



Welcome!

Using Social Media to Promote Your Park

- Social media at CPC
- Our Practices
- Our Manifesto
- Tie to Marketing Activities
- Measurement
- Central Play Case Study
- Final Thoughts

Social Media at CPC



Social Media at CPC

1. Each platform should serve a **purpose** that aligns with your goals
2. It should speak to an audience that is **relevant** to you
3. Each profile should be **managed** frequently and well
4. Most importantly, strive to create **value** for your followers

Don't Employ A Peanut Butter Strategy

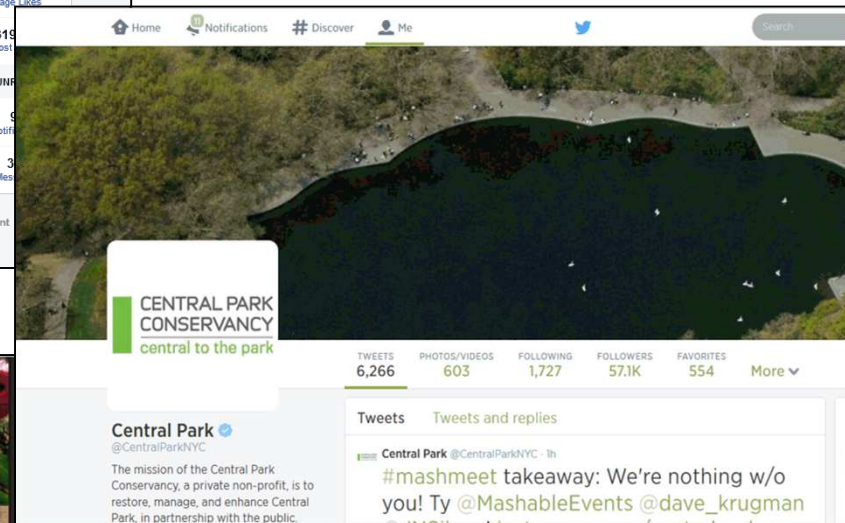
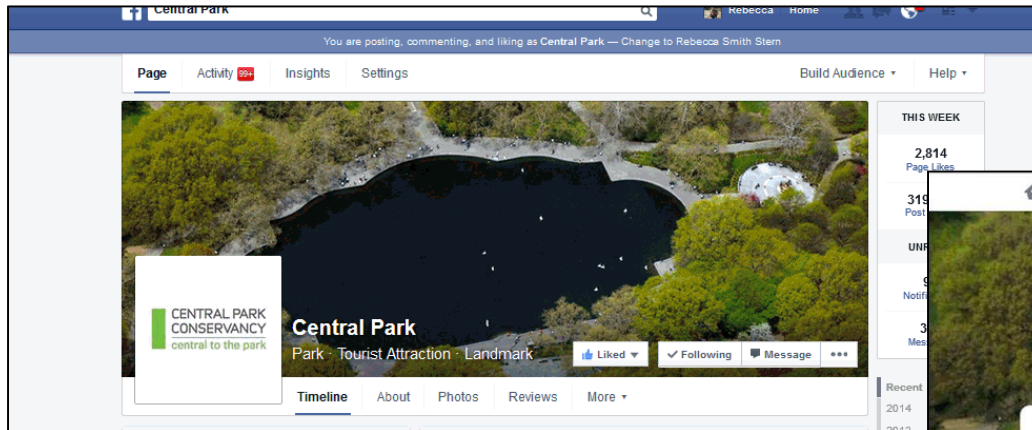


Don't Employ A Peanut Butter Strategy

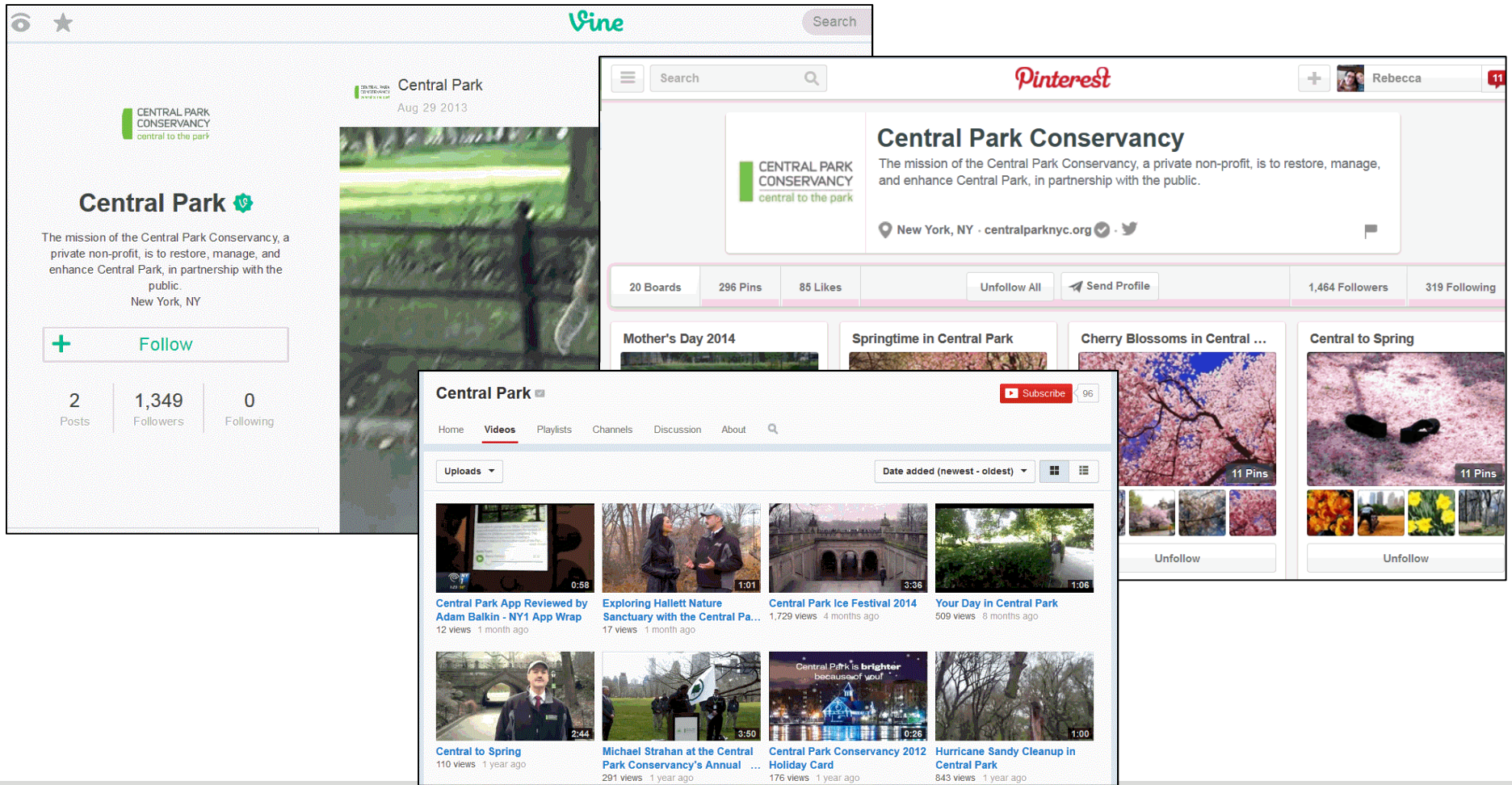


“I've heard our strategy described as spreading peanut butter across the myriad opportunities that continue to evolve in the online world. The result: a thin layer of investment spread across everything we do and thus we focus on nothing in particular.”

