

Social Media Use of Parks in Europe

Results of an online survey and an analysis of social media KPIs in parks in Austria, France, Germany, Italy and Switzerland

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- The present report reflects the results of study providing insights about the current social media use of parks (online survey with answers of 42 parks in Switzerland, Austria and Germany and social media KPIs from a panel of European parks).
- As far as the use of different social media platforms is concerned, our survey clearly confirmed **the leading role of Facebook**, with more than 90% of the parks using it (around 41% of parks several times a week), followed by Instagram (76%), Twitter (60%), Pinterest (31%) and Google+ (29%).
- Panels of parks were used to analyse social media KPIs such as number of followers and engagement rates. Our results indicate rather small communities (median value of 2444 fans for Facebook based on 167 profiles and 832 fans on Instagram).
- In terms of frequency, some social media platforms such as **Facebook and Instagram** are used much more intensively than other platforms.
- Our findings show that by far the most important **goal of parks' social media activities is to gain reach and awareness (90%)**. **Engagement (71%)** and **conversion goals (59%)** follow in second and third place.
- Comparing the **strategic goals of the parks with the social media contents** that they are ultimately posting on their platforms, similar results were detected: It is striking that parks are focusing mainly on **'information' posts**.
- Analysing the **challenges and difficulties that parks face when using social media**, the survey showed that the major difficulty mentioned is by far **the lack of resources (93%)**, followed by **the lack of competences/ know-how (51%)** and **the challenge of losing control over content and images (39%)**.
- Furthermore, the results of the survey indicate a **rather small budget and personnel allocation to online marketing and social media**. Almost three quarters of the parks allocate less than 5% to online marketing, and 80% of the parks spend less than 2.5% of their total marketing budget on social media. In terms of staff, online and social media departments in parks account for less than one full-time position on average.
- In a last section, the survey examined **particularities of parks' social media tactics with a focus on tourism**. The results not only highlighted the importance of tourism to parks, but also revealed that social media was the most important marketing channel/platform for parks when targeting tourists. When it comes to content/ topics covered on social media when targeting tourists, besides focusing on information about the visit at the parks, the findings showed that the content appears not to differ considerably from the general communication.

- Der vorliegende Bericht spiegelt die Ergebnisse einer Studie wider, die Einblicke in die aktuelle Social Media Nutzung von Pärken gibt (Online-Umfrage mit Antworten von 42 Pärken in der Schweiz, Österreich und Deutschland und Social Media KPIs aus einem Panel europäischer Pärke).
- Was die Nutzung verschiedener Social Media Plattformen betrifft, so bestätigt die Umfrage eindeutig die führende **Rolle von Facebook**: Mehr als 90% der Parks nutzen Facebook (rund 41% der Parks mehrmals pro Woche), gefolgt von Instagram (76%), Twitter (60%), Pinterest (31%) und Google+ (29%). Einige Social Media Plattformen wie **Facebook und Instagram** werden wesentlich intensiver genutzt als andere Plattformen.
- Panels von Parks wurden verwendet, um Social Media KPIs wie Anzahl der Follower und Engagement zu analysieren. Unsere Ergebnisse zeigen **eher kleine Communities** (Medianwert von 2444 Fans für Facebook basierend auf 167 Profilen und 832 Fans auf Instagram).
- Unsere Ergebnisse zeigen, dass das mit Abstand wichtigste Ziel der Social Media Aktivitäten der Pärke die **Steigerung der Reichweite und des Bekanntheitsgrades** ist (90%). An zweiter und dritter Stelle folgen **Engagement-** (71%) und **Konversionsziele** (59%).
- Vergleicht man die **strategischen Ziele der Pärke mit den Social Media Inhalten**, die sie letztlich auf ihren Plattformen veröffentlichen, so zeigt sich ein ähnliches Ergebnis: Auffällig ist, dass Pärke sich merheitlich auf **die "Informationsvermittlung"** konzentrieren.
- Bei der Analyse der **Herausforderungen und Schwierigkeiten**, mit denen Pärke bei der Nutzung von Social Media konfrontiert sind, zeigte die Umfrage, dass die größte Schwierigkeit bei weitem der **Mangel an Ressourcen** (93%) ist, gefolgt von dem **Mangel an Kompetenzen/Know-how** (51%) und der Herausforderung, die **Kontrolle über Inhalte und Bilder zu verlieren** (39%).
- Darüber hinaus weisen die Ergebnisse der Umfrage auf einen eher **geringen Budget- und Personaleinsatz für Online-Marketing und Social Media** hin. Fast drei Viertel der Pärke geben weniger als 5% für Online-Marketing aus und mehr als 80% der Parks weniger als 2,5% ihres gesamten Marketingbudgets für Social Media. Die Online- und Social-Media-Abteilungen von Pärken haben im Durchschnitt weniger als eine Vollzeitstelle.
- In einem letzten Abschnitt wurden die Besonderheiten der **Social Media Taktik von Pärken mit Schwerpunkt Tourismus** untersucht. Die Ergebnisse unterstreichen nicht nur die Bedeutung des Tourismus für Pärke, sondern zeigten auch, dass Social Media der wichtigste Marketingkanal bzw. die wichtigste Marketingplattform für Pärke bei der Ansprache von Touristen sind. Bei den Inhalten/Themen, die bei der touristischen Ansprache über Social Media abgedeckt werden, zeigten die Ergebnisse, dass neben der Informationsvermittlung zum Parkbesuch, sich die Inhalte nicht wesentlich von der allgemeinen Kommunikation unterscheiden.

- Le présent rapport reflète les résultats d'une étude donnant un aperçu de l'utilisation actuelle des médias sociaux dans les parcs (enquête en ligne avec les réponses de 42 parcs en Suisse, en Autriche et en Allemagne et les KPI des médias sociaux d'un panel de parcs européens).
- En ce qui concerne l'utilisation des différentes plateformes de médias sociaux, l'enquête confirme clairement **le rôle prépondérant de Facebook**, avec plus de 90% des parcs qui l'utilisent (environ 41% des parcs plusieurs fois par semaine), suivi de Instagram (76%), Twitter (60%), Pinterest (31%) et Google+ (29%). En termes de fréquence, certaines plateformes de médias sociaux comme **Facebook et Instagram** sont utilisées beaucoup plus intensivement que d'autres.
- Des panels de parcs ont été utilisés pour analyser les KPI des médias sociaux tels que le nombre de fan et les taux d'engagement. Nos résultats indiquent des **communautés plutôt petites** (valeur médiane de 2444 fans pour Facebook basée sur 167 profils et 832 fans sur Instagram).
- Nos résultats montrent que l'objectif de loin le plus important des activités de médias sociaux des parcs est de **se faire connaître** (90 %). **L'engagement** (71 %) et les objectifs de **conversion** (59 %) viennent en deuxième et troisième place.
- En comparant les **objectifs stratégiques des parcs** avec le contenu des médias sociaux qu'ils affichent sur leurs plateformes, des résultats similaires ont été détectés: il est frappant de constater que les parcs se concentrent sur **les postes d'information**.
- Analysant les **défis et les difficultés** auxquels les parcs sont confrontés dans l'utilisation des médias sociaux, l'enquête a montré que la principale difficulté mentionnée est de loin le **manque de ressources** (93%), suivi par le **manque de compétence/ savoir-faire** (51%) et le défi de **perdre le contrôle sur le contenu et les images** (39%).
- De plus, les résultats de l'enquête indiquent **un budget et une dotation en personnel relativement faibles pour le marketing en ligne et les médias sociaux**. Alors que près des trois quarts des parcs consacrent moins de 5 % de leur budget total au marketing en ligne, plus de 80 % des parcs consacrent moins de 2,5 % de leur budget marketing total aux médias sociaux. En ce qui concerne le personnel, le marketing en ligne et les médias sociaux des parcs occupent en moyenne moins d'un poste à temps plein.
- Dans une dernière section, l'enquête a examiné **les particularités des tactiques des parcs en matière de médias sociaux pour la promotion touristique**. Les résultats ont non seulement mis en lumière l'importance du tourisme pour les parcs, mais ont également révélé que les médias sociaux étaient le canal/plateforme de marketing le plus important pour les parcs lorsqu'ils ciblaient les touristes. En ce qui concerne les contenus/thèmes couverts par les médias sociaux en ciblant les touristes, outre l'information sur la visite du parcs, les résultats montrent que le contenu ne semble pas très différent de la communication générale.

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Context of the study

- The aim of the natural parks is most of all **the protection of the natural biodiversity of an area** (IUCN, 2019)*. This is followed by the provision of information and education to local communities and tourists. Internationally, the need to maintain a protected natural environment has become urgent. Strategies are therefore being put in place to raise awareness among locals and visitors. In order to put these principles into action, **communication is the key to this process** (Sharpley & Tony Pearce, 2009). **
- The use of the Internet and more specifically social networks as **new marketing tool have significantly changed the way protected areas or natural parks communicate**. Indeed, there is a constant increase in the parks' presence on social networks. This allows them to be in contact with visitors, to reach them on a larger scale and to know their opinions and needs.
- The present report reflects the results of an **online survey** derived from a research project carried out at the School of Management at HES-SO Valais-Wallis in Switzerland. The **aim** of the survey is primarily **to provide insights about the current social media use of nature parks in Switzerland, Germany and Austria**. In addition, the study includes also an analysis of **social media KPIs** (Facebook, Instagram, Twitter, Youtube) for European parks in 6 countries (Austria, France, Germany, Italy, Slovenia and Switzerland).

*IUCN. (2019). Protected areas - Category II: National Park. Source: <https://www.iucn.org/fr/node/24506>

**Sharpley, R., & Pearce, T. (2007). Tourism, marketing and sustainable development in the English national parks: The role of national park authorities. *Journal of Sustainable Tourism*, 15(5), 557-573. Source: <https://www.tandfonline.com/doi/abs/10.2167/jost613.0>

Methodology (1)

- In order to gain insights about the parks' use of social media an **online questionnaire** consisting of 24 question units was sent by email to 178 parks in Austria, France, Germany, Italy and Switzerland. The parks contacted covered different types/categories. The questionnaire (see appendix for details) was online from August to September 2019.
- With 42 responses received, the **response rate was around 24%**.
- Distribution of the sample by country:
 - Germany: 44% Sending the survey to 57 parks in Germany and 17 or 30% of them responded
 - Switzerland: 33% Sending the survey to 20 parks in Switzerland and 13 or 65% of them responded
 - Austria: 21% Sending the survey to 45 parks in Austria and 8 or 18% of them responded
 - Italy: 3% Sending the survey to 15 parks in Italy and 1 or 7% of them responded
 - France: 0% Sending the survey to 39 parks in France and 0% of them responded

p.s. For 3 parks no country was indicated
- Distribution of the sample by size of parks (in terms of annual visitors) :
 - Up to 50,000 attendances per year: 23.8%
 - 50,001 to 100,000 attendances per year: 14.3%
 - 100,001 to 500,000 attendances per year: 23.8%
 - 500,001 to 1,000,000 attendances per year: 23.8%
 - 1,000,001 and more attendances per year: 14.3%

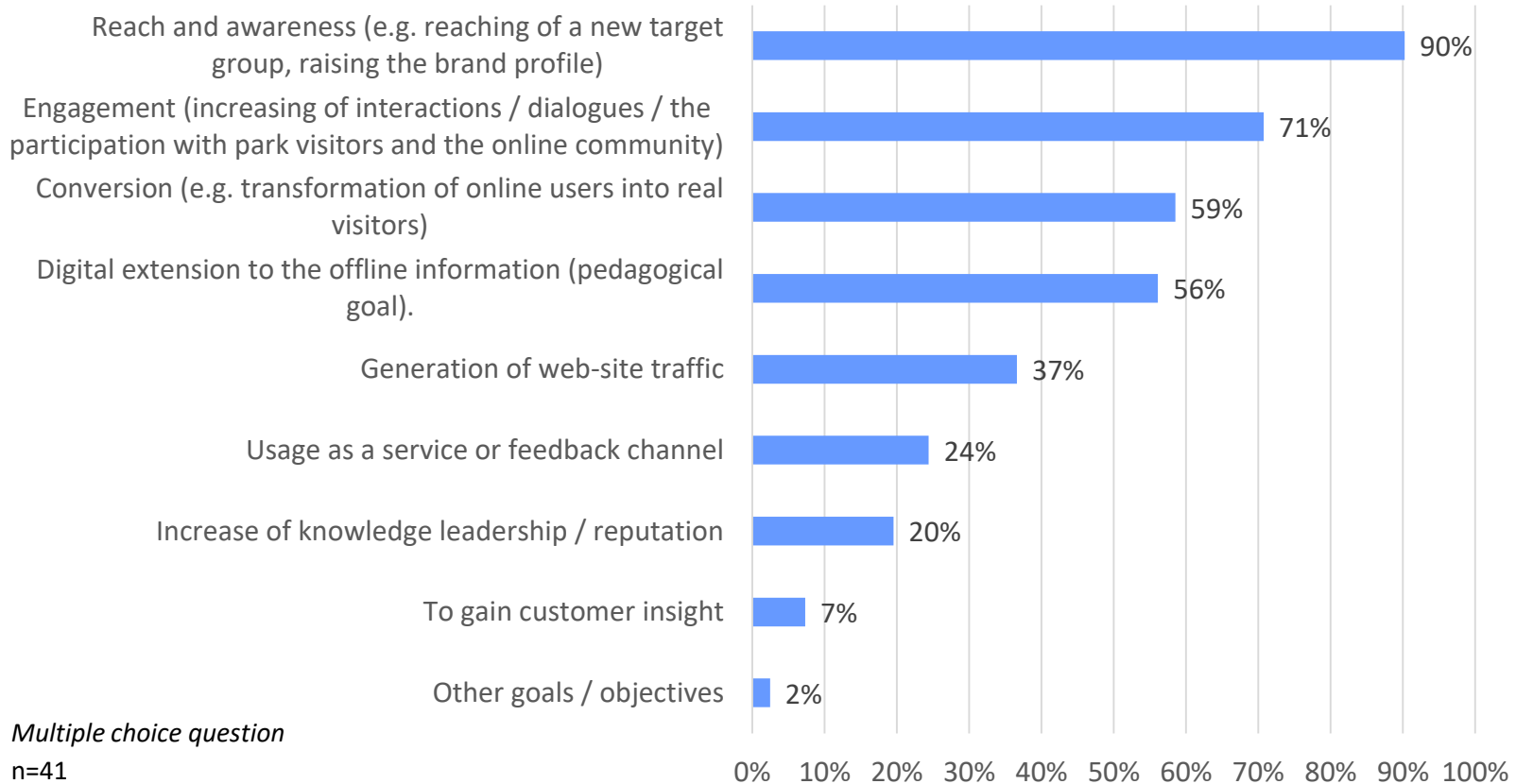
Methodology (2)

- **fanpage karma** (<https://www.fanpagekarma.com>): Fanpage Karma is an online tool for social media analytics and monitoring. Fanpage Karma provides valuable insights on posting strategies and performance of social media profiles like Facebook, Instagram or YouTube. The KPIs are for example the number of fans or the number of followers, the engagement rate of posts or the number of posts per day.
- **Panels:** We have established different panels for Facebook, Instagram, Twitter and Youtube for parks in Austria, France, Germany, Italy, Slovenia and Switzerland.
 - Facebook (https://data.tourops.ch/Dashboard_Analytics/DashboardNatPaFacebook), n=167
 - Instagram (https://data.tourops.ch/Dashboard_Analytics/DashboardNatPaInsta), n=68
 - Twitter (https://data.tourops.ch/Dashboard_Analytics/DashboardNatPaTwitter), n=49
 - Youtube (https://data.tourops.ch/Dashboard_Analytics/DashboardNatPaYoutube), n=118

