



MoMA Social Media Evaluation

Located in New York City, the Museum of Modern Art (MoMA) is a non-profit educational institution dedicated to fueling creativity, providing inspiration and encouraging the appreciation of contemporary and modern art. The organization maintains an active presence on social media by posting daily to promote artists, exhibitions and events, as well as sharing art news to educate its followers. Throughout the semester our team has been monitoring MoMA's Twitter account, analyzing both owned and earned data in order to find actionable insights.

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Dates Analyzed

March 1, 2016 - June 1, 2016

The purpose of this analysis is to discover how MoMA uses specific tactics and themes on Twitter. With key metrics in mind, we will determine how MoMA best generates engagement using different content types.

Key Metrics

Geographic
Location

Hashtags

Hyperlink
Sources

Content Type

We chose to analyze these key metrics because they allowed us to categorize tweets based on their importance to MoMA's audience. These categories helped us understand the needs and interests of the audience and how to determine best engagement practices for MoMA's audience.

These categories were determined based on the content of MoMA's tweets and its audience reach. When determining what factors to analyze, we found that these categories were very important in order to reach our goals.

By using an agreed upon coding sheet, tweets were broken down into categories types upon which content could be further analyzed.

Goals

01

Identify which type of content generates the greatest amount of engagement on Twitter.

02

Identify strategies used to funnel traffic and followers from the main account to sub-accounts associated with MoMA.

03

Determine what types of content triggers changes in audience emotion.

Predictive Analytics

Content that includes visuals, such as picture of art and exhibits, will be more engaging

MoMA uses holiday hashtags and images of art that relate to specific holidays, which attracts more engagement

People engage more with content created by MoMA rather than shared third party content

Posts that contain topical current issues garner large amount of retweets

Posts that include hashtags of artists averaged higher retweet counts



Executive Summary

The type of content that generates the most user engagement is News and Info, which includes articles, blog posts and general art news.

Cross promotion between the main MoMA account and the sub-accounts, including hashtags and mentions, increases traffic across accounts and creates a unified brand.

With posts that include holiday hashtags, articles and pictures, general emotion about MoMA becomes more positive than neutral.

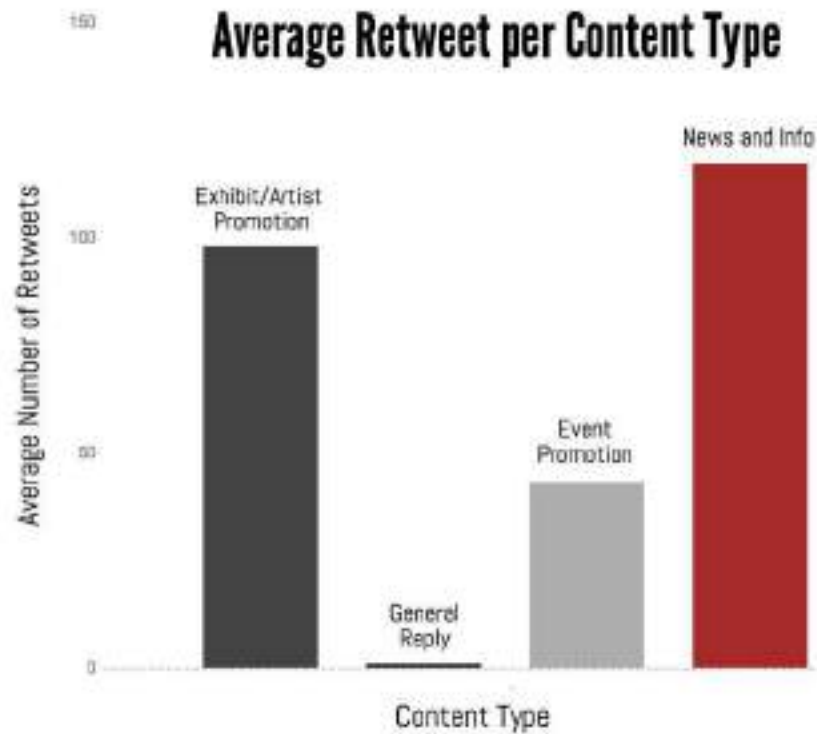
After extensive research, the most important findings include the types of content that create the most engagement, the cross-promotion between sub-accounts, those operated by specific departments of MoMA, and the emotion striking tweets that engage the audience. These three key findings show us that MoMA can create content that is both engaging to its audience and increases the audience's emotion towards the brand. MoMA is able to drive audience members to its sub-accounts through mentions on its master account but does not have a consistent following across accounts. It would be in its best interest to consolidate its Twitter accounts into one master and two sub-accounts. Its most popular sub-accounts are MoMA PS1 and MoMA Film. Emotional tweets that engage the audience typically include holiday postings. Increasing the holiday postings, especially for its audiences overseas, would help overall audience emotion

