

COMPETITOR ANALYSIS

National Park Foundation 

Madison Vale | September 2024



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INTRODUCTION

INTRODUCTION

This competitor analysis evaluates the social media strategies of three key competitors of the National Park Foundation: The Trust for Public Land, The Wilderness Society, and Yellowstone Forever.

By examining their approaches to their social media strategy, this analysis aims to identify the strengths, weaknesses, and opportunities in each organization's social media presence. Understanding how these organizations utilize social media will help highlight what works, and pinpoint what doesn't, giving the National Park Foundation the opportunity to enhance its own strategy and connect more effectively with its audience.

DIRECT COMPETITOR

YELLOWSTONE FOREVER

Yellowstone Forever is the official nonprofit partner of Yellowstone National Park, dedicated to preserving the park through education, engagement, and philanthropy. Established in 2016, its mission is to ensure that the first national park continues to thrive and be an educational resource for future generations.



YELLOWSTONE
FOREVER



JOIN OUR EMAIL LIST



ABOUT US

OUR WORK

EXPERIENCE

WAYS TO GIVE

EXPLORE

SHOP

DONATE



JOIN US THIS WINTER IN YELLOWSTONE NATIONAL PARK

Registration is now open for our 2024-2025 winter programs and tours!

LEARN MORE

YELLOWSTONE FOREVER

CONTENT TYPE

- Images
- Videos
- Graphics
- Newsletters
- Infographics
- Blogs

CONTENT QUALITY

DEPTH OF INFO

Yellowstone Forever gives detailed and reliable information about Yellowstone National Park through highlighting programs and resources that provide insight about the park's natural beauty and history.

WRITING STYLE

The writing style used is professional yet aims to engage audiences in all that the park has to offer.

VISUAL APPEAL

Yellowstone Forever has a strong visual appeal by using photos that highlight the parks natural beauty for all to enjoy.

UNIQUENESS

Yellowstone is a unique place which provides Yellowstone Forever with content that helps them stand out among the rest.

CONTENT TOPICS

THEMES

Wildlife, Conservation, Natural Beauty

KEYWORDS

Yellowstone, Yellowstone Forever, National Park

INDUSTRY TRENDS COVERED

Visiting the parks

CONTENT CHANNELS AND FREQUENCY

INSTAGRAM

Approximately 6 posts per week

FACEBOOK

Approximately 6 posts per week, same as Instagram

LINKEDIN

Approximately 6 posts per week, same as Instagram and Facebook

X

Approximatley 4 post per week

YOUTUBE

Very sporadic posting schedule, not frequent

SEO STRATEGY

TARGET KEYWORDS

- Yellowstone
- Yellowstone Forever
- National Park

BACKLINK PROFILE

- L: 3.91K
- LD: 18.1K
- LDR: 23.6K

ON-PAGE OPTIMIZATION

- Optimal URL and title lengths
- Usage of alt tags
- Needs longer meta descriptions
- Needs to utilize HTML headings

FEATURED SNIPPETS

“The official nonprofit partner of Yellowstone National Park. We protect, preserve, and enhance Yellowstone through education and philanthropy.”

AUDIENCE ENGAGEMENT



FACEBOOK

INTERACTIONS

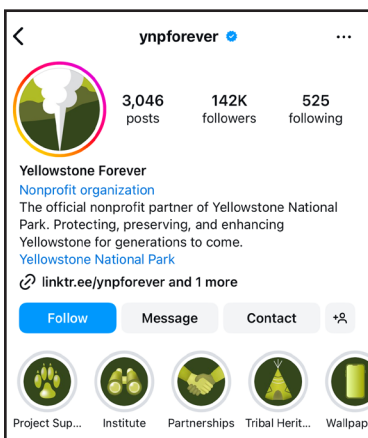
- Does not typically respond or interact in with audiences outside of the initial post.