Branding Across Platforms



Secondary Platforms



A Tough Lesson



ReTweet / ReShare / ReGram

The collage consists of three overlapping social media posts from the account **centralpark_nyc**.

- Top Left Post (Twitter):** A tweet from **Central Park @CentralParkNYC** dated Jun 23, announcing summer open hours at the Hallett Nature Sanctuary. A red box highlights the retweet section, showing it was retweeted by **Central Park** and **miki @mikioka** with the text "So green in the @CentralParkNYC #uws #nyc #loveCentralPark #nofilter".
- Top Right Post (Instagram):** A post from **centralpark_nyc** dated 3 hours ago, titled "The Ramble and Lake". A red box highlights the caption: "Hump Day survival strategy: A lunchtime amble through the Ramble! Thanks to @jssilberman for the ray of inspiration." The post features a photo of a sunlit path through a forest.
- Bottom Post (Facebook):** A post from **centralpark_nyc** dated June 23, titled "Tomorrow is one of your last chances to catch summer open hours at the Hallett Nature Sanctuary! Cool off in Central Park's secret southern woodland! <http://bit.ly/1tqRVjO>". A red box highlights the photo credit: "Photo by Instagram user @krissyhotdogs <http://instagram.com/p/oOoHltgwLJ> — with Elisa Martinez and 2 others." The post features a photo of a city skyline seen through dense green trees.

Pay Attention to Super Users

Central Park
Posted by Ann Rafalko Sublett [?] · June 17

No one knows more about Central Park than Central Park Conservancy. Is there something about the Park you've always wanted to know? Ask us!

We'll publish our favorite questions and answers on the blog:
<http://centralparknyc.tumblr.com/>

Photograph of the Reservoir by Gigi Altarejos via Twitter, @gigi_nyc:
https://twitter.com/gigi_nyc/status/477963144724496384/photo/1 — with Clinton Ingram and 2 others.



Unlike · Comment · Share 137 Shares

Central Park and 1,896 others like this. Top Comments ·

Write a comment...

Ali Bouzine Gotta find where its located first lol.
Like · Reply · June 18 at 11:00am

Central Park All Bouzine this is the Reservoir. Have fun!
<http://www.centralparknyc.org/.../attr.../running-track.html>

Reservoir Running Track - The Official Website of Central Park NYC
www.centralparknyc.org
The Official website of Central Park, New York City, including things to see and... [See More](#)

Like · Remove Preview · 1 · Commented on by Rebecca Smith Stern [?] · June 18 at 11:42am

Write a reply

Gigi Altarejos Thank you Central Park! ❤️
Unlike · Reply · 3 · June 17 at 1:36pm

54,064 people reached [Boost Post](#)

Retweeted by Central Park

Gigi A @gigi_nyc · Jun 14
My fave flowers, lilies! Now blooming at the Shakespeare Garden
[@CentralParkNYC](#) #NYC

11 19 ... [View more photos and videos](#)

Pay Attention to Super Users

1

THE NEW YORK TIMES

ART & DESIGN

Sharing Cultural Jewels via Instagram

By LESLIE KAUFMAN JUNE 17, 2014



On a recent spring morning, some 90 minutes before the Metropolitan Museum of Art opened, Dave Krugman, a 26-year-old photo retoucher from Bushwick, Brooklyn, ushered six friends into its cavernous halls through a side door near East 81st Street.

Unimpeded by crowds, they roamed the world-famous exhibitions. Mr. Krugman photographed his fellow adventurers posing above the main staircase, standing stone-faced in front of an ornately carved Roman

The Metropolitan Museum of Art has given Instagram posters off-hour access. Zach Glassman as @Zachspassport

2

#mashmeet

with @dave.krugman & @jnsilva

Scavenger Hunt Clues

one. On July 20, 1969, crowds gathered in this spot to watch Neil walk on new ground.

two. This place provides "una bella vista", the best overlooks in the park.

three. Got a bad case of diphtheria? This statue commemorates your new best friend.

four. These talented folks sing, strum and do neat tricks all over the park. Find your favorite!

five. Lions and tigers and bears, oh my!

six. Snap a pic of all those Tour de France hopefuls.

seven. The Gatekeeper found the Keymaster on this iconic NYC rooftop.

eight. Made by the first woman to receive a sculptural commission in NYC, this divine statue was featured in the classic Angels in America.

nine. "This way to the Mad Hatter's tea party" — say hello to the characters inspired by the Lewis Carroll classic.

ten. Ice skate in the winter, rides in the summer.

eleven. I scream, you scream, we all scream for ice cream! Any flavor will do.

twelve. A duck!

thirteen. McCauley Culkin as Kevin McCallister in Home Alone 2 finds himself here with the birds.

fourteen. A once abandoned garden, now restored, dedicated to this famous 16th century playwright. Near the statue of the star-crossed lovers.

fifteen. This iconic black and white mosaic lies in the center of Strawberry Fields.

sixteen. Row, row, row your boat gently down the stream... to dine on the water.

seventeen. This form of transportation through the park has been around since its opening in 1858.

Don't get lost. Get the Central Park app on your phone!

