

Table 3. Results of *Traveler's Child* analysis

Traveler's Child					
Type of Visual Content	Value	Used	Avg. Use	Av. Eng.	Avg. Follower Increase
Nature (No Human)	1	14	16%	8.6%	0.12%
Heritage (No Human)	2	50	56%	11.5%	0.38%
Culture (No Human)	3	1	1%	8.8%	0.22%
Tourist Service (No Human)	4	1	1%	7.5%	0.08%
Nature (Human)	5	2	2%	8.1%	0.06%
Heritage (Human)	6	21	23%	9.8%	0.37%
Culture (Human)	7	1	1%	3.8%	0.05%
Tourist Service (Human)	8	0	0%	0.0%	0.00%
		90			
Location	Value	Used	Av. Eng.	Avg. F. I.	
Popular	1	48	11.9%	0.38%	
Non-Popular	0	42	8.7%	0.26%	
Follower relations	Value	Used	Av. Eng.	Avg. F. I.	
Engaging	1	32	12.3%	0.59%	
No Engaging	0	58	9.3%	0.17%	
Shout-Outs (1m+)	Value	Times	Av. Eng.	Avg. F. I.	
Active	1	5	13.2%	1.51%	
Non-Active	0	85	10.2%	0.25%	
TakeOver	Value	Times	Av. Eng.	Avg. F. I.	
Active	1	7	7.3%	0.24%	
Non-Active	0	83	9.6%	0.16%	