COMMENTS

- Wide range of comments on each post

LIKES/SHARES

- Likes are very inconsistent
- Range from 90-1500 likes on any given post
- Shares are typically pretty low per post



INSTAGRAM

INTERACTIONS

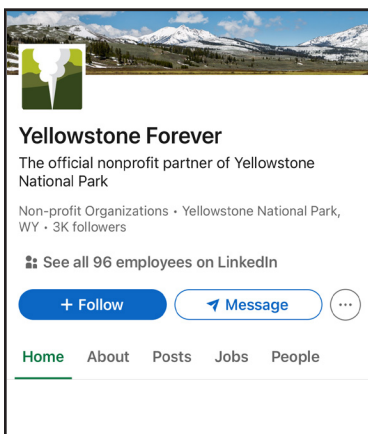
- Does not typically respond or interact in with audiences outside of the initial post.

COMMENTS

- Comments range from 0-10 on each post

LIKES

- Likes are very inconsistent
- Range from 50-1500 on any given post



LINKEDIN

INTERACTIONS

- Does not typically respond or interact with audiences outside of the initial post.

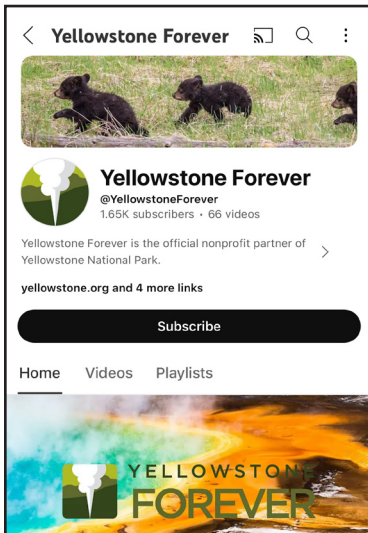
COMMENTS

- Comments range from 0-10 on each post

LIKES

- Likes are very inconsistent
- Range from 0-100 on any given post

AUDIENCE ENGAGEMENT



YOUTUBE

INTERACTIONS

- Does not typically respond or interact with audiences outside of the initial post.
- Typically around 100 views per video

COMMENTS

- None

LIKES/SHARES

- Likes and shares are very inconsistent
- Range from 0-100 likes on any given post
- Shares are typically pretty low per post



X

INTERACTIONS

- Reposts many of the Yellowstone National Park posts

COMMENTS

- No comments

LIKES

- Likes are very inconsistent, can be anywhere from 50 to 1500

PERFORMANCE METRICS

TRAFFIC

Monthly Visits - 127K

Organic Traffic - 77.3K

SOCIAL FOLLOWERS

FACEBOOK - 749K

INSTAGRAM - 142K

LINKEDIN - 3K

YOUTUBE - 1.65K

X - 15.7K

CONTENT GAPS

UNDERSERVED TOPICS

- Indigenous perspectives

UNEXPLORED CONTENT FORMATS

- TikTok could be explored to reach a wider audience.

AUDIENCE PAIN POINTS NOT ADDRESSED

- Practical park information for visitors

BRAND VOICE/MESSAGING

TONE AND STYLE

- Professional
- Educational
- Enthusiastic

BRAND VALUES COMMUNICATED

- Protect
- Preserve
- Enhance

UNIQUE SELLING PROPOSITIONS

- Educational Experiences
- Volunteer Opportunities
- Conservation Efforts

SWOT ANALYSIS

WHAT YF IS DOING WELL

- Utilizing connection to Yellowstone
- Easy to digest content

YF STRENGTHS

- Strong educational focus and goals
- Highly engaging content

YF WEAKNESSES

- Smaller Following
- Lower Visibility

NPF ADVANTAGES

- More recognition
- Larger audience reach

THREATS

- Competing with larger non-profits
- Getting lost in the sea of eco-friendly content

OPPORTUNITIES

- User generated content
- Interactive campaigns
- Highlighting conservation efforts

INDIRECT COMPETITOR

THE WILDERNESS SOCIETY

The Wilderness Society is a nonprofit organization aimed to protect wild public lands. Founded in 1935, its mission is to conserve the America's wilderness areas and ensure they remain available for future generations. The organization focuses on land conservation, wildlife protection, and promoting sustainable policies for the use of natural resources. Through advocacy, education, and partnerships, The Wilderness Society works to preserve forests, parks, and wilderness areas across the United States.

