



# NATIONAL GEOGRAPHIC

**National Geographic | Social Media Audit**

**Matthew Raymond Wondoloski**

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**Social Media Presence**

<b>Social Media</b>	<b>Followers</b>	<b>Activity</b>
<b>Instagram</b>	293M	3 Posts Daily
<b>X</b>	29.1	8-12 Posts Daily
<b>YouTube</b>	22M	5-7 Times a Week
<b>Threads</b>	6.4M	2 Times a Week
<b>TikTok</b>	3.1M	Weekly Sporadic
<b>Facebook</b>	50M	7-8 Posts a Daily
<b>LinkedIn</b>	4M	7-8 Posts a Week

## **Social Media Effectiveness**

National Geographic has established a wide and diverse reach on social media. Some content may overlap, but overall content is designed for different audiences. Being such a massive and influential company, it is important to maintain our ever-growing reach on social media by finding new and unique ways to reach new audiences. We need to evaluate what we are currently doing to spread the National Geographic brand on social media platforms. Our goal stays the same, to spread knowledge and awareness about the world we live in.

### **Instagram**

Instagram is the powerhouse of National Geographics social media usage. With a bigger following than all other social media platforms combined (293 million), it is a priority to maintain a presence as it reaches the largest part of our audience. Compared to other platforms Instagram is less information based. Most of the following comes from our photographers amazing ability to capture nature and the world we live in. The posts can range from 30 thousand likes to almost 300 thousand likes. Besides the main account posts are released on a few smaller accounts but they don't compare to the size of the flagship account.

### **X(Twitter)/Facebook**

Twitter and Facebook are used almost identically and for the same purpose. Both accounts post about articles on the National Geographic website. The website is home to our newsletter and subscription services. These platforms act as advertisements for the website. Facebook tends to get a lot more likes than X. A post about “invisible wonders “got 1 thousand likes on Facebook and 195 on X. Posts on X views usually range from 80 thousand to 300 thousand, a metric unavailable on Facebook.

### **LinkedIn**

LinkedIn is used similarly to X and Facebook with a slight variation. Posts receive similar reception to X but also posts a newsletter directly to LinkedIn. You can also look at the employees and connections National Geographic has.

### TikTok

Smallest social media platform likes are very inconsistent with some being less than one thousand and some upwards of 700 thousand. Short informational videos are posted. No article links are provided. Similar to Instagram the goal is to spread brand awareness.

### YouTube

YouTube is used to post small clips and full-length episodes of national geographic. Some videos will get views in the low thousands, and some have millions. The content is very diverse, and the viewership will be affected by YouTube's algorithm. The main purpose is to get consumers to subscribe to National Geographic streaming content.

### Threads

Despite not being a largely used social media platform compared to the others the posts get a few thousand likes. This is National Geographics least used platform but has potential going forward. Posts consist of articles to advertise websites.



## Consistency

It is important to ensure our brand is consistent across all channels. All of National Geographic accounts have the same black and yellow logo across all platforms, excluding YouTube which is slightly different with a green background. This helps spread brand awareness and familiarity. A variety of profile pictures would come across as amateur, especially if some logos are more visually appealing. Beyond that all accounts have a direct link to the National Geographic website. Beyond brand awareness we want consumers to subscribe to our subscriptions and newsletters. In terms of the brand's voice, it is yet again consistent on all platforms. All accounts are very proper and upbeat with all posts (unless a serious topic). This is relayed through all National Geographic's account descriptions.

Account descriptions differ based on the content presented on each platform. The TikTok account that focuses on informational videos and our employees out in the field has "Inspiring the explorer in everyone". This is a perfect fit for the beat report type nature of the account. Accounts that repost articles like X, Threads, and Facebook share the caption "Taking our understanding and awareness of the world further for more than 135 years. Again, a fitting description that emphasizes the longevity of the company and goals. The longevity also adds legitimacy to the articles being posted, trusted sources last. LinkedIn posts similar content but has a completely different description. It covers similar notes like the 135-year lineage of the company but is a lot more detailed about what National Geographic does. Long descriptive bios are usually frowned upon but that is the nature of LinkedIn. It is used for networking and is a professional platform across the board. The flagship Instagram accounts describe "Experience the world through the eyes of National Geographic photographers". This is a very accurate description, Instagrams content is by far the most different. People come to the account for the work of these amazing photographers not to learn about articles on the website. The bio indicates National Geographic is aware of why its succeeding and ran with it. Again, brand awareness is key.

As mentioned before X, Threads, and Facebook all post very similar content. It would be hard to justify following all three of these accounts and there is a lot of room to experiment with the content on these accounts. However, besides these accounts the other platforms all feature exclusive content not seen on the other platforms. This diversity of content should be persuasive enough to gain followers on a variety of platforms.

## **Audiences**

### **Instagram**

The flagship Instagram account is centered around photos rather than information. Some posts can be wordy, but the account activity caters to what brings in the audiences. This is National Geographic's largest account. It utilizes what works and makes the most of it. The main audience wants to see nice visuals of the world we live in.

Note: The sub accounts have similar activity but are more specific to the name of the account

### **X(Twitter)/Facebook**

These platforms are used for updates and news. These accounts post article links with a brief description. This type of content is ideal and a great way to advertise the articles.

### **LinkedIn**

This platform is designed for people to network and has a professional tone. The content is like X and Facebook but has a separate article/newsletter. This is a great use of the network, and the separate newsletter gives a reason for audiences to check the postings besides making connections.

### **TikTok**

TikTok is a short form video platform. The account posts are brief and gain a lot of attention on the platform. The content is unique and stands out on the platform.

