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Outback Queensland Social Media Analytics Report

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2 OVERALL BRAND PERFORMANCE

2.1 BRAND AWARENESS

Outback Queensland (@OUTBACK_QLD) has a following of 6,235 people on Twitter and was mentioned = through the #outbackqueensland hashtag in 3,976 unique tweets (Figure 1). These were retweeted 7,053 times and replied to 658 times, with all tweets receiving 19,003 likes collectively.

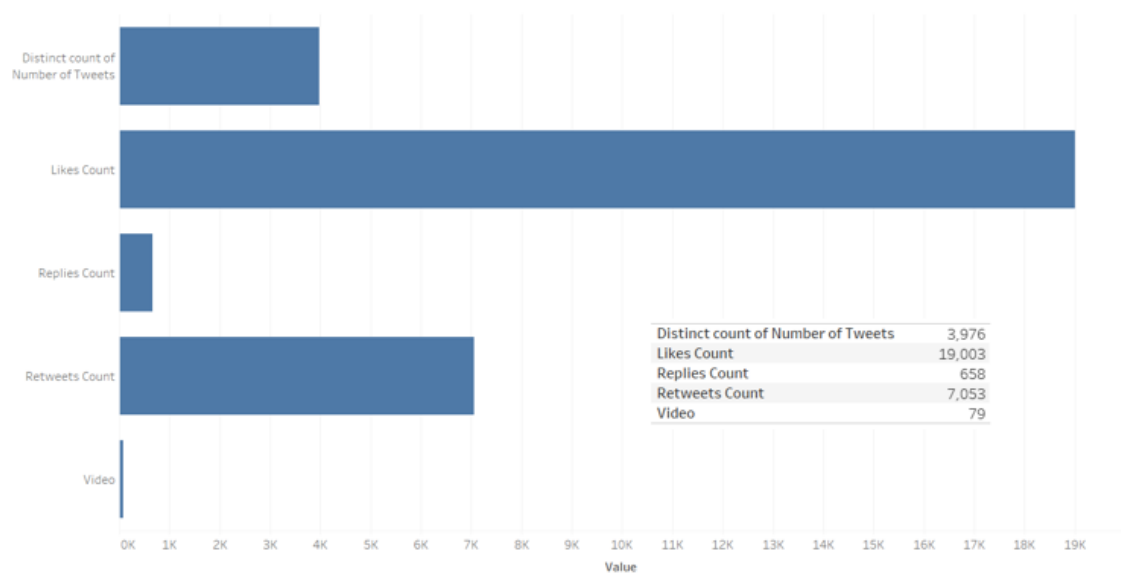


Figure 1: Overall Statistics

1,734 tweets used the hashtag #outbackqueensland, with #thisisqueensland and #travel as the next most popular hashtags, tying in with Outback Queensland's tourism business (Figure 2). Of the top ten hashtags, most are popular areas of Australia, as well as QANTAS, Australia's most well-known airline. This shows that engagement with Outback Queensland is largely relevant, and Twitter users are aware of what their purpose is.

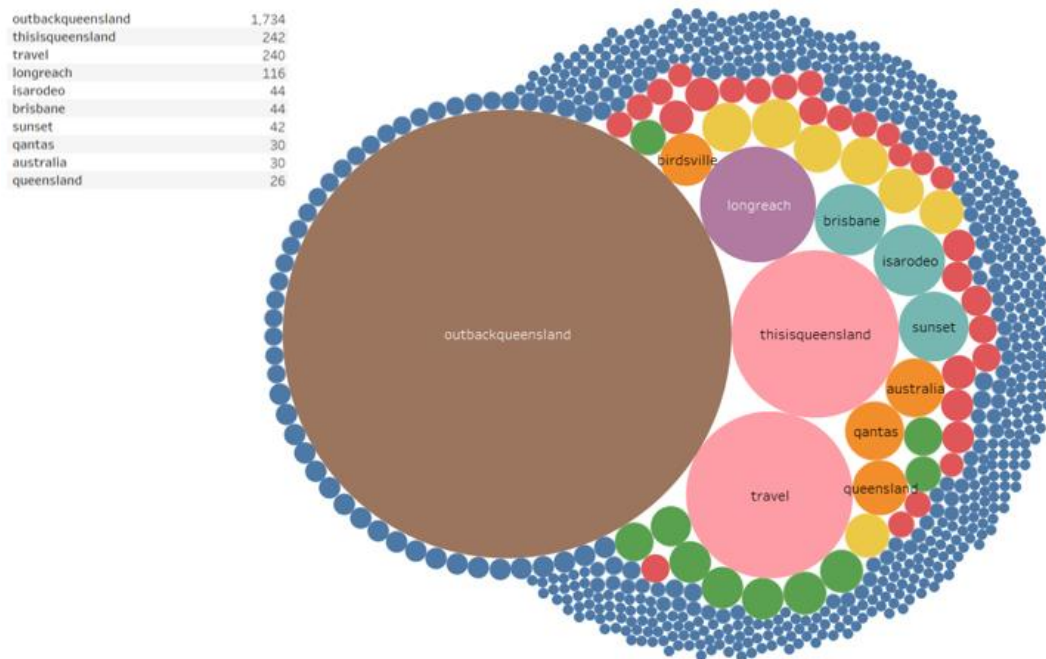


Figure 2: Hashtags

Looking at the number of times each hashtag was used in tweets (the in-degree of the hashtag), the one main section of more popular hashtags is most relevant, as the rest of the hashtags have less than 10 uses overall (Figure 3).

