

Strategic utilization of social media by North Ibaraki Geopark

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1. The perspective of the social media strategy 1-1. The outline of media utilization

North Ibaraki Geopark has planned the media strategy and carried out it from 2010. Basically we aim to make good relation with the stakeholders such as the customer of Geotour, the participant of events, interpreter of Geopark, and so on, to contribute to the development of the Geopark. For that, we use many kinds of medias including social media.

1-2. The role of social media

The social media is the media that the users become both the sender and the recipient of Information. Such as Twitter, Facebook, YouTube, Foursquare. We utilize them for their bidirectionality and real-time properties. Many stakeholders receive Geopark's information through the social media. They express their thoughts or opinion, then we start the communication. And the communication itself become an another information contents on the social media. Other users who saw that begin to communicate with us too.

Thus, we can make the good relation expansion using social media suitably.

2. Results

2-1. The scale of the network made on social medias

The Geopark's account is followed by 2,227 users on Twitter. The pages you can see Twitter Geotour, have been seen 5,489 times. Our Facebook page is followed by 229 users. We have uploaded 14 videos on Youtube and they have been played 3,877 times. the most popular one is the one and half minutes digest of North Ibaraki Geopark. It has played 720 times. We have registered 36 points in the Geopark on Foursquare, and they have been checked-in 1,024 times. The most popular point is Fukuroda fall. It has checked-in 564 times.

2-2. Property of people we connected

The network on the social media has been expanded by the people who follow Geopark's account. They are interested in the information that we send, such as geological information, the local sightseeing information, history, and natural disaster. We can say that they are highly sensitive about those kind of information. This network is very effective when we hold the Geotour, gather the interpreter, and promote some kind of events.

2-3. Costs

Those social medias are operated by interpreter, volunteer, and students in North Ibaraki Geopark. The labor costs are not required. Besides, We don't have to pay the fee to use social medias. We need one or two hours a week to operate them.

2-4. Offers

We have been offered to participate the Geotours, events, and the education classes of interpreter. Besides, some kinds of magazines and books had offered to publish the articles of Geopark.

3. Prospects

In future, we are going to add a viewpoint of the disaster prevention to the information that we send. In concrete terms, sending real-time information of natural disaster using Twitter or Facebook, and Indicating the disaster prevention information of each point using foursquare. From these, we are going to realize the reinforcing the network and further community contribution.

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