Methodology (3)

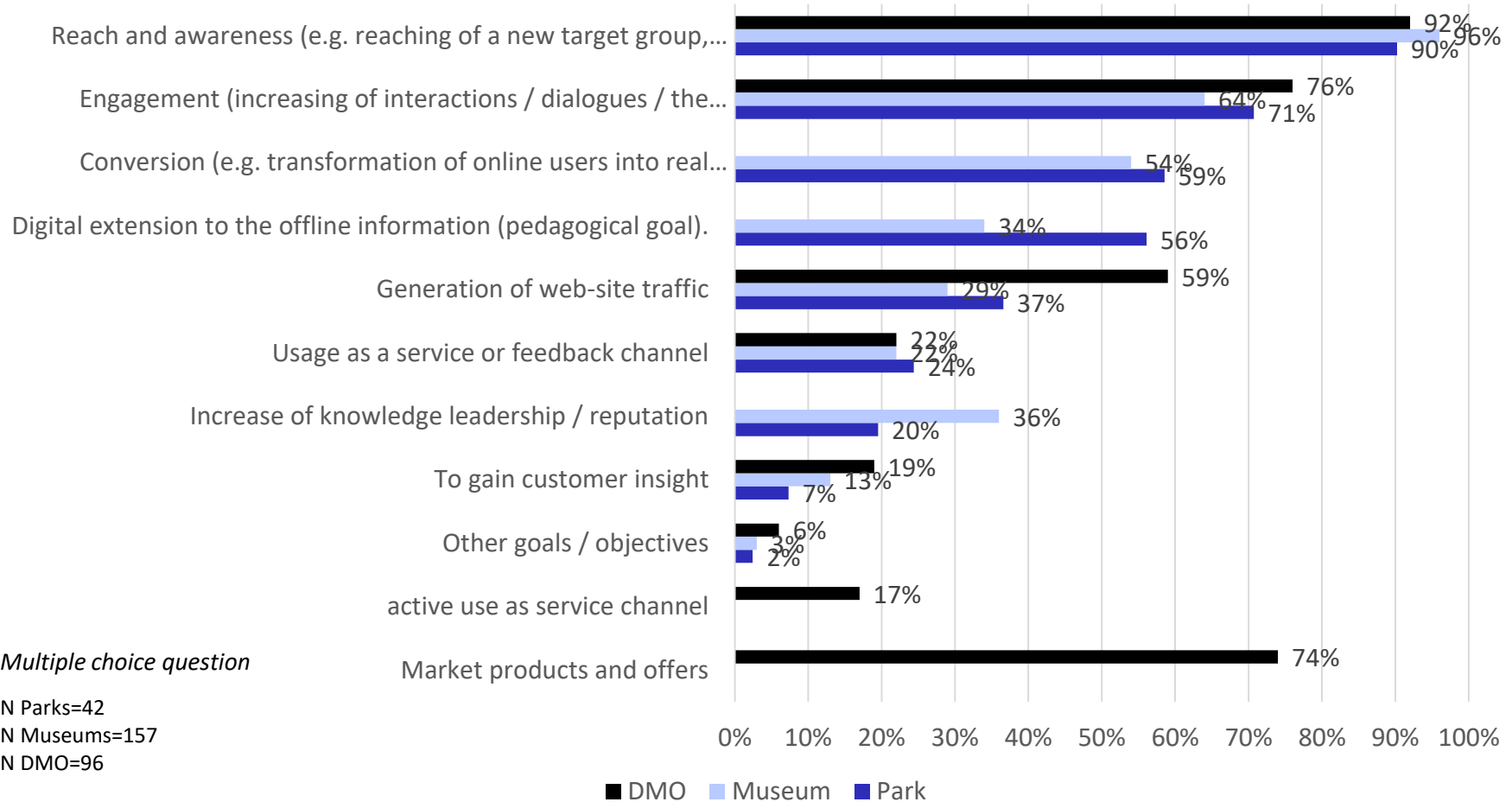
- **Comparison:** In order to put our results in a wider context, we make a comparison with other studies in the fields of tourism:
 - Social Media use by swiss tourism organisations: Walliser Tourismus Observatorium (2019), “Social Media und Datennutzung in Schweizer Tourismusorganisationen im Jahr 2018“, <https://www.tourobs.ch/de/artikel-und-news/artikeln/id-7440-social-media-und-datennutzung-in-schweizer-tourismusorganisationen-im-jahr-2018/>
 - Social Media use in museums: Walliser Tourismus Observatorium (2018), “Umfrage zur Nutzung von Social Media in Schweizer und ausländischen Museen“, <https://www.tourobs.ch/de/artikel-und-news/artikeln/id-6176-umfrage-zur-nutzung-von-social-media-in-schweizer-und-auslandischen-museen/>
- **Limits:** Please note that not all organizations answered all questions. The number of observations therefore varies from one question to another, especially when the variables are crossed.

Goals of parks' social media strategies/ activities



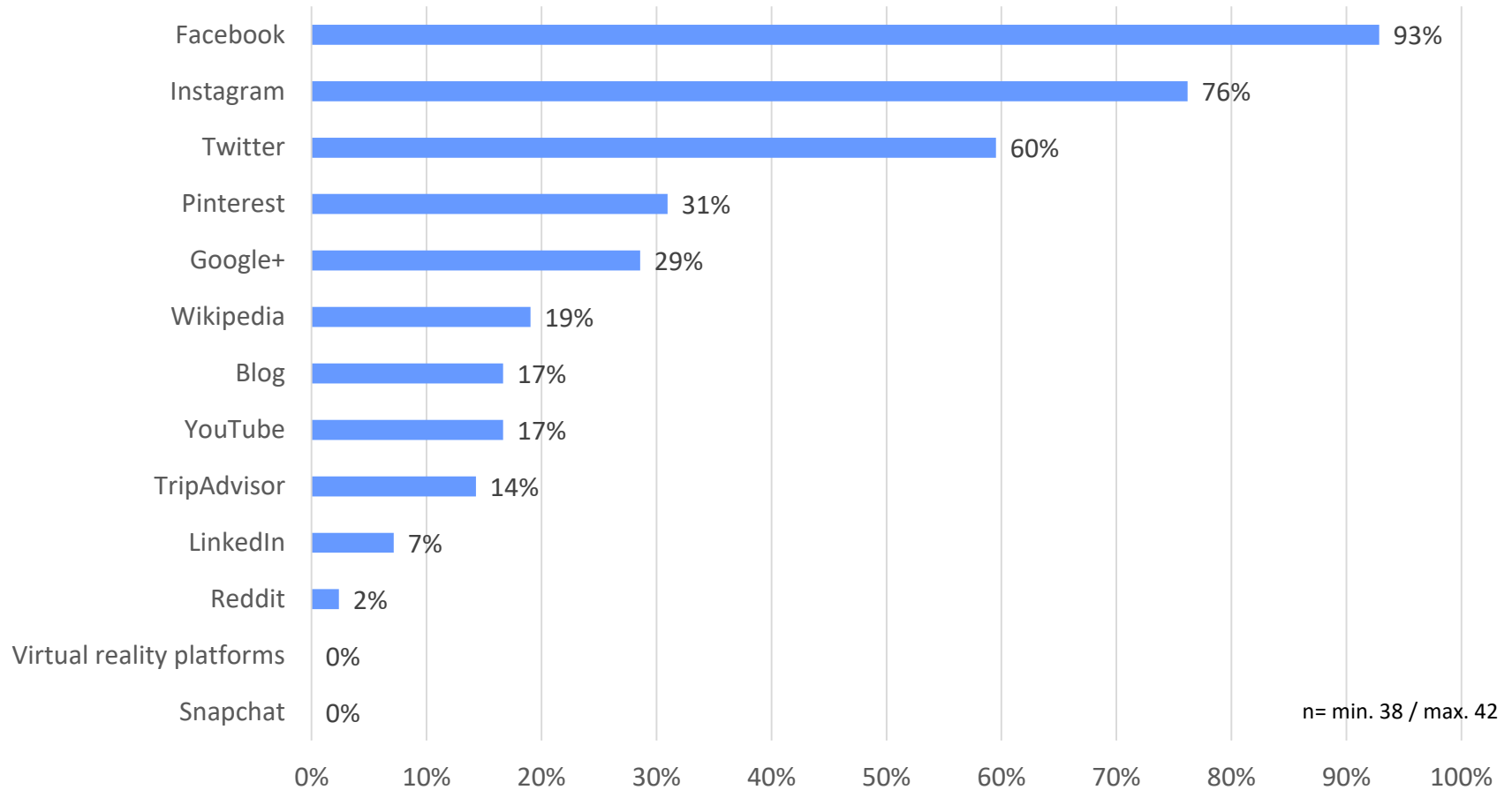
By far the most important goal is to gain **reach and awareness** (e.g. promotion of an exhibition, reaching a new target group, raising the brand profile, etc.) with over 90% of the parks having answered to pursue this goal. **Engagement** and **conversion goals** follow in second and third place.

Comparison of goals between parks, museums and DMO



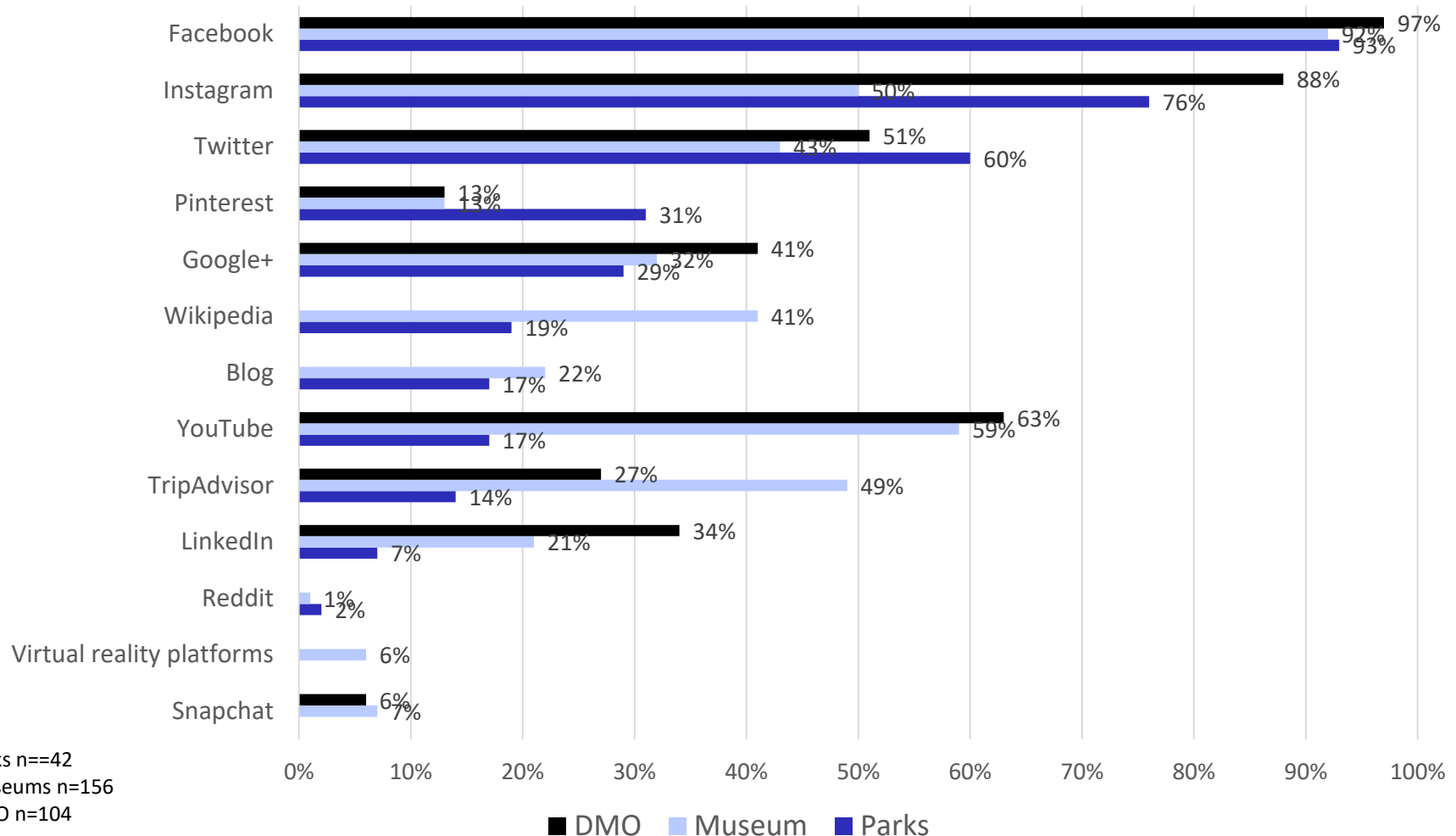
The gain of awareness and the engagement are by far the most important goals for parks, museums and DMO. The third goal differs from one another. DMO focus more on their products while the museums want to increase their leaderships in terms of knowledge.

Use of social media platforms by parks



The results reveal the **leading role of Facebook**, with more than 90% of the parks being present on this social media platform. The **second place** is for **Instagram** with 76% and in **third place Twitter** with 60%.