Introduction to Owned Data

In order to analyze the Museum of Modern Art's owned data, which includes content they generate and post, we coded 336 tweets posted between March 1, 2016 - June 1, 2016 on MoMA's twitter account (@MuseumModernArt). We classified the posts into five content categories, including content type, hyperlinks, mentions, hashtags and media. We chose to look at content posted between March and June because tourism generally rises as summer months approach and the three month period allows for a holistic view of MoMA's owned data strategy and results without being skewed. We also used Crimson Hexagon to understand basic demographic and geographic information as well as conversation topics and overall sentiment. Based on our research we found that MoMA's owned data develops a conversation surrounding New York City, art news and popular sub accounts such as MoMA Film (@MoMAFilm) and MoMA PS1 (@MoMAPS1).

Key Actionable Insights

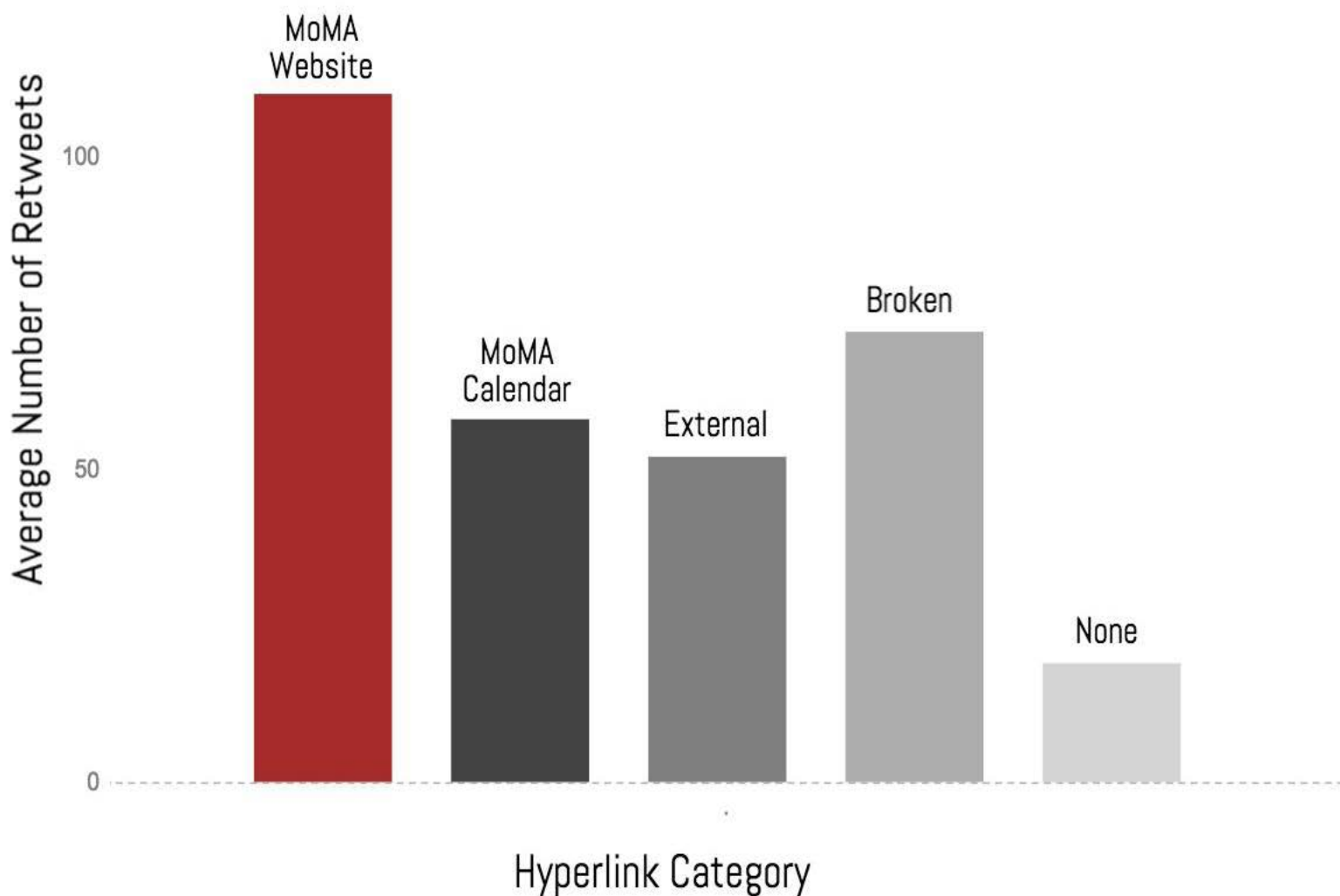
1. Posts containing art, social or historical news and information receives the highest amount of retweets.
2. Tweets that include hyperlinks, specifically to MoMA's website, receive higher engagement in the form of retweets.
3. Hashtags that are relevant to large populations receive the most retweets, which is why holiday and observance hashtags account for the largest engagement category.
4. Although posts within the content category general reply are necessary for customer service and communication, they do not generate engagement in the form of retweets.