[Take Action](#)[Donate](#)

Celebrating 60 years of the Wilderness Act

Today, nearly 112 million acres of wilderness are protected across the United States. Learn more about the act and some of our favorite wilderness areas.

[Learn More](#)

THE WILDERNESS SOCIETY

CONTENT TYPE

- Images
- Videos
- Graphics
- Infographics
- Blogs

CONTENT QUALITY

DEPTH OF INFO

The Wilderness Society provides in depth information on their platforms through a mix of informative graphics and fun content that engages audiences.

WRITING STYLE

The writing style is easy to digest, informative, and educational.

VISUAL APPEAL

Overall, the visual appeal is good. But could be strengthened by incorporating more images, as their channels are very infographic heavy.

UNIQUENESS

The Wilderness Society has taken a unique approach by creating lighthearted content like “cats as national parks” which engage audiences in a more playful way.

CONTENT TOPICS

THEMES

- Trust and Collaboration
- Community and Commitment
- Solutions and Science

KEYWORDS

Learn, Wilderness

INDUSTRY TRENDS COVERED

- Collaboration
- Science
- Community

CONTENT CHANNELS AND FREQUENCY

INSTAGRAM

2-3 posts per week

FACEBOOK

5-6 post per week

LINKEDIN

Very sporadic, 1-2 times a week

SEO STRATEGY

TARGET KEYWORDS

- Wilderness
- Learning

BACKLINK PROFILE

- L: 5.21K
- LD: 102K
- LDR: 1.64M

ON-PAGE OPTIMIZATION

- Optimal URL and title lengths
- Good headings
- Alt tags on images
- Meta descriptions are too long

FEATURED SNIPPETS

“Together we can protect public lands, now and forever. Each day thousands of acres of wild places are lost to mining, drilling, logging and other development.”

AUDIENCE ENGAGEMENT



FACEBOOK

INTERACTIONS

- Does not typically respond or interact with audiences outside of the initial post.

COMMENTS

- 0-5 comments per post

LIKES/SHARES

- Likes are very inconsistent
- Range from 0-100 likes on any given post
- Shares are typically pretty low per post



INSTAGRAM

INTERACTIONS

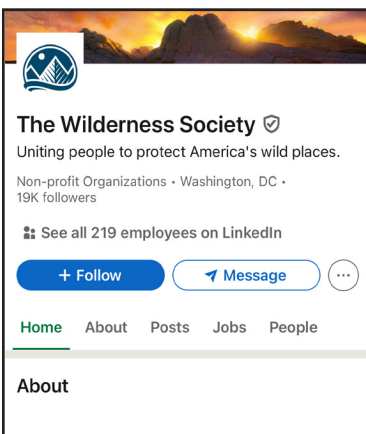
- Does not typically respond or interact with audiences outside of the initial post.

COMMENTS

- Almost all posts have at least 1 comment

LIKES

- Likes are very inconsistent
- Usually ranges from 100-200 likes



LINKEDIN

INTERACTIONS

- Does not typically respond or interact with audiences outside of the initial post.

COMMENTS

- Comments range from 0-5 on each post

LIKES

- Likes are very inconsistent
- Range from 0-100 on any given post

PERFORMANCE METRICS

SOCIAL FOLLOWERS

FACEBOOK - 696K

INSTAGRAM - 256K

LINKEDIN - 19K

CONTENT GAPS

UNDERSERVED TOPICS

- Community Impact
- Diverse Perspectives

UNEXPLORED CONTENT FORMATS

- TikTok could be explored to reach a wider audience.

