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Model for transmission of information of geopark by social media -Case study of North Ibaraki Geopark Plan-

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By using social media which provides the platform for interactive communication, we have tried to build a model of the effective communication in the North Ibaraki Geo-Park Plan after the promotion council was set up in 2010. The communication strategy is 1) getting attention of people by mass-media, brochure, sign boards, 2) providing detailed information and continuous communication through web site and social media in order to enlighten, educate users, changing the potential clients to the real clients and making clients repeaters. Daily communication through twitter construct the relationship with the potential clients of geopark. Enlightening of the project is also done by broadcasting Geo-tour with Twitter. Communication using long articles, images and movies are done by Facebook. A community was set in mixi and discussions about given themes are done using message boards. Attractive sceneries of Geopark are introduced with movies on YouTube and with images on Facebook. The effect of Twitter in the North Ibaraki Geopark Plan will be discussed.

Keywords: geopark, North Ibaraki, social media, Twitter, Facebook