6/22 Central Park

Hayden Planetarium
American Museum of Natural History
New York Botanical Garden
The Cloisters
The Great Lawn
The Mall
The Pond
The Terrace
The Tavern
The Theater
The Zoo

#mashmeet

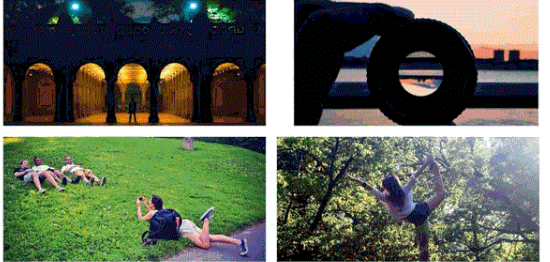
After party at 6pm!
Name of place
Address

512.820.2676
Anna Parsons
Event Manager

3

Central Park @CentralParkNYC - Jun 23

#mashmeet takeaway: We're nothing w/o you! Ty @MashableEvents @dave_krugman @JNSilva_! [instagram.com/centralpark_nyc](https://www.instagram.com/centralpark_nyc)



View more photos and videos



Our Social Media Manifesto

Honesty

Integrity

Respect

Responsiveness

Honesty

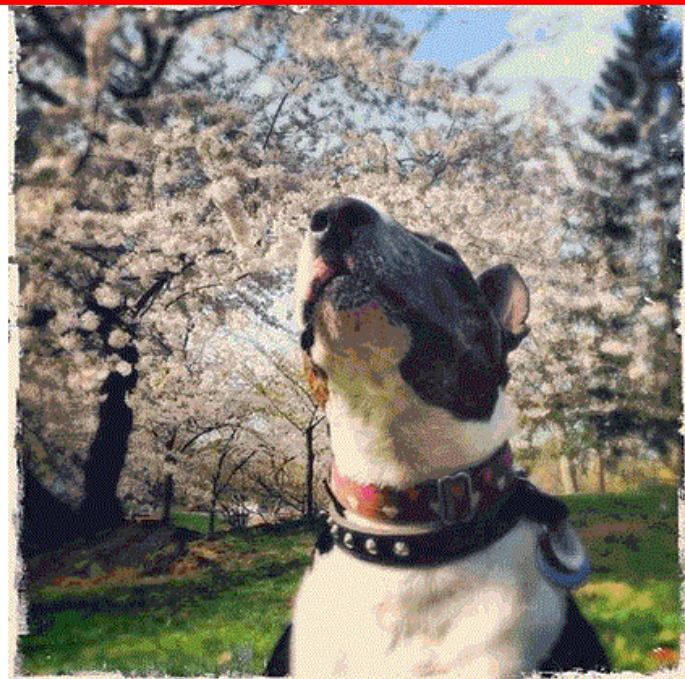
All information should be true and verified.

Cite your sources.

If your dog is like Badger and loves bagels and Central Park, then you should join us and [CENTRAL PARK PAWS](#) for Saturday's Bagel Bark!

Full details: <http://bit.ly/1iNoFT5>

Thank you to Instagram user @kimegj for this wonderful photo! <http://bit.ly/1fTbDyB> — with Lorena Gabriela Lara Chang.



Unlike · Comment · Share

1,040 16 43 Shares

Integrity

Your brand should remain fully intact on SM.

Whenever possible, promote your work and the people who do the work.

Write every post as if our top donors are reading them (some of them are).

 **Central Park**
August 15

Lobelia, blooming now at the Shakespeare Garden.

Photo by Larry Boes, Conservancy Zone Gardener in charge of the Shakespeare Garden.



Respect

Treat everyone with respect, especially when disagreeing.

Central Park shared a link.
Posted by Ann Rafalko Sublett [?] · May 28 · Edited

Celebrate the beauty of the summer season with the Greensward Circle, the Central Park Conservancy's network of young professionals, at the 9th annual Evening in the Garden on June 18! Join us amidst the gorgeous blooms of the Conservatory Garden for a wonderful night of food, drinks and live music. We hope to see you there!



Evening in the Garden
www.centralparknyc.org

Enjoy two hours of great food, cocktails, and live music on the Conservatory Garden pergola beneath a canopy of wisteria and overlooking six acres of gorgeous fountains, blooms, and lush landscapes

Unlike · Comment · Share

40 Shares

Central Park and 413 others like this.

Top Comments

Pat Jund Keegan So, I guess if I'm over 40, I'm encouraged to stay away.
Like · Reply · 2 · May 28 at 12:06pm

Central Park Hi Pat! Thank you for your comment. Everyone is welcome at Evening in the Garden! The event is simply sponsored by the Greensward Circle, the Central Park Conservancy's group for young professionals!
Like · 2 · Commented on by Ann Rafalko Sublett [?] · May 28 at 7:17pm · Edited

Michael Schneider That line should be taken out of your text.
Like · May 28 at 2:58pm

Sarah M. Boyd They are just targeting a certain audience, though I'm sure they aren't turning people away because of age....come on.
Like · May 29 at 4:28pm

Write a reply..

Responsiveness

Smart questions should be answered and kind comments should be acknowledged and appreciated.



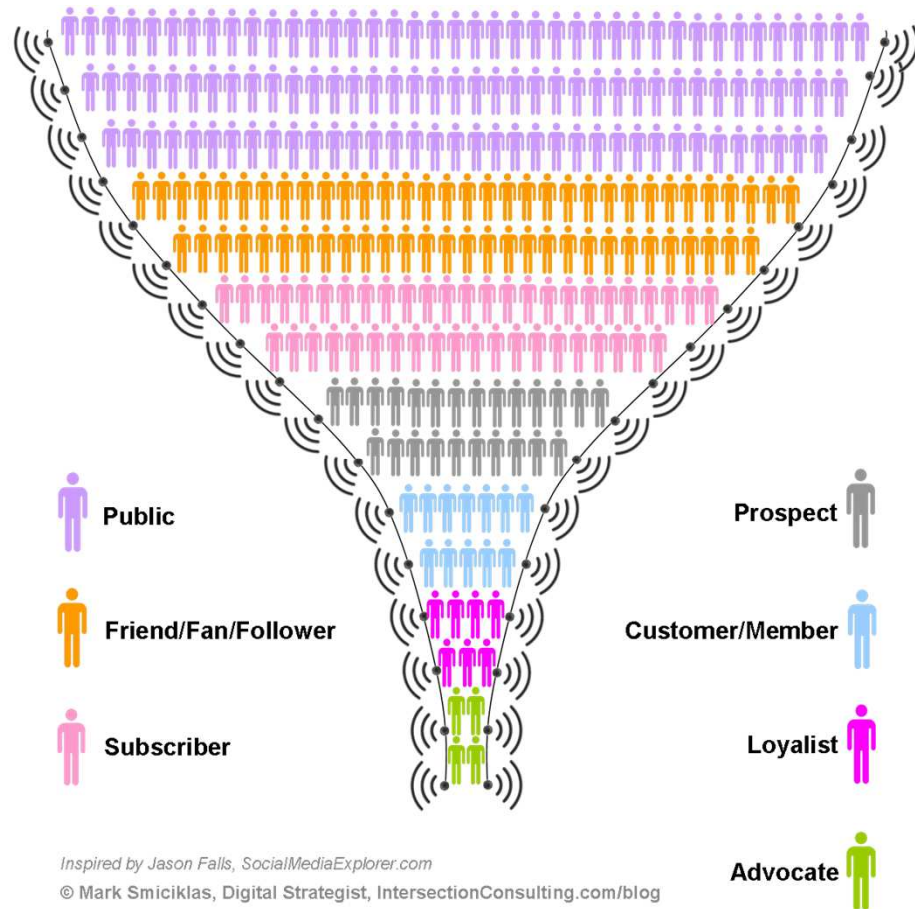


Tying It Back to Marketing

Increase awareness of the Conservancy and its role in Central Park

Integrated messaging targeting specific audiences to deepen engagement with current and future members.