Id	Label	Interval	In-Degree
#outbackqueensland	#outbackqueensland		489
#thisisqueensland	#thisisqueensland		131
#australia	#australia		64
#queensland	#queensland		49
#longreach	#longreach		47
#outback	#outback		47
#seeaustralia	#seeaustralia		38
#sunset	#sunset		34
#winton	#winton		30
#birdsville	#birdsville		27
#outbackaustralia	#outbackaustralia		24
#mountisa	#mountisa		20
#qld	#qld		18
#travel	#travel		18
#sunrise	#sunrise		17
#visitqueensland	#visitqueensland		16
#rain	#rain		16
#boulia	#boulia		15
#isarodeo	#isarodeo		15
#barcaldine	#barcaldine		14
#charleville	#charleville		14
#drought	#drought		14
#qantas	#qantas		12
#rodeo	#rodeo		12
#juliacreek	#juliacreek		12
#overlandersway	#overlandersway		11
#roadtrip	#roadtrip		11
#roma	#roma		10
#dirtndust	#dirtndust		10
#cloncurry	#cloncurry		9
#bigredbash	#bigredbash		8

Figure 3: Uses of Hashtags By Users

2.2 BRAND ENGAGEMENT

The tweet engagement is spread in a typical way for Twitter (Figure 4). There is a large cluster of less interacted with tweets, likely from personal accounts, with several higher interacted with tweets which are most likely from other brands, bigger accounts, or Outback Queensland. The trend is generally positive, although not as significant as a larger account might have.

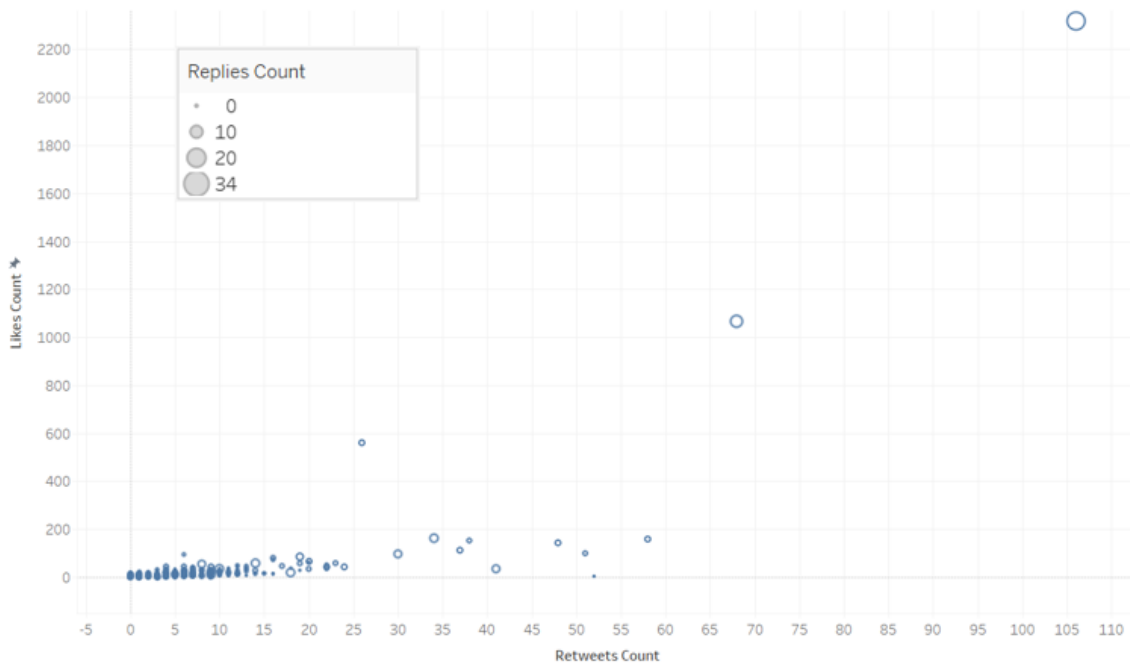


Figure 4: Likes, Retweets and Replies

This can be seen more clearly in the cluster trends (Figure 5), with Cluster 3 indicating the larger engaged tweets and Cluster 2 showing the general population and most common interactions. Cluster 4 is an odd section as the likes are decreasing as the retweets increase, showing the only downwards trend on the graph.