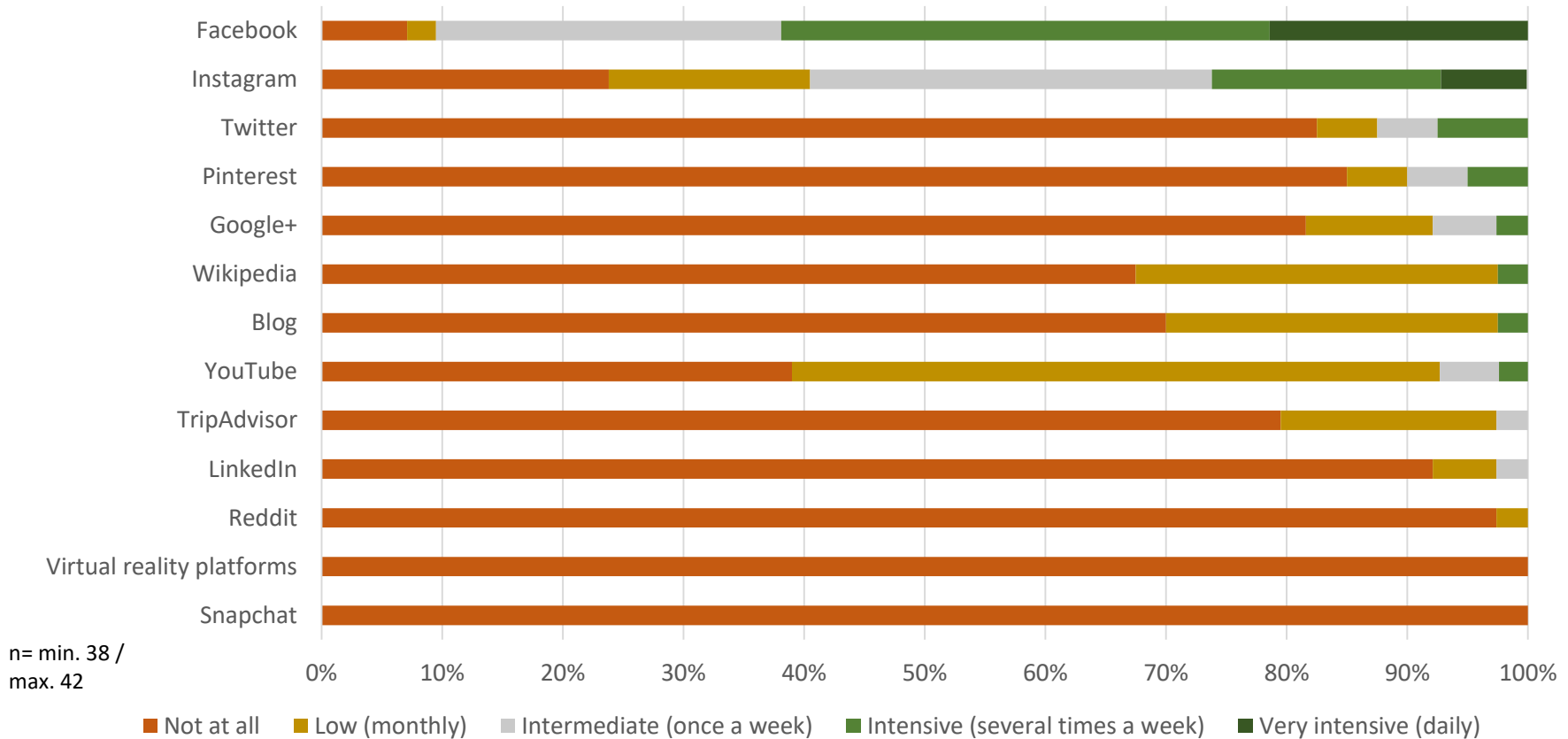
Comparison of use of social media platforms between parks, museums, DMO



Parks n=42
Museums n=156
DMO n=104

The platform **Facebook** keeps its leading role for the three institutions. However, **Youtube** seems way more important for museums and DMO because it is in 2nd (Museums) and 3rd (DMO) place. Then Instagram and Twitter follow.

Use of social media platforms by parks (intensity of use)



In terms of intensity, the results show that **Facebook and Instagram are used much more intensively than other social media platforms**. While Facebook is used at least several times a week by approximately 41% of parks, Instagram by 19% and less than 8% of the parks use Twitter and Pinterest that often.

Top 10 Parks on Facebook (in terms of fans)



Page	Engagement	Fans	Posts per day
Parco Nazionale Gran Paradiso	0.06%	138 348	0.9
Nationalpark Gesäuse	0.3%	50 478	0.8
Nationalpark Hohe Tauern	0.35%	39 426	0.7
Parco Nazionale dell'Appennino Tosco Emiliano	0.23%	36 765	1.6
Parco Naturale Adamello Brenta Geopark	0.85%	32 351	1.0
Parco Naturale Dolomiti Friulane	0.08%	28 287	0.8
Parc national des Pyrénées	0.39%	28 215	0.3
Schweizerischer Nationalpark	1.34%	27 871	2.3
Naturpark Ammergauer Alpen	0.12%	26 095	0.5
Parc naturel régional de Corse	0.15%	23 020	0.6

Source: fanpage karma panel (period: July-Sept 2019)

https://data.tourobs.ch/Dashboard_Analytics/DashboardNatPaFacebook

Social Media KPIs per Country (Facebook)



	Fans			Engagement (%)			Posts/day			n
	average	median	max	average	median	max	average	median	max	
CH	3 094	1 489	27 871	0.62	0.55	1.41	0.51	0.41	2.34	20
A	3 095	1 902	50 478	0.54	0.47	2.15	0.42	0.34	1.74	39
D	2 291	891	26 095	0.55	0.34	2.19	0.35	0.24	1.54	53
I	23 331	10 438	138 348	0.38	0.23	1.26	0.69	0.65	1.58	13
F	7 596	5 073	28 215	0.54	0.44	3.41	0.53	0.46	1.23	41
All	5 959	2 444	138 348	0.55	0.42	3.41	0.46	0.4	2.34	167

Top 10 Parks on Instagram (in terms of fans)



Page	Engagement	Fans	Posts per day
Parco Naturale Adamello Brenta	5.26%	80 400	2.1
Parco Nazionale Gran Paradiso	1.27%	17 481	0.3
Nationalpark Hohe Tauern	3.3%	9 615	0.6
Parco Appennino Tosco Emiliano	0.52%	4 388	0.1
Naturpark Diemtigtal	0.15%	3 607	0.0
Naturpark Altmühltal	5.52%	3 273	0.5
Schweizerischer Nationalpark	2.83%	3 212	0.2
Nationalpark Donau-Auen GmbH	2.75%	3 005	0.5
Parc des Volcans d'Auvergne	1.63%	2 758	0.2
UNESCO Biosphäre Entlebuch	2.01%	2 697	0.1

Source: Fanpage Karma panel (period: July-Sept 2019)
https://data.touobs.ch/Dashboard_Analytics/DashboardNatPaInsta

Social Media KPIs per Country (Instagram)



	Fans			Engagement (%)			Posts/day			n
	average	median	max	average	median	max	average	median	max	
CH	1 417	1 051	3 607	1.04	0.79	2.83	0.1	0.08	0.26	14
A	1 406	673	9 615	1.86	1.51	6.27	0.22	0.16	0.64	16
D	1 157	677	3 273	2.28	1.64	5.52	0.27	0.23	0.65	13
I	20 634	4 388	80 400	1.53	0.58	5.26	0.55	0.18	2.12	5
F	1 187	1 129	2 758	0.76	0.41	3.11	0.11	0.05	0.59	18
All	2 752	832	80 400	1.44	1.04	6.27	0.2	0.12	2.12	67

Top 10 Parks on Twitter (in terms of followers)



Page	Engagement	Follower	Tweets/day
Parco Gran Paradiso	0.15%	8543	1.5
Parco Appennino	0.01%	6610	0.3
Les parcs nationaux	0.03%	4048	0.3
Parc nat. Port-cros	0.02%	3149	0.3
PN Vanoise	0.0%	2309	0.1
Ammergauer Alpen	0.0%	2110	0.0
Parc du Morvan	0.1%	1795	1.0
Parc des Bauges	0.0%	1467	0.0
Pnr du Haut-Languedoc	0.07%	1197	0.2
Parc des Marais	0.02%	1093	0.3

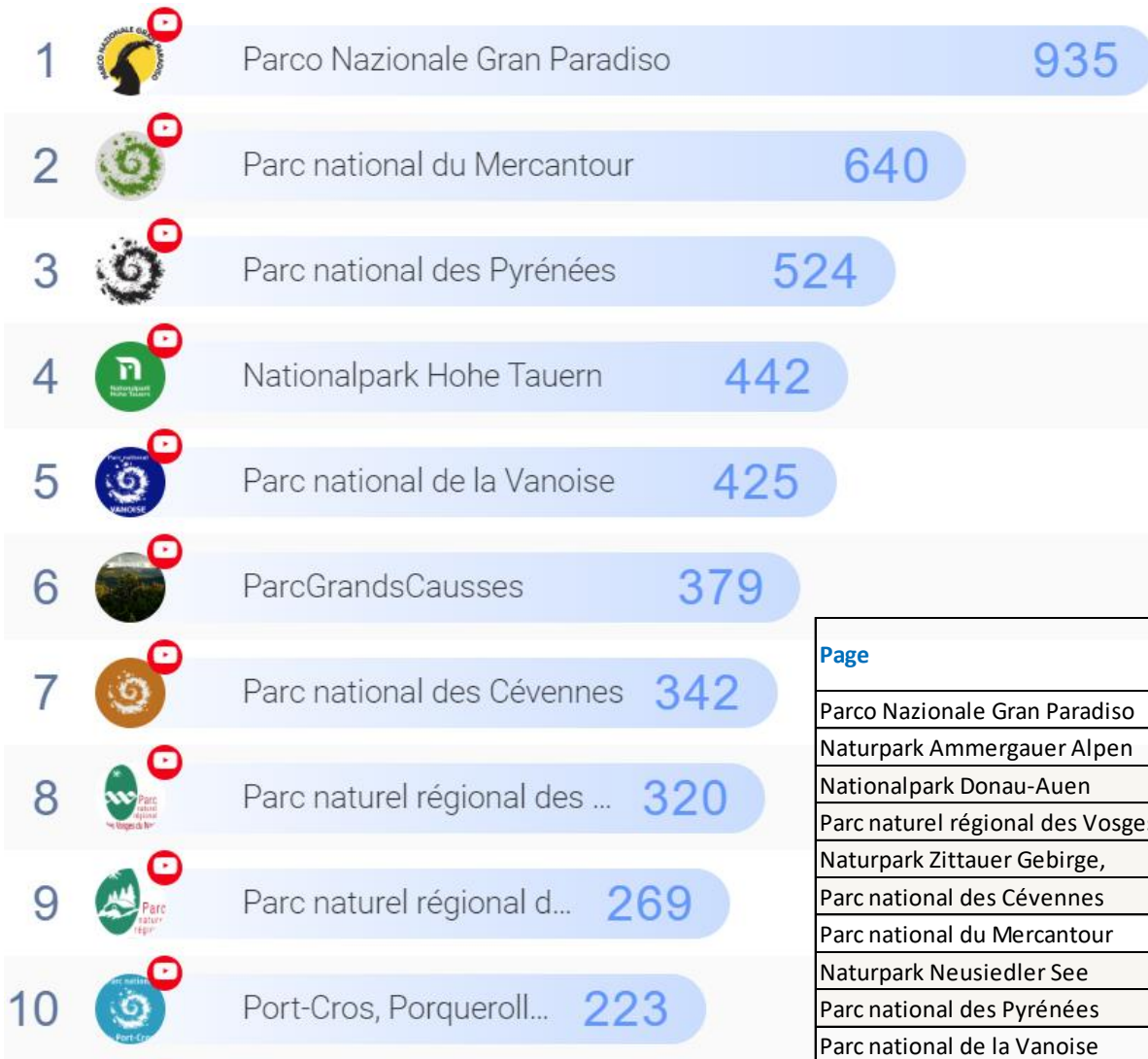
Source: fanpage karma panel (period: July-Sept 2019)
https://data.touobs.ch/Dashboard_Analytics/DashboardNatPaTwitter

Social Media KPIs per Country (Twitter)



	Fans			Engagement (%)			Posts/day			n
	average	median	max	average	median	max	average	median	max	
CH	176	158	422	0.27	0	1.04	0.26	0	1.22	7
A	65	52	163	0	0	0	0	0	0	6
D	613	382	2 110	0.02	0	0.11	0.04	0	0.24	10
I+SL	5 166	6 610	8 543	0.05	0.009	0.15	0.61	0.32	1.52	3
F	1 202	893	4 048	0.06	0.02	0.3	0.15	0.07	0.96	18
All	1 020	428	8 543	0.07	0.01	1.04	0.15	0.01	1.52	44

Top 10 Parks on Youtube (in terms of fans resp. channel views)



Page	Fans	Total number of channel views	Total number of videos	Views per Video
Parco Nazionale Gran Paradiso	933	271 497	97	1432
Naturpark Ammergauer Alpen	162	187 034	48	na
Nationalpark Donau-Auen	195	164 949	72	88
Parc naturel régional des Vosges du Nord	320	157 127	70	169
Naturpark Zittauer Gebirge,	129	139 029	18	na
Parc national des Cévennes	339	134 183	84	332
Parc national du Mercantour	639	127 118	81	293
Naturpark Neusiedler See	219	126 233	41	91
Parc national des Pyrénées	522	123 925	123	na
Parc national de la Vanoise	424	117 957	97	25

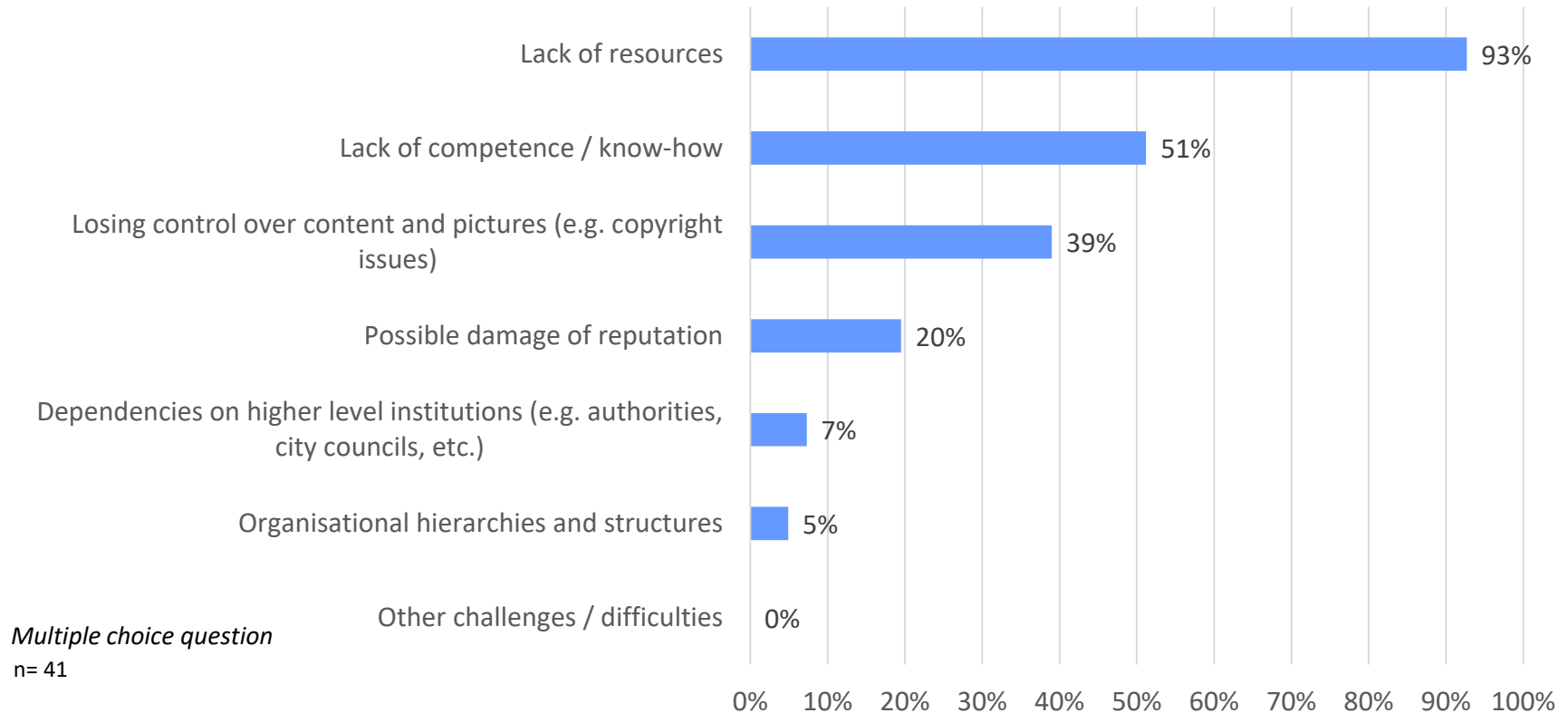
Source: fanpage karma panel (period: July-Sept 2019)
https://data.touobs.ch/Dashboard_Analytics/DashboardNatPaYoutube