Achieve conversion with value propositions and well placed CTA's for increased revenue.



**CENTRAL PARK
CONSERVANCY**
central to the park

Awareness



Connect with us

Sign up for Insider emails: centralparknyc.org/insider



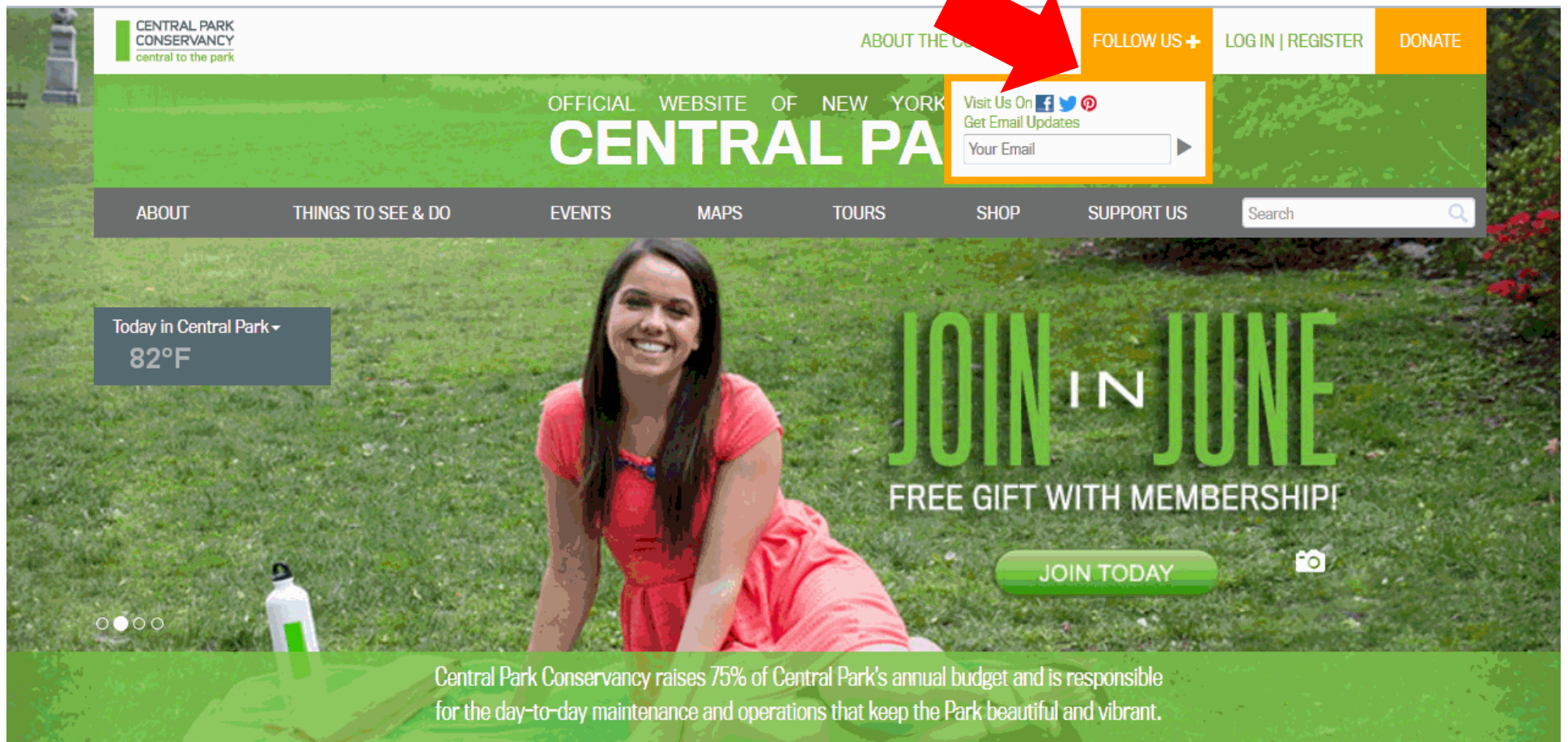
centralparknyc



@centralparknyc



Awareness



Engagement

Spring hit a snag earlier this week, but then kept on springing forth! As have your beautiful photographs of [#SpringInCentralPark!](#)

Please keep them coming! We love seeing them! — with Mimi KH and 38 others. (15 photos)



Unlike · Comment · Share

4,242 79 435 Shares

149,248 people reached

Boost Post

Rebecca Stern

From: Central Park Conservancy <website@centralparknyc.org>
Sent: Friday, March 21, 2014 10:50 AM
To: Rebecca Stern
Subject: It's Finally [#SpringInCentralPark!](#)



It's been a long, cold winter, but signs of [#SpringInCentralPark](#) are beginning to show up! Conservancy gardeners noticed these Galanthus blooms at Shakespeare Garden just last week! Share your signs of spring with us by using [#SpringInCentralPark](#) on [Facebook](#), [Twitter](#), [Instagram](#), and [Tumblr](#). We'll share our favorite photographs (and videos) throughout the season!

Want to see more beautiful blooms? [Become a member](#) of Central Park Conservancy and you'll get access to our [Bloom Guide](#), developed by our expert horticultural staff, which includes info on over 200 of the Park's most gorgeous blooms.

It's Your Park. We just take care of it for you.

Be central to the Park. [Click here to become a member now »](#)

**CENTRAL PARK
CONSERVANCY**
central to the park

CENTRAL PARK
CONSERVANCY
central to the park

[Become a Member](#) | [Update Your Email Preferences](#) | [Unsubscribe](#)

Action

Central Park
September 5

A team of Conservancy volunteers swept under the wisteria pergola at the Mall today. Here are before and after images of their great work.

Photos by Ginny Seipt, a Conservancy volunteer. Learn more about volunteering with the Conservancy here:
<http://www.centralparknyc.org/volunteer/>



Like · Comment · Share

54

1,288 people like this.