We found that tweets that contained MoMA and art related news had a higher average retweet count than any other content type.



Average Retweets per Hyperlink Category



MoMA frequently utilizes hyperlinks in twitter posts, which is why we chose to look closer at hyperlink engagement during our coding process. We segmented the use of hyperlinks into five categories: link to the MoMA website, link to the MoMA calendar, external link, broken link or no link. We determined that links to the MoMA website would include articles from MoMA's blog, Inside Out, while links to the MoMA calendar would be specific events and exhibitions that linked to MoMA's online calendar. Both links connect to MoMA's website, but the destinations elicit different goals in terms of engagement.

Average Retweets per Hyperlink Category

We found that tweets containing hyperlinks to the MoMA website (i.e. Inside Out blog), have the highest retweets with an average of 110. The image below displays the type of content posted by MoMA with links to their blog. These tweets received the highest amount of retweets because users are able to share relevant and interesting information in the form of blog posts with their respective network. Articles generally enact responses from readers which entices them to share the content.

Tweets containing links to MoMA's blog produced the most engagement because conversation would surround the topics discussed in the blogs.

MOMA Museum of Modern Art
@MuseumModcma

Follow

From Air Jordans to the cheongsam, an upcoming design exhibition asks "Is Fashion Modern?" [mo.ma/204LYed](https://www.moma.org/204LYed)



RETWEETS 68 LIKES 103

11:54 AM · 5 Apr 2016

1 68 103

APRIL 5, 2016 | COLLECTION & EXHIBITIONS

Announcing *Items: Is Fashion Modern?*

Posted by [Paola Antonelli](#), Senior Curator, Department of Architecture and Design [Michelle Millar Fisher](#), Curatorial Assistant, Department of Architecture and Design

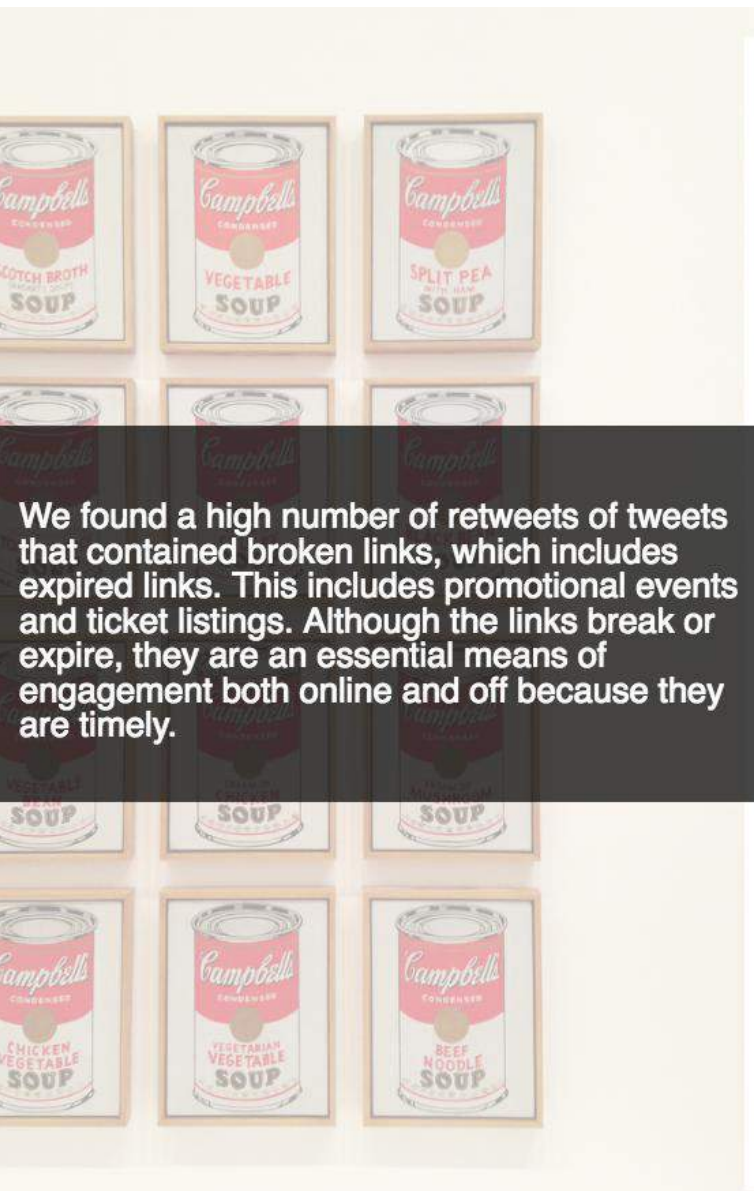
At the end of 2017 MoMA will open an exhibition titled *Items: Is Fashion Modern?* As a way of announcing the preliminary scope and research of this exhibition, and to begin dialogue around some of the works that will become part of a larger exhibition checklist, we will hold a launch event in May 2016.

