
National Parks Conservation Association

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-
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Glacier National Park

Executive Summary

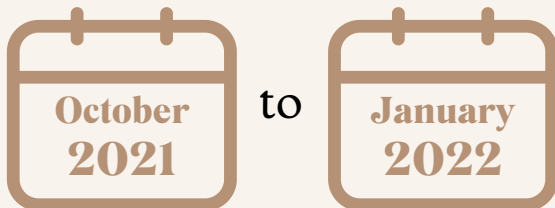
The National Parks Conservation Association is a nonprofit that aims to preserve the United States' national parks. They utilize their Twitter account in order to provide information about themselves and relevant current events to their followers. We analyzed not only NPCA's Twitter, but their competitors' on different social media platforms in order to learn how to optimize NPCA's social media reach. By analyzing their social media presence, we aim to determine what works best for them when it comes to engaging with their audience. We focused on finding data across platforms relating to our chosen topic: climate change in North America, and are analyzing retweets in order to learn what generates the most engagement with NPCA's Twitter content.

Statement of Business Problem:

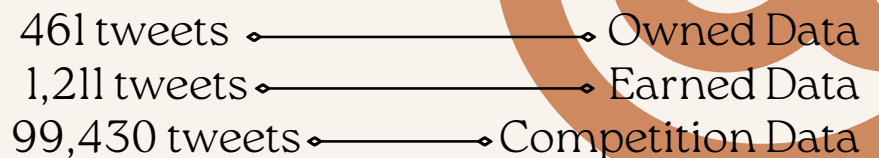
Throughout the social media platforms analyzed there is a lack of engagement from NPCA's following. Our goal is to connect the National Parks Conservation Association with their followers through the use of a more personalized media strategy.

Data Overview:

Timeline



Volume



National Parks Conservation Association

@NPCA

Alongside nearly 1.6 million members and supporters, NPCA has been fighting to protect America's national parks for over a century. [#YourParksYourTurn](#)

63.2k Following | 229.8k Followers

Platforms Analyzed



Blogs

Twitter

Reddit

While we received data from blogs, reddit, and twitter, the majority of our substantial data derived from Twitter. We decided to focus mainly on this platform, since the most amount of data was gathered from here.



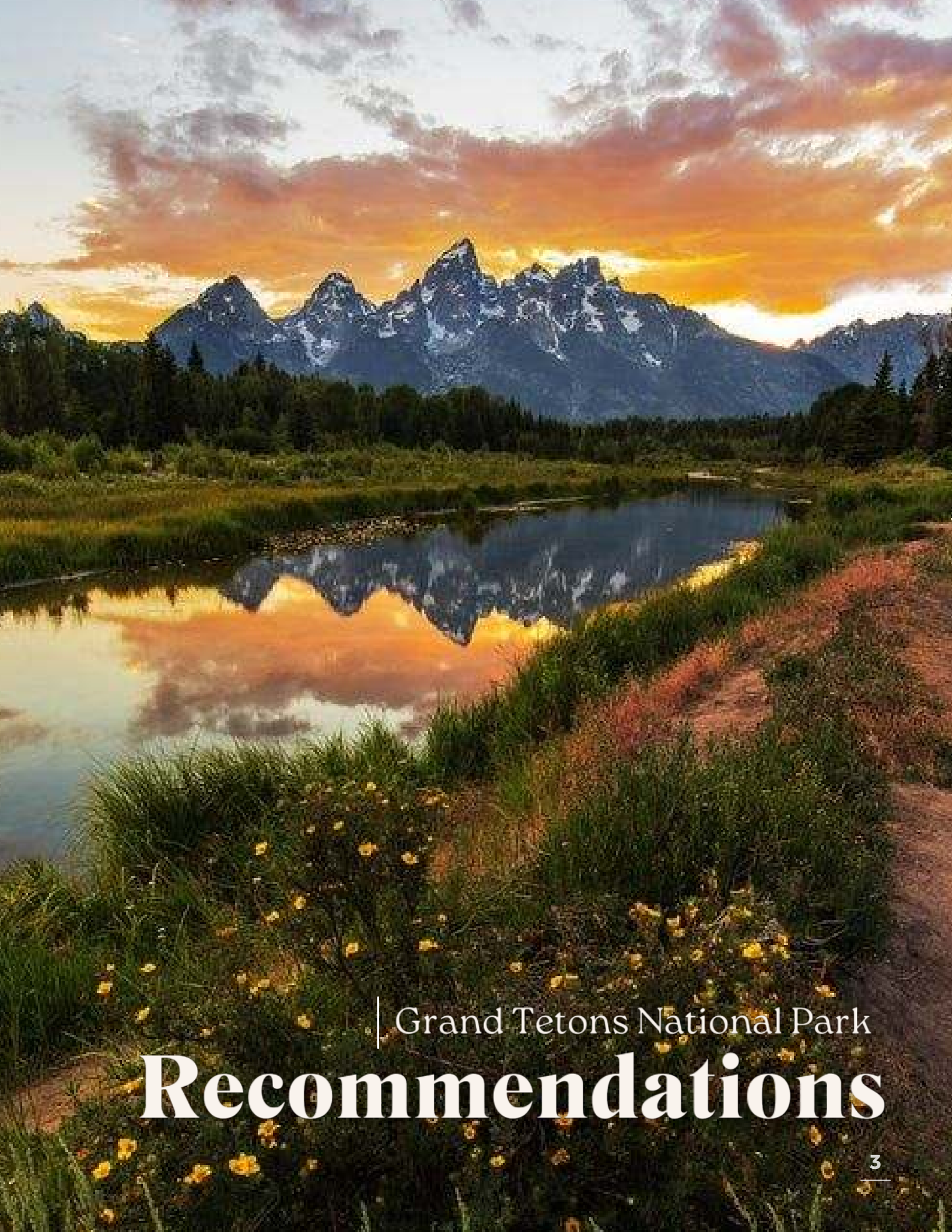
Using:



Brandwatch

BuzzSumo

Keyhole



| Grand Tetons National Park
Recommendations

Recommendations:

Recommendation	How	Why
Encourage engagement with tweets about park updates and visiting information	Utilize graphics	The few tweets that NPCA posted containing graphics (N=4) received far more retweets than those without. NPCA should utilize more graphics in order to increase engagement on tweets that previously did not receive many retweets, such as park updates and visiting information (Further analysis on pg. 11)
Increase audience reach	Continue tagging conservationist personalities/top influencers	Tweets mentioning conservationist personalities (N=25) garnered the most retweets (pg.13). By tagging people who share NPCA's values and who are relevant to their mission of preserving the National Parks, NPCA is able to reach a wider audience who shares their beliefs. Creating tweets with influential users can drive engagement up by 20%. User @TammileeTips had a reach of 14,799 (pg. 21)



Recommendations:

Recommendation	How	Why
Improve engagement on posts	Utilize NPCA story and call-to-action links	NPCA received great engagement when they tweeted a link to a story on their website (n=152). By getting its audience to the website, NPCA is able to further its message and promote its mission (Further analysis on pg. 13)
Solidify brand identity	Utilize unique and consistent hashtags	NPCA's competitors such as WWF maintains a greater share of voice across platforms. WWF currently has the greatest share of voice at 41.4% (N=41,140) while NPCA has far less with 6.6%. WWF utilizes hashtags such as #connect2earth and #WWF allows audiences to recognize them easily. NPCA could increase their share of voice by creating and consistently using hashtags that would help identify them to their audience. (Further analysis on pg. 36)



Recommendations:

Recommendation	How	Why
Address current events and social movements, especially relating to conservation	Continue creating posts about current events	According to our analysis (pg. 9), conversation about NPCA is highest when they create posts relating to social movements and current events. Their audience tends to engage the most with these; for example, when they tweeted about #ParkforTill and N=224 mentions were recorded. This is more than double their daily average of engagement. (Further analysis on pg. 12)
Maintain neutral sentiment	Create posts that are more informative rather than opinionated	Continue making posts that are neutral since about 60% of the sentiments were negative. Taking the time to curate neutral tweets will drive down the percentage of negative tweets and lead to a more positive association with NPCA's brand. (Further analysis pg. 27)



Recommendations:

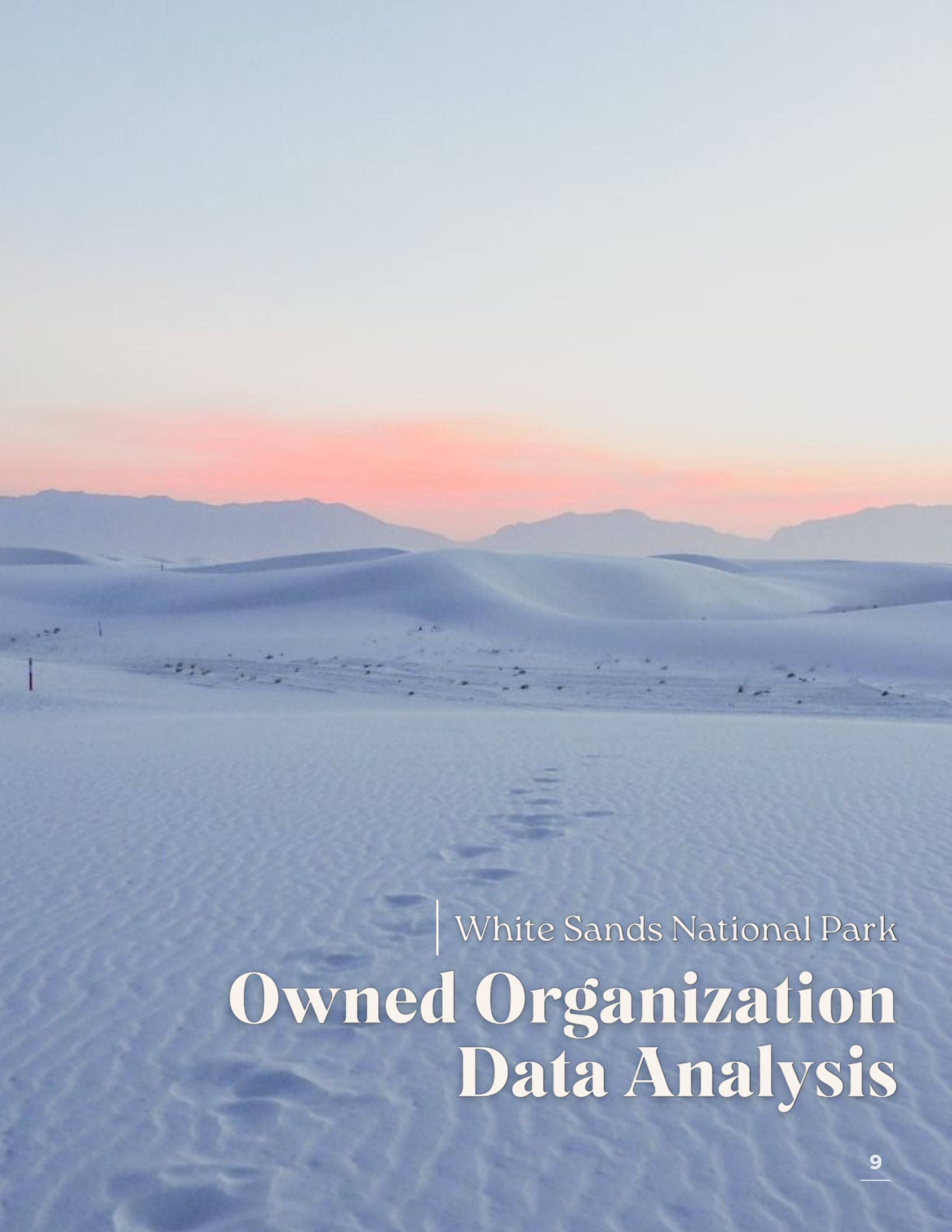
Recommendation	How	Why
Increase brand recognition and credibility in the online conservation community	Use trending hashtags during awareness days	During days like World Health Day and National Park Week, NPCA received good engagement on their posts that used corresponding hashtags such as #WorldHealthDay and #NationalParkWeek. By using these hashtags, NPCA can become more involved in the online conversation. Awareness days such as these are times of high engagement and would allow NPCA to spread their brand name and message amongst an their target audience. (Further analysis on pg. 19)
Create collaboration and conversation with relevant Twitter users	Choose top Twitter influencers to interact with through replies and mentions	Accounts such as @climatenps and @grenyellowstone are influential users on Twitter involved in the conversation of the effects of climate change on the National Parks (pg. 34). Having meaningful interactions with users as as these will increase NPCA's credibility amongst their audience.



