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

Central Park
Central Park is one of New York City’s greatest natural and cultural resources, the largest of all the city’s parks, drawing 40m visitors annually
www.centralparknyc.org

Central Park Conservancy
The official Instagram account of the Central Park Conservancy.
www.centralparknyc.org/about
ReTweet / ReShare / ReGram
Pay Attention to Super Users

Photograph of the Reservoir by Gigi Atilano via Twitter, @gigi_nyc: https://twitter.com/gigi_nyc/status/477895314724466384/photo/1 — with Clinton Ingram and 2 others.

Retweeted by Central Park

Gigi A @gigi_nyc · Jun 14

My fav flowers, lilies! Now blooming at the Shakespeare Garden
@CentralParkNYC #NYC
Pay Attention to Super Users

Sharing Cultural Jewels via Instagram

On a recent spring morning, some 50 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...
Our Social Media Manifesto

Honesty

Integrity

Respect

Responsiveness
Honesty

All information should be true and verified.

Cite your sources.
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).
Respect

Treat everyone with respect, especially when disagreeing.
Responsiveness

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

Central Park Conservancy raises 75% of Central Park's annual budget and is responsible for the day-to-day maintenance and operations that keep the Park beautiful and vibrant.
Engagement

Spring hit a snag earlier this week, but then kept on springing forth! Have your beautiful photographs of #SpringInCentralPark!

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

Happy #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.
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/

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**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 · September 5 at 11:17pm

**Jillian Mead** I love Central Park!!!!
Like · Reply · 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 · September 5 at 9:48pm via mobile
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)

<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
<th>Post</th>
<th>Type</th>
<th>Targeting</th>
<th>Reach</th>
<th>Engagement</th>
<th>Promote</th>
</tr>
</thead>
<tbody>
<tr>
<td>05/21/2014</td>
<td>5:00 pm</td>
<td>Happy solstice Saturday! You have 15 glorious hours of daylight to spend in the Park today! So</td>
<td></td>
<td></td>
<td>226.4K</td>
<td>57.5K</td>
<td></td>
</tr>
<tr>
<td>05/14/2014</td>
<td>5:00 am</td>
<td>Sunny Saturday greetings! Who’s joining us in the Sheep Meadow today? Photo by James Schniedt!</td>
<td></td>
<td></td>
<td>194.7K</td>
<td>12.3K</td>
<td></td>
</tr>
<tr>
<td>06/22/2014</td>
<td>9:00 pm</td>
<td>The north end of Central Park is performance central today! Families will love the Family</td>
<td></td>
<td></td>
<td>162.6K</td>
<td>15.9K</td>
<td></td>
</tr>
<tr>
<td>06/20/2014</td>
<td>11:38 pm</td>
<td>When you support Central Park by becoming a Central Park Conservancy Member, you help keep</td>
<td></td>
<td></td>
<td>71.9K</td>
<td>7.6K</td>
<td></td>
</tr>
<tr>
<td>06/19/2014</td>
<td>12:07 pm</td>
<td>Dotted with playgrounds, &quot;secret&quot; spots, and recreation aplenty, the west side of Central Park</td>
<td></td>
<td></td>
<td>89.8K</td>
<td>4.1K</td>
<td></td>
</tr>
<tr>
<td>06/10/2014</td>
<td>6:59 am</td>
<td>It’s hot today, but it will be (appropriately) cooler tomorrow, which makes it perfect weather to sweat it out outdoors!</td>
<td></td>
<td></td>
<td>14.1K</td>
<td>112</td>
<td></td>
</tr>
<tr>
<td>06/17/2014</td>
<td>4:10 pm</td>
<td>No one knows more about Central Park than Central Park Conservancy. Is there something</td>
<td></td>
<td></td>
<td>64K</td>
<td>1.4K</td>
<td></td>
</tr>
<tr>
<td>06/10/2014</td>
<td>12:00 pm</td>
<td>Was your weekend in Central Park picture perfect? Show us</td>
<td></td>
<td></td>
<td>110.8K</td>
<td>20.6K</td>
<td></td>
</tr>
<tr>
<td>06/15/2014</td>
<td>5:00 pm</td>
<td>Happy Father’s Day! Celebrate with us today at the FREE Family Performance Festival in the</td>
<td></td>
<td></td>
<td>59.1K</td>
<td>783</td>
<td></td>
</tr>
<tr>
<td>06/13/2014</td>
<td>7:30 am</td>
<td>By joining the Central Park Conservancy as a Member, you are directly helping us in our mission</td>
<td></td>
<td></td>
<td>25.2K</td>
<td>1.6K</td>
<td></td>
</tr>
<tr>
<td>06/12/2014</td>
<td>6:00 pm</td>
<td>Discover the world-beide parade ground that became</td>
<td></td>
<td></td>
<td>29.9K</td>
<td>1.2K</td>
<td></td>
</tr>
</tbody>
</table>
Facebook Analytics (Free)
Facebook Analytics (Free)
Twitter Analytics (With Advertising)