Top Comments

View 31 more comments

56,864 people saw this post

Boost Post



Anneke Werk Great job, very well done. Thanks a lot and enjoy the weekend! 😊

Like · Reply · September 6 at 1:37am via mobile



Rita Bartuska Well done !!

Like · Reply · 1 · September 5 at 11:17pm



Jillian Mead I love Central Park!!!!

Like · Reply · 2 · September 5 at 11:05pm via mobile



Maggie Bell thank you volunteers

Like · Reply · September 5 at 10:34pm



Jody Goldman Daddio Thanks for all the work you all do to keep our park so beautiful! The park wouldn't be "our park" without your loving work!

Like · Reply · 1 · September 5 at 9:48pm via mobile

Revenue

Most 2013 revenue is related to event ticket sales for Evening in the Garden, showing that a younger audience will respond to a call to action given the right incentive on social media.

2012: **\$854** donated

2013: **\$2,296** donated

2014 TD: **\$1,449** donated

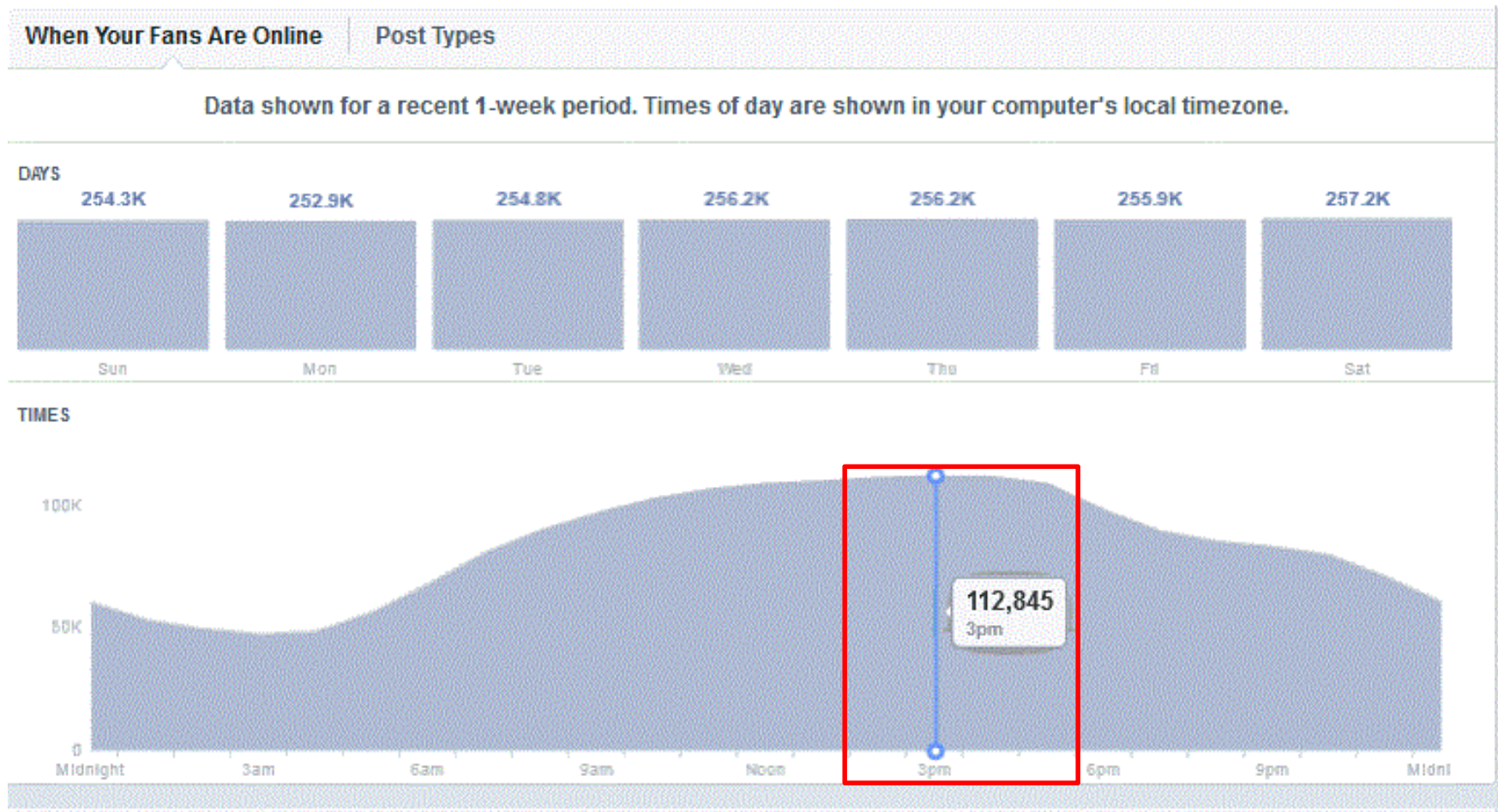




Facebook Analytics (Free)

Overview	Likes	Reach	Visits	Posts	People				
Published ▾	Post	Type	Targeting	Reach	Engagement	Promote			
06/24/2014 1:39 pm	 Tonight! Free classical music at the Naumberg Bandshell! Join us for the Opening Concert of the			16.4K	237 310	Boost Post ▾			
06/23/2014 10:00 am	 Tomorrow is one of your last chances to catch summer open hours at the Hallett Nature			70.1K	1.3K 3.3K	Boost Post ▾			
06/22/2014 9:00 am	 The north end of Central Park is performance central today! Families will love the Family			102.6K	15.9K 1.7K	Boost Post ▾			
06/21/2014 9:00 am	 Happy solstice Saturday! You have 15 glorious hours of daylight to spend in the Park today! So			226.4K	57.5K 6.7K	Boost Post ▾			
06/20/2014 11:18 am	 When you support Central Park by becoming a Central Park Conservancy Member, you help keep			71.5K	7.6K 1.7K	Boost Post ▾			
06/19/2014 12:27 pm	 Dotted with playgrounds, "secret" spots, and recreation aplenty, the west side of Central Park			99.5K	4.1K 6.2K	Boost Post ▾			
06/18/2014 9:59 am	 It's hot today, but it will be (marginally) cooler tomorrow, which makes it perfect weather to sweat it out outdoors!			14.1K	112 213	Boost Post ▾			
06/17/2014 1:10 pm	 No one knows more about Central Park than Central Park Conservancy. Is there something			54K	1.4K 2.3K	Boost Post ▾			
06/16/2014 1:00 pm	 Was your weekend in Central Park picture perfect? Show us!			110.5K	20.8K 3.5K	Boost Post ▾			
06/15/2014 9:00 am	 Happy Father's Day! Celebrate with us today at the FREE Family Performance Festival in the			39.1K	753 1.2K	Boost Post ▾			
06/14/2014 9:00 am	 Sunny Saturday greetings! Who's joining us in the Sheep Meadow today? Photo by James Schriebl			194.7K	12.3K 11.2K	Boost Post ▾			
06/13/2014 1:00 pm	 By joining the Central Park Conservancy as a Member you are directly helping us in our mission			25.2K	1.6K 432	Boost Post ▾			
06/12/2014	 Discover the would-be parade ground that became			22.9K	1.2K	Boost Post ▾			