AUDIENCE PAIN POINTS NOT ADDRESSED

- Lack of connection

BRAND VOICE/MESSAGING

tone and style

- Professional
- Educational
- Enthusiastic

brand values communicated

“Uniting people to protect Americas wild places”

unique selling propositions

- Climate Change
- Community-Led Conservation

SWOT ANALYSIS

WHAT TWS IS DOING WELL

- Educational Content
- Visual Appeal

OPPORTUNITIES

- Targeted Campaigns
- Eco-Conscious

TWS STRENGTHS

- Protect
- Preserve
- Enhance

TWS WEAKNESSES

- Smaller Following
- Lower Visibility

NPF ADVANTAGES

- More recognition
- Larger audience reach

THREATS

- Competing with larger non-profits
- Getting lost in the sea of eco-friendly content

ASPIRATIONAL COMPETITOR

TRUST FOR PUBLIC LAND

The Trust for Public Land is a nonprofit organization dedicated to creating parks and protecting land for people to enjoy and benefit from. Founded in 1972, Trust for Public Land works across the United States to conserve natural spaces, urban parks, and recreational areas, making them accessible to communities and preserving them for future generations. Through partnering with local communities, governments, and other organizations, Trust for Public Land focuses on enhancing life green spaces, ensuring that everyone has access to the benefits of nature.



[Go to Your State](#) ▾ 🔍



[Our Mission](#)

[Who We Are](#)

[Our Work](#)

[Expertise ▾](#)

[Stories](#)

[Support](#)

[Make a Donation](#)

Matching Gift Opportunity: Love Our Lands

This National Public Lands Day, we have a chance to reaffirm our love for the places that inspire us. For a limited time, your donation to TPL will be MATCHED up to \$100,000 to protect land and create parks.

TRUST FOR PUBLIC LAND

CONTENT TYPE

- Images
- Videos
- Graphics
- Infographics
- Blogs

CONTENT QUALITY

DEPTH OF INFO

The Trust for Public Land's social media provides clear updates about their conservation work. Their posts give followers a good overview of their efforts and the positive impact.

WRITING STYLE

The writing style used is professional and educational.

VISUAL APPEAL

Trust for Public Land has a strong visual appeal through the use of cohesive branding elements throughout all of their content.

UNIQUENESS

Their focus on local work and emphasis on results makes their social media unique and engaging.

CONTENT TOPICS

THEMES

Equity, Health, Climate, Community

KEYWORDS

Community, Parks, Learn

INDUSTRY TRENDS COVERED

Creating parks and protecting land

CONTENT CHANNELS AND FREQUENCY

INSTAGRAM

3-4 posts per week

FACEBOOK

3-4 posts per week, same as Instagram

LINKEDIN

4-5 posts per week

X

Approximatley 6 post per week

YOUTUBE

Very sporadic posting schedule, 3 videos per month

SEO STRATEGY

TARGET KEYWORDS

- Community
- Parks
- People

BACKLINK PROFILE

- L: 14.7K
- LD: 108K
- LDR: 536K

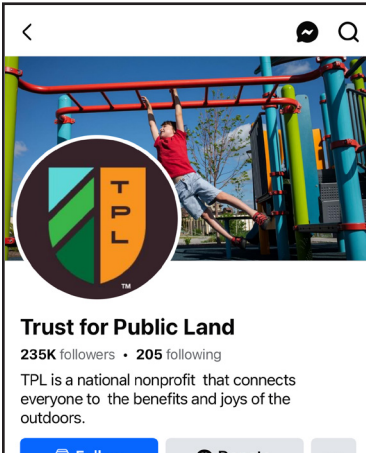
ON-PAGE OPTIMIZATION

- Optimal URL lengths
- Utilization of HTML headings
- Needs longer meta descriptions
- Needs alt tags on photos

FEATURED SNIPPETS

“TPL creates parks and protects public land so that everyone will have access to the benefits and joys of the outdoors.”