Social Media KPIs per Country (Youtube)



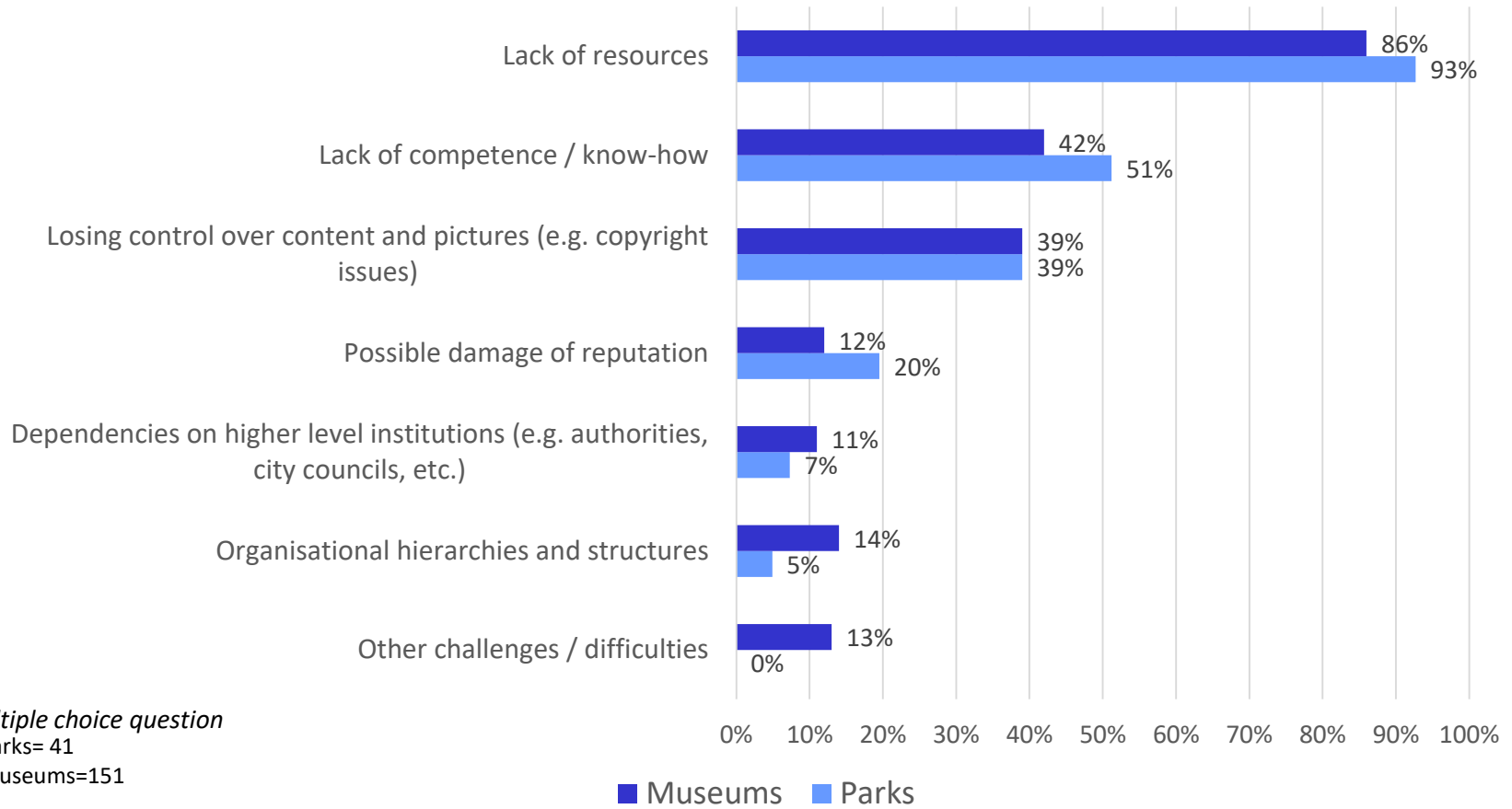
	Total channel views			Total number of videos			Views per video			n
	average	median	max	average	median	max	average	median	max	
CH	17 737	7 283	93 698	21	17	66	37	0	204	12
A	22 611	6 612	164 949	17	7	87	41	0	507	31
D	27 589	8 250	187 034	12	8	61	14	0	298	25
I	46 819	3 079	271 497	29	21	97	217	0	1423	7
F	39 790	21 603	157 127	40	26	123	60	8	332	39
All	30 342	9 208	271 497	25	12	123	53	8	1432	115

Challenges/ difficulties regarding parks' use of social media



93% of the parks perceived the **lack of resources** to be by far the biggest challenge or difficulty. The second challenge is the **lack of competence/know-how**, followed by the difficulties caused by the **loss of control** over contents and images.

Comparison of challenges between parks and museums

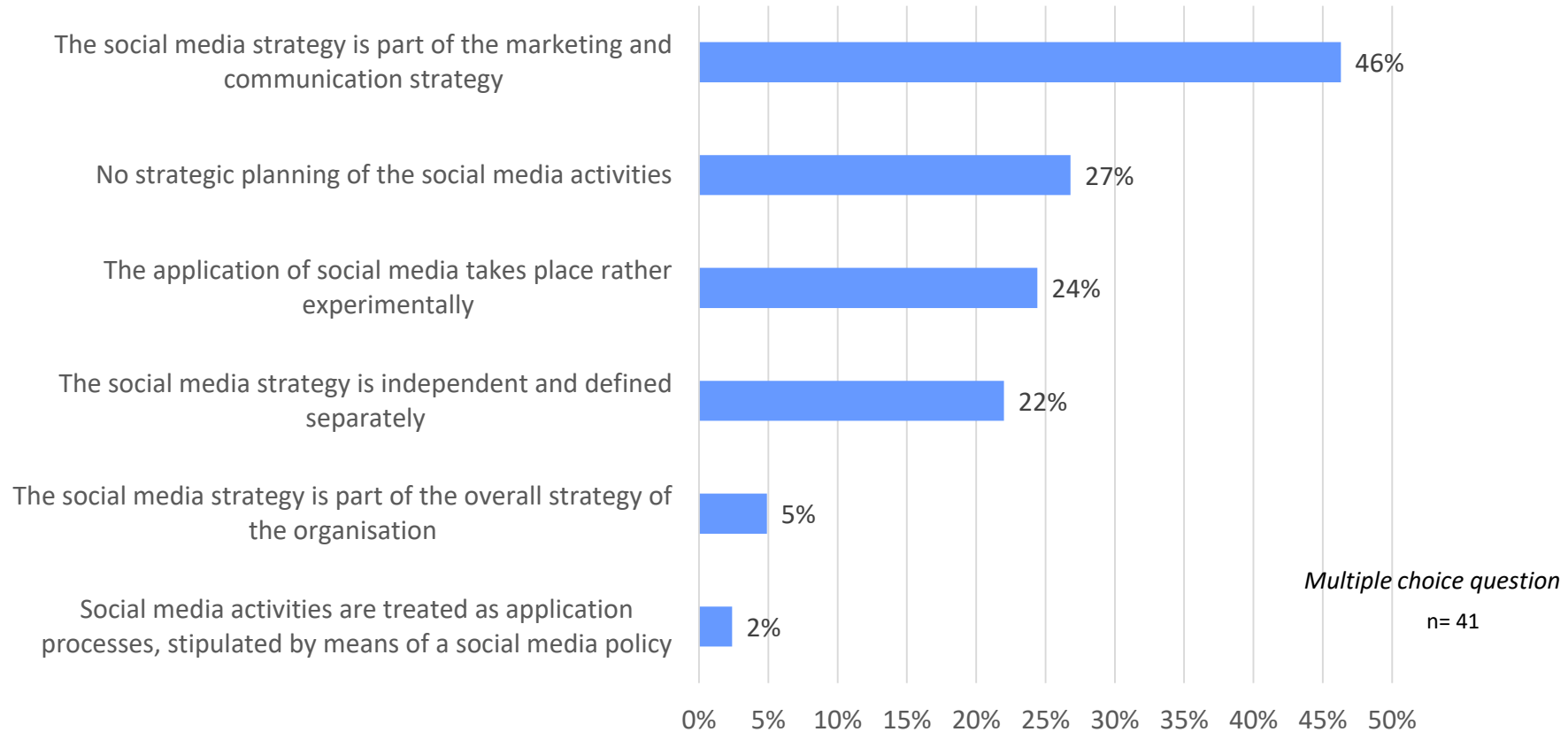


Multiple choice question
 N Parks= 41
 N Museums=151

The results show that parks and museums have the same difficulties with the **lack of resources and competences** as the biggest challenges for them.

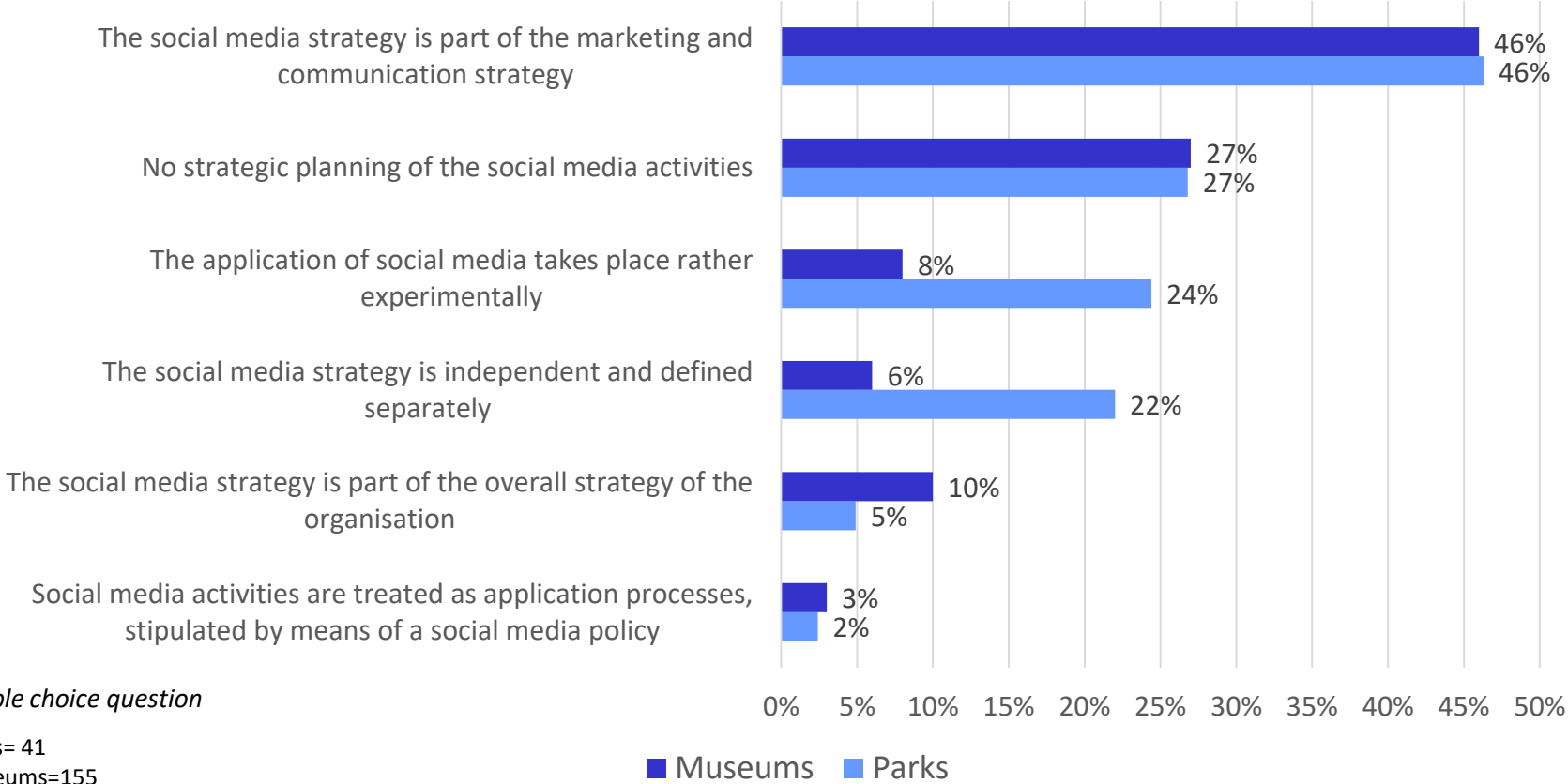


Planning of social media activities by parks



Almost half of the museums have indicated that their social media strategy is part of the marketing and communication strategy. However, it should be noted **that more than one-fourth of parks responded that they do not plan their social media activities strategically**, or that the use of social media is more experimental.

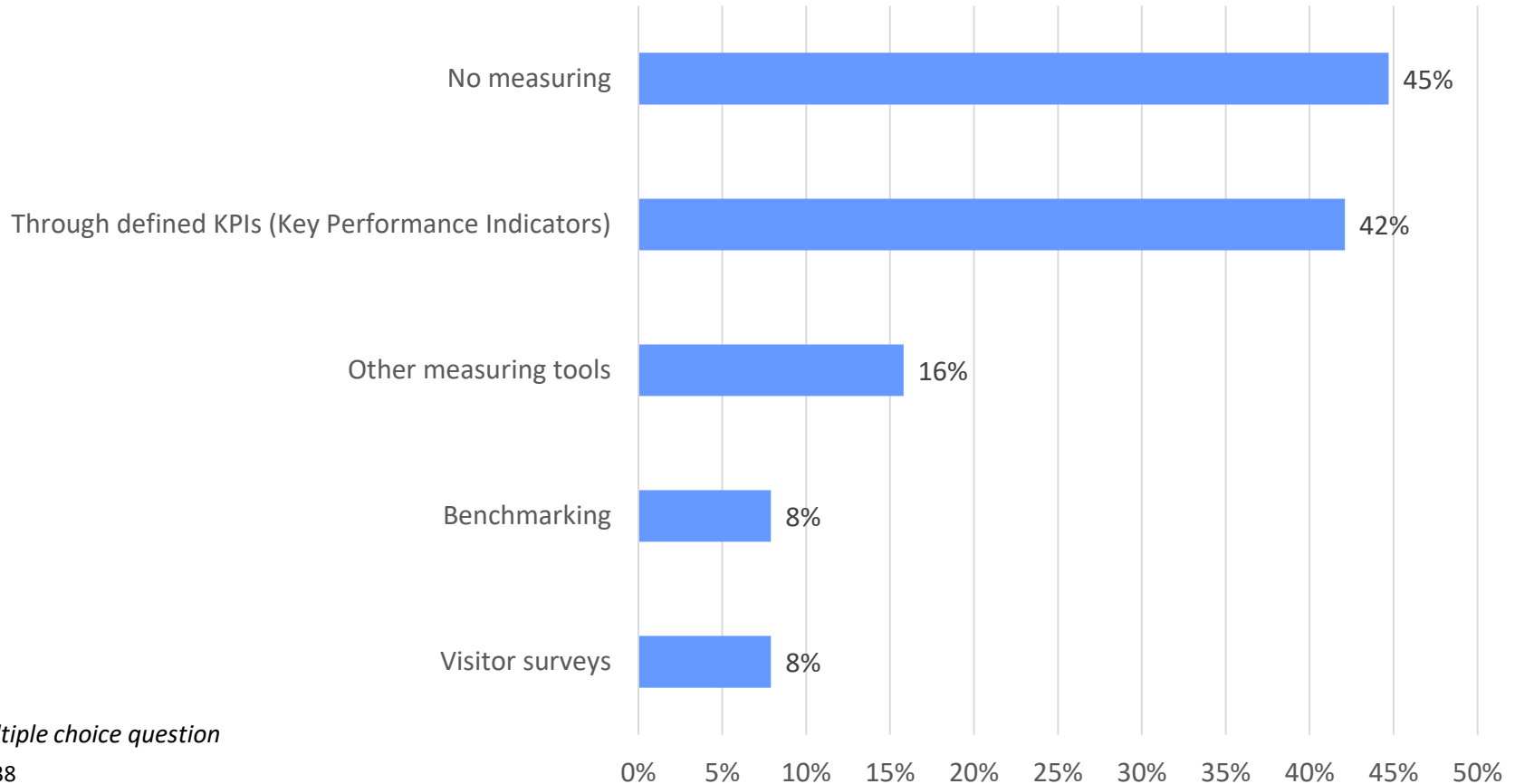
Comparison of planning activities between parks and museums



The results show almost the same for parks and museums with a **social media strategy being part of the communication strategy for half of them**. The most surprising is the fact that **almost 30% of them do not have any strategic planning**.