Recommendations:

Recommendation	How	Why
Target conversations to geographically relevant locations	Highlight individual national parks every week on Twitter	When NPCA tweeted about events in certain parks, they received the most engagement from states where the parks were located. California had the most engagement (N=98) when NPCA talked about the effects of climate change on the parks there. Further analysis on pg.29
Highlight NPCA's stance on climate change	Continue creating Tweets about NPCA's stance and opinions on the matter	Climate change is a big topic that NPCA highlights by creating posts that relate to the conversation. The biggest topic within our theme data (North American climate change), was the effects of climate change on the National Parks. This made up 78% (N=13.8k) of the data and emphasizes how important the topic is to the target. February 4th, 2022, N= 10,272 retweets of a tweet prompting discussions and debates between Twitter users over whether the effects of climate change are significant or not. (Further analysis on pg.23)





| White Sands National Park

Owned Organization Data Analysis

Data Overview

Key Insights

1 Graphics garner the most engagement, yet are posted the least throughout our data set. For example, on January 9, a graphic thanking National Parks Service staff was posted honoring Law Enforcement Appreciation Day.

Holidays surpass all other themed tweets by approximately 2.94 retweets. Examples of these holidays include both national holidays as well as days like National Bird Day, Law Enforcement Appreciation Day, etc.

3 Slogan and awareness hashtags gain a lot of traction, yet the majority of posts have no hashtags whatsoever (n=377). As expected, these bring in the least amount of engagement. NPCA employs successful slogan hashtags such as #PlanLikeARanger and #ParkforTill

@ **Volume**
461 tweets

Timeline



Gender
45% Female
55% Male

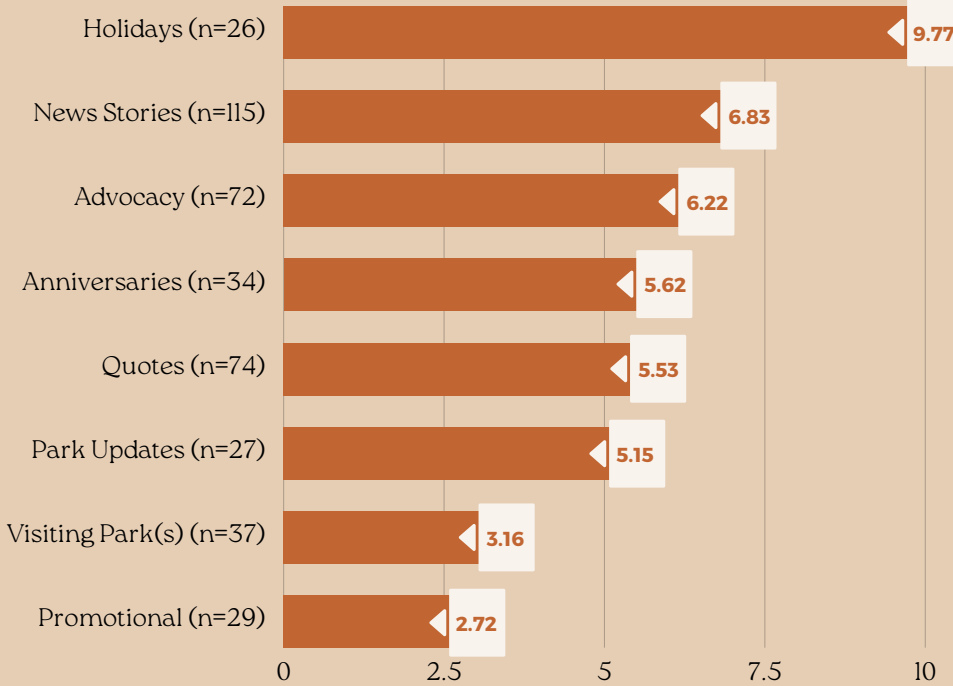


Questions we explored

1. What types of posts perform best in regards to engagement?
2. Which media and URL types are appreciated the most by NPCA's audience?
3. What strategies can we employ to increase post quality and interaction?

Owned Organization Data

Average Retweets by Theme

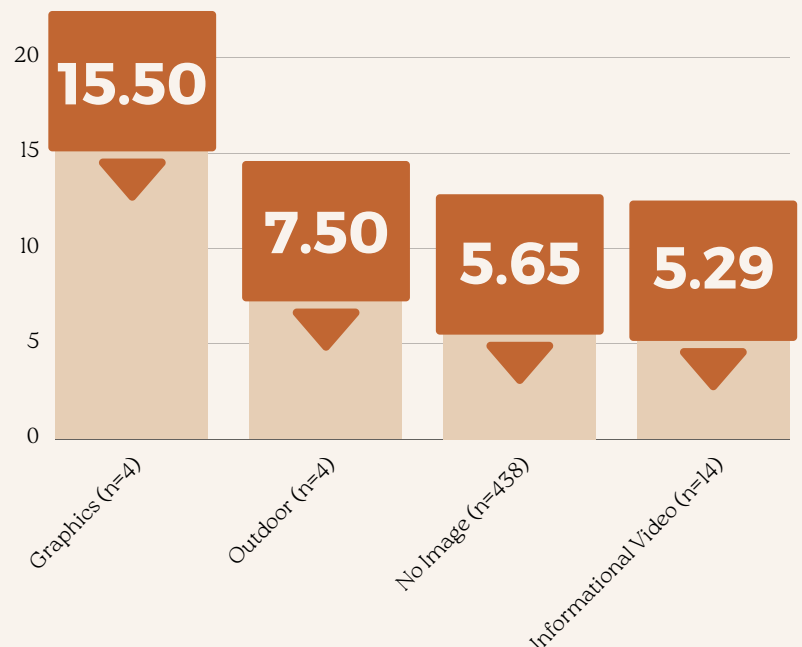


By far, NPCA's most popular theme in regards to retweets are Holidays. These holiday posts refer to both nationally observed holidays, religious holidays, and other significant days that relate to National Parks (National Bird Day, etc.). The second most engaged with theme is relevant news stories, yet this is the most popular theme for the NPCA twitter page. It makes up 115 of the total 461 posts from our three months of data. As expected, promotional tweets get the least amount of interaction out of all of the twitter posts.

Omitted: Reminders (n=5), Trends (n=2), Partnerships (n=6)

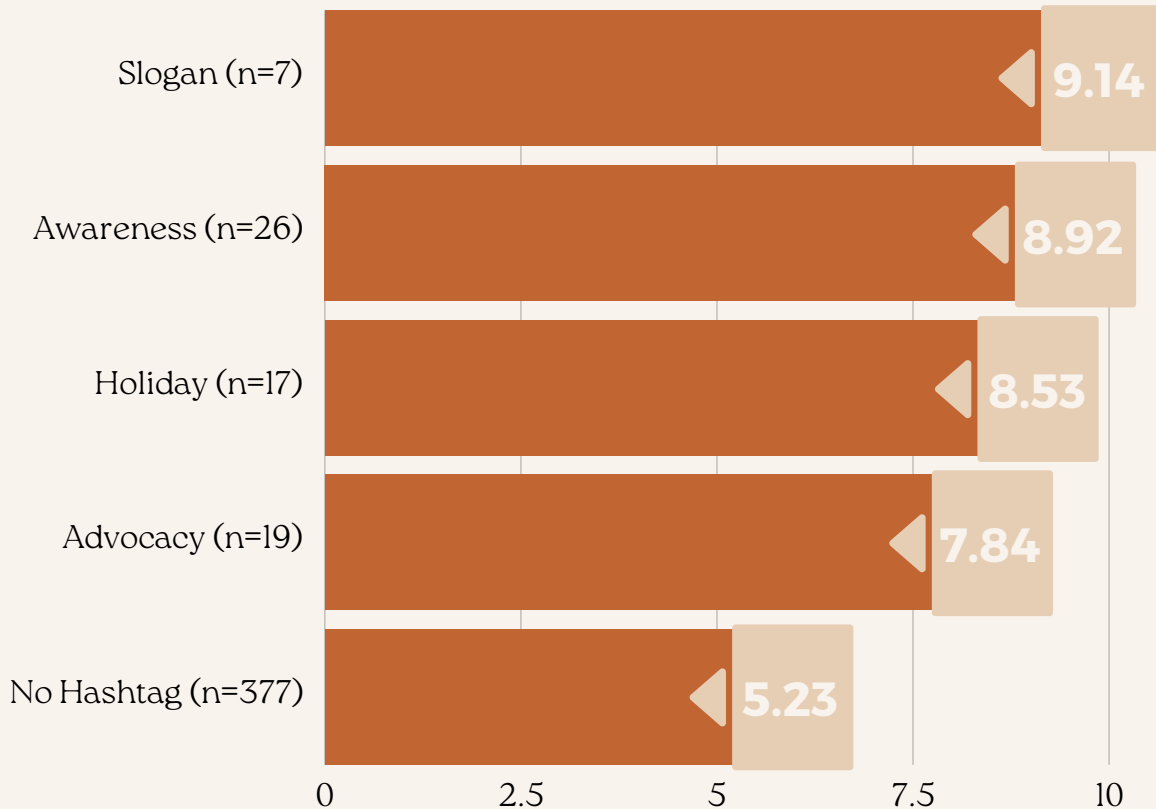
Average Retweets by Image Content

When observing this graph, the two categories with the highest levels of engagement each make up approximately 1% of the total number of tweets in our survey. We chose to include this data to show the major improvements that including images could bring to the overall engagement levels. The majority of NPCA's tweets (95%) include no images and these types of posts have the second lowest engagement levels.



Owned Organization Data

Average Retweets by Hashtag Type

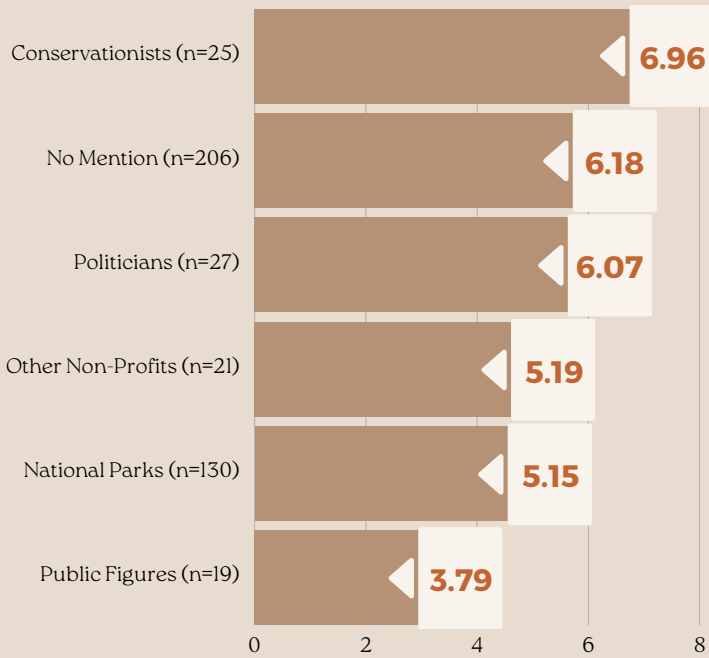


While there were the least amount of tweets with a slogan hashtag (n=7), we kept it in our data because it had the most amount of engagement compared to the other hashtags. The majority of the tweets did not have a hashtag, and received the least amount of retweets.

