Bringing Parks to the People:

Online Access to the Scenery and History of our National Parks, National Parks and National Marine Conservation Areas

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Parks Canada
167 National Historic Sites

44 National Parks

4 National Marine Conservation Areas

- 20.6M visitors in 2012-2013
- Parks operations & visitors contribute $3B annually to GDP
- $100M Canada in revenues
- Largest federal custodian with $15B in assets
Parks Canada Strategic Priorities…

• Establish new protected areas
• Protect natural and cultural resources
• Maintain assets
• Increase visitation to counter decline, and to diversify our visitor base (rural, 50+)
• Connect with more youth, new and urban Canadians to set them on a path of discovery
How can digital media be used to reach our objectives and audiences?
Jumping in?
Our reluctance to jump in stems from:

- Decentralized and dispersed operations and governance
- History of reactive media relations
- Humility about accomplishments
- Marketing and drive to visit has, at times, been perceived negatively
Our Approach

Parks Canada’s adoption of social media was and continues to be informed by:

• Research and knowledge about social media

• Understanding of our place within social media

• Institutional requirements (policy) and best practices for each social media approach

• Functional guidance – Strategies, guidelines, training products, tool kits, etc. (build staff competencies)

• Our social media governance has evolved somewhat, but remains dispersed and decentralized.
YouTube

• Launched national YouTube channel in 2009 with separate English & French brand channels.

• Showcases videos from all aspects of the Parks Canada mandate and from every corner of the country.

• Channel interactions are turned on allowing fans to subscribe to the channel, post comments, like, share and favourite videos, etc.

• National tools, training and programs to help promote and populate the channel.

As of April, 2014:

• Published more than 300 videos

• Over 2 million videos views to date

• Over 1.7 million minutes of Parks Canada videos watched in the past year alone.
Twitter

• Piloted our first Twitter feed promoting Point Pelee National Parks’ world-famous Festival of the Birds and spring bird migration event during the spring of 2010.

• Launched first national Twitter feeds in 2010.

• Began the distributed use of Twitter (specific NPs, NHSs and NMCAs) in 2011 (ongoing).

• As of November, 2013:
  • 40 Twitter initiatives, each consisting of separate English and French profiles.
  • >100,000 total followers
  • About 50% are from the national Twitter initiative (53k)
Niche Audiences

my PARKS PASS [canada]

Archaeology

Shy About Social Media
Overcoming the shyness…

Niche Audiences

Point Pelee NP
@PointPeleeNP

Official twitter page for Point Pelee National Park, a mosaic of ecosystems - marsh, savannah, forests, and beach. Suivez-nous en français @PntPelee.

Point Pelee, Ontario, Canada - parkscanada.gc.ca/pelee

1,472 TWEETS
154 FOLLOWING
2,724 FOLLOWERS

Tweets

Point Pelee NP @PointPeleeNP
DYK that @PointPeleeNP's savannah has been home to a hotel named the Aviation Inn? #vintageMondays

Point Pelee NP @PointPeleeNP
As you discover this beautiful habitat and the restoration work, watch for the huge Cottonwood trees.

Point Pelee NP @PointPeleeNP
The large brush piles are from the restoration work being done in the park. These piles provide habitat and nourishment for wildlife.

Point Pelee NP @PointPeleeNP
Visiting #PointPeleeNP today? Why not explore the Chinquapin Oak...
Facebook

- Launched national Facebook brand pages in 2010
- Began distributed use of Facebook (for specific NPs, NHSs and NMCAs) in 2011 (ongoing).

As of November, 2013:
- 23 Facebook initiatives, each consisting of a separate English and French brand pages
- 64,000 Facebook fans in total
- About 1/3 of our fans come from the national brand pages

- Facebook allows us to share lengthier stories and highly visual content, reflecting the Agency’s public brand.

- All social functions have been turned on allowing fans to post comments, like and share posts, etc. and we actively engage and respond to fans.
Public Interaction

- Flexibility to adapt to our audiences’ topics of interest
  - General topics change seasonally
  - Daily topics of conversation fluctuate
- Proactive engagement
  - Asking questions
  - Commenting on public posts
- Recently, used Twitter to solicit interest and comments on the re-introduction of bison into Banff NP.
- Reactive engagement
  - Re-tweeting pictures/stories from visitors
  - Answering questions and responding to comments
- Promotion
  - Pass sales
  - Reservation system news
  - Merchandise
    - Events
    - Contests

“Lost my @ParksCanada national pass in Cavendish yesterday.”

Parks Canada staff noticed the tweet, contacted staff at the Cavendish campground in PEI National Park.

The pass was found, the man contacted for his address via Twitter, and he got it mailed back within 1 week.
What’s Next?
Going Mobile

What percent of Canadians own tablets and smartphones?

42% tablets, 56% smartphones
Results?

- Heritage Gourmet 9185 downloads (1700 downloads in first week)
- Learnt to: 51,325 (iOS 82%, Android 17%, BB 1%); peak at launch, media blitz
- Positive comments (mostly!)
- Some negative comments re bugs
- Lots of media coverage, social media presence (blogs, twitter, facebook etc)
Greenscreen App

Proof that Canada has always been awesome!
Here's your photo!
Parks Canada Photo App  loctamara.tarasoff

1 attachment

0403_05-20-2014 at 12:30:23 PM.jpg

Thank You
for visiting Parks Canada at New test 22!
We hope to see you again soon!

Select photo to enlarge

This notice has been sent to you by Parks Canada - OnoDReph@pc.gc.ca because you participated in the Parks Canada Postcard activity. For more information about Parks Canada, visit parkscanada.gc.ca.
Explora

- 42 parks and sites use it with more in development
- Beginning to transition to downloadable apps
- Government standards also require a web version providing an opportunity to re-use content for virtual tours
- **Challenge:** How to sustain and grow it across our network?
Leveraging Partners’ Channels for Increased Reach
Google Street View
Google Street View: Filling in the Pieces
Google Street View: What’s Next?

Google Street View reaches millions of people, but Parks Canada also wants to explore ideas like:

- Better ways of using and embedding Street View into Parks Canada’s website and other online products.

- Adding Parks Canada KML overtop of embedded Street View content to extend our messaging and customize experiences and visitor planning tools.

- Using Liquid Galaxy technology to create immersive experiences for museums, trade shows and events.
Multi-Partner; Multi-Platform Quietest Concert Ever!

• Unique outdoor concert heard live via wireless headphones & broadcast on multiple platforms

• Audience: young adults aged 18-24

• Location: Banff National Park

• Reach & Visibility: HMV in-store promotion, HMV & CBC Music Flyaway contests, joint social media strategy, CBC National television, CBC Radio 1 and CBC Radio 2, CBCMusic, CBCMusic Online.

• Estimated $800,000 in promo value

http://www.cbc.ca/player/News/Canada/Calgary/ID/2414638009
Thank you
Questions?