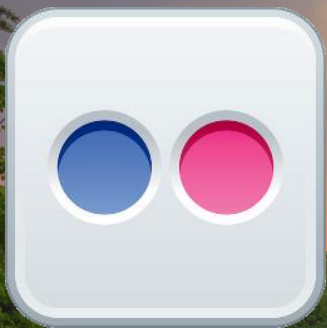




**Cleveland
Metroparks**



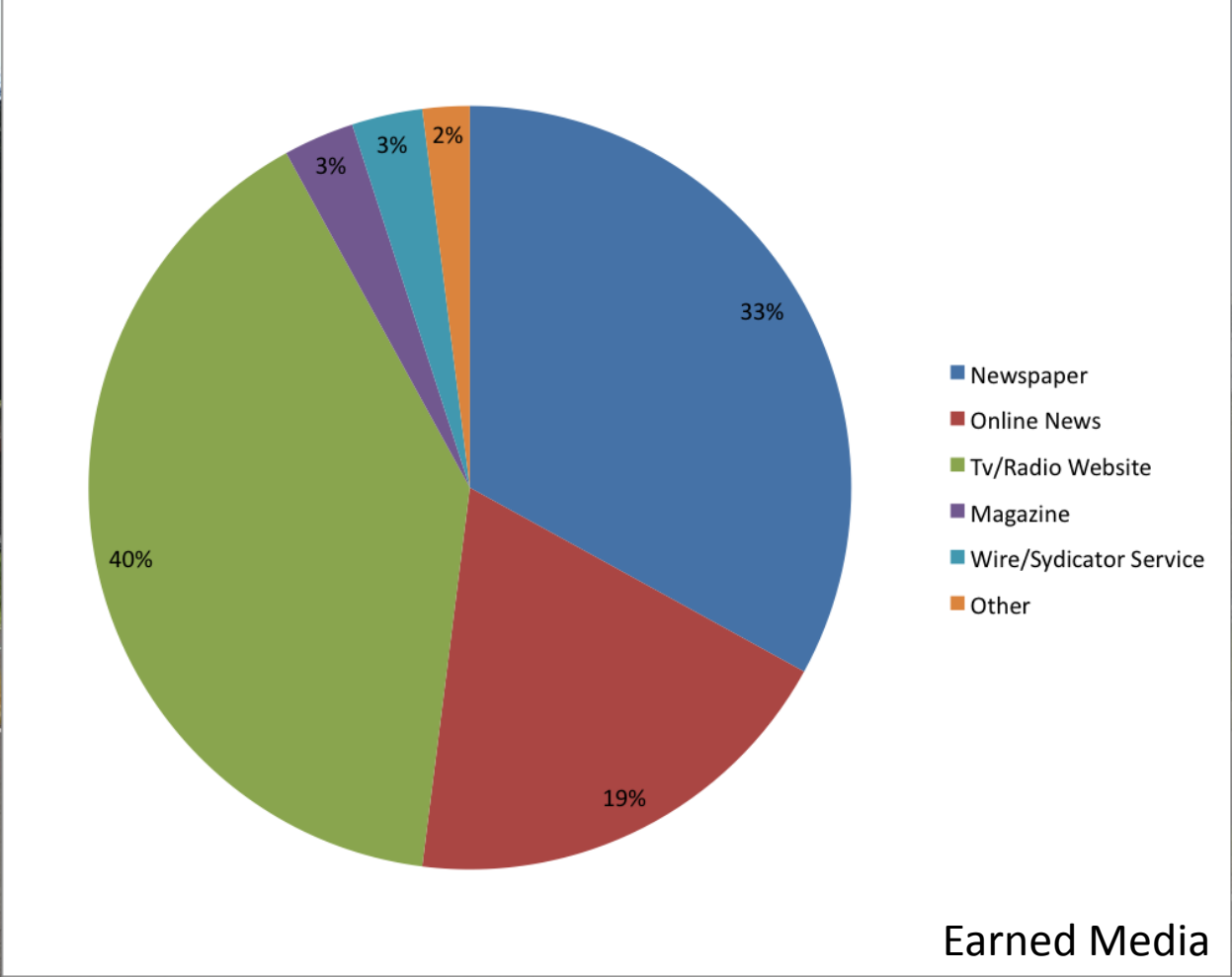
State of Social Media



Why is Social Media Important?

- Direct route of communication with users
- Instant gauge of visitor/community sentiment
- Positions Cleveland Metroparks brand as authority on all things “outdoors”
- Vehicle for content creation
- Creates and extends conversation
- Cost Effective

Where our Media Messaging Appears



June 24, 2013 – July 24, 2013

Quick Stats

Total Fan Base
162,241

- **Facebook**
 - Zoo – 85,812
 - Parks – 45,893
 - Golf – 1,160
- **Twitter**
 - Zoo (@clemetzoo) – 15,805
 - Parks (@clevemetroparks) – 13,571



Engagement Rates

- Facebook Engagement higher than ever:
 - 11,599 “Talking About Us” (3,195% increase)
 - 255,058 “Reach” (1,963% increase)
 - Most pages less than 1% engagement, we hit 26% twice this year and are consistently around 6-10%
 - Major Events:
 - Bald Eagle Birth - Brown Pelican

Other Fun Facts



85 Volunteer Photographers have submitted 925 photos on Flickr

Take advantage of current trends:
@CLEPelican



The YouTube logo, consisting of the word "You" in black and "Tube" in white inside a red rounded rectangle.

Parks - 182,871 Views
Zoo - 1,607,105 Views

Friends of Fans
20,567,686

New Initiatives

“Twitter Themed Days”

- Expanding Cleveland Metroparks Experience
- Every Nature Center and the Rangers

#Hashtag Campaigns / Signs

- Now at all major events
- Works across all social networks
- Instant gauge of success of event

Tweeting CEO - @ED_CleMetparks

- 404 Followers

New Initiatives

Samsung Galaxy Cameras

- Connected to cellular networks
- 1 for each nature/visitor center



Results & Recognition

9,000 to 13,500 followers

In 5 months our followers grew by 50%



Top 50 Parks &
Recreation Twitter
Accounts to Follow
(and Imitate)

Number 2 in the
nation!

Top 10 Tweets from
Cleveland
Metroparks

“Bomb Ass Twitter”
Feed

Socially Savvy
Parks & Rec
Departments

Social Media Hub

The New Kids



**Pinterest – Online Scrapbooking
Zoo – 605 Followers
Parks – 304 Followers**



**Vine – 6 Second Videos
Parks – 344 Followers
*Integrated fully with Twitter***

*Mobile
Only*



**Instagram – Photos & Filters
Parks – 189 Followers
*130 million active users***

*Mobile
Only*

The Future / Next Steps

- Complete new comprehensive training manual
- Focus on growing new social media platforms
- Implement cross medium strategies
- Create a truly social culture at Cleveland Metroparks