Omitted: Campaign (n=6), Call to Action (n=2)

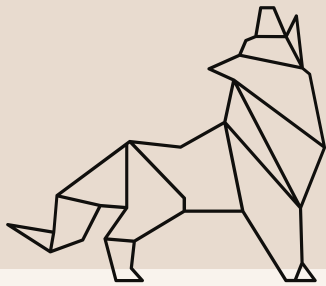
Owned Organization Data

Average Retweets by Mention Type



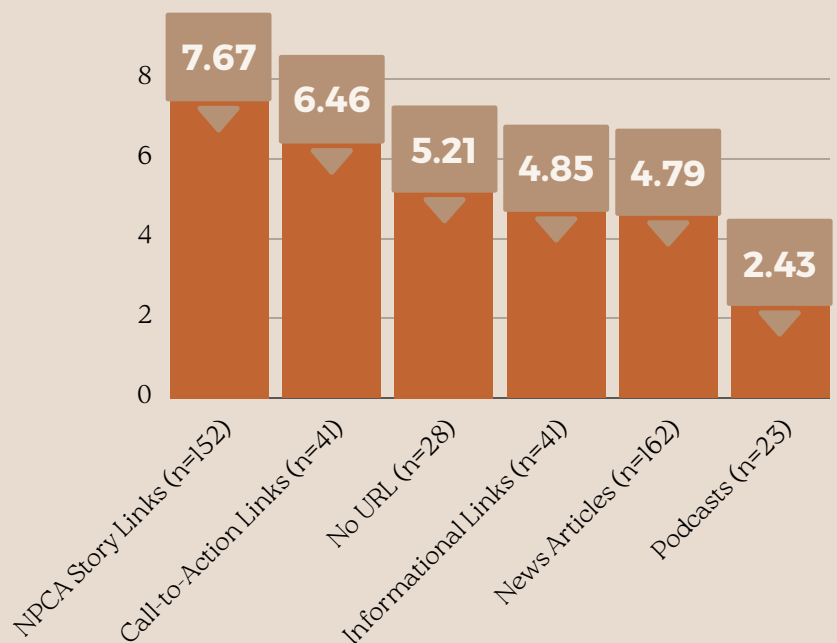
Though the majority of tweets from the NPCA lack a mention or reference a National Parks' account, the highest levels of engagement, specifically retweets, are seen with the inclusion of conservationist personalities. Our conversationalist personalities are leading our retweets. These personalities include @JFsebastian146 where he speaks effects on parks.

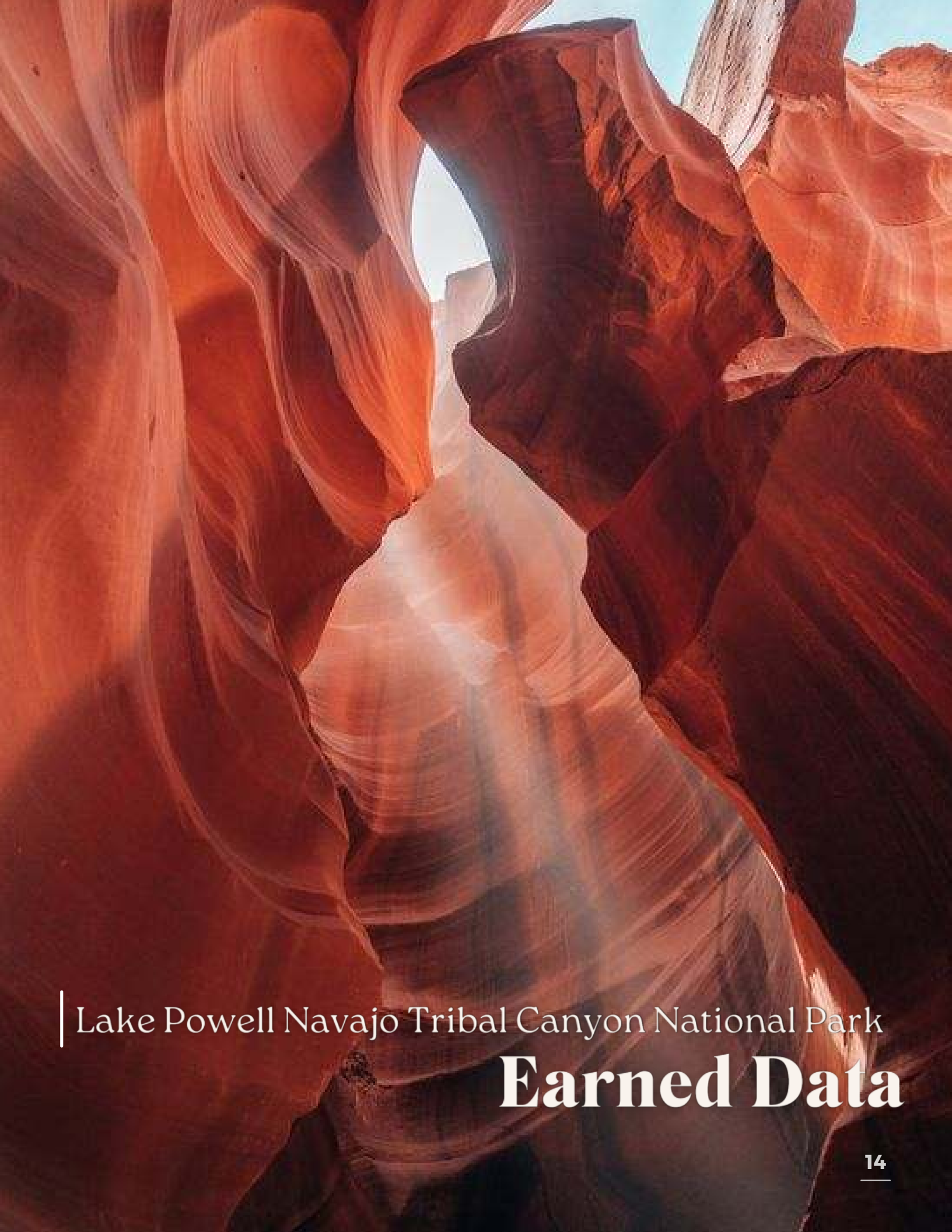
Omitted: Government Entities (n=6)



NPCA's story links received the most retweets, which led Twitter users to NPCA's website to read more. This is followed by Call-to-Action links and then "No Links", but while tweets with no links received higher engagement than other links (Informational Links, News Articles), the difference isn't notable enough to not encourage the use of links in tweets.

Average Retweets by URL Target Type



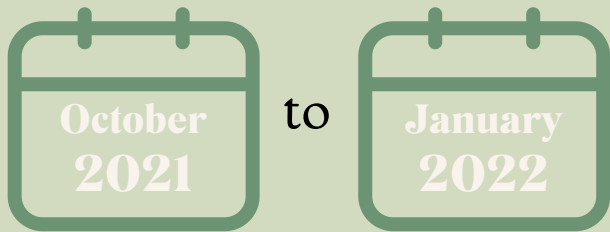


| Lake Powell Navajo Tribal Canyon National Park

Earned Data

Data Overview

Timeline



Two Sections

Organization
National Parks Conservation Association
Competition
World Wildlife Fund, National Parks Foundation, Sierra Club

Key Insights

1 The main topics of conversation in relation to the National Parks Conservation Association revolve around climate change, including opinions, effects of climate change on national parks, as well as pollution.

Spikes in conversation include various forms of advocacy regarding both civil rights and climate change efforts. These both correlated with trending hashtags such as #ParkforTill and #ParksinPeril.

3 When compared to their competitors, NPCA has close to the smallest share of voice but also the smallest negative sentiment. Conversation surrounding NPCA is generally less negative in proportion to their total amount of conversation than any of their competitors.

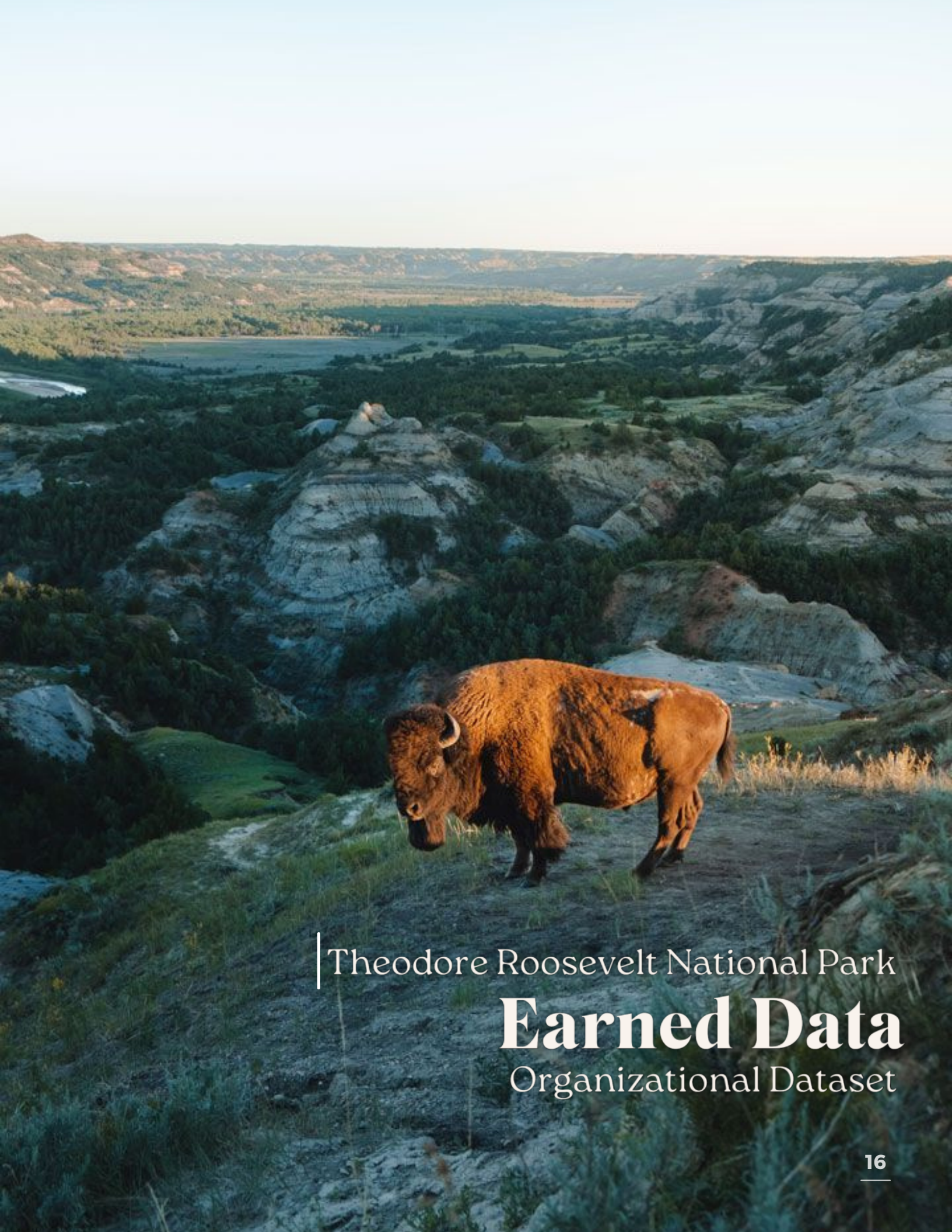
Using:

Keyhole

BuzzSumo



Brandwatch



Theodore Roosevelt National Park
Earned Data
Organizational Dataset

Data Overview

Key Insights

1 Visiting parks is a male-dominated conversation with 61% of the dataset being male and 39% being female. The themes of Federal Protection and Activist Movements are relatively even in regards to gender.

Much of the total conversation revolves around various government related issues such as civil rights advocacy as well as conservation through legislation efforts. The most popular theme in conversation was regarding Federal Protection.

3 As expected, the theme of Visiting Parks has the least amount of overall negative sentiment, while Federal Protection has the highest amount. If they so choose, NPCA can tailor their conversations to focus more on park visitation rather than any federal issue in order to garner more positive sentiment.

@ **Volume**
1,179 tweets

Timeline



Top Hashtags

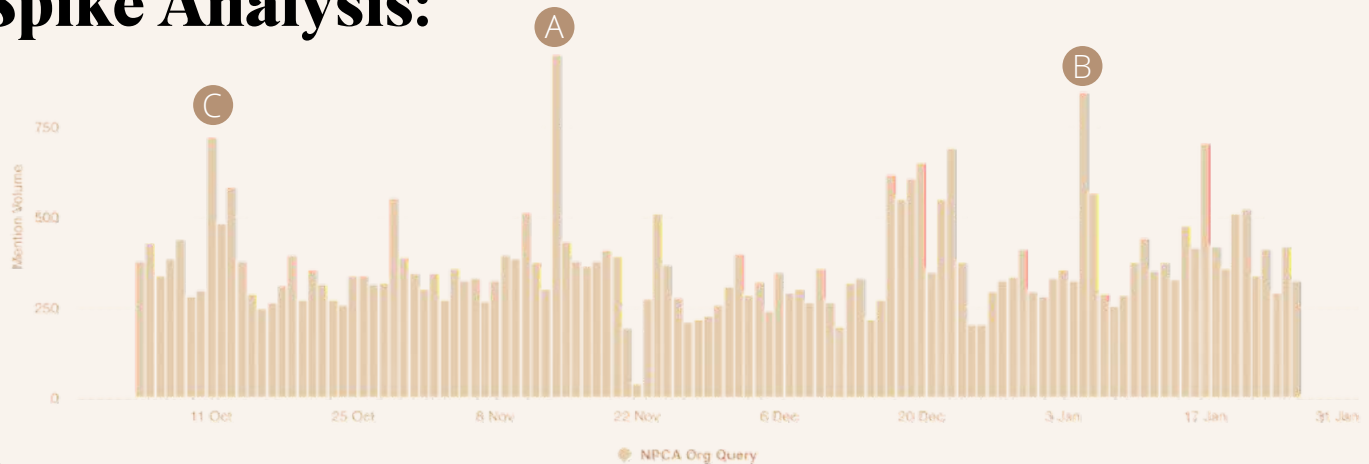
#NoRoadtoAmbler
#WorldHealthDay
#NationalParkWeek

Questions we explored

1. What themes are most popular among our organizational dataset?
2. When spikes in conversation occur, what topics does it entail and how can we effectively join in on the discussion?
3. Who frequently interacts with these topics and how can we target more constant interaction with various personalities on twitter?