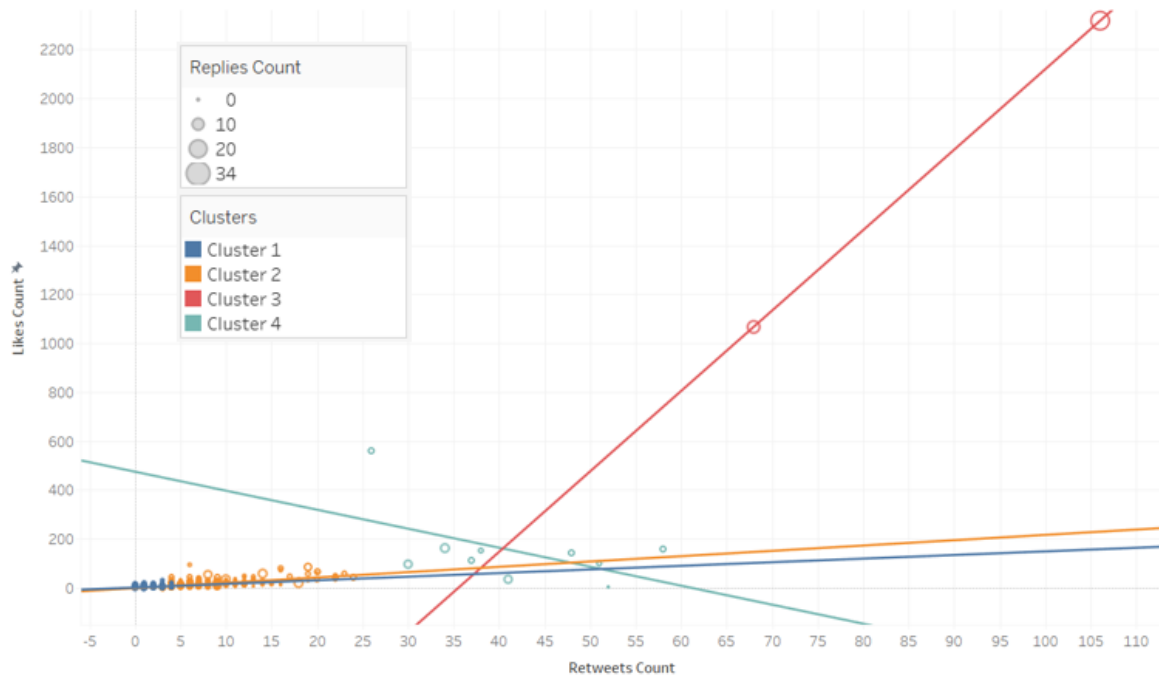


Figure 5: Cluster Trends

<i>Clusters</i>	Number of Items	Sum of Likes Count	Sum of Replies Count	Sum of Retweets Count
<i>Cluster 1</i>	3470	1.9911	0.072622	0.80144
<i>Cluster 2</i>	494	14.557	0.65182	7.4555
<i>Cluster 3</i>	2	1691.5	24.5	87.0
<i>Cluster 4</i>	10	152.0	3.5	41.5
<i>Not Clustered</i>	0			

The most common tweets are those that have little likes, replies, or retweets (Cluster 1). This may seem negative but is common, as most of the brands audience will be personal accounts with only a few followers.

2.2.1 Engagement Over Time

The engagement over time has remained steady, however seems to have growth regarding original tweets, while retweets and mentions remain the same over the years (Figure 6). There are several spikes in engagement, with the most significant in late 2015, along with smaller peaks in activity that are also around the end or start of the year. This indicates that the most engagement occurs during summertime, which would be peak time for holidays and tourism in Australia.

