #photohour OR #birdsseenin21 OR #photooftheday OR #natureinfocus OR #CAPTURE

#### Tourism

"culture" OR "Travel Guide" OR "hotel" OR "adventure" OR "plane" OR "food" OR "tourist" OR "local" OR "native" OR "pandemic" OR "train" OR "national park" OR "animals" OR "city" OR "rural" OR "urban" OR "visit" OR "popular" OR "stunning" OR "view" OR "sunset" OR "monuments"

#### Animals

#animals OR "Animals" OR #birds OR "birds" OR #endangered OR "Endangered" OR #captivity OR "captivity" OR "Mammals" OR #mammals OR "Fish" OR #fish OR "Reptiles" OR #reptiles OR "Amphibians" OR #amphibians OR "Predator" OR #predator OR "Prey" OR #prey OR "Creature" OR #creature OR "Safari" OR #safari

### Competition Data Search Terms

"BBC Earth" OR @BBCEarth OR #BBCEarth OR @LonelyPlanet OR @TravelLeisure OR @TravelMagazine

# MENTOR FEEDBACK IMPLEMENTATION

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## Mallory O'Brien

Global Brand Marketing

General Electric

mallory.obrien@ge.com



We had communication issues the first few weeks due to incorrect email addresses. (Itai was informed several times and assisted us.) Our feedback from assignment 2 was minimal and mainly aesthetic, but below are some takeaways from our first meeting with Mallory via Zoom.

- Consistency throughout your presentation is key to a professional looking presentation
- Use the striking imagery that Nat Geo is known for in order to attract readers to our report
- Make it more clear what social media platforms we are analyzing

### MAIN POINTS OF FEEDBACK FOR ASSIGNMENT 3:

The interesting takeaway in a quick headline is Nat Geo is truly a joy-focused, community driven brand where people come together to share and admire nature (and animal) photography.

BBC Earth definitely takes the more academic, news/research based approach. BBC Earth also seems to be a little more keen to dip into more controversial/sustainability focused news (ocean plastics, save the bees, etc.) **(PAGE 22-23)**

Maybe this was already done in your earlier assignments, but what may be helpful is a one simple page that helps set the stage a little but. An “at a glance” look at the 4 brands/pictures of their logo and their follower counts on Twitter. I think it is just a helpful piece of info to include upfront to help bring more context to the share of voice percentages, etc. **(PAGE 3)**

### MAIN POINTS OF FEEDBACK FOR ASSIGNMENT 4:

#2: What are the trending topics within sustainable travel and how can we lean into these conversations to increase relevance? **(PAGE 17)**

The third one you had, I feel, is almost too straight forward. I think most people know the difference between travel and sustainable travel. So maybe reframe it to,

#3: What are the positive sentiment mentions regarding sustainable travel? **(PAGE 19-20)**

#1: Identify content partnership opportunities with trusted brands in the business and technology space focused on corporate social responsibility and innovation. **(PAGE 19)**

--> Check out some of the corporate partners like Rolex and DeBeers that they already work with for inspiration: <https://www.nationalgeographic.org/society/corporate-and-foundation-partnerships/>

\*Any way you can recommend collaborations and partnerships to increase relevance, awareness, reach, etc. would be smart