Measuring of social media activities by parks

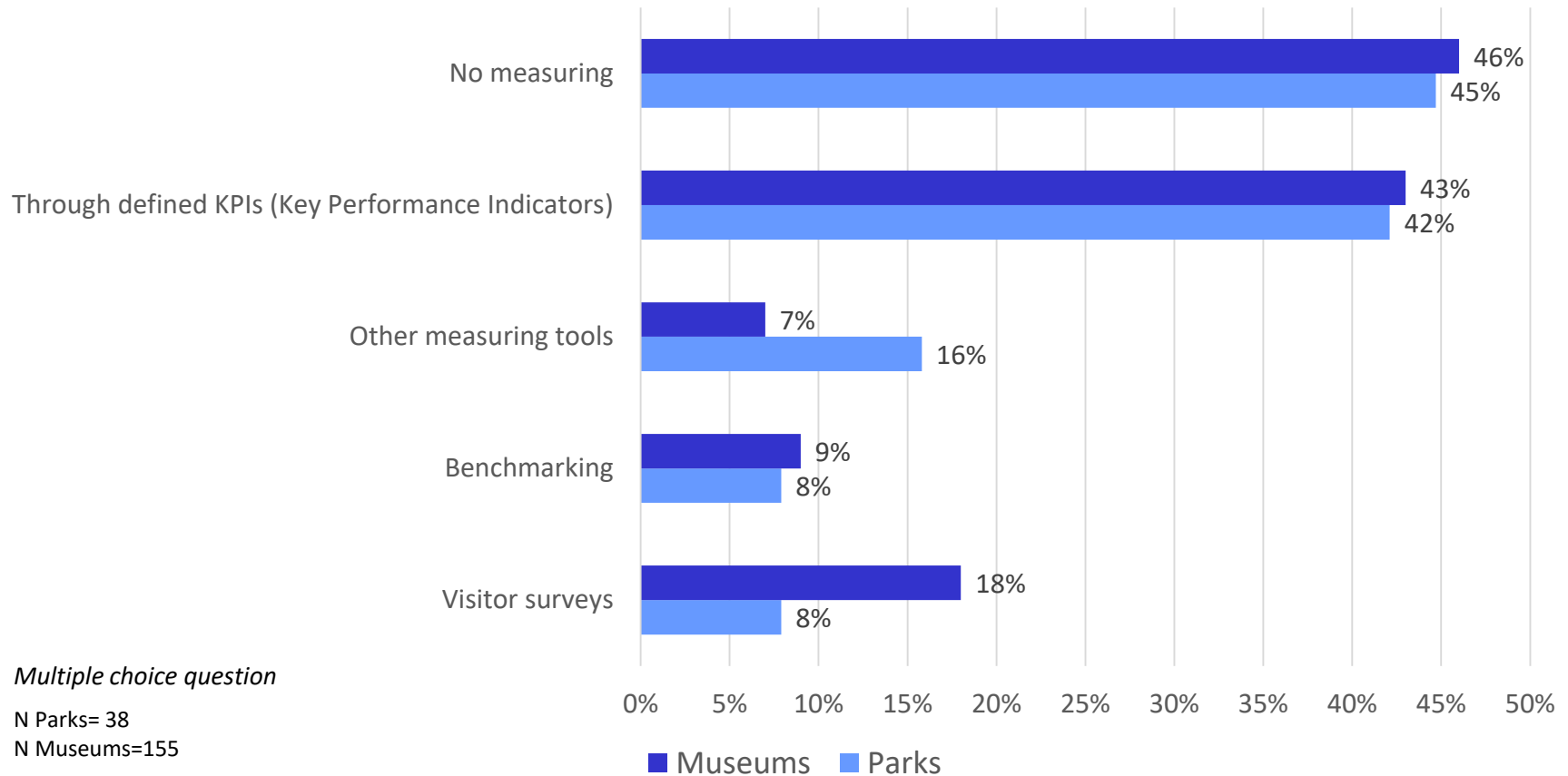


Multiple choice question

n= 38

Almost **half of the parks have answered not measuring the performance of their social media activities**. However, 42% indicated to monitor Key Performance Indicators (KPIs) as measuring tools. 16% of the parks use other tools such as statistics from Facebook, Instagram or Google Analytics.

Comparison of measuring activities between parks and museums



The comparison between parks and museums to measure activities show the **same results** for the two institutions, they do **not use any tools to measure (45%)** or **through the KPIs (40%)** for more than 40%. However, **museums tend to use more the visitor survey (18%)** to measure their activities.

Number of full-time positions per department

	Mean	Min	Max	Median	n		
Overall institution	8,25	1	30	7	40	100%	
Marketing and Communication	1,32	0	3,32	1	35	16%	100%
Online and digital marketing	0,44	0	1	0.15	31	5%	33%
Social media	0,29	0	1	0	33	4%	22%

With regard to the allocation of staff in parks, the above table gives an overview of the number of full-time positions by department. In general, the **proportion of full-time positions allocated to parks online marketing or communication departments appears to be pretty low (less than 5% of staff).**

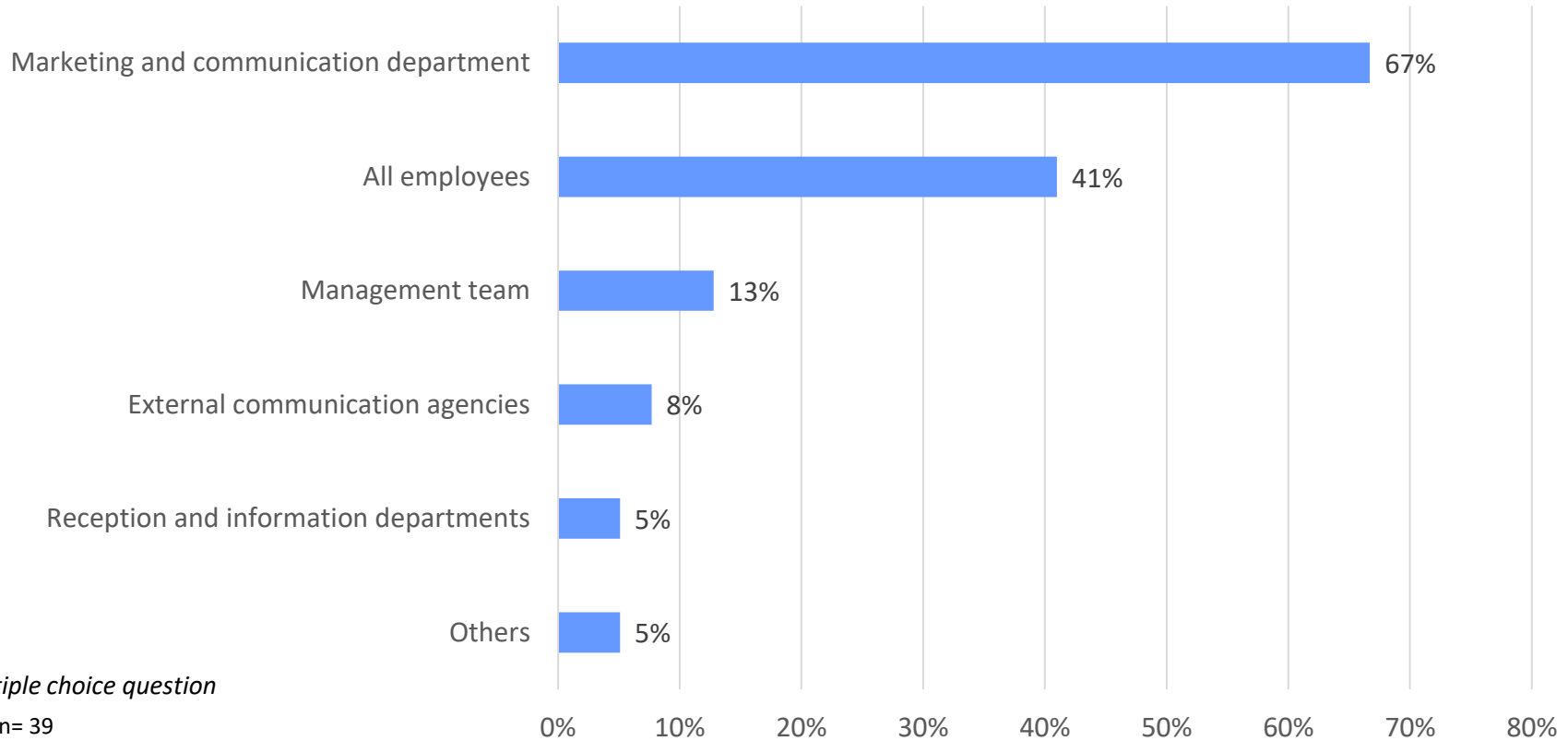
Comparison of the number of full-time positions per department between parks, museums and DMOs

Parks (n=42)	Mean	Min	Max	Median	n		
Overall institution	8,25	1	30	7	40	100%	
Marketing and Communication	1,32	0	3,32	1	35	16%	100%
Online and digital marketing	0,44	0	1	0,15	31	5%	33%
Social media	0,29	0	1	0	33	4%	22%

Museums (n=146)	Mean	Min	Max	n		
Overall institution	25,68	0	430	132	100%	
Marketing and Communication	2,22	0	75	138	9%	100%
Online and digital marketing	0,25	0	5	135	1%	11%
Social media	0,27	0	2	135	1%	12%

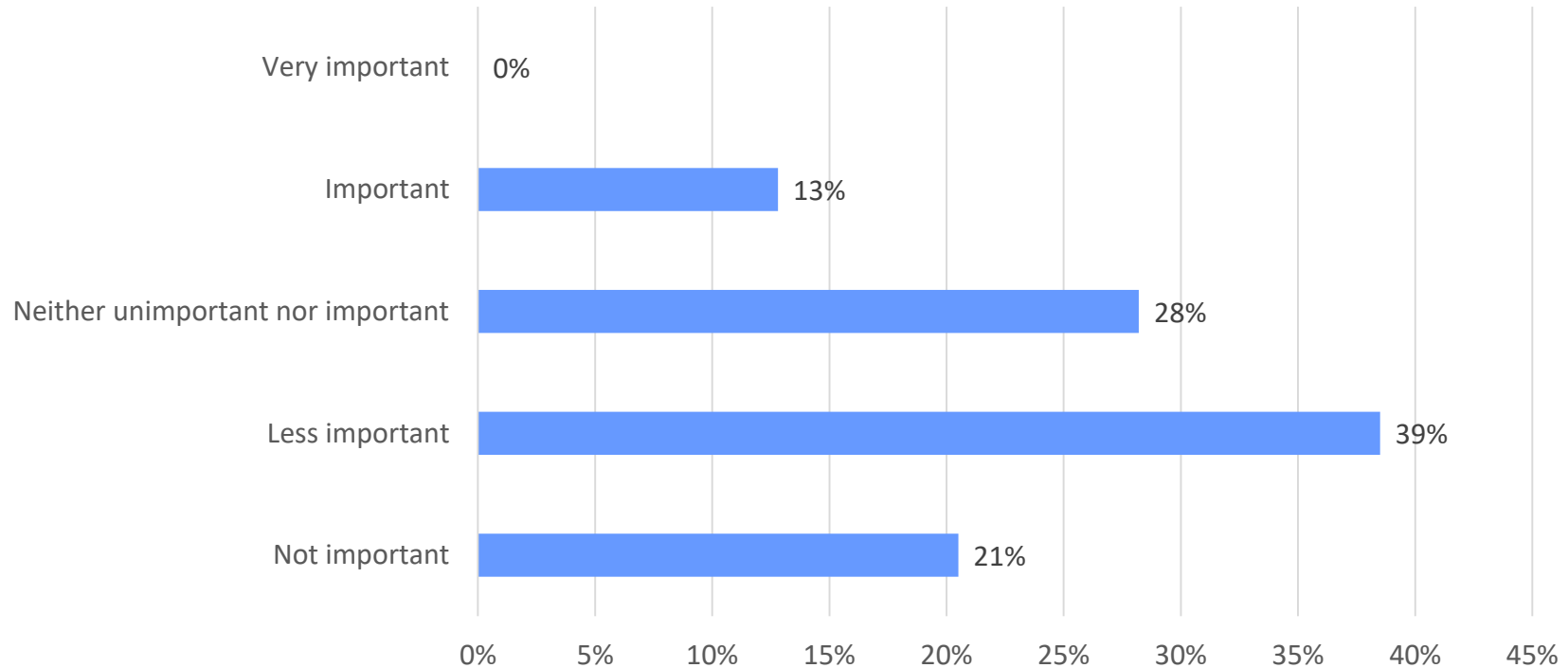
DMO (n=53)	Mean	Median	Max		
Overall institution	16,4	7,6	80	100%	
Marketing and Communication	4,02	2	25	25%	100%
Online and digital marketing	1,18	0,6	4,8	7%	29%
Social media	0,54	0,3	2	3%	13%

Staff participating in park social media activities



For the **majority of parks (67%)**, the **marketing and communications department** is primarily involved in social media activities. However, for **almost half of the organisation (41%)**, **all employees are participating** in social media activities.