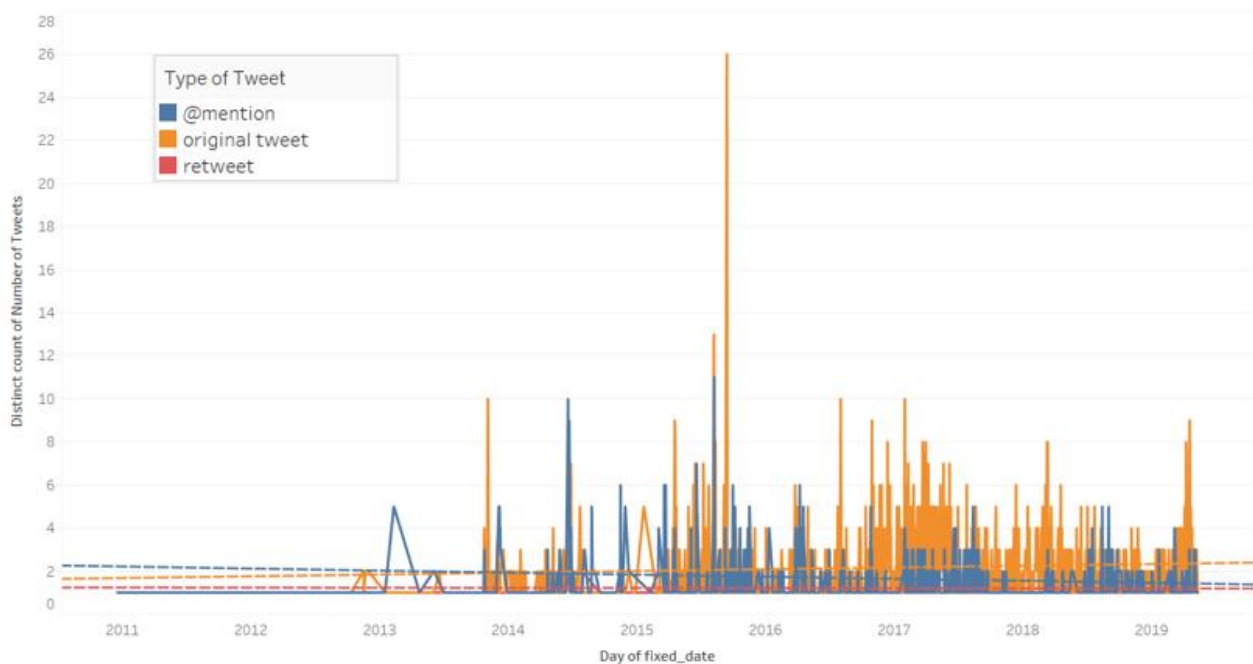


Figure 6: Tweets Over Time

This can be compared to the frequency of relevant hashtags over time, particularly #outbackqueensland. In Figure 7, the number of hashtags used for each year can be seen alongside the usages of #outbackqueensland. It is the most popular hashtag for the brand, making up at minimum 60% of the total hashtags used. During the 2015 activity, it makes up around 85% of the hashtags, showing that the attention was central to Outback Queensland.



Figure 7: Hashtags Over Time

It appears that the usage of the hashtag reached a peak and then began to decrease, as activity went down from 2017-2019, after its sharp increase between 2013 and 2015. This indicates that there was a peak time for travel during the upwards growth, and/or that attention during the spike was negative/faded and resulted in lowered user engagement.

3 USER ENGAGEMENT

3.1 ACTIVE USERS

There are several users in the dataset that are highly active around Outback Queensland. In terms of posting tweets (Figure 8), the top accounts are obvious, with Outback Queensland on top, followed by troy_spro, a travel writer based in Australia; qfom, the QANTAS Founders Museum, the official Queensland tourism account – which makes up a significant number of the retweets from Outback Queensland; and outback_mates, a club that provides discounts on various services required when travelling in the outback. Many of the next most contributory accounts are travellers and/or photographers.