Items will consist of a selection of 99 garments and accessories that have had a strong impact on history and society in the 20th and 21st centuries, and that continue to hold currency today. Designs as well known, transformative, and coveted as Levi's 501s, the Casio watch, and the Little Black Dress, and as ancient and culturally charged as the kippah and the keffiyeh, allow us to explore multivalent issues that these items have contributed to, produced, and shaped over many decades. By treating each as a focused lens, the exhibition will consider the ways in which items are designed, manufactured, and distributed, and will ponder the relationships between clothing and functionality, cultural etiquettes, aesthetics, politics, labor, economy, and technology.



Left: Tweet linking to MoMA Inside Out blog post (pictured above).

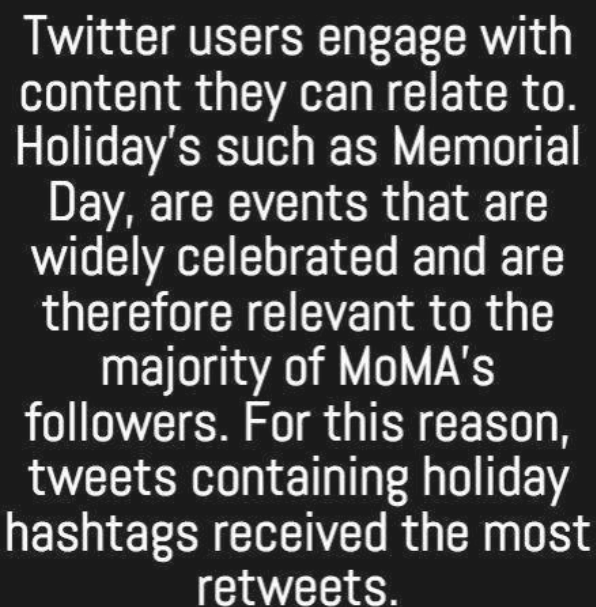
Average Retweets per Hyperlink Category



While links to the MoMA calendar account for an average of 58 retweets in our data set, the second largest category is broken links, with 72 average retweets. This information was surprising and required us to find out what types of broken links were popular. We found that the links that we classified as broken were just simply expired. The links did at one point lead to external sites, most likely for events that have passed.

Shown in the example above, a post about a competition that requires voting is likely to expire after the competition has passed. Tweets that have a call-to-action such as voting or registering are likely to receive high engagement due to their timeliness and relevance.

200



Introduction to Earned Data

The Museum of Modern Art's earned Twitter data consists of content posted about MoMA by outside users. In order to analyze the earned data, we downloaded MoMA's Twitter post list from Crimson Hexagon and filtered the posts to exclude retweets. We collected data on country, state, city, sentiment, emotion and gender. Based on this analysis we were able to understand a breakdown of the audience, which is primarily white residents of New York City ages 35 and older, with the United Kingdom being the largest foreign contributor. Additionally, we used NodeXL software to develop a network analysis which grouped leaders of the conversation surrounding MoMA. We found that the New York Times contributed to a large portion of the conversation, along with avid modern art followers.