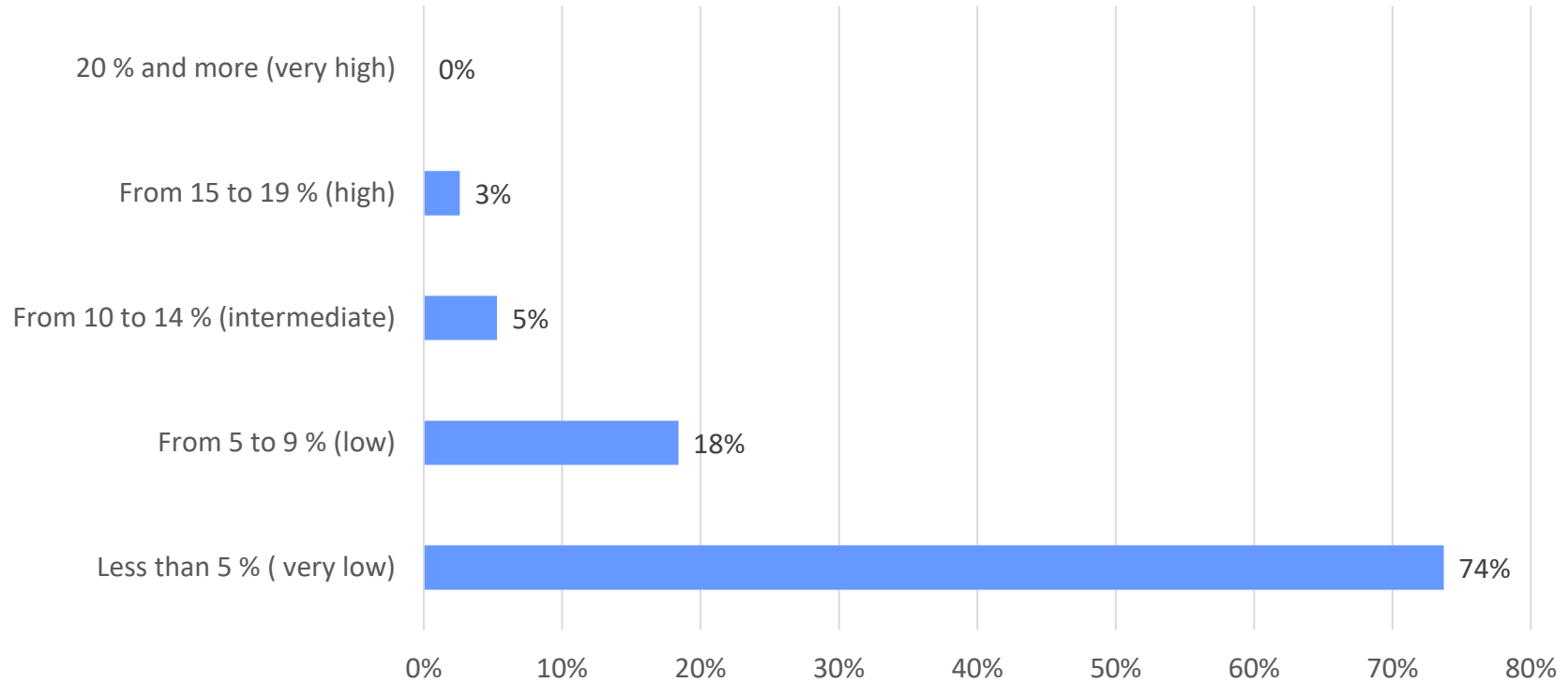
Importance of collaboration with external media representatives (e.g. bloggers, instagramers, influencers, etc.)



n=39

The results reveal a **relatively low importance of working with external media representatives** such as bloggers, instagramers, opinion leaders/influencers or independent authors with respect to parks social media activities.

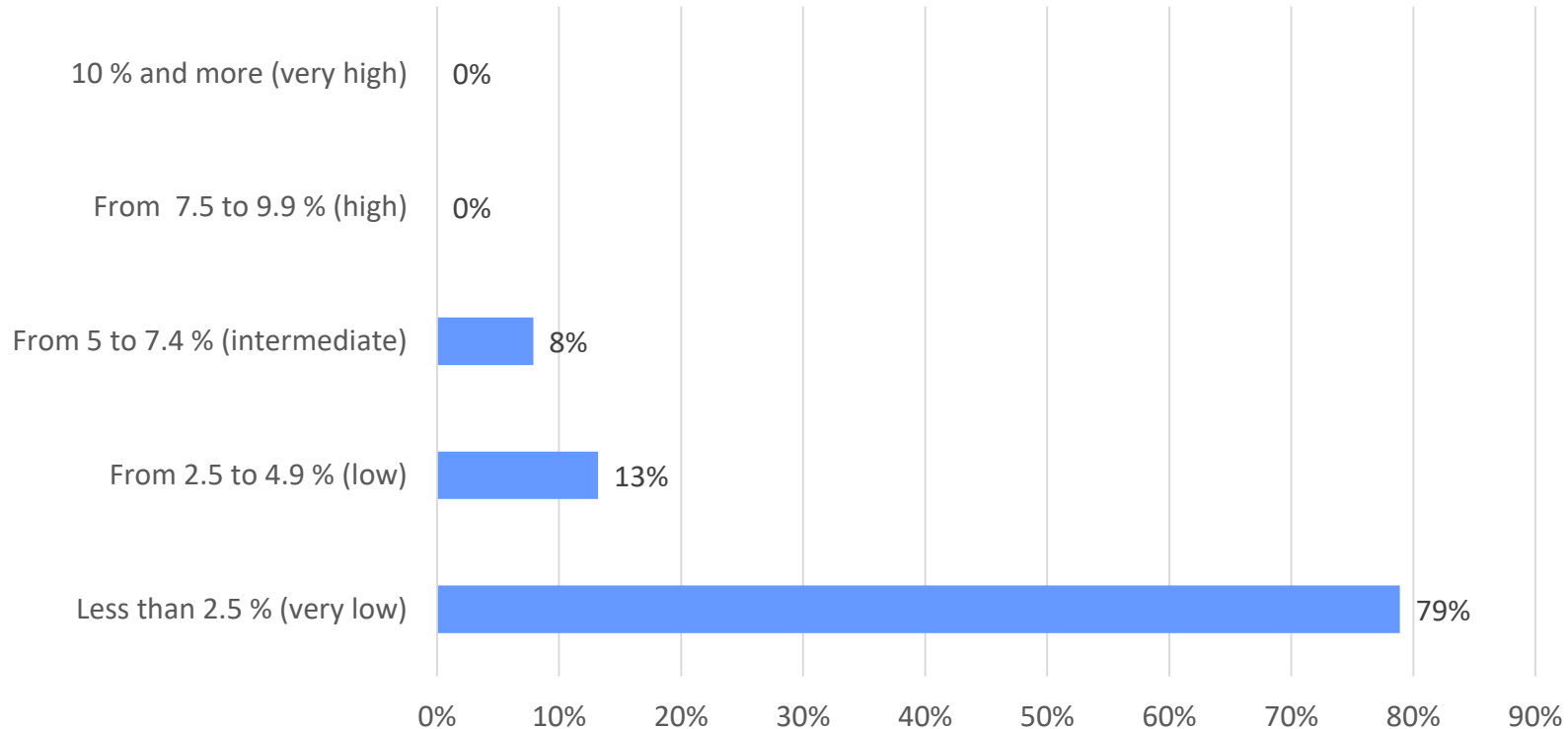
Online marketing budget (share of the total marketing budget in %)



n=38

The parks' answers indicate a rather **small online marketing budget** allocation: **almost three quarters** of the parks allocate less than 5% of their total marketing budget to online marketing.

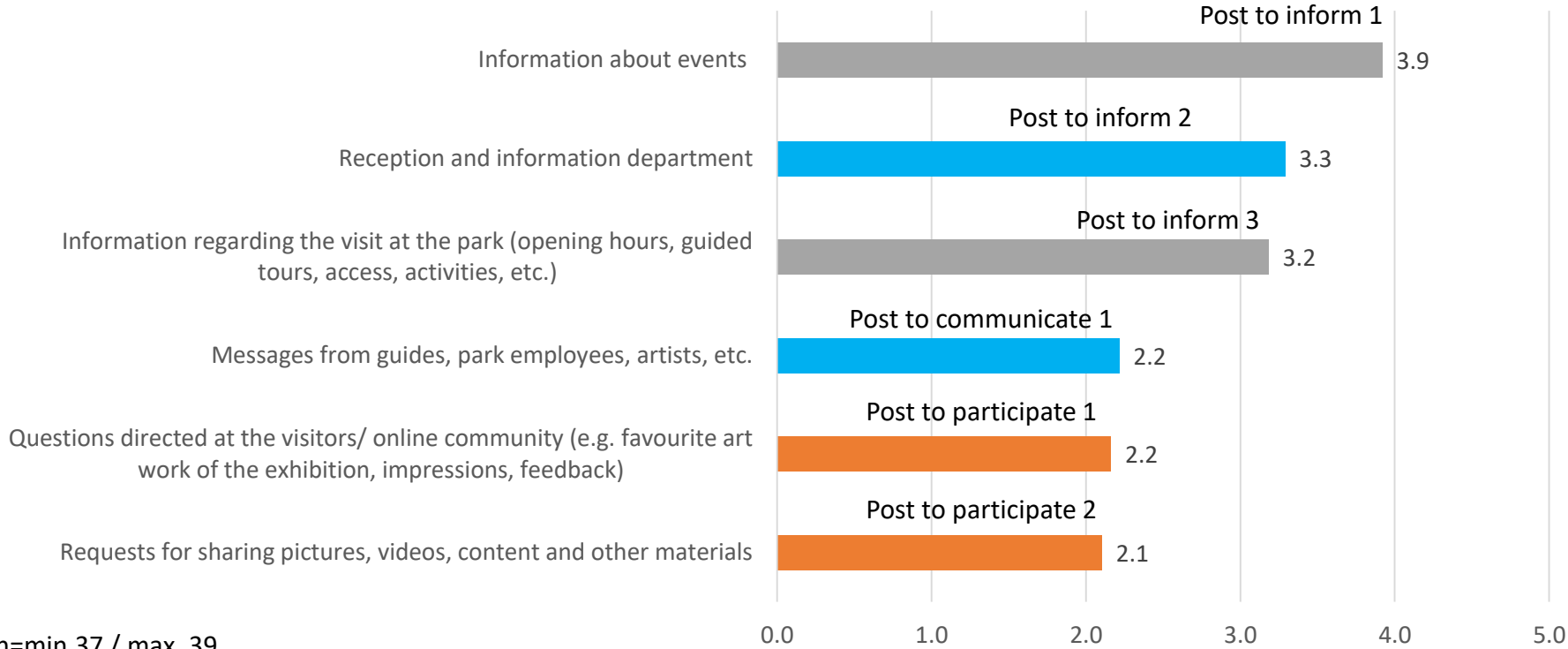
Social media budget (share of the total marketing budget in %)



n=38

Also as far as the social media budget is concerned, the parks' budget allocation seems to be rather low: almost **80% of the parks spend less than 2.5% of their total marketing budget on social media.**

Social media content strategy

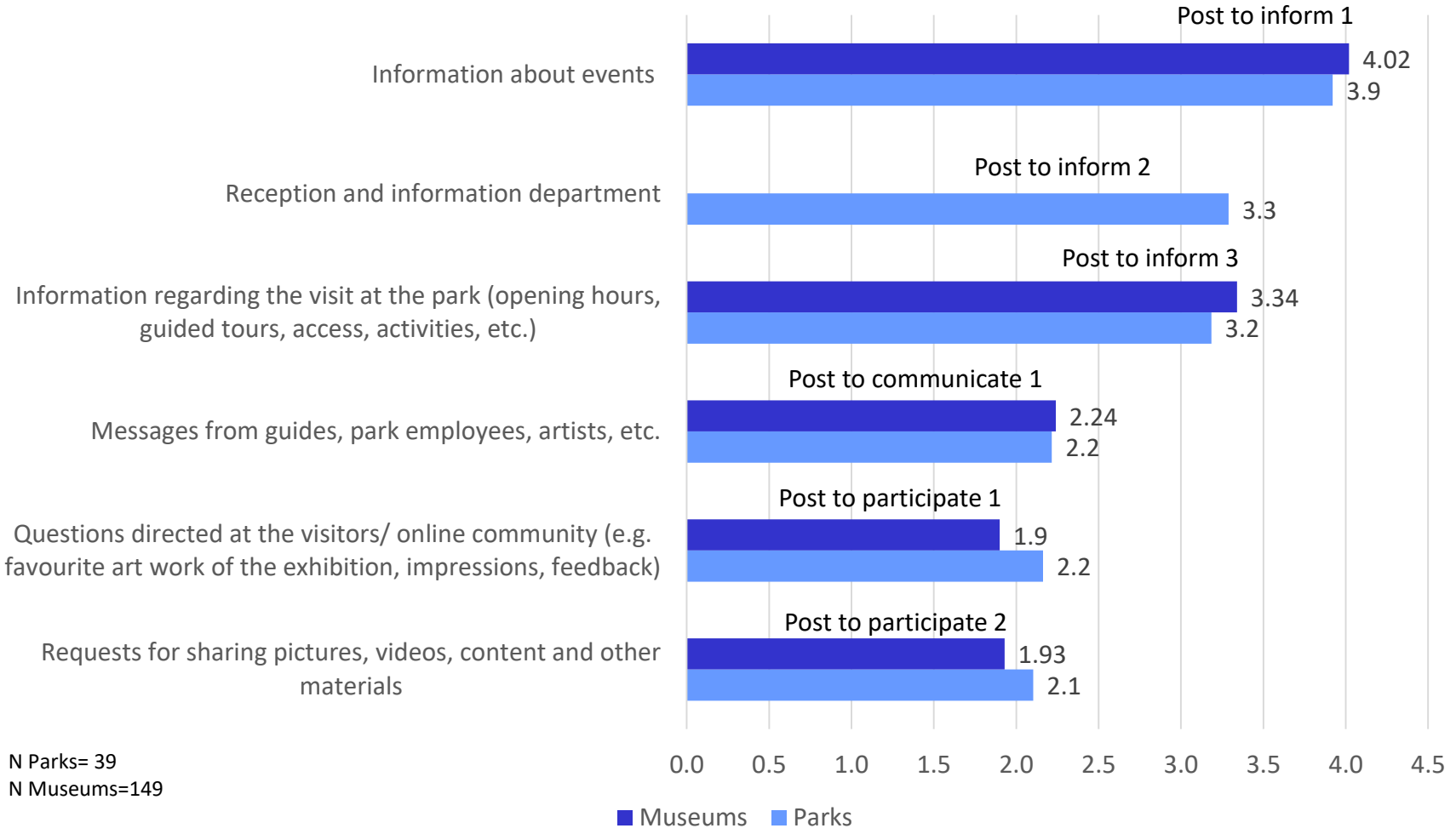


The graph above illustrates how often parks post content regarding the three different dimensions of application of social media (to **inform**, to **communicate** and to **participate**) according to Vogelsang et al. 2011 *. Every dimension was covered by two questions and parks had to indicate the frequency of use on a scale from 1 (Never) to 5 (Very often). It can be clearly seen that the parks more often post informative content as opposed to participative content.