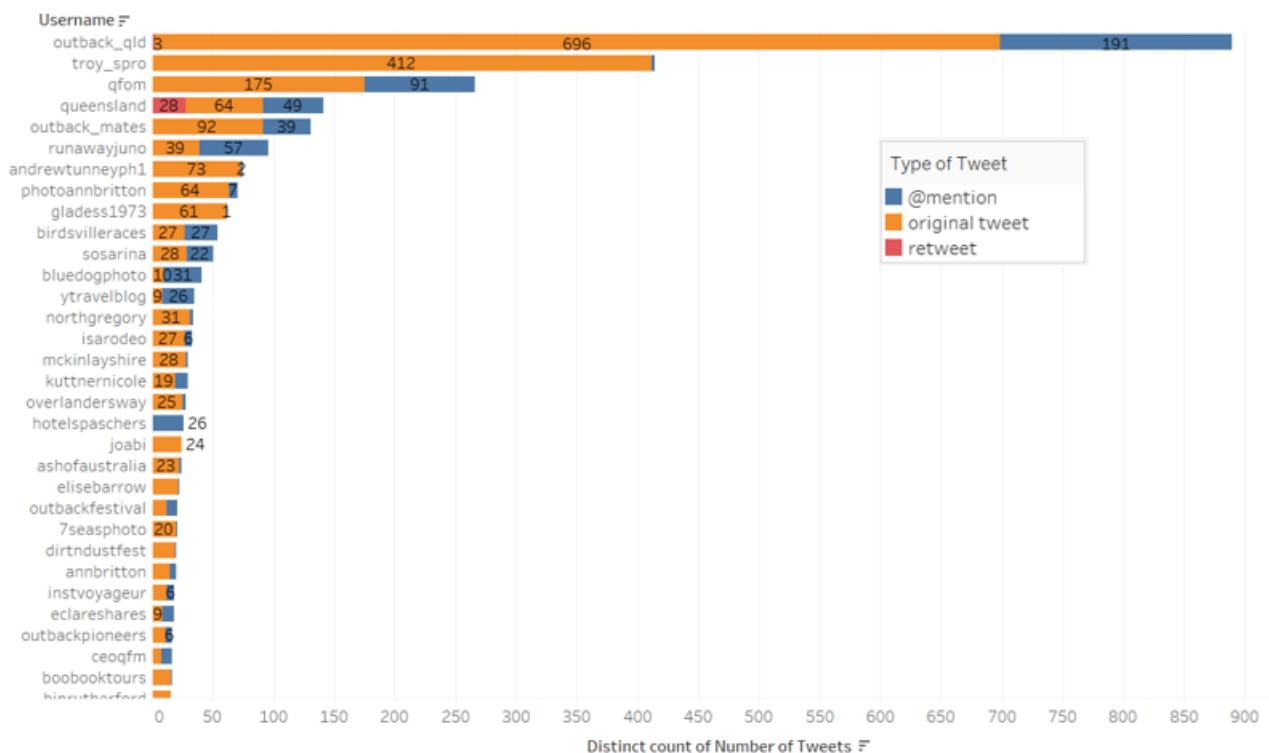


Figure 8: Most Active Users (By Tweet Count)

Most of the tweets for each account are original, and there is a fair percentage of mentions by each account. There are very few retweets, which indicates that there is a lot of unique and diverse content relating to Outback Queensland being shared. Outback Queensland themselves does not participate in very much retweeting, focusing on original tweets despite the large number of original tweets in the community directly relating.

Regarding popular users (Figure 9), several of the top active users are relevant again, including outback_qld, queensland, and qfom. There are also the Mount Isa Rodeo, Birdsville Races, and Dirt 'n' Dust Fest accounts, which are popular outback events regularly advertised by Outback Queensland. Kelly Theobald, a Birdsville photographer/journalist is popular due to the Queensland tourism account regularly posting her photos and articles.

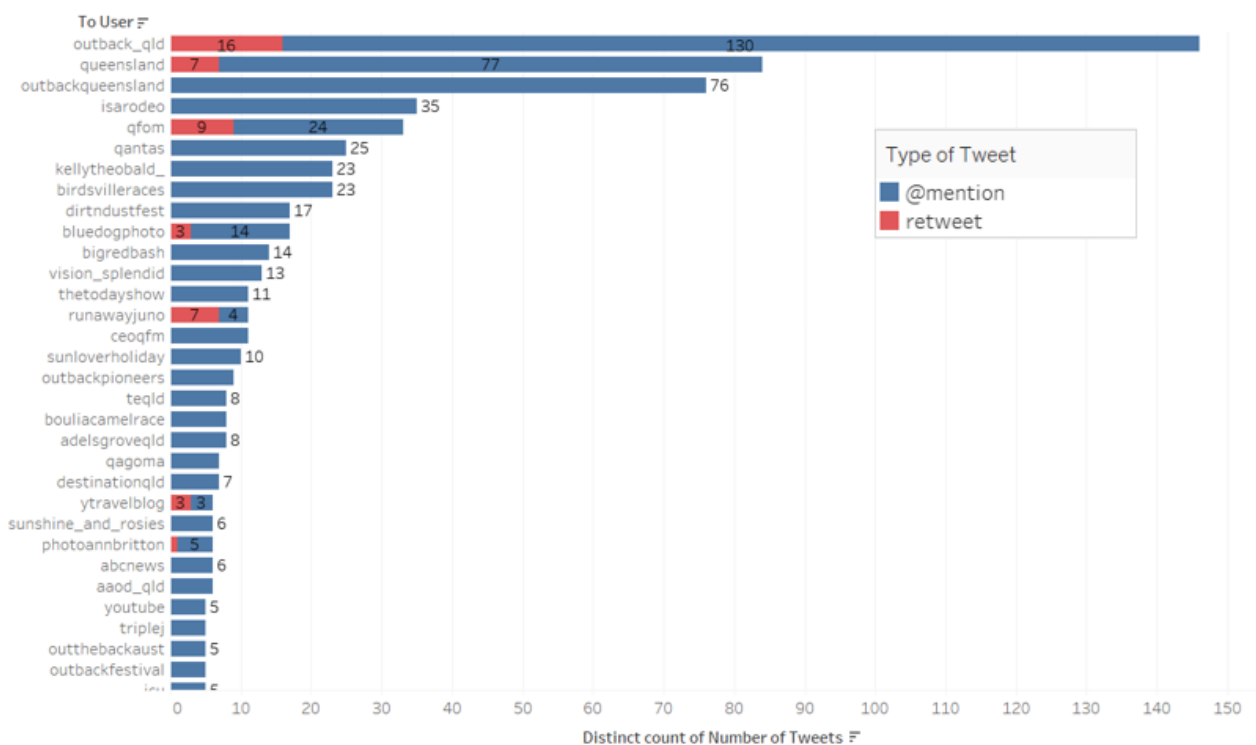


Figure 9: Mentions of Users

3.2 ACTIVE USER PARTICIPATION

The specific contributions active users are making to the conversation can be seen through their usage of hashtags and interactions through mentions. The network of the top contributors has very similar results to the previous analysis formats, although the top contributors have varied now that their use of hashtags is also included.