Organizational Dataset:

Spike Analysis:



A) November 3rd, 2021

Conversation about how a new infrastructure bill will provide more budget for The National Parks system.

B) January 5th, 2022

N= 224; #ParkforTill is trending as a petition and movement to have a National Park made in honor of Emmett Till as well as and #WomenoftheMovement which is a hashtag for the movie about Emmett Till's mother who was seeking justice for her son's death.

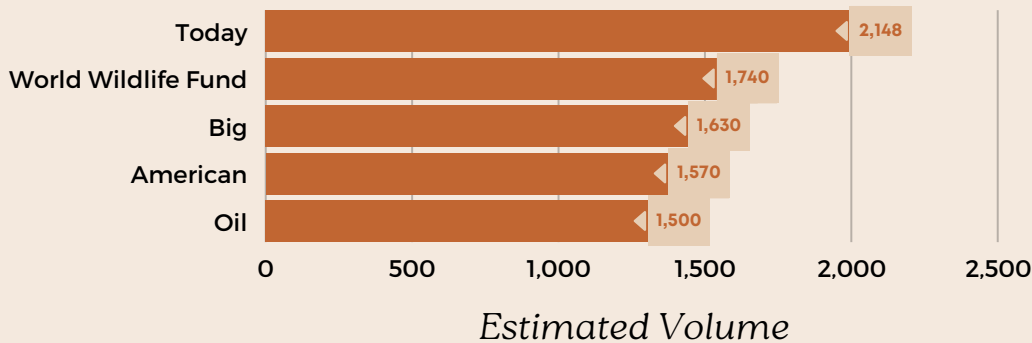
C) October 11th, 2021

N= 236 mentions using #ParksinPeril about the recent influx of visitors to National Parks and the negative impacts of that. Along with that there were N=109 mentions about Indigenous People's Day, specifically retweets of a NPCA tweet celebrating the day.



Organizational Dataset:

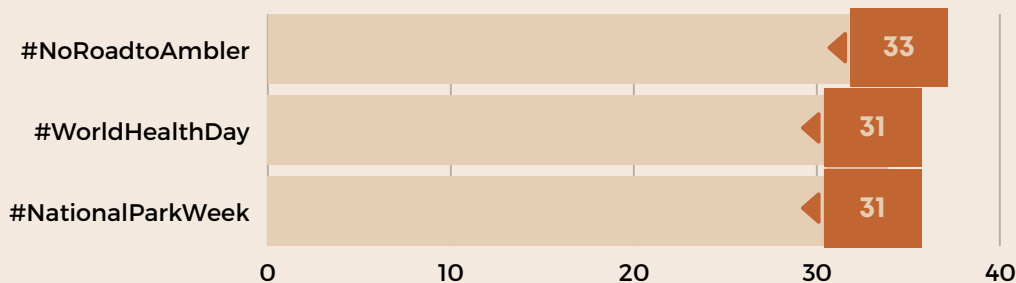
Top Unique Items:



The highest recording of social media engagements in relation to the NPCA is "today," suggesting the organization runs adjacent to current events.

Top Hashtags by Engagement:

Data from Keyhole looking at March 20, 2022 - April 20, 2022
(only timeline available with free trial)

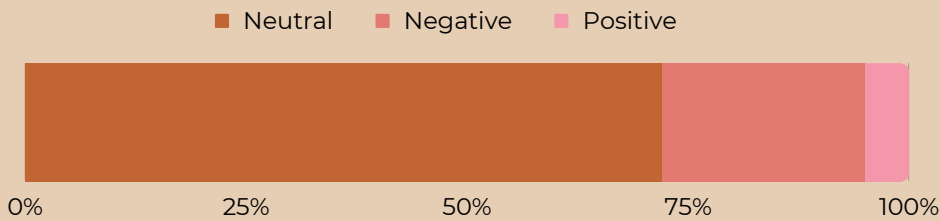


By looking at data within this timeline, we were able to analyze hashtags that didn't appear in our initial dataset. Events such as World Health Day occurred outside of our original timeline, but by using Keyhole we were able to learn that our audience engages well with holidays and events. National Park Week is relevant to our brand as well and we are able to see how much engagement our brand's content received when they utilized the corresponding hashtag to the holiday.

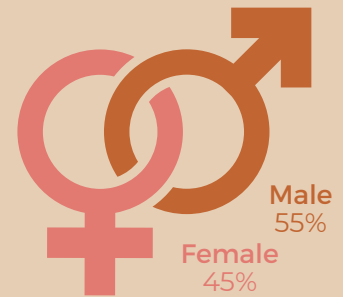


Organizational Theme Analysis

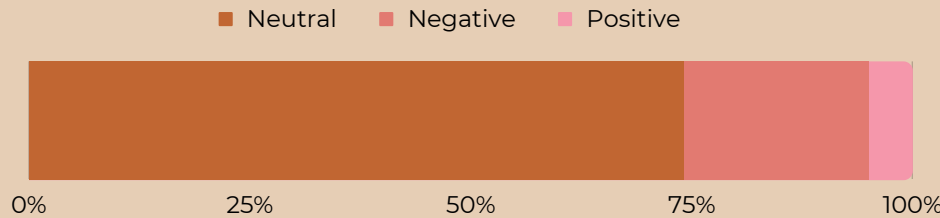
Federal Protection: Number of Posts - 452 (38%)



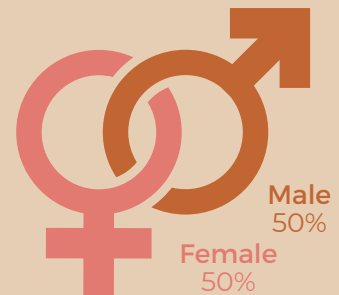
An enormous aspect of assisting conservation of the National Parks relies upon the relationship of the parks with the federal government and consequential legislation.



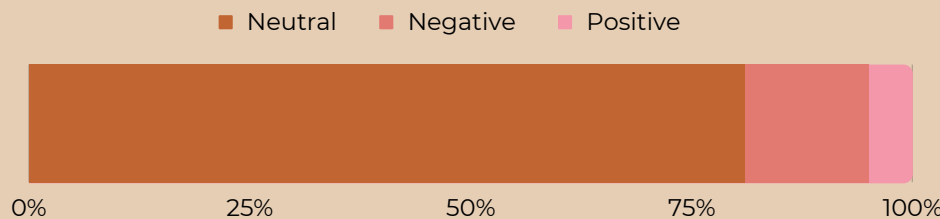
Activist Movements: Number of Posts - 408 (35%)



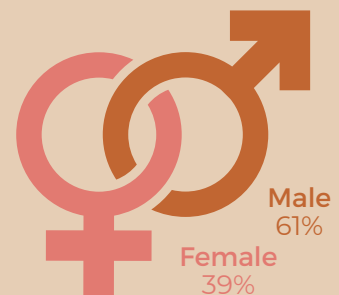
The NPCA frequently utilizes its authority to bring awareness to political and social movements that currently or previously impact(ed) people within the United States. This concept often presents itself with campaigns throughout the National Parks to gain traction.



Visiting Parks: Number of Posts - 319 (27%)



The National Parks continue to thrive today due to the outstanding number of people that continue to love, cherish and visit these institutions. Because of this phenomenon, the NPCA's media and its following must update media on accessibility and status of their parks.



Influential User Analysis

@TammileeTips



Travel lifestyle blogger, award-winning photographer, chai tea addict, sunset hunter.
Theme(s) of Interest: Activist Movements
3 mentions/avg.
Reach of 14,799

@NationalPrecast



Theme(s) of Interest: Park Visitation
7 mentions/avg.
Reach of 7,052

@NPCA_Ontario



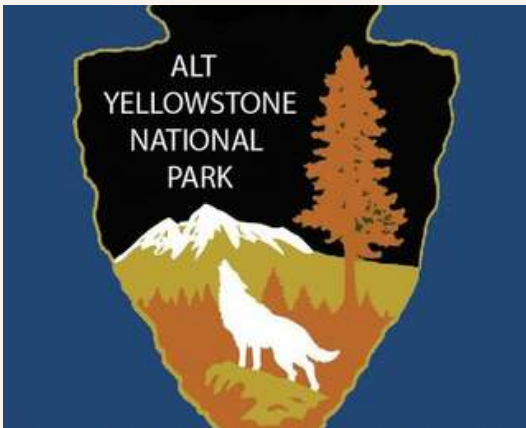
Theme(s) of Interest: Federal Protection, Park Visitation
3-4 mentions/avg.
Reach of 4,692

@ndngenuity



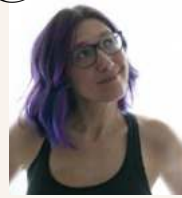
Theme(s) of Interest: Federal Protection, Park Visitation
5-9 mentions/avg.
Reach of 1,813

@AltYelloNatPark



An unofficial team of employees scientists & activists, in & around Yellowstone national park. Posting photos ideas and solutions because if we don't, who will?
Theme(s) of Interest: Pollution
2 mentions/avg.
Reach of 14,776