* Vogelsang, A., Minder, B., & Moor, S. (2011). *Social Media für Museen: Ein Leitfaden zum Einstieg in die Nutzung von Blog, Facebook, Twitter & Co. für die Museumsarbeit*. Luzern: Hochschule Luzern - Design & Kunst



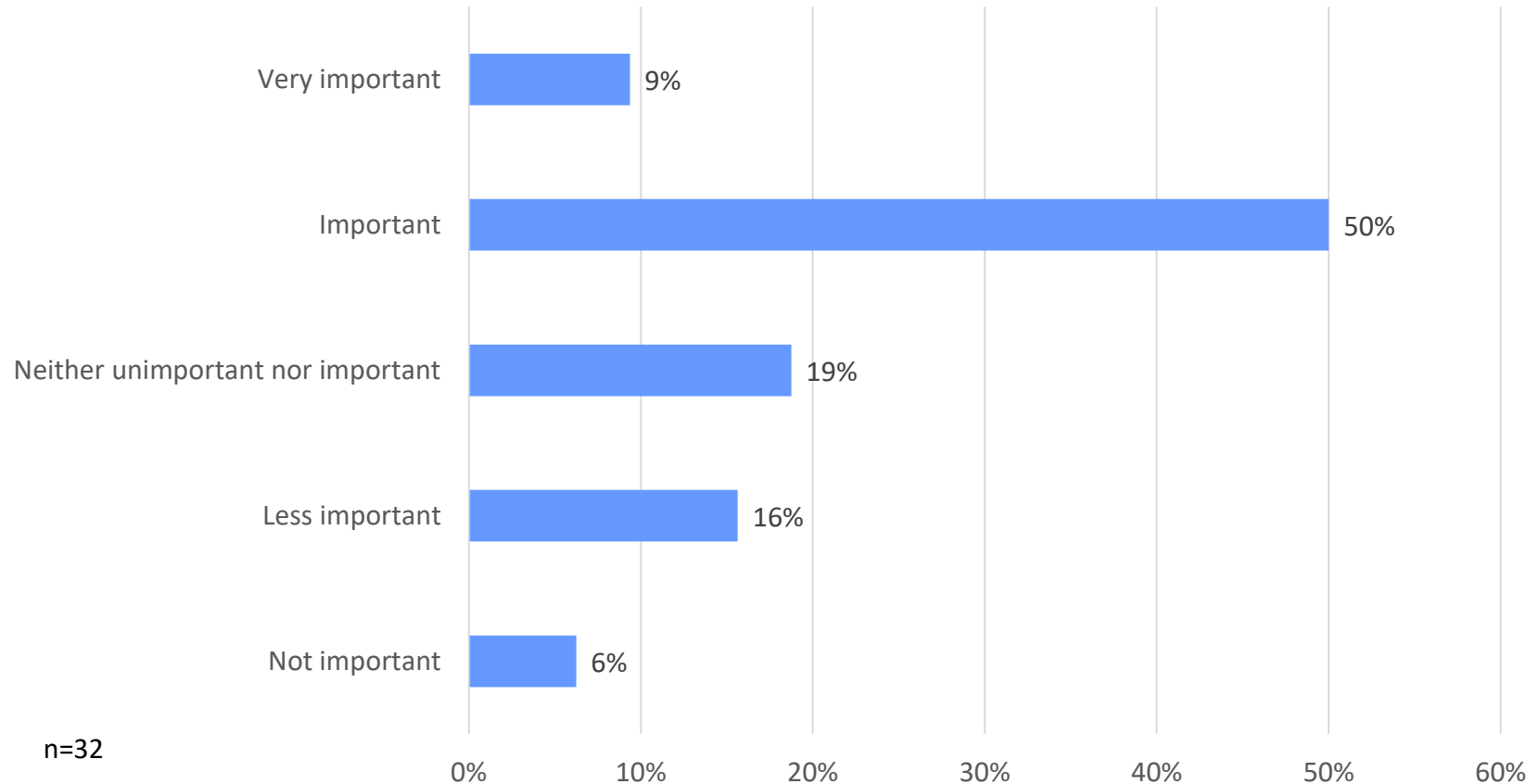
Comparison of content's strategy between parks and museums



As with parks, museums use **informative rather than participative content** in their strategy.

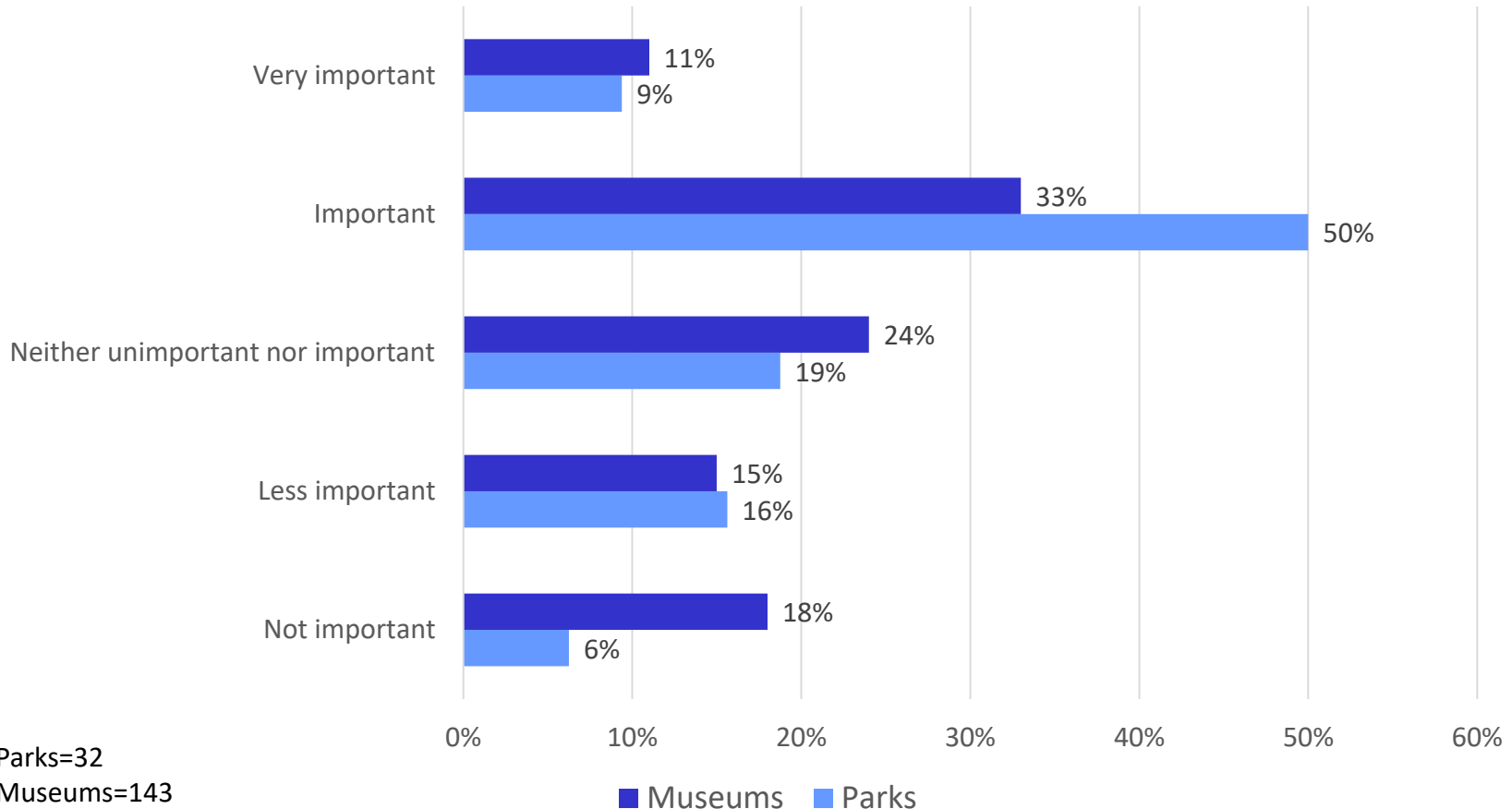


Importance of storytelling as a rhetorical tool for social media content



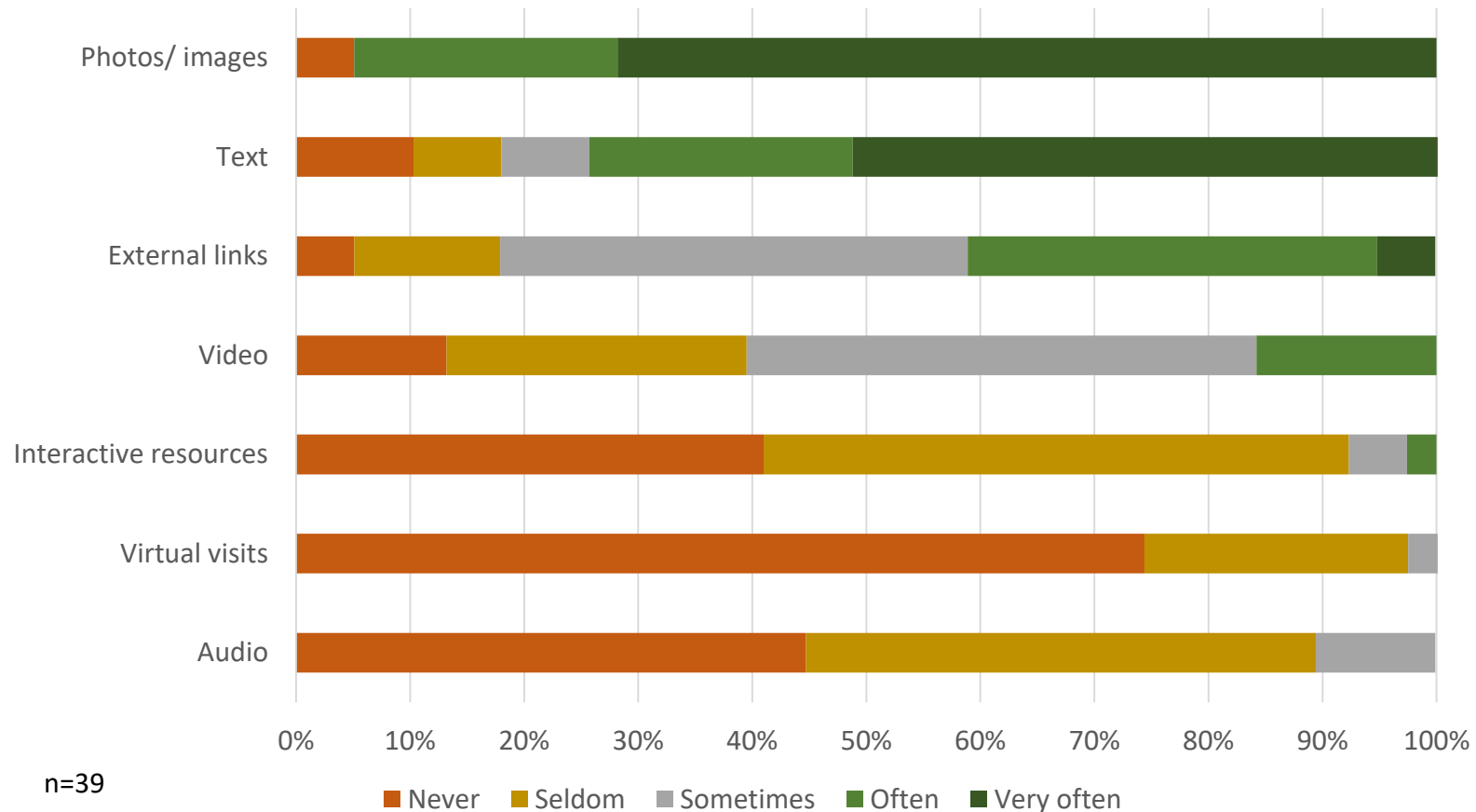
It appears that it is **important for parks (50%) to use storytelling approaches** as a rhetorical tool for their social media content.

Comparison of importance of storytelling approaches on social media between parks and museums



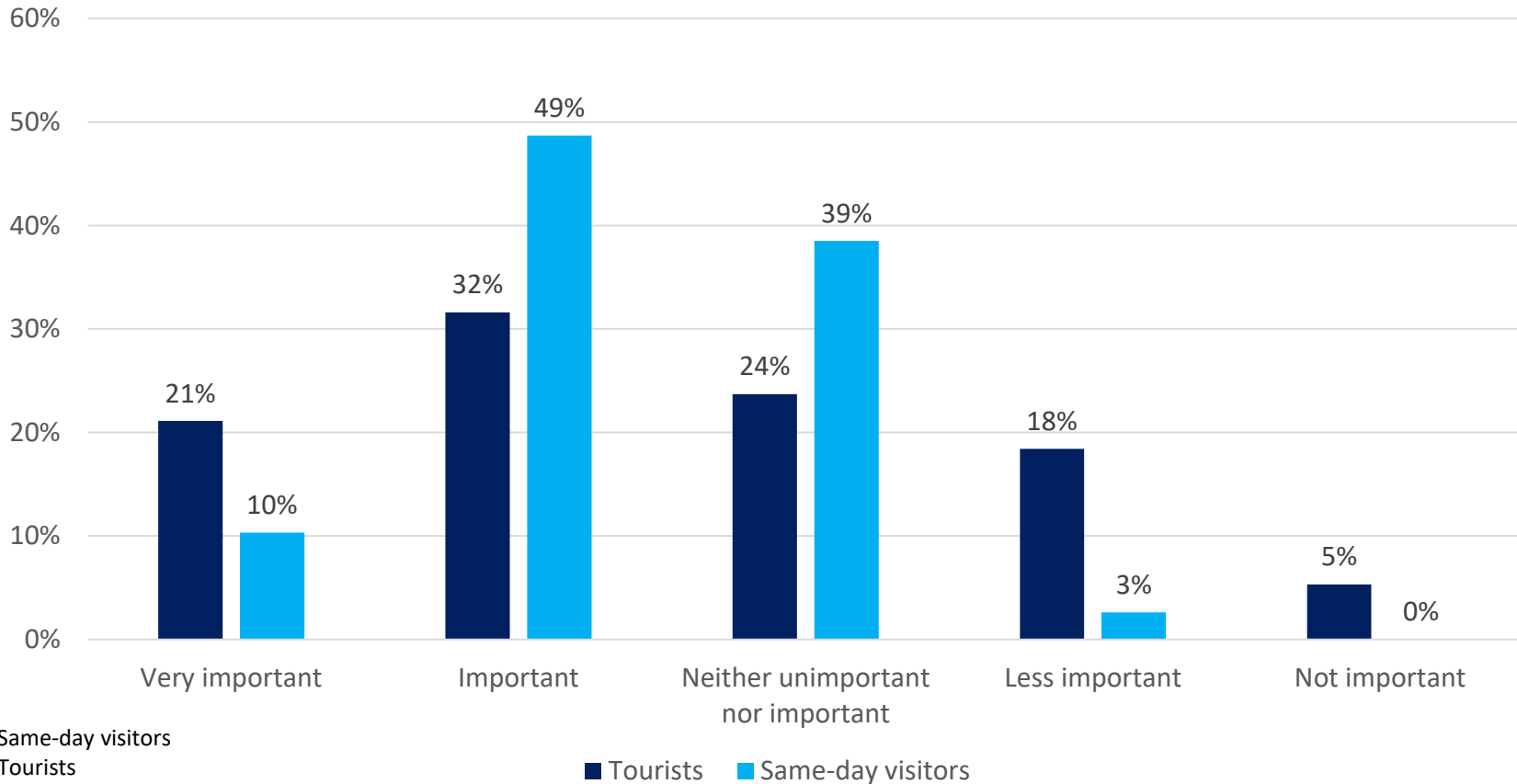
Results from museums show a lower importance of storytelling as a rhetorical tool for social media contents.