Tweet activity

Mentions, Follows, Unfollows (6-hour increments, all in Pacific time)

3,495 mentions
4,065 follows
789 unfollows

Recent Tweets

<table>
<thead>
<tr>
<th>RECENT TWEETS</th>
<th>SHOW:</th>
<th>FAVES</th>
<th>RETWEETS</th>
<th>REPLIES</th>
</tr>
</thead>
<tbody>
<tr>
<td>When you #joinjune you're caring for the Park you love &amp; helping us keep it beautiful! on.fb.me/1w46Fs4 2 clicks</td>
<td>BEST</td>
<td>19</td>
<td>10</td>
<td>1</td>
</tr>
<tr>
<td>Join us @MashableEvents @JNSilva_ &amp; @dave_krugman on Sun! Explore yr Park! Meet yr neighbors! bit.ly/1g4c4lv 12 clicks</td>
<td>GOOD</td>
<td>12</td>
<td>8</td>
<td>0</td>
</tr>
<tr>
<td>Help us make epic moments! #JoinInJune bit.ly/1kdM2FT 12 clicks MT @emilybegliar: Thanks for taking my breath away! pic.twitter.com/PXbxXvkdV</td>
<td>ALL</td>
<td>18</td>
<td>11</td>
<td>0</td>
</tr>
<tr>
<td>We don't play favorites, but, yeah MT @HeatherChilders Maybe my new favorite view of #NYC #running #fitnessmotivation</td>
<td>BEST</td>
<td>37</td>
<td>25</td>
<td>2</td>
</tr>
</tbody>
</table>
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**

<table>
<thead>
<tr>
<th>Card</th>
<th>Leads</th>
<th>Spend</th>
<th>CPL</th>
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</thead>
<tbody>
<tr>
<td>Email Generation Card</td>
<td>1,384</td>
<td>$5,000</td>
<td>$3.61</td>
</tr>
</tbody>
</table>
Central Play Case Study

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.

Playgrounds are central to the Park.
Central Play: In-Park Signage

Central Park Conservancy

centralplay

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
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

Millions of memories have been made in Central Park’s playgrounds. Share yours here.

What’s your #centralplay memory? Tell us your story in words, photos or a video using the form below, by posting on our Facebook timeline, or by tweeting with the hashtag #centralplay. We’ll share our favorites for over 150,000 Facebook friends to see!

Send us your photos, videos, songs, poems, drawings – whatever the Park’s playgrounds inspire you to share!

* Required Fields
Central Play: Facebook

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

Like · Comment · Share

13,217 people reached
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 for #centralplay

**Central Park** @CentralParkNYC 5 Jan
Victoria's going for a climb at Wild West Playground. What's your favorite? #centralplay memory in Central Park?
pic.twitter.com/aEWhpZqU1U

**MJA Smith** @MJASmith 26 May
Having fun in an empty Safari Playground in Central Park this morning. #CentralPlay pic.twitter.com/WTkKBqBvY
Followed by EveningsNYC

**Mark Spellun** @TheNatureDad 23 May
what happens when a raccoon invades a playground #centralplay
naturaldad.com/2013/05/20/... Expand

**Happy Hippo Billy** @HappyHippoBilly 14 May
Kids=Happy MT @TimeOutKids: The 21 playgrounds in @CentralParkNYC are getting a makeover! timout.us/KzQ9e
#CentralPlay

**TimeOutKids** @TimeOutKids 13 May
The 21 playgrounds in @CentralParkNYC are getting a makeover! timout.us/KzQ9e #CentralPlay
Followed by Central Park

**Central Park** @CentralParkNYC 11 May

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**Central Play Memories**
To celebrate Central Play, the Conservancy’s campaign to reconstruct and enhance the Park’s 21 playgrounds, we asked Park lovers to share their memories from the Park’s playgrounds. Here are a few of our favorites. Central Play is sponsored by Chase and J.P. Morgan.
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

**Spotify**
The Soundcheck Blog
Pick The Songs For Our Running Playlist

**Visual Storytelling**

*WHAT WILL YOU DO WITH IT*
meet the happiest mother in Malawi

*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