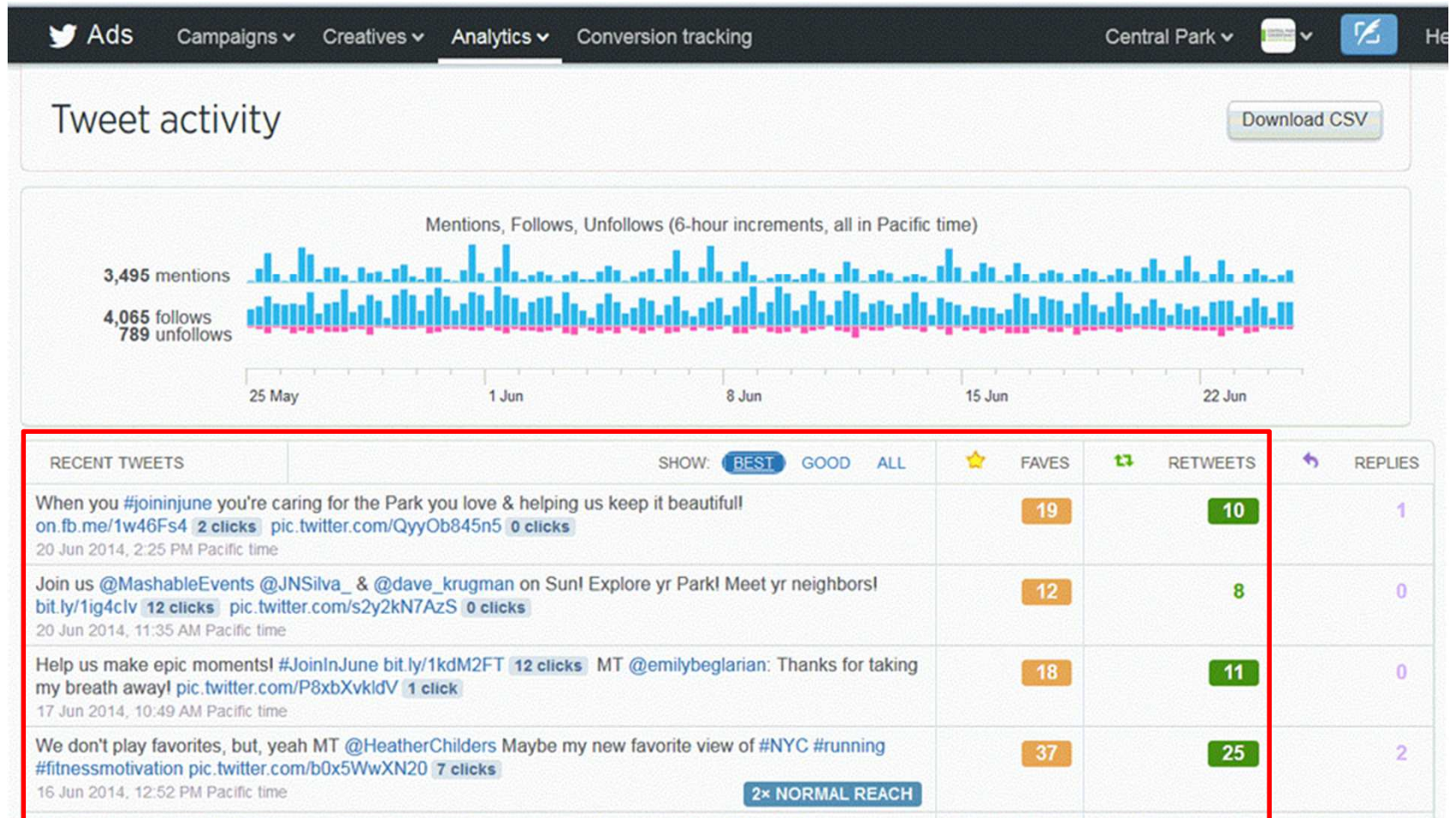
Facebook Analytics (Free)



Facebook Analytics (Free)



Twitter Analytics (With Advertising)



Twitter Analytics

Interests

Most unique interests ?

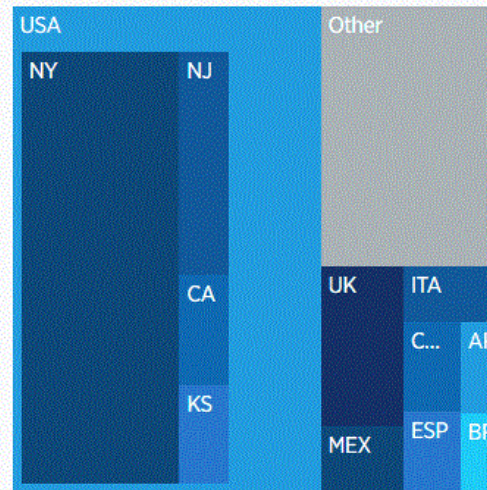
- 15% Foodie news and general info
- 14% Cookbooks, food, and wine
- 11% Performance arts
- 8% Women's tops
- 7% Painting

Top interests ?

- 48% Politics and current events
- 41% Comedy (Movies and television)
- 35% Business and news
- 35% Movie news and general info
- 32% Music
- 31% Pop
- 28% Genealogy

Location

Top countries and states



Top cities

- 38% New York City, US
- 2% Washington, D.C., US
- 2% Philadelphia, US
- 1% Los Angeles, US

Gender

52% F 48% M

Your followers also follow

- 52% BarackObama · [Profile](#)
- 41% NewYorker · [Profile](#)
- 40% cnnbrk · [Profile](#)
- 40% TheEllenShow · [Profile](#)
- 35% CNN · [Profile](#)
- 34% WSJ · [Profile](#)
- 31% nycgov · [Profile](#)
- 28% NYMag · [Profile](#)
- 27% nycgo · [Profile](#)

Twitter Ads

OVERALL CAMPAIGN PERFORMANCE

\$5,000 spend
386K impressions
11.5K engagements
800 follows
\$0.44 average eCPE
3.29% ER



Conversion rate (1.44%) is substantial in comparison to average direct mail acquisition conversion rate (0.28%)

LEAD GEN CARD PERFORMANCE

Card	Leads	Spend	CPL
Email Generation Card	1,384	\$5,000	\$3.61



Central Play Case Study



**central
play**

For so many people,
their first trip to Central Park
was to a playground.