Use of different formats to present information on social media



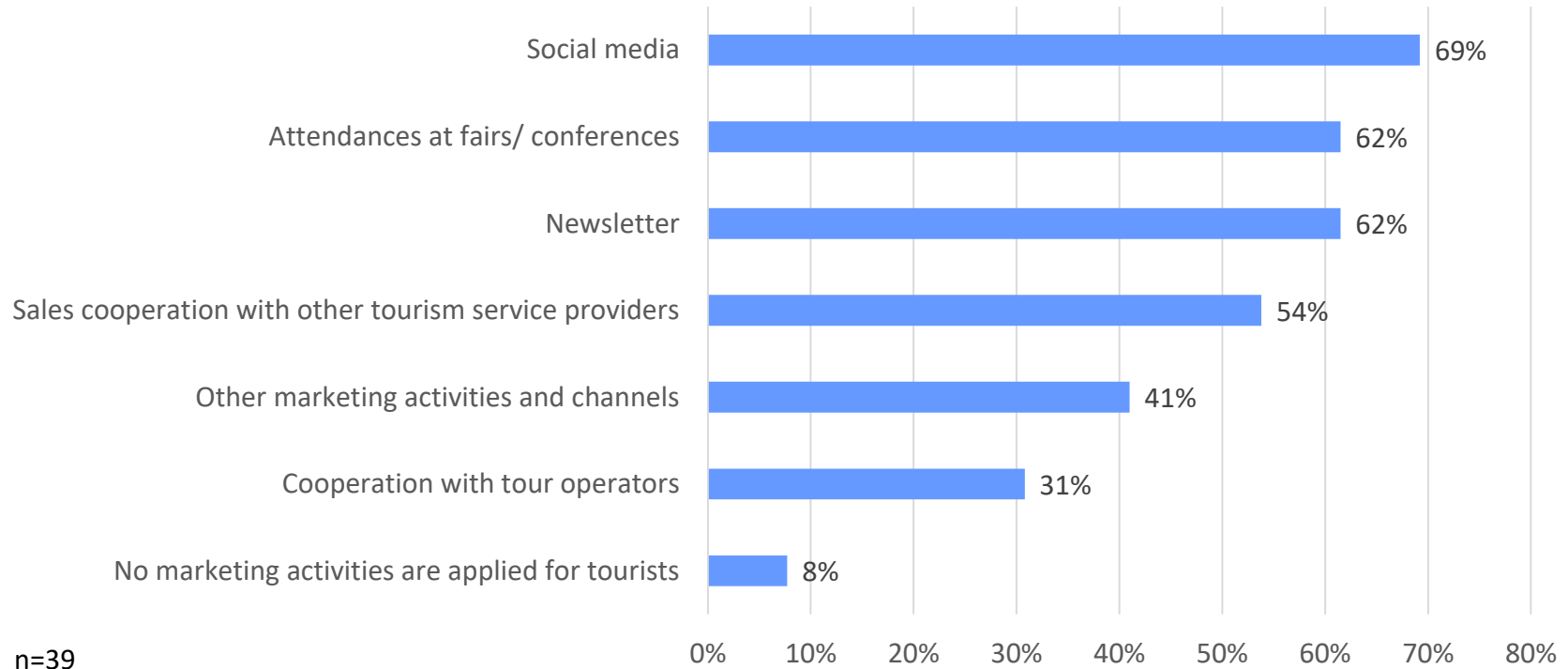
Parks favour clearly **images/ pictures** and **text**, followed by external links. The difference with museums is that almost 7% of them use very often video and for the parks, none of the parks use videos very often.

Importance of same-day visitors and tourists for parks



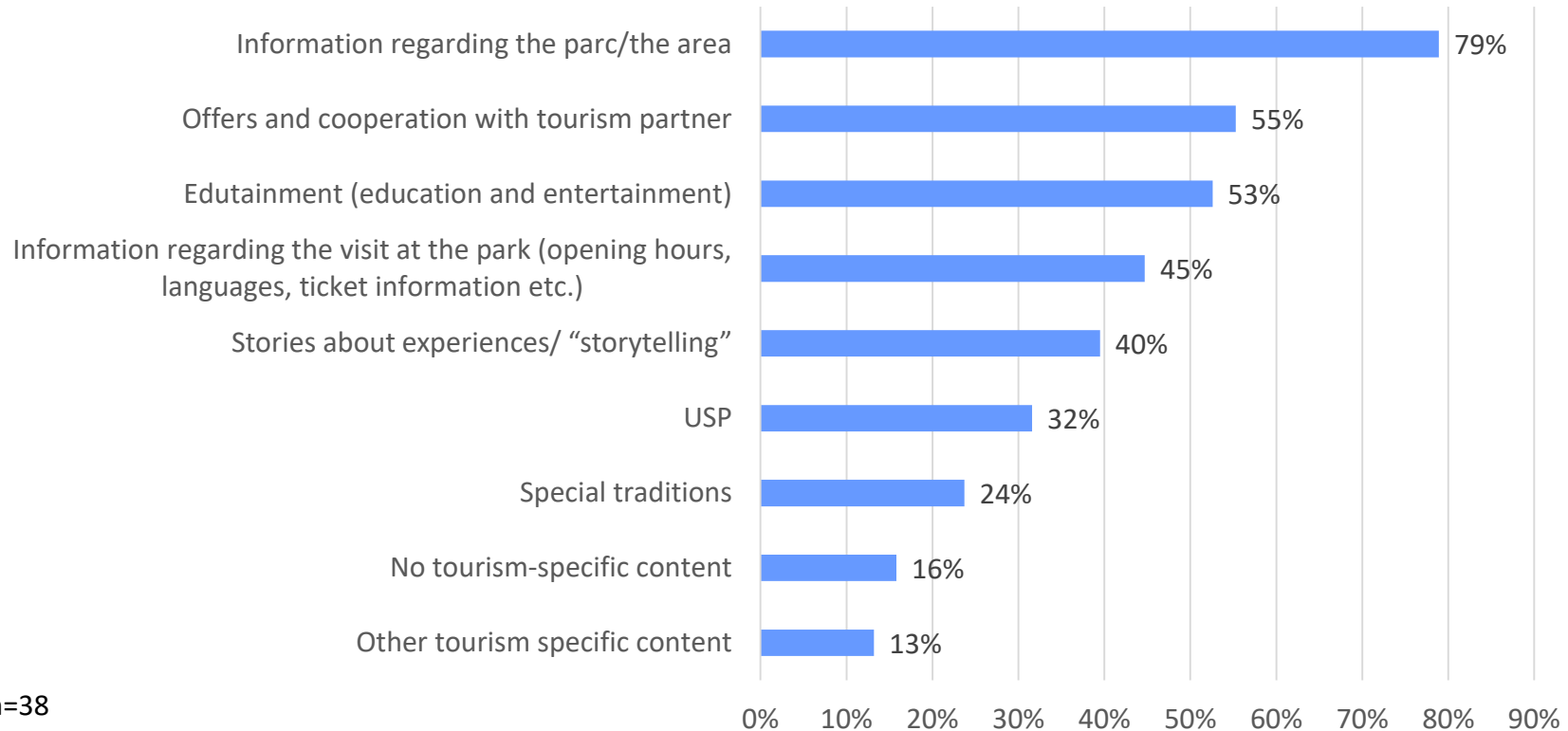
The parks' answers **highlight the importance of tourism for parks**. More than 85% and 60% of the parks responded that same-day visitors and tourists, respectively, are important to very important for their institution. Similar results have been observed for museums.

Channels and marketing activities applied by parks when targeting tourists



The results reveal the importance of **social media as marketing tool for parks (similar to museums) when targeting tourists**. Attendances at fairs/conferences and newsletters follow in second and third place. **Almost 10% of parks do not use any marketing activities for tourists**. Sales cooperation with other tourism service providers appear more important for museums (63%) than for parks (31%).

Content/ topics covered by parks on social media when addressing specifically to tourist visitors



Around 79% of the parks answered that they **provide information about the visit at the park/area when addressing tourist visitors through social media**. The 2nd and 3rd topic are the offers and cooperation with tourism partner and the edutainment. However, more than 15% of the parks indicated that they don't publish specific content for tourist visitors.

- IUCN. (2019). *Protected areas - Category II: National Park*. Recovered at: <https://www.iucn.org/fr/node/24506>
- Observatoire Valais du Tourisme. (2019). *Dashboard*. Récupéré sur : <https://data.tourobs.ch>
- Sharpley, R., & Pearce, T. (2007). Tourism, marketing and sustainable development in the English national parks: The role of national park authorities. *Journal of Sustainable Tourism*, 15(5), 557-573. Recovered at : <https://www.tandfonline.com/doi/abs/10.2167/jost613.0>
- Vogelsang, A., Minder, B., & Moor, S. (2011). *Social Media für Museen: Ein Leitfaden zum Einstieg in die Nutzung von Blog, Facebook, Twitter & Co. für die Museumsarbeit*. Luzern: Hochschule Luzern - Design & Kunst

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<http://tourism.hevs.ch>

EMBA in touristic innovation : www.innovation-touristique.com



Use of social media

What goals are you pursuing with your social media strategy / your social media activities? (multiple selection possible)

- Engagement (increasing of interactions / dialogues / the participation with park visitors and the online community)
- Conversion (e.g. transformation of online users into real visitors)
- Reach and awareness (e.g. reaching of a new target group, raising the brand profile)
- Digital extension to the offline information (pedagogical goal).
- Generation of web-site traffic
- To gain customer insight
- Usage as a service or feedback channel
- Increase of knowledge leadership / reputation
- Other goals / objectives

If "other goals / objectives", which ones?

How intensive do you use the following social media platforms?

	Not at all	Low (monthly)	Intermediate (once a week)	Intensive (several times a week)	Very intensive (daily)
Blog	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Facebook	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Google+	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Instagram	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
LinkedIn	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pinterest	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Reddit	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Snapchat	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
TripAdvisor	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Twitter	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Virtual reality platforms	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Wikipedia	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
YouTube	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

If you use other social media platforms, please state which ones:

Annex: The questionnaire (2)

Which of the following challenges / difficulties do you observe regarding the use of social media by park?

- | | |
|--|--|
| <input type="checkbox"/> Possible damage of reputation | <input type="checkbox"/> Lack of resources |
| <input type="checkbox"/> Losing control over content and pictures (e.g. copyright issues) | <input type="checkbox"/> Lack of competence / know-how |
| <input type="checkbox"/> Organisational hierarchies and structures | <input type="checkbox"/> Other challenges / difficulties |
| <input type="checkbox"/> Dependencies on higher level institutions (e.g. authorities, city councils, etc.) | |

If "other challenges / difficulties", which ones?

How do you plan your social media activities?

- | | |
|--|---|
| <input type="checkbox"/> The social media strategy is part of the overall strategy of the organisation | <input type="checkbox"/> Social media activities are treated as application processes, stipulated by means of a social media policy |
| <input type="checkbox"/> The social media strategy is part of the marketing and communication strategy | <input type="checkbox"/> The application of social media takes place rather experimentally |
| <input type="checkbox"/> The social media strategy is independent and defined separately | <input type="checkbox"/> No strategic planning of the social media activities |

How do you measure the performance of your social media activities? (Multiple selection possible)

- | | |
|--|--|
| <input type="checkbox"/> Through defined KPIs (Key Performance Indicators) | <input type="checkbox"/> No measuring |
| <input type="checkbox"/> Benchmarking | <input type="checkbox"/> Other measuring tools |
| <input type="checkbox"/> Visitor surveys | |

If "other measuring tools", what are those?

Annex: The questionnaire (3)

Personnel

How many full-time positions do the following departments account for?

Overall institution	<input type="text"/>
Marketing and communication	<input type="text"/>
Online and digital marketing	<input type="text"/>
Social media	<input type="text"/>

Who is involved in your social media activities? (Multiple selection possible)

- | | |
|---|--|
| <input type="checkbox"/> All employees | <input type="checkbox"/> Reception and information departments |
| <input type="checkbox"/> Management team | <input type="checkbox"/> External communication agencies |
| <input type="checkbox"/> Marketing and communication department | <input type="checkbox"/> Others |

Who if "others"?

How important is the collaboration with external media representatives for your social media activities? (e.g. bloggers, instagramers, influencers / opinion leaders, freelance authors, etc.)

Not important

Less important

Neither unimportant
nor important

Important

Very important

Annex: The questionnaire (4)

Budget

How much budget do you allocate for online marketing (approximate percentage to overall marketing budget)?

- Less than 5 % (very low) From 5 to 9 % (low) From 10 to 14 % (intermediate) From 15 to 19 % (high) 20 % and more (very high)

How much budget do you allocate for social media (approximate percentage to overall marketing budget)?

- Less than 2.5 % (very low) From 2.5 to 4.9 % (low) From 5 to 7.4 % (intermediate) From 7.5 to 9.9 % (high) 10 % and more (very high)

Annex: The questionnaire (5)

Social media content

How often do you post social media contributions with the following content?

	Never	Seldom	Sometimes	Often	Very often
Information about events	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Messages from guides, park employees, artists, etc.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Questions directed at the visitors/ online community (e.g. favourite art work of the exhibition, impressions, feedback)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Information regarding the visit at the park (opening hours, guided tours, access, activities, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Reception and information department	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Requests for sharing pictures, videos, content and other materials	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

How important is storytelling as a rhetorical device for editing social media content?

Do not know Not important Less important Neither unimportant nor Important Very important

How often do you use the following tools to present information on social media?

	Never	Seldom	Sometimes	Often	Very often
Text	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Photos/ images	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Audio	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Video	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
External links	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Interactive resources	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Virtual visits	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



Annex: The questionnaire (6)

Tourism context

How important are tourists (visitors whose trips include an overnight stay) for your organisation?

Not important

Less important

Neither unimportant

Important

Very important

How important are same-day visitors (non-local visitors whose trips do not include an overnight stay, e.g. from another canton) for your organisation?

Not important

Less important

Neither unimportant
nor important

Important

Very important

Which channels and marketing activities do you apply when targeting tourists?

- No marketing activities are applied for tourists
- Newsletter
- Attendances at fairs/ conferences
- Cooperation with tour operators
- Sales cooperation with other tourism service providers
- Social media
- Other marketing activities and channels

If "other marketing activities and channels", which ones?

Annex: The questionnaire (7)

In which languages do you communicate on social media? (Multiple selection possible)

- | | |
|----------------------------------|--|
| <input type="checkbox"/> German | <input type="checkbox"/> Spanish |
| <input type="checkbox"/> French | <input type="checkbox"/> Dutch |
| <input type="checkbox"/> Italian | <input type="checkbox"/> Other languages |
| <input type="checkbox"/> English | |

If "other languages", which ones?

What content/ which topics do you cover on social media when addressing specifically to tourist visitors?

- | | |
|--|--|
| <input type="checkbox"/> No tourism-specific content | <input type="checkbox"/> Edutainment (education and entertainment) |
| <input type="checkbox"/> Special traditions | <input type="checkbox"/> Offers and cooperation with tourism partner |
| <input type="checkbox"/> Information regarding the visit at the park (opening hours, languages, ticket information etc.) | <input type="checkbox"/> Stories about experiences/ "storytelling" |
| <input type="checkbox"/> USP | <input type="checkbox"/> Other tourism specific content |
| <input type="checkbox"/> Information regarding the parc/the area | |

If "other tourism specific content", which ones?

Annex: The questionnaire (8)

General information

Name of the park/ organisation

Country

- Austria Germany France Italy Switzerland

Size of the park/ organisation

- Up to 50'000 attendances per year
 50'001 to 100'000 attendances per year
 100.001 to 500.000 attendances per year
 500.001 to 1.000.000 attendances per year
 1.000.001 and more attendances per year

Park categories

- National park Urban park Other category
 Regional/local parc Natural park
 Mountain park Biosphere (Unesco)

If "other category", which one?

Is your park/organisation member of the association Swiss Park ?

- Yes - member SP No - Swiss park No - international park

If you would like to receive the results of this survey, please type your email address

Email address