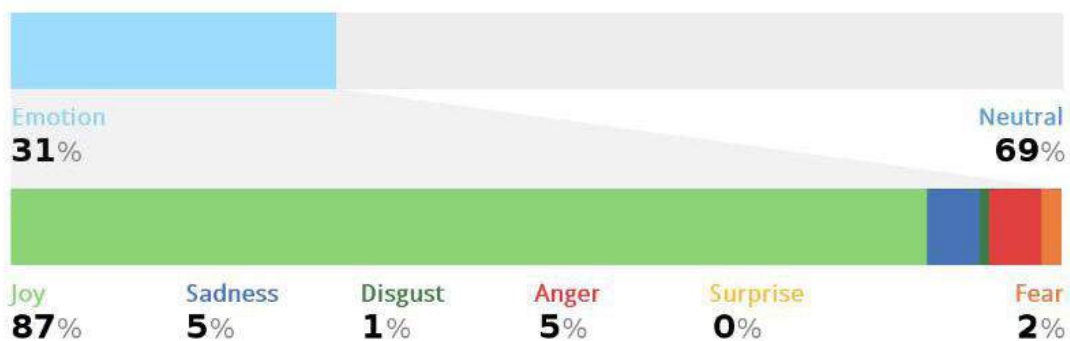
Key Actionable Insights

1. Although only a small portion of tweets contain emotions of sadness or fear, those tweets expressed concern about the cost of admission and feelings in response to pieces of art.
2. While the majority of emotion found in the conversation surrounding MoMA was found to be neutral, the second most common emotion is joy. Tweets containing emotions of joy referenced new and exciting exhibits, valuable artwork and popular artists. MoMA can create more positive buzz around its organization by having a #MoMamemories or #MyMoMA to help convert neutral tweets to joy tweets.
3. The United Kingdom has the highest tweet count about MoMA for international countries, with 37.5 percent of tweets.
4. A large portion of the conversation about MoMA is generated by the New York Times, who posts links to art-related news articles posted on nytimes.com. We found this relationship by developing a network analysis using NodeXL software.

Basic Sentiment of Tweets



Basic Emotion of Tweets



Understanding the current landscape of MoMA's Twitter account is essential for further research and analysis. Based on their post history, we found the basic emotion and sentiment surrounding the Museum of Modern Art, as well as general demographic information and topics of conversation.

We found that between March 1, 2016 to June 1, 2016 that the basic sentiment was neutral, accounting for 73 percent. Positive sentiment accounted for 19 percent with negative sentiment reaching 8 percent. Upon first glance these numbers did not appear to tell a story, however we view them as opportunity. There is a present opportunity to diminish the basic neutral sentiment and increase the positive. We also noticed that although 8 percent is small, MoMA should be aware of what factors are generating negative sentiment.