@mikamckinnon



Theme(s) of Interest: Opinions
1 mention/avg.
Reach of 13,746

@prayerfeathers

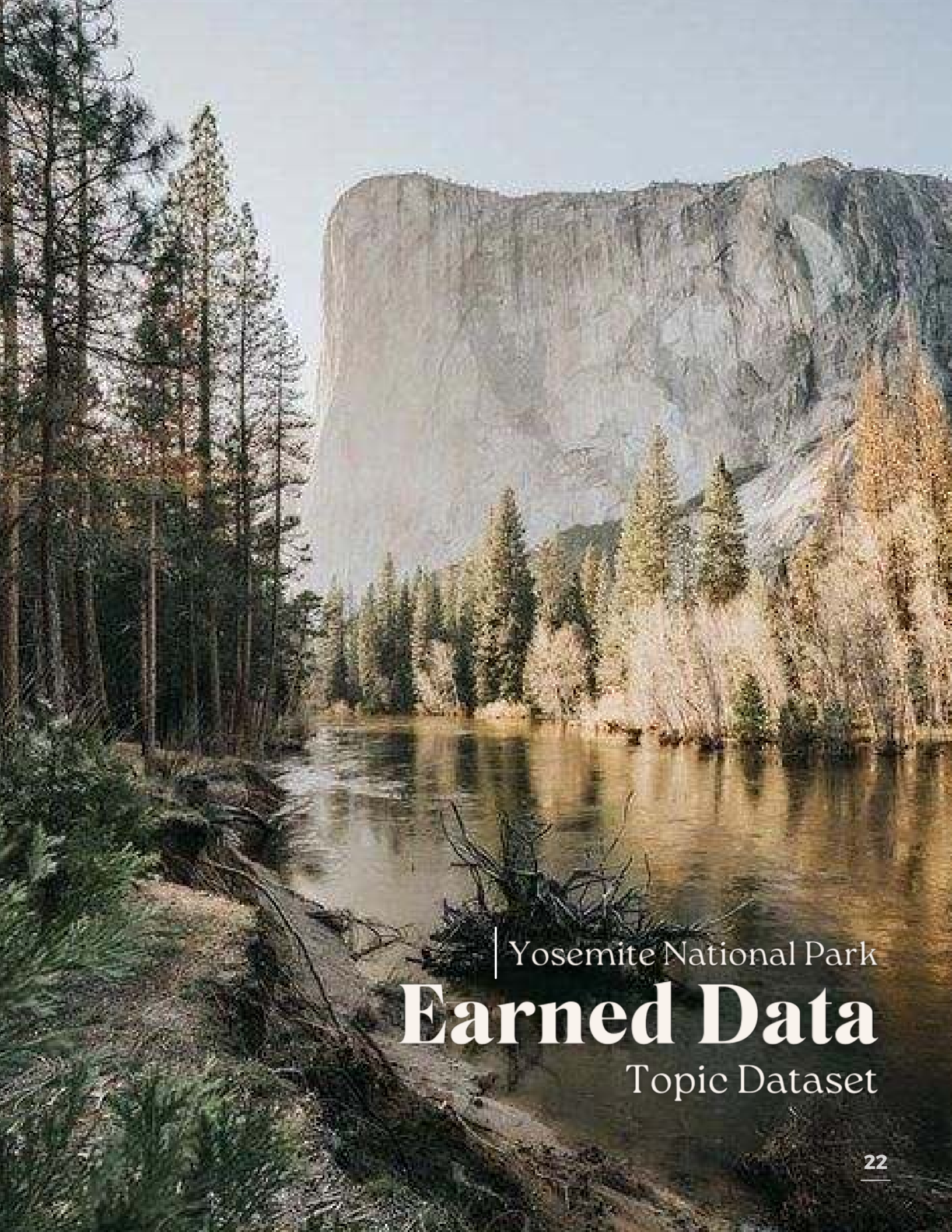


Theme(s) of Interest: Political Action
2 mentions/avg.
Reach of 12,395

@melbourne_7



Theme(s) of Interest: Effects On Parks
10 mentions/avg.
Reach of 7,915



| Yosemite National Park
Earned Data
Topic Dataset

Data Overview

Key Insights

1 The topic most aligned with NPCA's audience conversation is North American Climate Change. Much of our audience focuses on this discussion because of its inherent affect on the National Parks and surrounding areas.

One of the biggest sub-topics within North American Climate Change is its Effects on Parks, which makes up 78% of the topic dataset (13.8k tweets). It also has the most overwhelmingly neutral sentiment compared to the other sub-topics.

3 The conversation is mainly North American based (6,747 tweets native to the United States) with great emphasis on the states of California, New York, and other western states such as Montana and Colorado.

Volume

21,313 posts
Majority from twitter:
19,794 tweets

Timeline



Gender

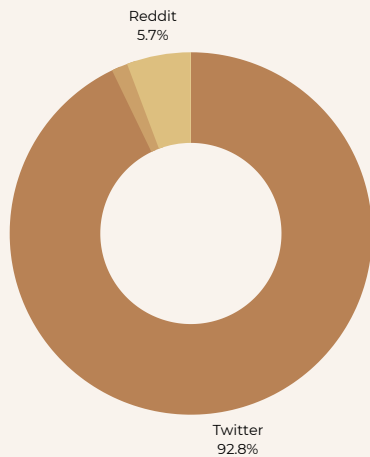
40.2% Female
59.8% Male

Questions we explored

1. How can we tailor our conversation to target the main topics interacted with by our audience?
2. What is the geographical makeup of this dataset and how can we personalize our messaging to target those in these hotspots?
3. Which conversations are applicable to NPCA and how can we properly employ and join in on these discussions?

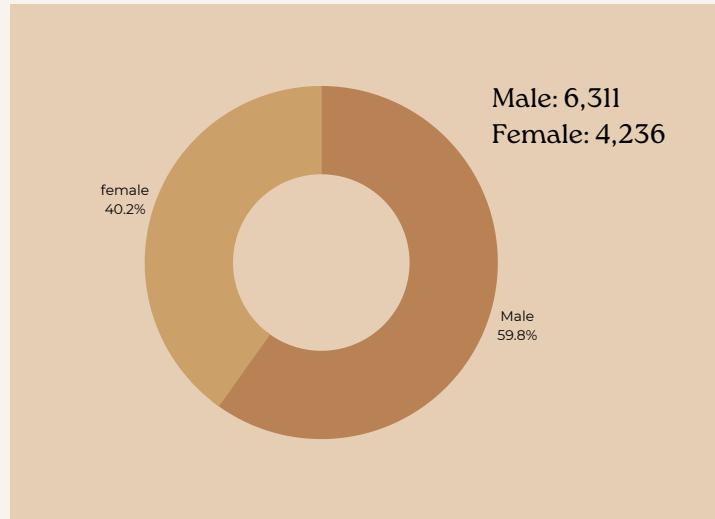
Topic Dataset Analysis: North American Climate Change

Data Description:



Our total volume is N=21,323, with the majority of our data coming from Twitter.

Twitter: 19,794 Instagram: 307
Reddit: 1,217 Facebook: 5

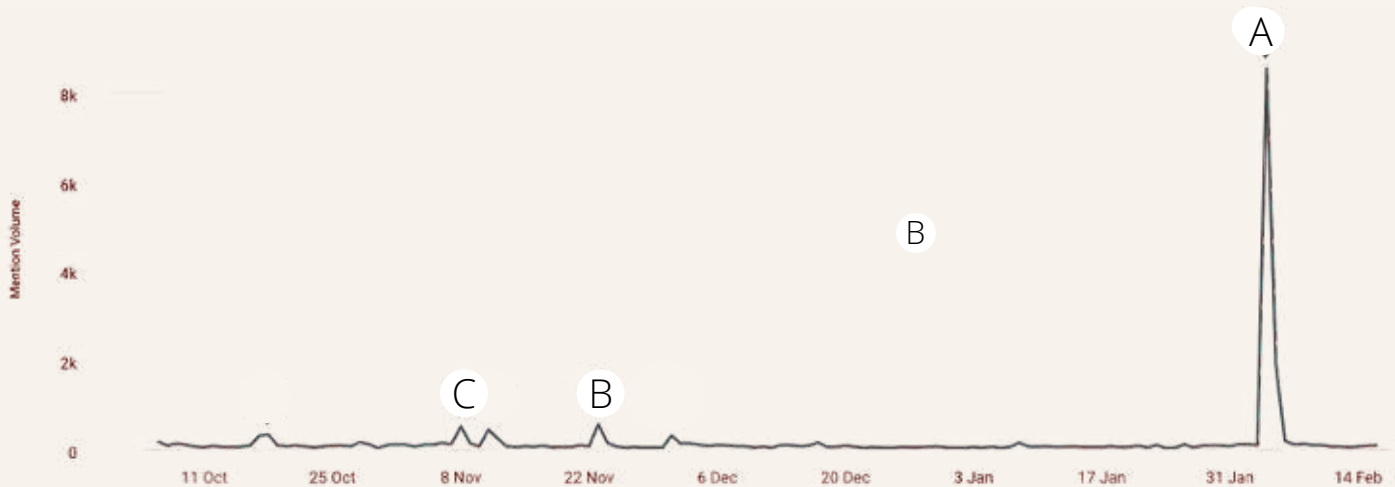


Geographical Impact:

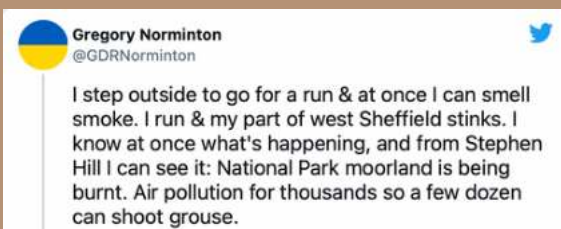


Topic Dataset Analysis

Spike Analysis



A.) February 4th, 2022: N= 10,272 retweets of a tweet prompting discussions and debates between Twitter users over whether the effects of climate change are significant or not.



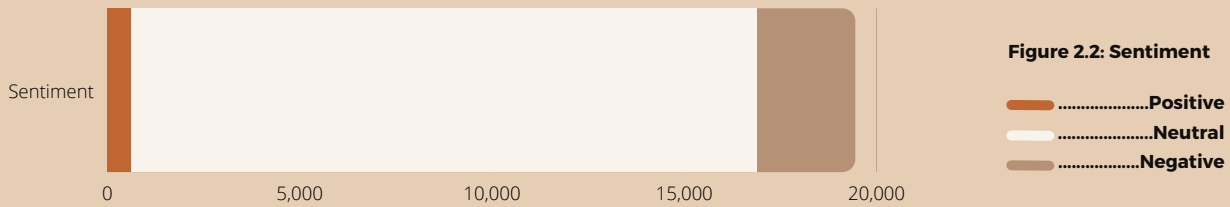
B.) November 23rd, 2021: N= 501 retweets of a tweet discussing the burning of a park and the negative impacts of that in order to accommodate hunting.



C.) November, 8th, 2021: N= 412 retweets of a tweet reporting on a Fox News commentator's negative comments on the severity of climate change.

Topic Dataset Analysis

Sentiment Analysis:



Most of the conversation across platforms was neutral (N=16,280) and much less were either positive (N=614) or negative (N=2,547). The majority of the neutral conversations were about news events relating to the national parks while the negative conversations focused on topics such as, the impacts of climate change.

Influential Users:

@Melbourne_7



Uganda influencer who hopes to be the voice of reason; "The lips of wisdom are closed except to the ears of understanding."
 Theme(s) of Interest: Effects on Parks
 18 mentions/avg.
 Reach: 7844

@JFSebastian146



Theme(s) of Interest: Effects on Parks
 26 mention/avg.
 Reach: 6,115

@EcolstArt



Theme(s) of Interest: Effects on Parks
 16 mentions/avg.
 Reach: 3,228

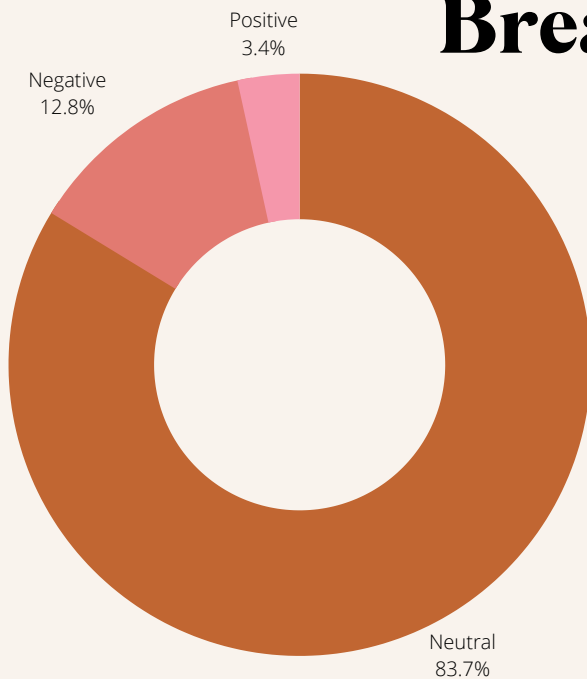
@sixsign



Theme(s) of Interest: Effects on Parks
 30 mentions/avg.
 Reach: 2751

Data Analysis Report: Twitter

Breakdown by Sentiment:

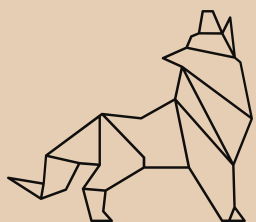


Most of the conversation on Twitter, relating to our topic, was neutral (N=1,901). The negative (N=2,914) sentiment came in second with the conversations primarily covering the negative impacts of climate change. The least amount of conversations on Twitter were positive (N=780).

Top Unique Items:

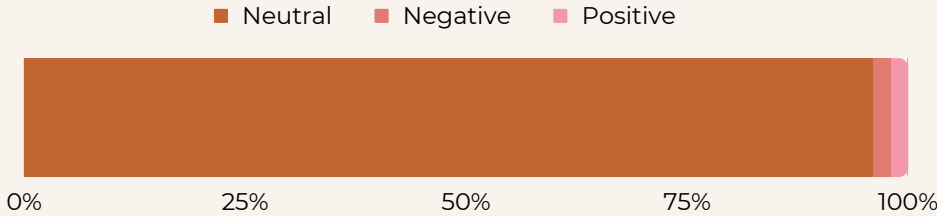
The leading conversation on Twitter related to Glacier National Park. "Glacier National Park" received N=10,542 mentions relating to whether or not the glaciers melting is a sign of climate change.

"World leaders" was another trending item with N=532 mentions. The sentiment was overall neutral since the conversations about world leaders varied.