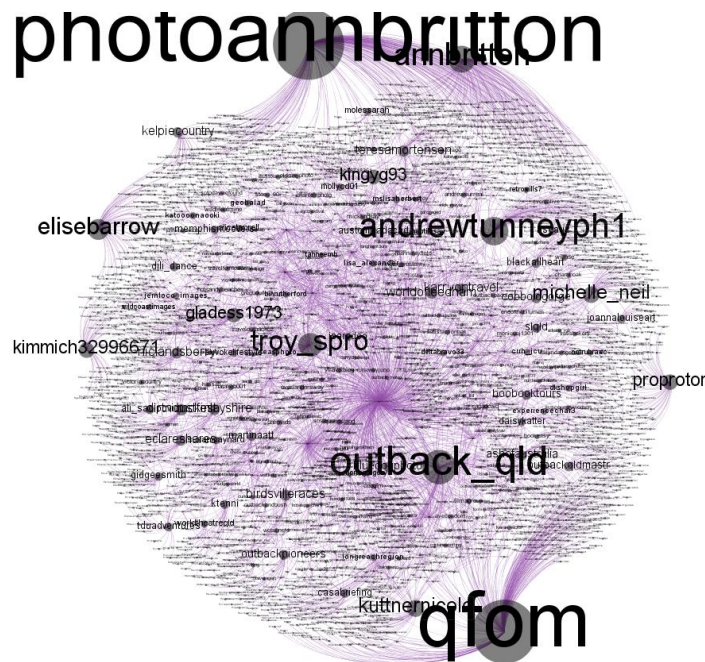


Figure 10: Top Contributors

Separating the biggest contributors into their own network (Figure 11), most of the hashtags used do overlap with the other accounts, with a few outliers likely specific to the account itself.

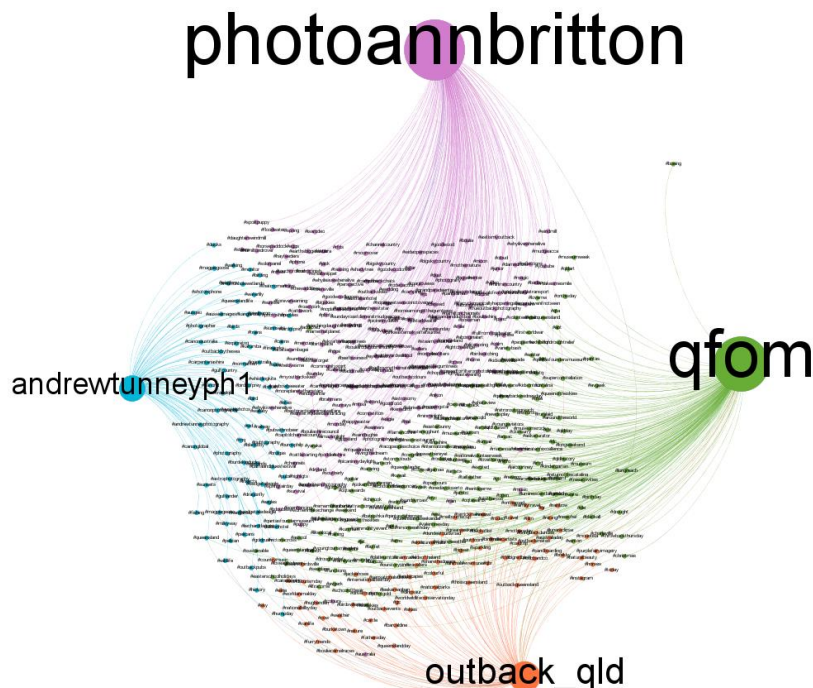


Figure 11: Top 4 Contributors

Andrew Tunney and Ann Britton have many mutual connections, which reflects both being photographers. Outback Queensland does not share much interaction with the photography accounts, despite their contributions to the brand conversation, but does with QFOM, reflecting their mutual organisation status.