A campaign by the
Central Park
Conservancy to
reconstruct and
enhance Central
Park's 21
playgrounds.

sponsored by
CHASE

Playgrounds are central to the Park.

Central Play: In-Park Signage



**CENTRAL PARK
CONSERVANCY**
central to the park

**central
play** A campaign by the
Central Park Conservancy
to reconstruct and enhance
Central Park's 21 playgrounds.

Sustainable design that's built to last
Innovative playgrounds worthy of adventure
Integrated seamlessly with the Park landscape

Sponsored by **J.P.Morgan**

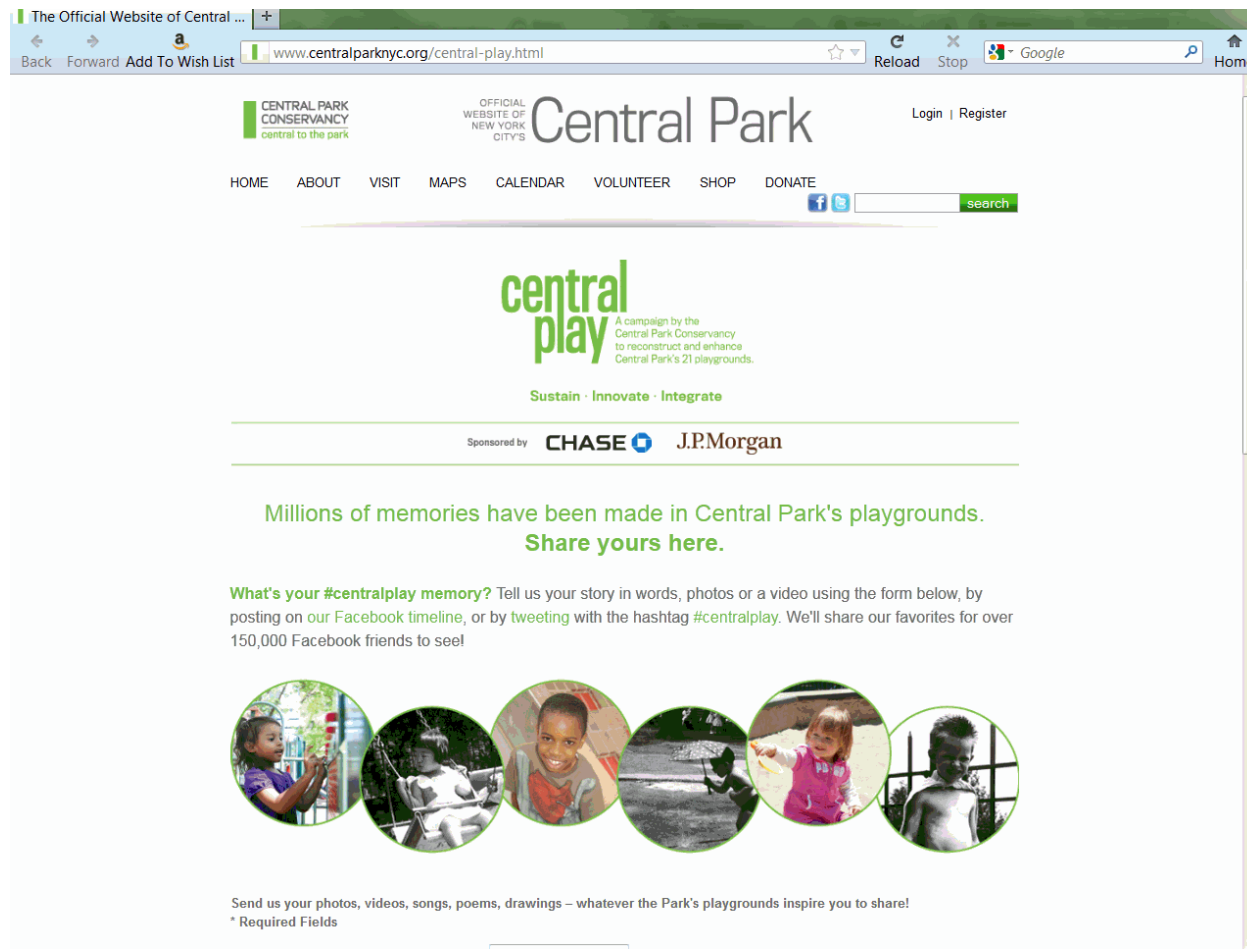
Share your
#centralplay memory

What memories have you made in Central Park's playgrounds?
Share your story, photos, or videos at:

 facebook.com/centralparknyc  [#centralplay](https://twitter.com/centralplay)

We'll share our favorites for over 150,000 Facebook friends
to see! Share, learn more and support the Central Play
campaign at: centralparknyc.org/centralplay

Central Play: Dedicated Page



Central Play: Facebook

**Central Park**
February 3, 2013

The Central Park Conservancy's Central Play initiative aims to reconstruct and enhance the Park's 21 beloved playgrounds. To celebrate Central Play, we want to hear from you! Send us your #centralplay memories by posting your story in words, photos or a video on our Facebook wall or on our website (<http://ow.ly/hIAey>). We'll share our favorites!

Central Play is sponsored by Chase and J.P. Morgan.