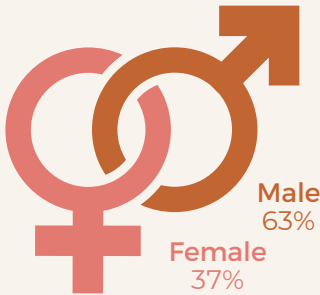


Theme Analysis

Effects On Parks: Number of Posts - 13.8k (78%)

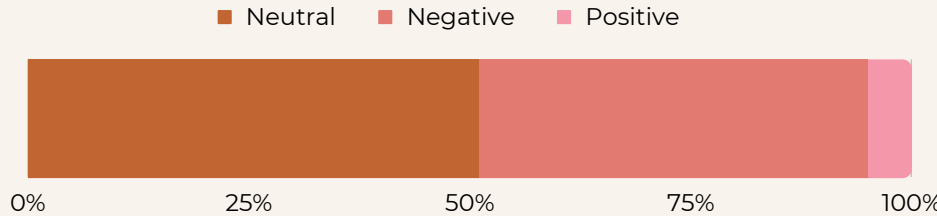


Since the foundation of the National Parks decades ago, the areas have witnessed decline in many ways. Whether this leads to changes in legislation or opinions on climate change, the subject exceeds in popularity.

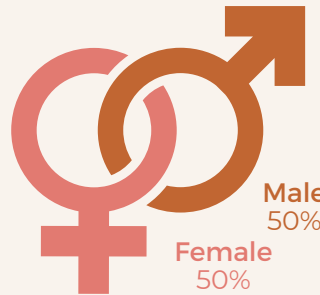


(See pg. 29 for more details)

Opinions: Number of Posts - 2,213 (13%)

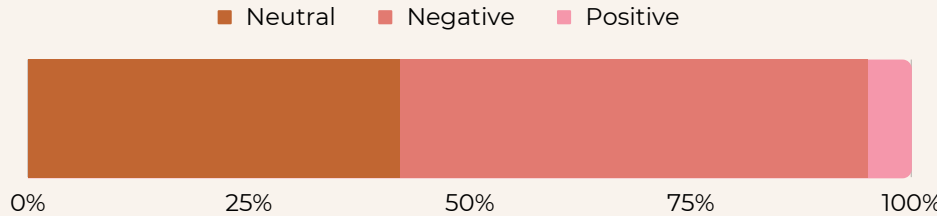


Because the central topic regarding the National Parks revolves around preservation and sustainability, media tends to reflect combative opinions on similar topics such as climate change.

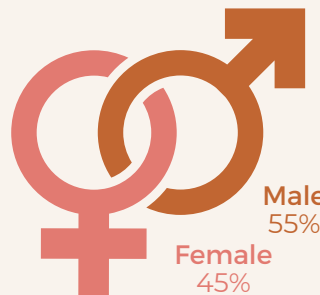


(See pg. 30 for more details)

Pollution: Number of Posts - 1,582 (9%)



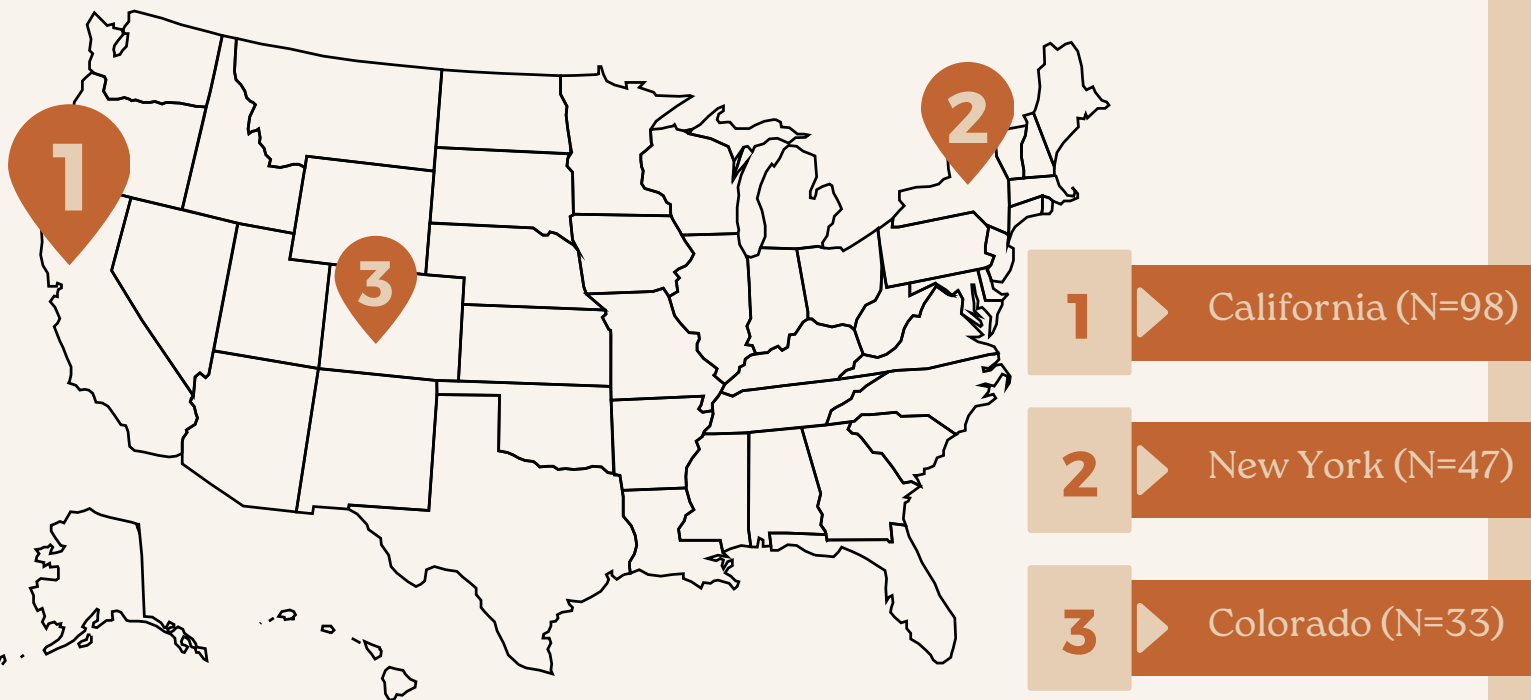
Pollution has been proven to be one of the largest contributors towards climate change and the visual appearance of the country's many wonders. As the parks are intended to be sacred, protected areas, pollution has become a big topic of discussion regarding preservation.



(See Pg. 31 for more details)

Theme Analysis

Effects On Parks: Number of Posts - 13.8k (78%)



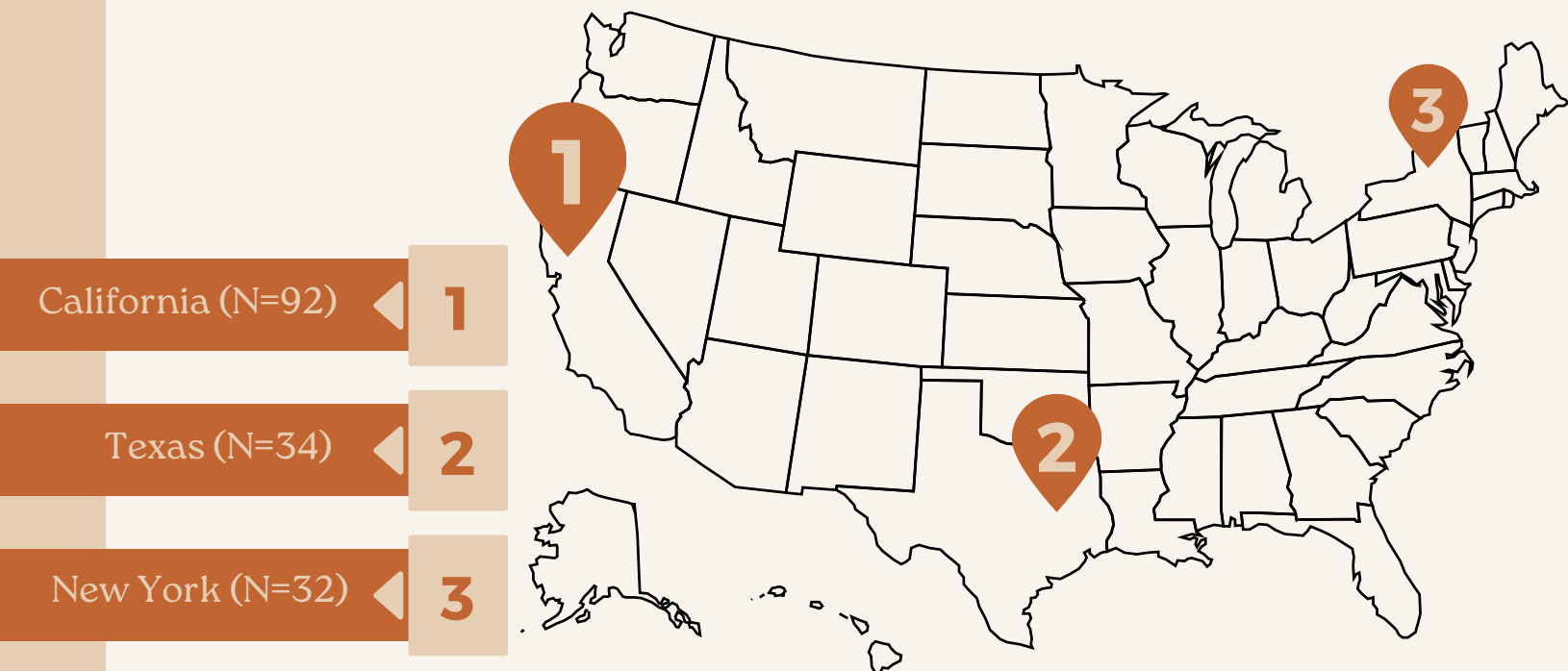
Because the NPCA is directly involved with the conservation of the National Parks, anything that impacts the ability to preserve the areas gains the attention of followers. The Twitter account ultimately witnesses peaks in engagement that adhere to this pattern such that legislation and events regarding parks lead to conversations online and heightened account traction.

Due to relation between trends of events and engagement, the NPCA Twitter account should lean further into discussions surrounding effects on parks in order to expand reach. Additionally, following geographical patterns in conversation in places like California will likely spark interest on a regional level while using key words/SEO's.

A screenshot of a Twitter post from user **mr_jj_cakes (James Jay Cakes) @mr_jj_cakes** dated 17 Oct. The text reads: "RT @billmckibben Truly powerful article on the Alaska conundrum--the state is being ravaged by climate change, but its leaders won't ever break with the fossil fuel industry. An example of how to write about this stuff @Nat_Herz <https://t.co/U6G6381f1B>".

Theme Analysis

Opinions: Number of Posts - 2,213 (13%)



The organization that keeps the National Parks functioning, and thus the NPCA, is the government. Alongside any conversation regarding the government lies any varying form of opinion under the sun. Whether users are rallying for new kinds of legislation to help preserve parks or protesting the development of another that invites the degradation of protected land.