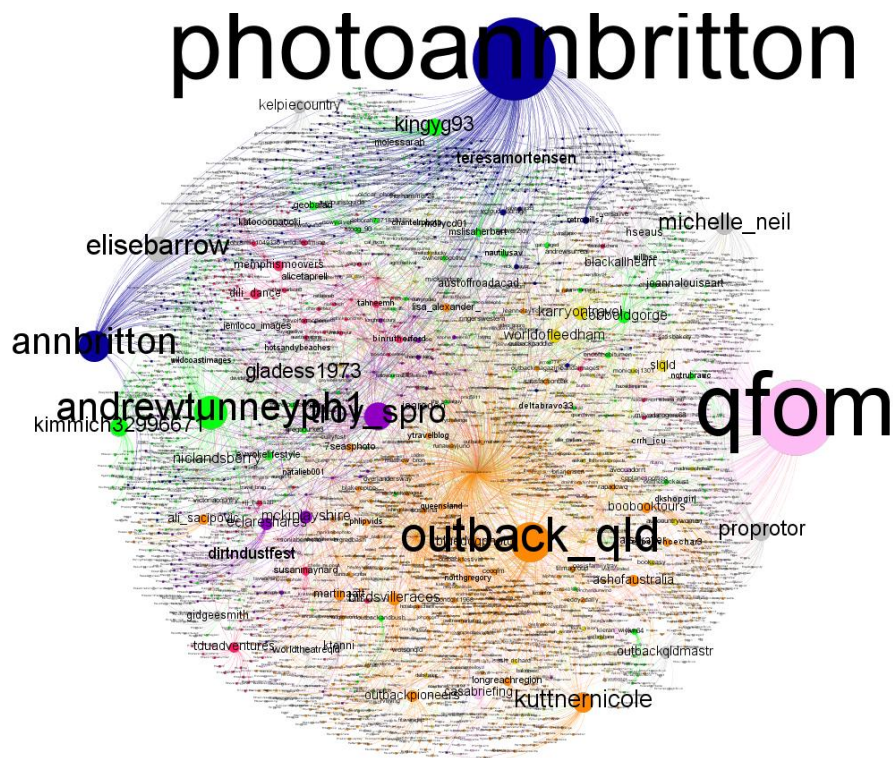


Figure 12: Community Interactions (Clusters)

Upon separating the entire community into clusters (Figure 12), Outback Queensland does not interact very much with the more photography focused accounts, despite sharing many photos of the outback themselves. They are more connected to tourism specific accounts and popular travellers. This is also shown in the mentions made by accounts within the network (Figure 13).

Outback Queensland has a widespread across most of the network, but the communities around QFOM, Ann Britton, and the Long Reach Region are more separated from the brand account, indicating that while they are participating in the conversation about Outback Queensland, they are not receiving much interaction in return.

3.3 PEAK USER ACTIVITY

Starting with the mentions, the most interaction with Outback Queensland occurred from 2013-2016, with obvious peaks in mentions of the main accounts.

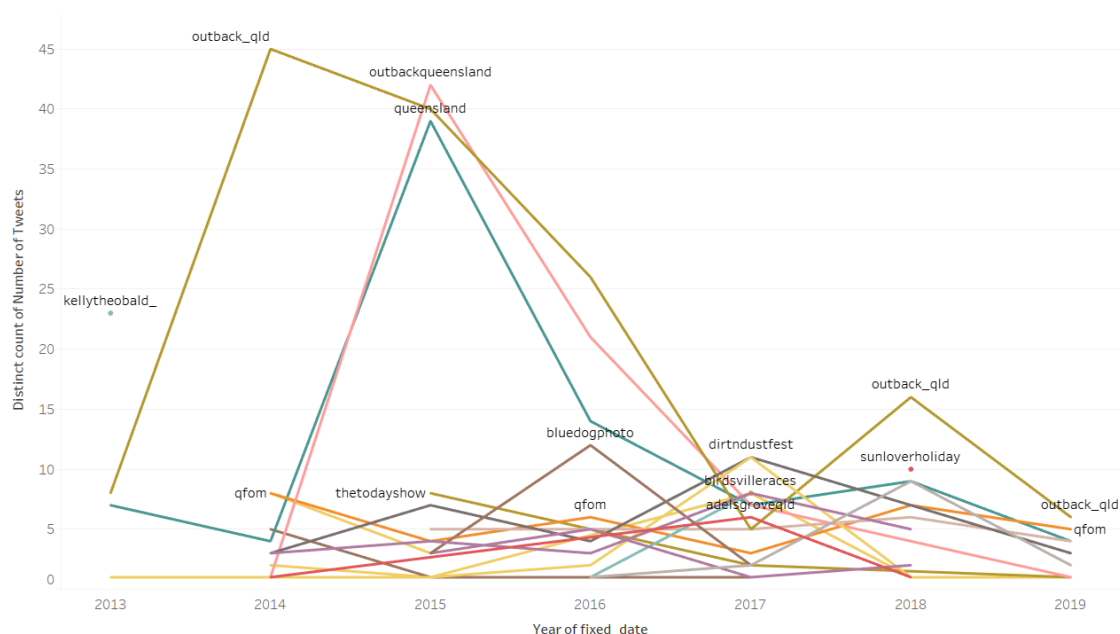


Figure 14: Mentions Over Time

The sudden drop in 2016 is concerning, however when looking at the post rate of the Outback Queensland account, rather than negative engagement being the cause of inactivity, it is inactivity from the account itself that resulted in less interaction. In 2015 and 2016 there was little to no activity, and once posting became more regular again in 2017, the rise in attention is shown in the smaller spike from the mentions. The drop of activity in 2018 is also reflected by a dip in attention.