By submitting, you agree to our full terms and conditions <http://ow.ly/hIAey>

Share your **#centralplay** memory



Sponsored by **CHASE**  **J.P.Morgan**

Like · Comment · Share

 138  3  4 Shares

13,217 people reached

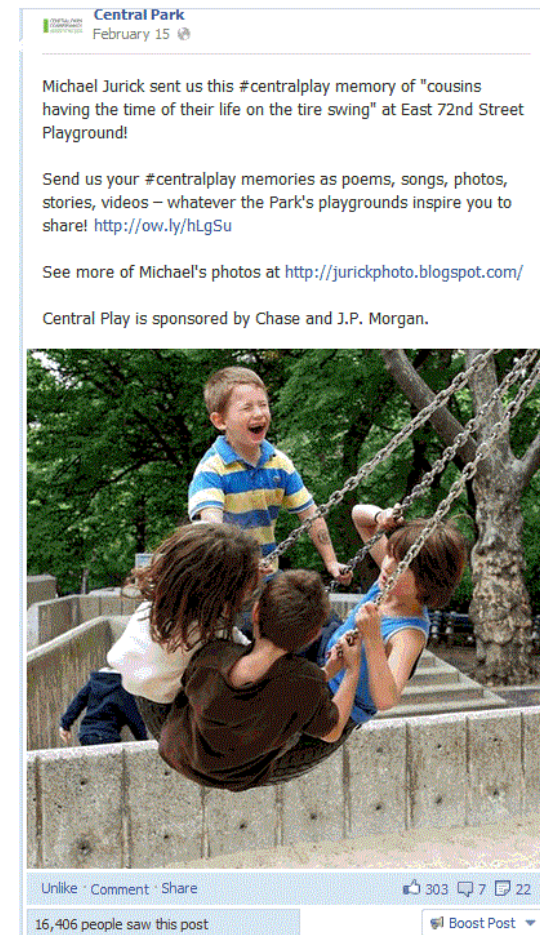
Boost Post

Central Play: Online Submissions

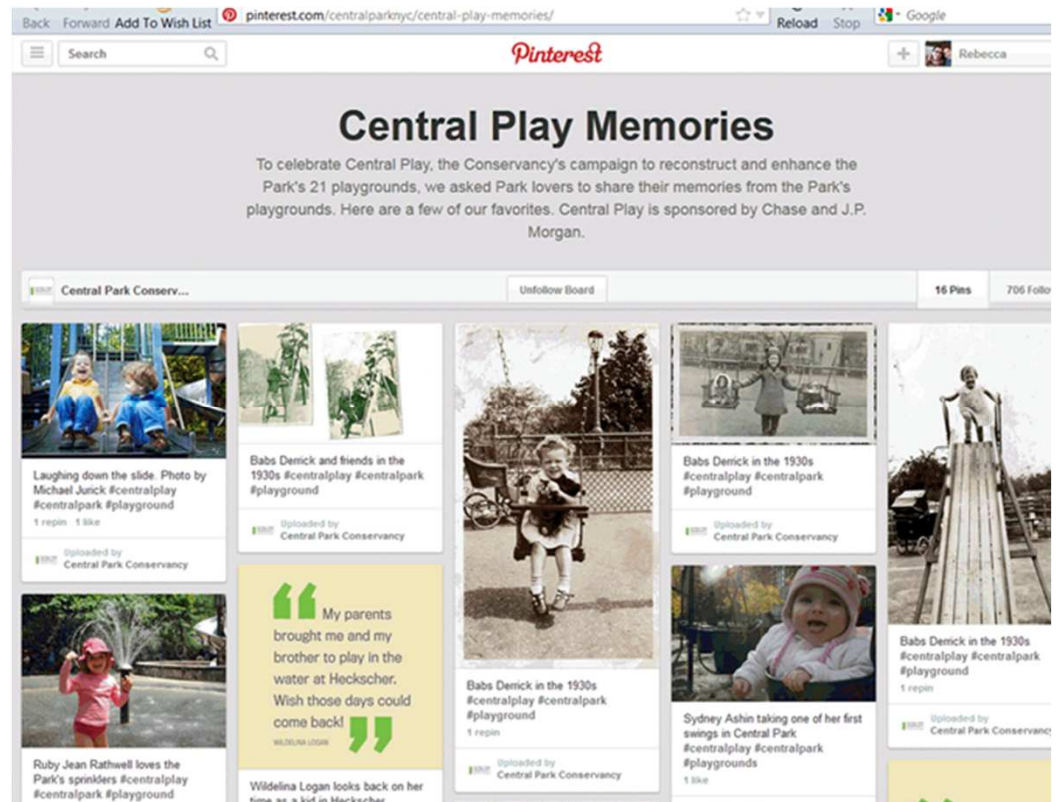


“ My daughter Chloe is now 25 and living in Washington, but she grew up at 15 West 81st Street and was a Central Park baby from her first outing to the Diana Ross playground. ”

ERICA MCLEAN



#CentralPlay



Results

Central Play Stats (Feb - July 2013)

13 posts

592,352 impressions (facebook)

50+ submissions — 40 on the web form
+ more (and counting) on social media

Dedicated webpage views (unique): 4,118

Playground donations (Jan-July 2013): \$7,950



Central Play: Key Lessons

- Make it as easy as possible
- Cross-platform promotion
- Consistency with branding
- Repetition and patience are key
- Spreadsheets are your friend





Trends

LinkedIn



LinkedIn May Not Be The Coolest Social Network, But It's Only Becoming More Valuable To Businesses



IN STUDIO WATCH READ ARCHIVE GIG ALERTS

The Soundcheck Blog

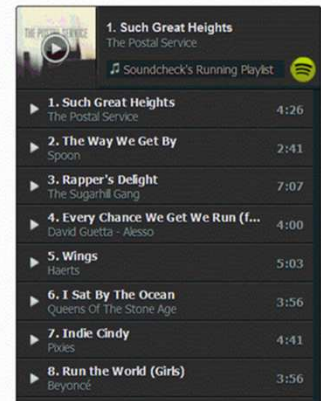
Pick The Songs For Our Running Playlist

Before our producers run the NYC Half Marathon, help create a shareable running mix.

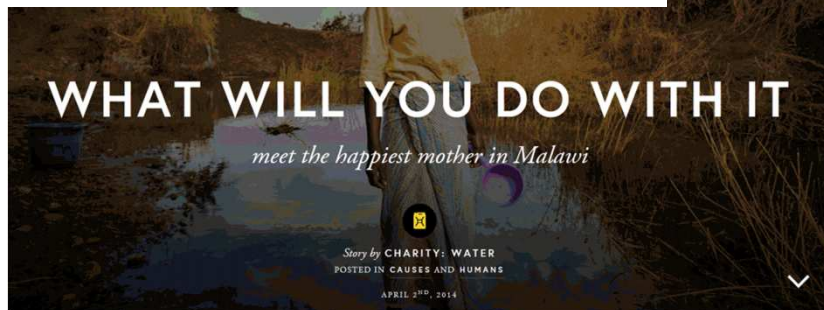
Tuesday, March 11, 2014 - 12:28 PM

By [Katie Bishop](#) Associate Producer, Soundcheck / [Joel Meyer](#) Executive Producer, Soundcheck

Share Tweet 21 Like 201



Visual Storytelling



CENTRAL PARK
CONSERVANCY
central to the park

Final Thoughts

Read/Follow:

- Mashable
- Vox
- Fast Company
- Beth Kanter
- M+R
- Nonprofit Tech for Good

Nonprofits and Brands Who I Like:

- All of you
- Metropolitan Museum of Art
- MoMA
- charity:water
- Warby Parker
- Anthropologie
- Container Store

Look at What Not to Do:

- Search #SocialMediaFails



DIY

- Give yourself an audit
- Use the platforms to understand them!
- Keep an ideas folder

A Rising Tide Lifts All Boats