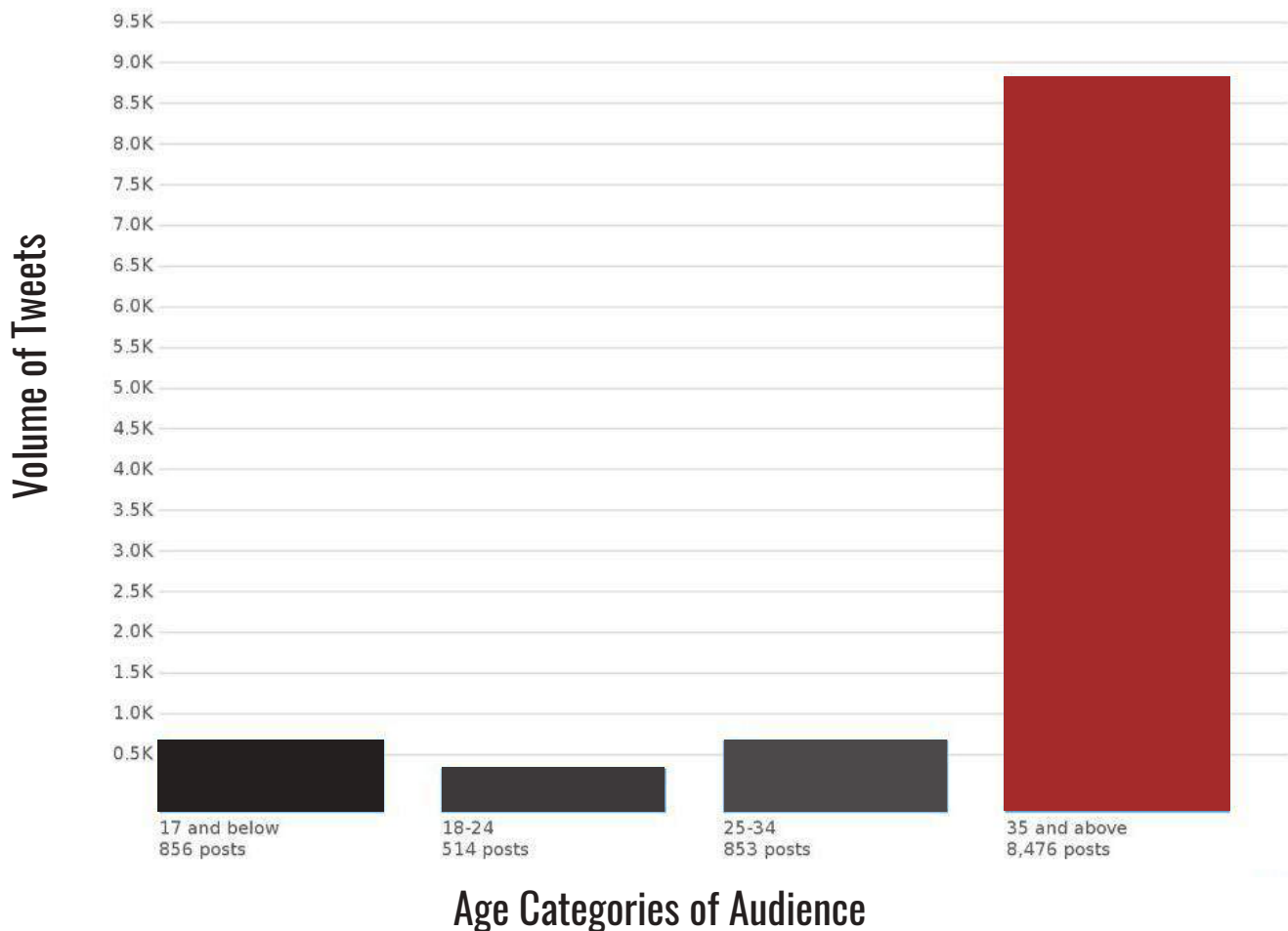
Basic Emotion of Tweets

We also looked at general emotion about MoMA. During the three month time frame, only 31 percent of the tweets contained emotion. Within that segment, there was an overwhelming majority of joyous emotion. 87 percent of the tweets contained joyous emotion, with a remaining 5 percent representing anger, 5 percent sadness, 2 percent fear and 1 percent disgust. We also discovered, after tracking down tweets labeled as fear or disgust that the information could be skewed based on word choice and is not completely representative of emotion towards MoMA.



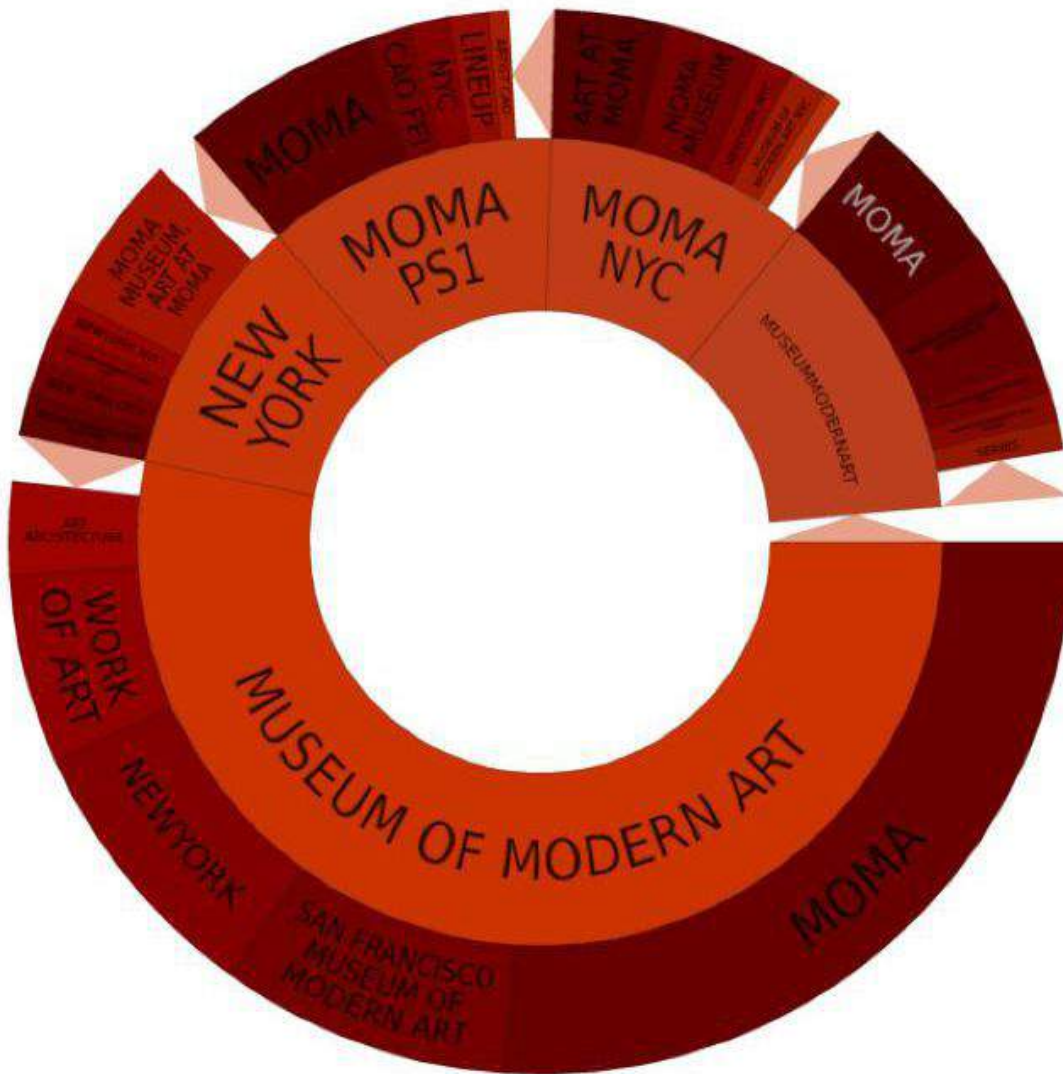
The tweet above is classified as fear which illustrates the phenomenon in which Crimson Hexagon misclassifies tweets based upon word choice rather than emotion. The words “M4”, a rifle, and “vulture” may be associated with death which may have Crimson Hexagon to code as “Fear”; additionally, the “:-)” in the context of this tweet would not be indicative of fear.