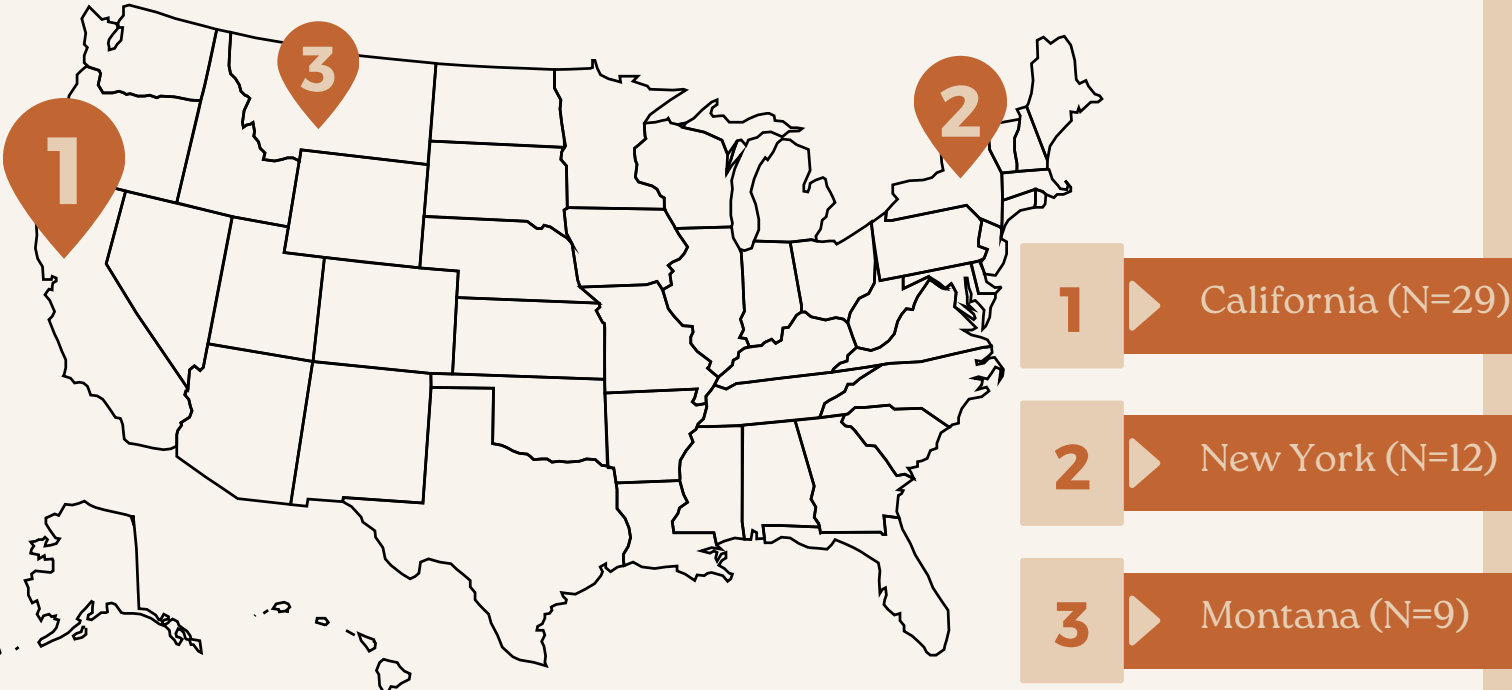
In areas largely impacted by legislation permitting harmful emissions, these sorts of conversations witness their peak. Metropolises in states such as California, Texas, and New York harbor some of the largest proponents of industry, pushing out legislation that makes the expansion of it easier, regardless of the impact on land, thus drawing attention of conservationists.



comeJointheFun (Accidental Tourist 🤖🌍 us) @comeJointheFun 6 Nov
RT @Interior Is there a better way to greet the day than with a beautiful sunrise at your favorite public lands spot? These special places, like @CanyonlandsNPS seen here, are experiencing dramatic shifts due to **climate change**. Here's how we are planning: <https://t.co/UKhAUpZMy1> <https://t.co/k1CUwo0bso>

Theme Analysis

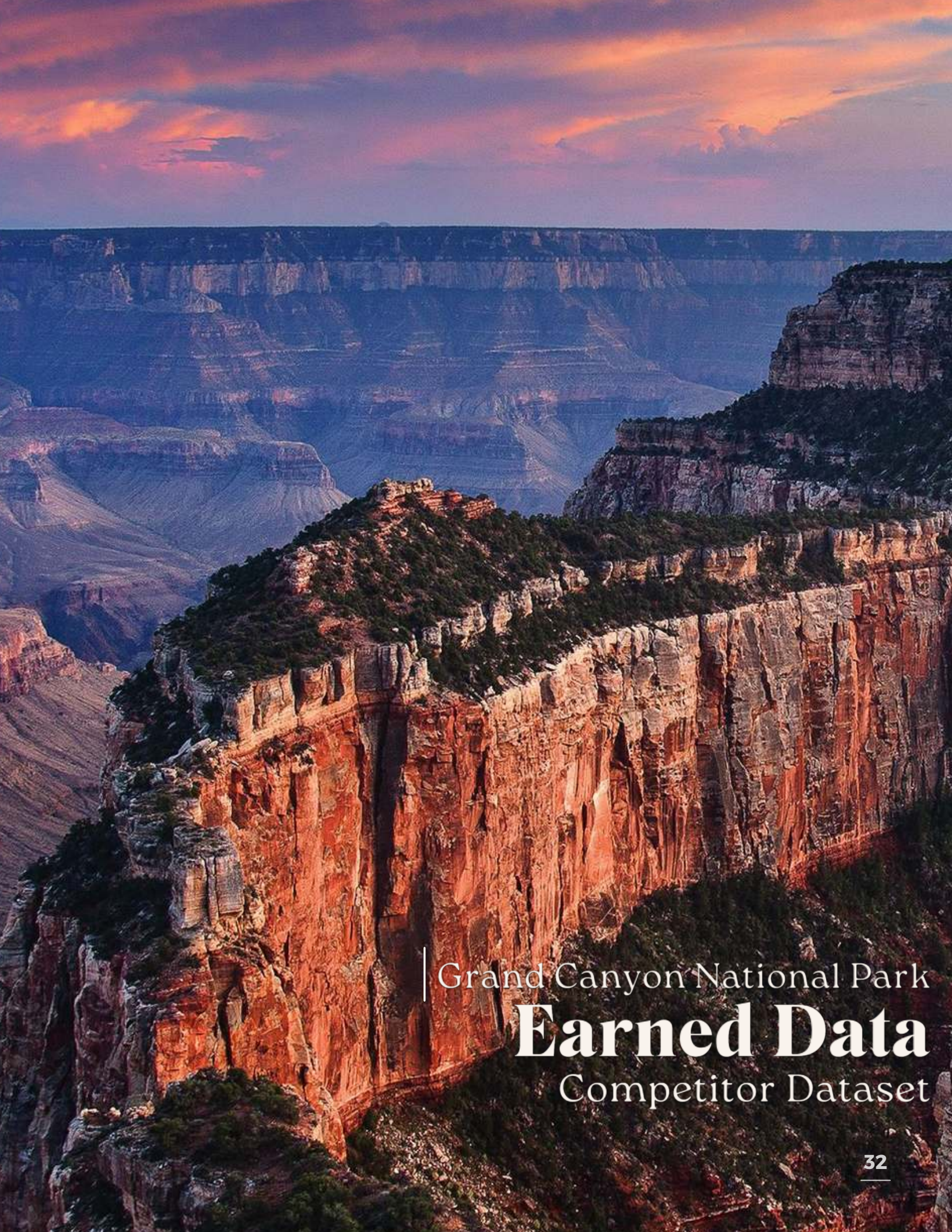
Pollution: Number of Posts - 1,582 (9%)



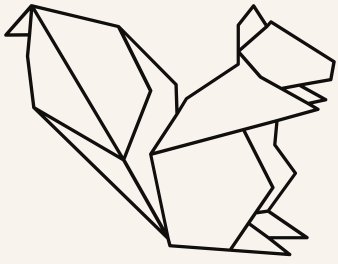
Pollution is one of the largest conversation topics regarding the NPCA, specifically because of its overlap with effects on parks and opinions, though it still ranks beneath the reigning themes. Subtopics of pollution have trended over the past multiple months, suggesting the prominent complication of water resources. An arising discussion in Montana raises issue with the treatment and cleanliness of waters towards the border of Montana and Wyoming, situated on the Yellowstone River.

By aligning itself with the efforts to purify resources in places like Yellowstone, the NPCA would create the ability to post about their actions to promote a better future, thus changing the sentiment around these tweets.

John Horning_ (John Horning) @JohnHorning_ 15 Feb
Good news for #ClimateAction: A federal court has rejected a massive expansion of a coal mine in Montana! The preliminary ruling finds expansion of the Rosebud coal mine illegally jeopardized clean water, the Yellowstone River, and the #climate. <https://t.co/cPY09ZchxR>



| Grand Canyon National Park
Earned Data
Competitor Dataset



Data Overview

Key Insights

1 NPCA has close to the smallest share of voice when compared to its competitors, which can be improved through increased constant content sharing as well as interacting with their competitors and competitors' audience.

2 NPCA has a majority of neutral sentiment with a small percentage of negative sentiment when compared to other competing organizations.

Volume

99,430 tweets

Timeline



approximately
Total Audience 2,426,900 followers

Buzzsumo Analysis

Top Twitter Influencer

@climatenps: 36K followers, 60-page authority (Page Authority (PA) is a score developed by Moz that predicts how well a specific page will rank on search engine result pages (SERP). Page Authority scores range from one to 100, with higher scores corresponding to a greater ability to rank.)

Additional Influencers

@altusnps: 29.8K followers,
1-page authority

@grenyellowstone: 833
followers, 27-page
authority



Comparable Organizations:



WWF

1.9m Followers



**NATIONAL PARK
FOUNDATION**

142.5k Followers



**SIERRA
CLUB**

384.4k Followers

The World Wildlife Fund is a non-profit organization dedicated to "conserving nature and reducing the most pressing threats to the diversity of life on earth." The World Wildlife Fund is very well known, having a strong Share of Voice and some of the most positive sentiment among their mentions. WWF has the most overall number of posts (N=41,140) and a strong overall international presence because of their worldwide conservatory efforts.

The National Park Foundation works to "ensure that all people are welcome and able to discover their own personal connections to parks". Their share of voice is the lowest (N=3,330) which is also below NPCA's (N=6,554). Due to their small amount of mentions, their data is sparse, yet very average among the other datasets.

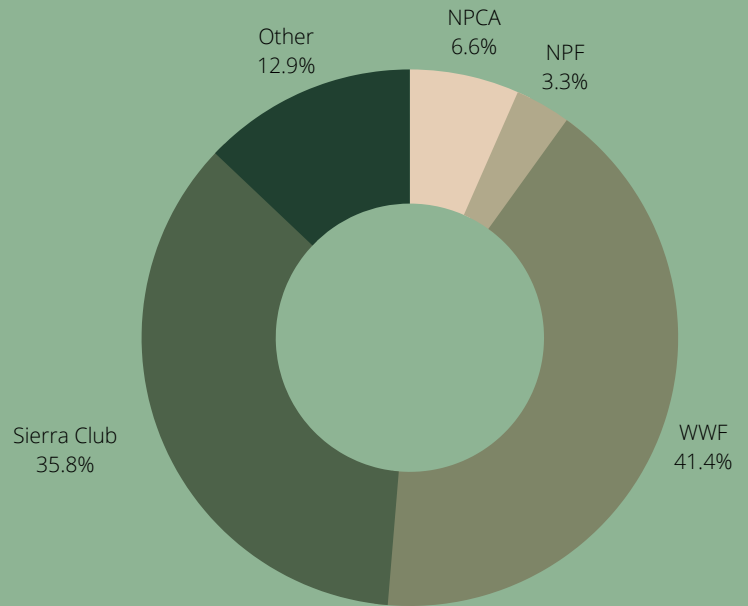
The Sierra Club works alongside the United States government to ensure a livable planet through legislation and lobbying. They have the second most overall number of posts (N=35,550) which gives them a strong share of voice, yet they have the most negative sentiment out of all three competing organizations (N=5,690). This is most likely due to their government efforts and varying political opinions.



Competition Analysis:

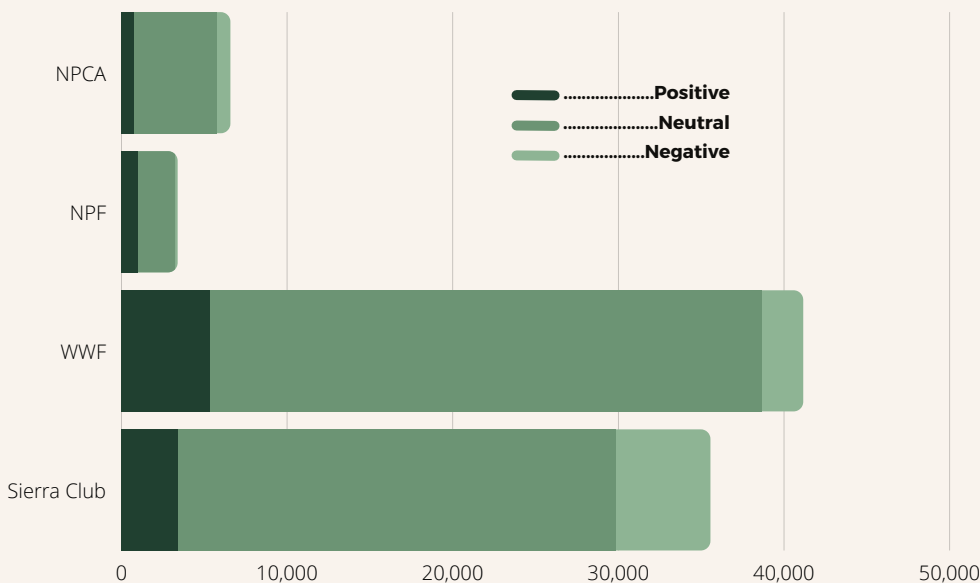
Share of Voice:

	tweets
National Parks Conservation Association (NPCA)	6,554
National Parks Foundation (NPF)	3,330
World Wildlife Foundation (WWF)	41,140
Sierra Club	35,550
Total	99,430



This chart shows the Share of Voice among NPCA and its competitors on social media. The Sierra Club and WWF have the largest share of voice since they are large organizations that post frequently on their platforms.