### **YouTube**

Video platform with a variety of content. The content is fitting and upholds the professional image of National Geographic. Episodes and segments are uploaded which is great for people interested in those topics or for educational uses.

### **Threads**

Platform similar to X, shares followers with Instagram. Content is similar to X and Facebook but should be used to match Instagram's content or discontinued.

## Activity Analysis

All accounts of National Geographic are used effectively on each social media platform. After analyzing them carefully you can see what role each one plays and how they differ. Some accounts are used to spread brand awareness while some are more focused on promoting content. This is important as it determines the type of content on the accounts. Instagram is more about showing audiences eye-catching photos rather than an elaborate piece of news that is often found on platforms like X. It's a formula that works, however changes can be made to improve results.

First let's look at the character of National Geographic on social media. The tone of the accounts is extremely professional and upbeat. The only account that slightly differs is TikTok as it uses employee personality for videos. A company that has been around for 135 years is bound to be respected and professional. It would not make sense for the accounts to become personal or reply to comments. Employees are credited on platforms for their work, but none are seen as a voice for the company. Any changes made to these social media accounts need to work within that framework.

The one account in need of serious attention is Threads, which is directly connected to the Instagram account. The account is used like X but only posts twice a week and has very little interaction. If the intent is to keep a presence on Threads in case the platform grows it can remain as is. A way to make the content more diverse and bring new audiences would be to have original diverse content. A recommendation would include photos that did not make it to Instagram and photos of how the photographers get these amazing shots. Again, not making them the voice or character but giving them recognition. This would give audiences a reason to check Threads, especially the Instagram following.

In terms of X and Facebook, nothing should be changed. X is ideal for posting news/articles and quick bits of information. Facebook is somewhat of a different platform but is also often used as a news source making the style of content fit. If needed this could be changed but results indicate that it is an effective strategy. LinkedIn is similar but can be changed up to fit the platform more accurately. A networking platform account should focus on networking. This could be posts about internships and job openings. Again, employee highlights is an option here as it would allow students network opportunities. As far as YouTube and TikTok go, both accounts do a great job with diverse content and should remain the same.

## Audience Engagement

The graph below shares stats on all social media platforms. Each post was selected carefully to represent interactions on the account. This means they were not the most popular posts or posts with low interactions.

Account	Post	Likes	Comments
Instagram	<a href="#">Relocated Lynx</a>	97,504	413
X	<a href="#">Sea Turtle Nest</a>	502 (140k views)	9
Facebook	<a href="#">Wellness Retreat</a>	565	20
LinkedIn	<a href="#">Mind, Body, Wonder</a>	337	14
Tiktok	<a href="#">Amazon River</a>	15.6k likes (253k views)	84
YouTube	<a href="#">Baja to Patagonia</a>	1.4k likes (64k views)	59
Threads	<a href="#">Cat DNA</a>	4,174	82

## Data Analysis

Unsurprisingly, Instagram has the largest number of interactions as it is the largest account. X and Facebook have similar likes and comments but on occasion have standout posts with much more interactions. It is also worth looking at the views which X provides. Even if people are not interacting with the post, they are still seeing it which is important. Despite being the least followed accounts of National Geographic, Threads and TikTok both generate a lot of interactions. This can be a mix of the platform's nature and dedicated fanbase. This also indicates Threads is a valuable account despite being a new network. YouTube can generate a lot of interactions and often does. Some videos posted by National Geographic can be in the millions making the account inconsistent but very valuable depending on the content.



## Competitor Insight NASA

National Geographic has an extremely large social media presence, especially in its genre. In the pursuit of finding a competitor we looked out of this world, to NASA. They have a bigger social media following and have a similar content design, besides being focused on space. When analyzing competition, it is better to look at who is successful and why it is working. National Geographic will sometimes cross over into space posts.

### Social Media

Social Media Platform	Followers	Activity
Instagram	96.3M	7-8 Posts Weekly
X	77.3M	10 - 15 Weekly Posts
Youtube	11.4M	2-3 Videos Weekly
Threads	N/A	N/A
Facebook	26M	1-2 Daily Posts
Tiktok	N/A	N/A
LinkedIn	7M	1 Daily Post

### Social Media Effectiveness

Accounts are used in a similar manner with some small differences. Facebook and X have similar posts with LinkedIn. Youtube has a variety of views and always has a consistent livestream going. Instagram also has lengthy serious captions but always starts off with a regular caption to grab the attention of viewers. NASA does not use Threads or Tiktok which leaves National Geographic with the opportunity to expand.

### Consistency/Image

Across all accounts Nasa remains consistent with its logo and tone. They take a less serious approach. They make jokes and incorporate celebrity involvement. NASA also responds to comments making them seem more down to earth and reachable despite having a larger following on almost every platform.

## Audience

NASA's audience can be divided into two main groups like National Geographic. People who enjoy seeing amazing photos and people more interested beyond the visuals. Both companies do a great job understanding what works where. On average NASA receives a lot more interactions across the board as they have larger following on some platforms and are more reactive to comments.

## **Competitor Insight Conclusion**

National Geographic and NASA share many social media practices, especially in regards to content. However, they have some major differences that can be vital to improving National Geographics social media presence. NASA brings a more down to earth tone that leads to more interactions. This can be seen in their replies and witty captions that can be humorous. This makes their links more enticing. National Geographic can incorporate this into their social media strategy going forward to bring in a larger audience. This competition Insight also comes with some great opportunities. NASA does not have Threads or TikTok meaning they lack content by a company of this magnitude relating to space. This would be a great change for National Geographic to incorporate those topics into their posts on Threads and TikTok more frequently.