Age Breakdown of Audience



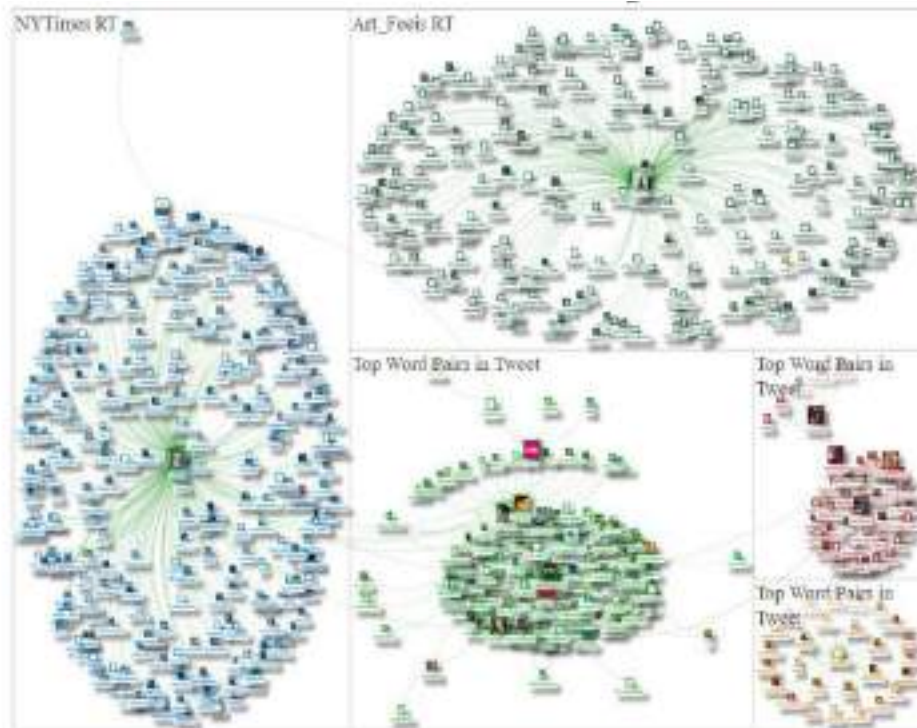
Demographic information such as age is important in understanding the reciprocal emotion, sentiment and topics surrounding MoMA. Based on 10,699 tweets from March 1, 2016 - June 1, 2016, we found that the age bracket with the most activity is that of users 35 and above, with 8,476 tweets. Users ages 17 and below were the second largest age bracket with 856 tweets. This information outlines the basic age breakdown for MoMA's Twitter account, with the vast majority of conversation starters being adults over 35.

MoMA Audience Topic Wheel



After obtaining a general understanding of the conversation starters surrounding MoMA, we looked at the topics discussed based on frequency. As expected, two of the largest categories of conversation were “MuseumModernArt”, “Museum of Modern Art”, “MoMA NYC”, “MoMA PS1” and “New York”. Discussion on Twitter largely focused on the New York City Museum of Modern Art and related news, however one of the larger second-level topics is the San Francisco Museum of Modern Art. Whether MoMA purposely intended to make this connection or not, their followers have begun to integrate other museums into their conversation.