Comparative Sentiment Analysis:



This chart shows the sentiment of mentions for the different organizations we have been comparing to NPCA. The majority of their mentions are neutral, with WWF having the most positive sentiment. This is likely due to WWF having more mentions than any other organization. The Sierra Club had the most negative sentiments proportionally compared to the other organizations.

Competition Analysis:

Comparison of Geography:

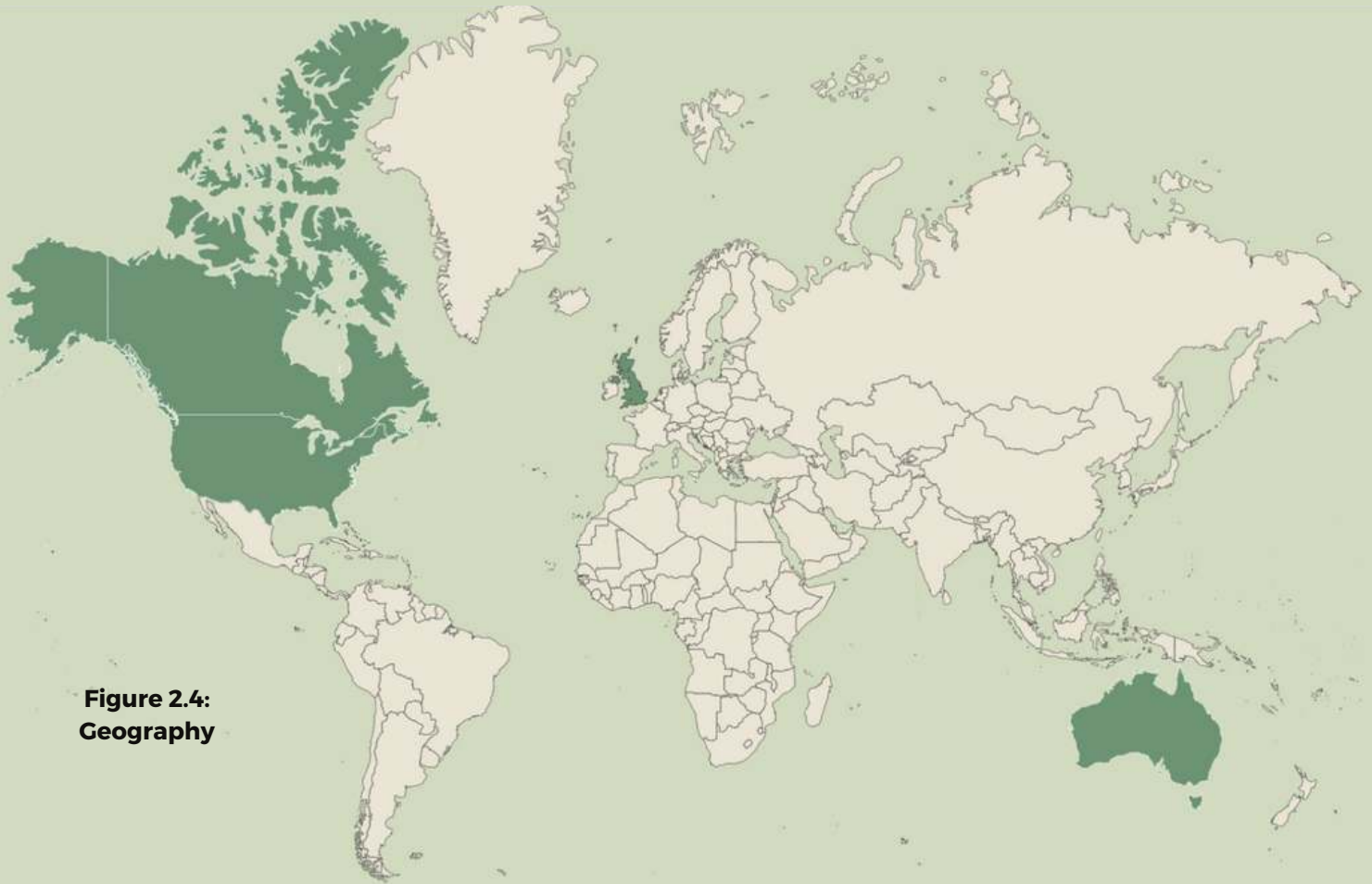


Figure 2.4:
Geography

The top four countries where NPCA's competitors are based are The United States, The United Kingdom, Canada, and Australia, in order from greatest to least amount of mentions.

The United States has the greatest amount of mentions from all organizations, N=36,660. Most of NPCA's competitors are based in the United States. Organizations such as WWF are not specific to the U.S therefore have different branches in various countries.

United Kingdom: N= 3,710

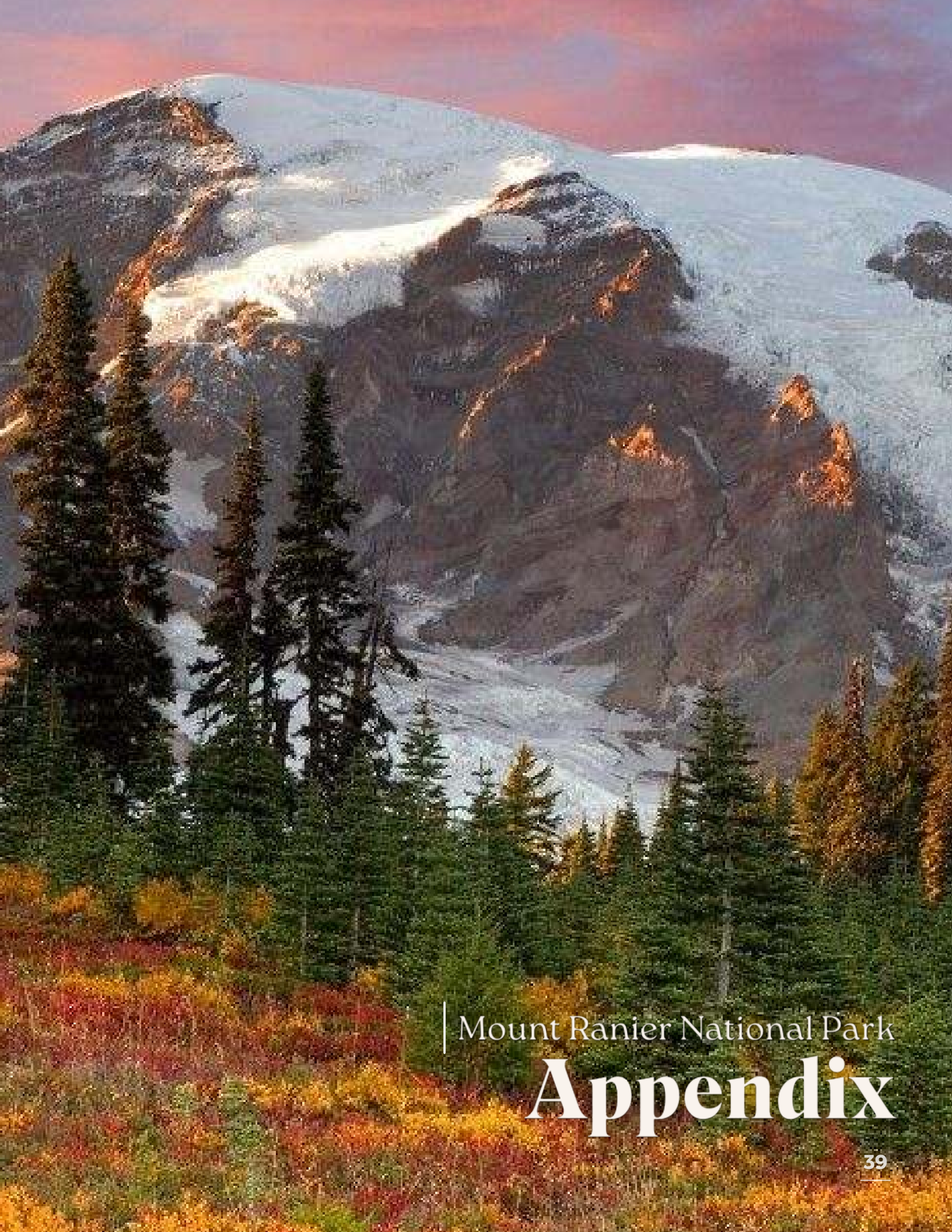
Canada: N= 2,543

Australia: N= 647

Social Network Analysis:

Keyhole allows the user to gather very similar data to Brandwatch. We had the option of choosing what kind of data we wanted and we chose general listening and trends for our brand. There are more options for viewing competitor data as well as a cross-platform option similar to Brandwatch. There are a few functions that set Keyhole apart from Brandwatch. Users are able to publish content to their different platforms (Facebook, Instagram, Twitter) on the same website where they view their analytics. Keyhole also organizes and categorizes your brand's content for you. While using Brandwatch, we had to code our brand's tweets by media and post type, but Keyhole gathers and organizes that data for you. Additionally, it tells you what types receive the most engagement.

Buzzsumo focuses more on listening to conversations related to your brand on social and search platforms rather than emphasizing your brand's content. The website gathers data across platforms and organizes it according to the keywords you search for. While Brandwatch has this feature, Buzzsumo goes more in-depth and also has a more in-depth feature to search for key influencers. What sets it apart from Brandwatch is its recommendations for content creation. Using trending keywords and topics, it provides you with ideas for what you could say as a brand in order to be a better part of online conversations.



| Mount Ranier National Park

Appendix

Appendix:

A

“Amache:” The National Park Service (NPS) is pleased to announce the commencement of a Special Resource Study (SRS) of the Granada Relocation Center, commonly known as Amache, to evaluate its potential for inclusion within the national park system

C

Civil rights (movement): The American Civil Rights Movement was a political movement and campaign from 1954 to 1968 in the United States to abolish institutional racial segregation, discrimination, and disenfranchisement throughout the United States

D

Denali: National Park and Preserve encompasses 6 million acres of Alaska’s interior wilderness. Its centerpiece is 20,310-ft.-high Denali (fka Mount McKinley), North America’s tallest peak

E

Emmett Till: a 14-year-old African American who was lynched in Mississippi in 1955, after being accused of offending a white woman in her family's grocery store

J

Joshua Tree: Joshua Tree National Park is a vast protected area in southern California characterized by rugged rock formations and stark desert landscapes

Appendix:

N

National Parks: Government-protected areas set aside for preservation and admiration

@NationalParkFdn: The official Twitter handle for the National Park Foundation

National Park Foundation: The official charitable partner of the National Park Service, enriches America's national parks and programs through the support of private citizens, park lovers, stewards of nature, history enthusiasts, and wilderness adventurers

National Parks Conservation Association (NPCA): An independent association that devotes itself to advocating for the well-being of the National Parks

"No Ambler Road" (#noambleroad): A campaign and hashtag installed to prevent the industrialization of a path in Alaska, which would inherently devastate its environment

P

"Park for Till" (#ParkforTill): A campaign and hashtag used for the NPCA's movement towards the establishment of a National Park in honor of Emmett Till

"Parks in Peril" (#ParksinPeril): A campaign and hashtag established to garner attention towards the rapidly-declining National Parks

"Plan Like A Ranger" (#planlikearanger): A campaign and hashtag created in order to push people to plan visits to the National Parks

S

Sierra Club: The Sierra Club is an environmental organization with chapters in all 50 United States, Washington D.C., and Puerto Rico

@SierraClub: The official Twitter handle for the Sierra Club

W

World Wildlife Fund (WWF): The World Wide Fund for Nature is an international non-governmental organization founded in 1961, that works in the field of wilderness preservation and the reduction of human impact on the environment

@World_Wildlife: The official Twitter handle for the World Wildlife Fund (WWF)