AUDIENCE ENGAGEMENT



FACEBOOK

INTERACTIONS

- Does not typically respond or interact with audiences outside of the initial post.

COMMENTS

- Wide range of comments on each post

LIKES/SHARES

- Likes are very inconsistent
- Range from 90-1500 likes on any given post
- Shares are typically pretty low per post



INSTAGRAM

INTERACTIONS

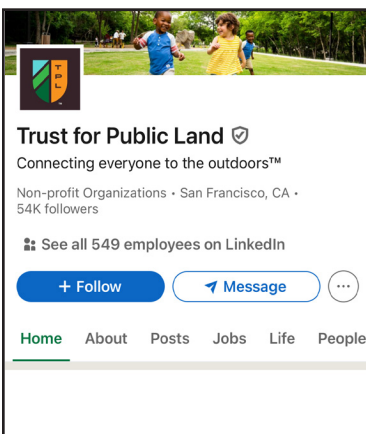
- Does not typically respond or interact with audiences outside of the initial post.

COMMENTS

- Almost all posts have at least 1 comment

LIKES

- Likes are very inconsistent
- Usually between 20-70 likes per post



LINKEDIN

INTERACTIONS

- Does not typically respond or interact with audiences outside of the initial post.

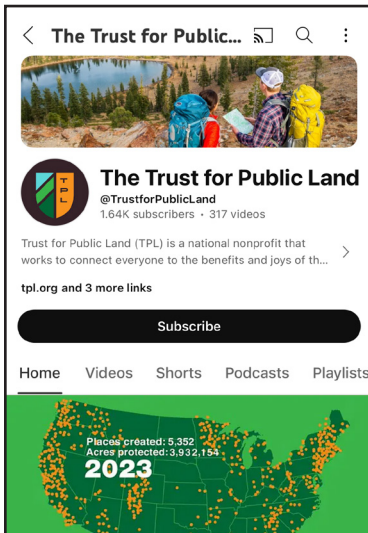
COMMENTS

- 0-1 comments on each post

LIKES/SHARES

- Likes are very inconsistent
- Shares/reposts are very minimal

AUDIENCE ENGAGEMENT



YOUTUBE

INTERACTIONS

- Does not typically respond or interact in with audiences outside of the initial post.
- Typically around 20 views per video

COMMENTS

- Turned off

LIKES/SHARES

- 1-5 likes/shares on each video



X

INTERACTIONS

- Does not typically respond or interact in with audiences outside of the initial post.

COMMENTS

- No comments

LIKES

- 0-10 likes per post

PERFORMANCE METRICS

SOCIAL FOLLOWERS

FACEBOOK - 235K

INSTAGRAM - 27K

LINKEDIN - 54K

YOUTUBE - 1.64K

X - 27.4K

CONTENT GAPS

UNDERSERVED TOPICS

- Success stories

UNEXPLORED CONTENT FORMATS

- Impact sotries
- Behind the scenes content

AUDIENCE PAIN POINTS NOT ADDRESSED

- Communication regarding projects/impact

BRAND VOICE/MESSAGING

tone and style

- Professional
- Educational
- Enthusiastic

brand values communicated

- Equity
- Health
- Climate
- Community

unique selling propositions

- Inclusivity
- Accessibility
- Restoring cultural and ancestral lands

SWOT ANALYSIS

WHAT TPL IS DOING WELL

- Credibility
- Educational content

TPL STRENGTHS

- Strong educational focus and goals
- Visually appealing content

TPL WEAKNESSES

- Smaller following
- Lower visibility

NPF ADVANTAGES

- More recognition through national parks

THREATS

- Resources

OPPORTUNITIES

- User generated content
- Interactive campaigns