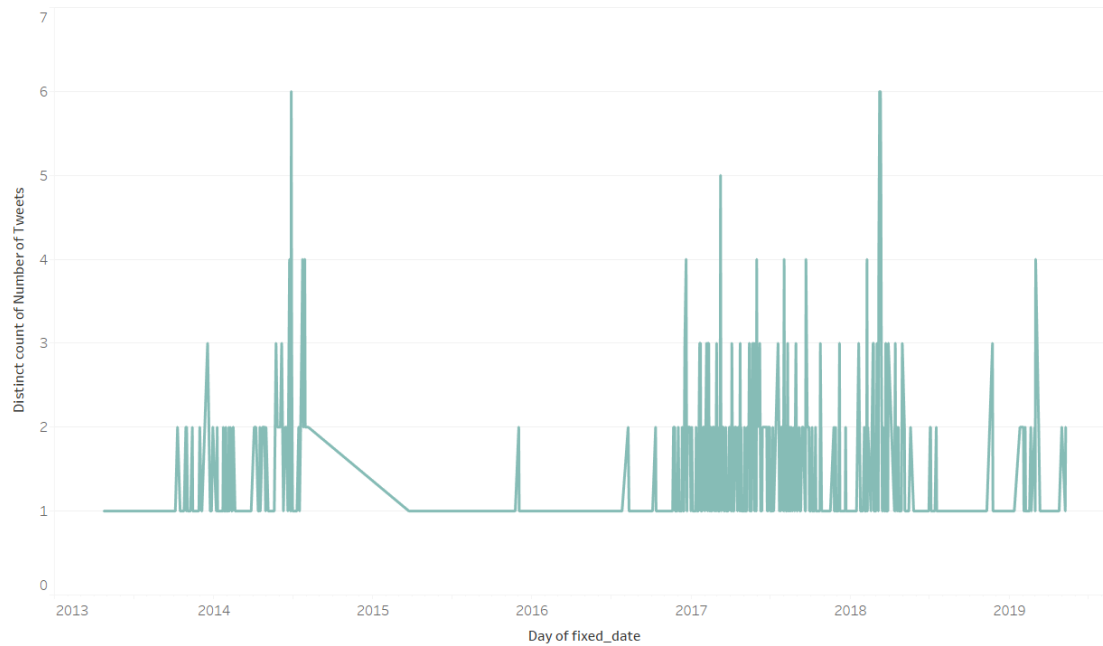


Figure 15: Tweets by Outback_QLD Over Time

A possible reason for the return could be due to the rise in popularity of the Mount Isa Rodeo, Dirt ‘n’ Dust Fest, and other outback events that occurred and received a spike in mentions around the same time that Outback Queensland resumed posting frequently. After the hype from these events died down, so did the account.

4 EVALUATION

4.1 DATA LIMITATIONS

The datasets used to evaluate the Twitter community surrounding Outback Queensland has some limitations in what can be produced from it. It does not include tweets that are of a language other than English, which, while making general analysis easier, has the potential to be excluding a noticeable percentage of users given that Outback Queensland is primarily a tourism account. The data also doesn't include anyone who may have travelled to the outback and participated in the events promoted by the account but did not use the hashtag or mention the brand account. As shown by the results, however, a significant amount of the community surrounding Outback Queensland has been able to be included in this analysis, allowing for sufficiently accurate data.

4.2 FUTURE RECOMMENDATIONS FOR ENGAGEMENT

Outback Queensland has large popularity among a variety of travel, photography, and official Australian Twitter accounts and users. The tweets relating to the brand are highly positive, promoting the beauty of the land and encouraging travel and tourism within both the state and the country. However, the Outback Queensland account itself has been unreliable with posting and interacting over the years. Whenever it is inactive, overall interaction with both the account and the relevant hashtags decrease significantly. Outback Queensland also needs to interact more directly with the photography community of Australia, particularly those posting as frequently as the top photography accounts seen in the dataset. The reach from these accounts is being missed out on due to Outback Queensland's focus on interactions with tourism specific accounts, who tend to already be retweeting and mentioning the Outback Queensland account.

Something that would take minimal effort from the social media manager of the brand but encourage further engagement would be to retweet more posts from the many photographers and travellers within the community, promoting very similar content to the current posts, but allowing easy interactions with relevant users and encouraging more posting and viewing from others. This would also help to solve the problem of account inactivity, if the issue is that original posts are tedious to compile consistently. Considering the highest contributors are photography accounts, finding relevant and interesting content to share would not be difficult.

Outback Queensland has shown the ability to be a popular, positive account with an active community that promotes the appeal of travelling in Australia. Regular activity and further investment into interacting with the top contributors to the brands community will allow its audience on Twitter to grow and spread across the world.

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