Network Analysis

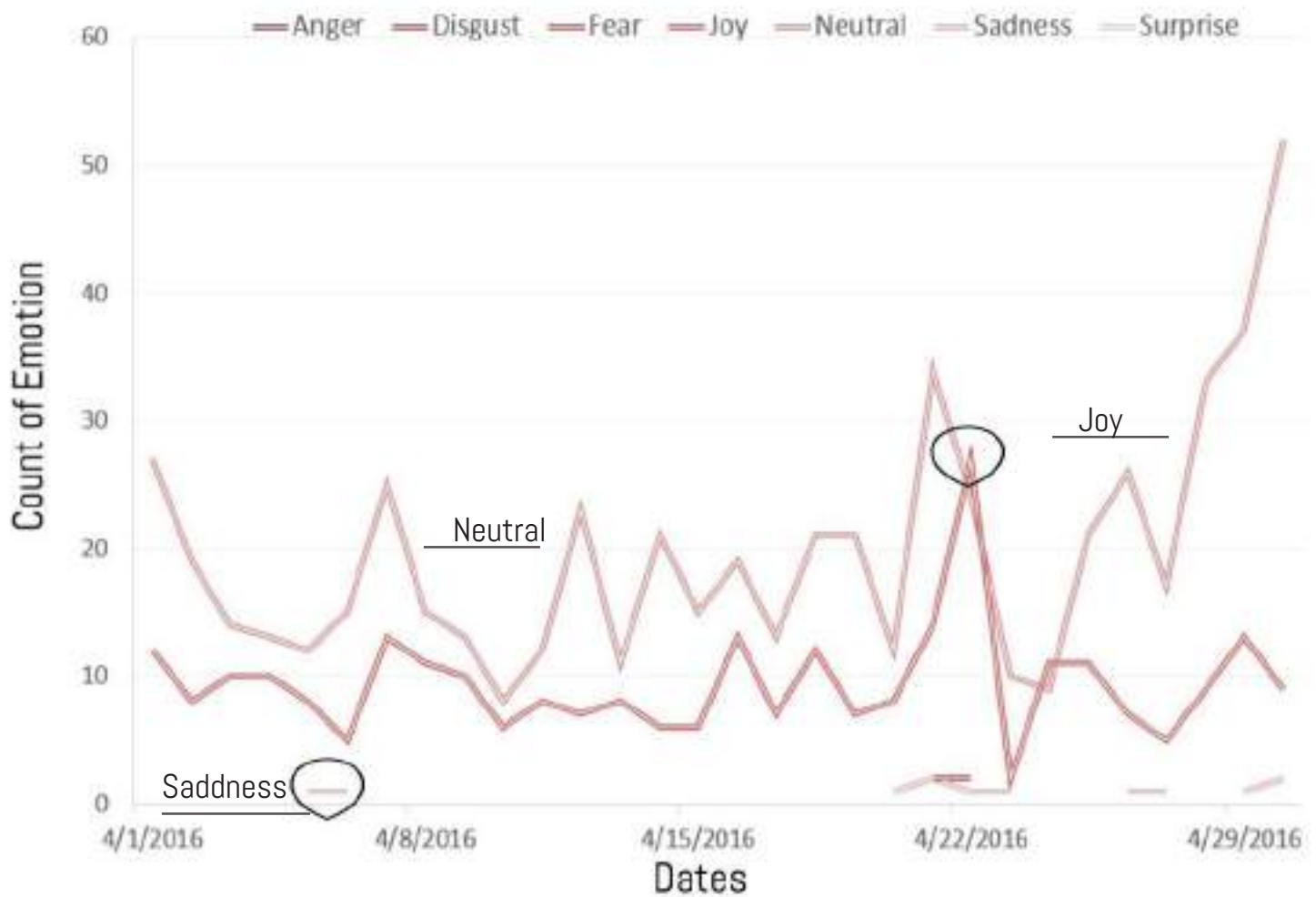


The conversations surrounding MoMA create community clusters within Twitter. We found two distinct communities within Twitter that discuss MoMA and related topics. The first is the New York Times (@nytimes) and the second was an art enthusiast and fan page Art Feels (@Art_Feels).

The New York Times is an extremely popular newspaper and online publication which features news about society, technology, fashion, food, lifestyle and art. The publication has a twitter following of 32.1 million users. We found that the cluster formed around the New York Times account consists of retweets. The publication often tweets articles linked back to their website (www.nytimes.com). In the cluster shown above, the top keywords are “emoji” and “emoticon” as a result of the New York Times posting a tweet containing an article about MoMA featuring the original emoji set on display in an exhibit. This tweet resulted in expansive retweets from their followers and therefore created buzz surrounding MoMA which created a community cluster.

The second largest community cluster centers around Art Feels; a fan page that does not post original content, but rather shares popular art pieces, pictures and articles, with a following of 225 thousand users. In the cluster shown above, the account posted a tweet about the emoji display recently acquired by MoMA. This tweet gained popularity in the form of retweets. Interestingly, although both clusters are a response to similar content (the emoji exhibit at MoMA), the clusters do not have any connections or intersections between them. Each cluster is completely separate, shown as two distinct communities.

Change in Emotion Levels - April 2016



Alex Ross
@alexmross

Over in the art world, MoMA thrives on the popularity of contemporary art while the Met Museum struggles to compete



3 Art Worlds: Flash MoMA, Struggling Met

The diverging fortunes of the New York City museums illustrate the current state of the art community, which is dominated by Modern and contemporary art.

nytimes.com

13

15



11:03 AM - 20 Apr 2016



Nina
@bingaling



Follow

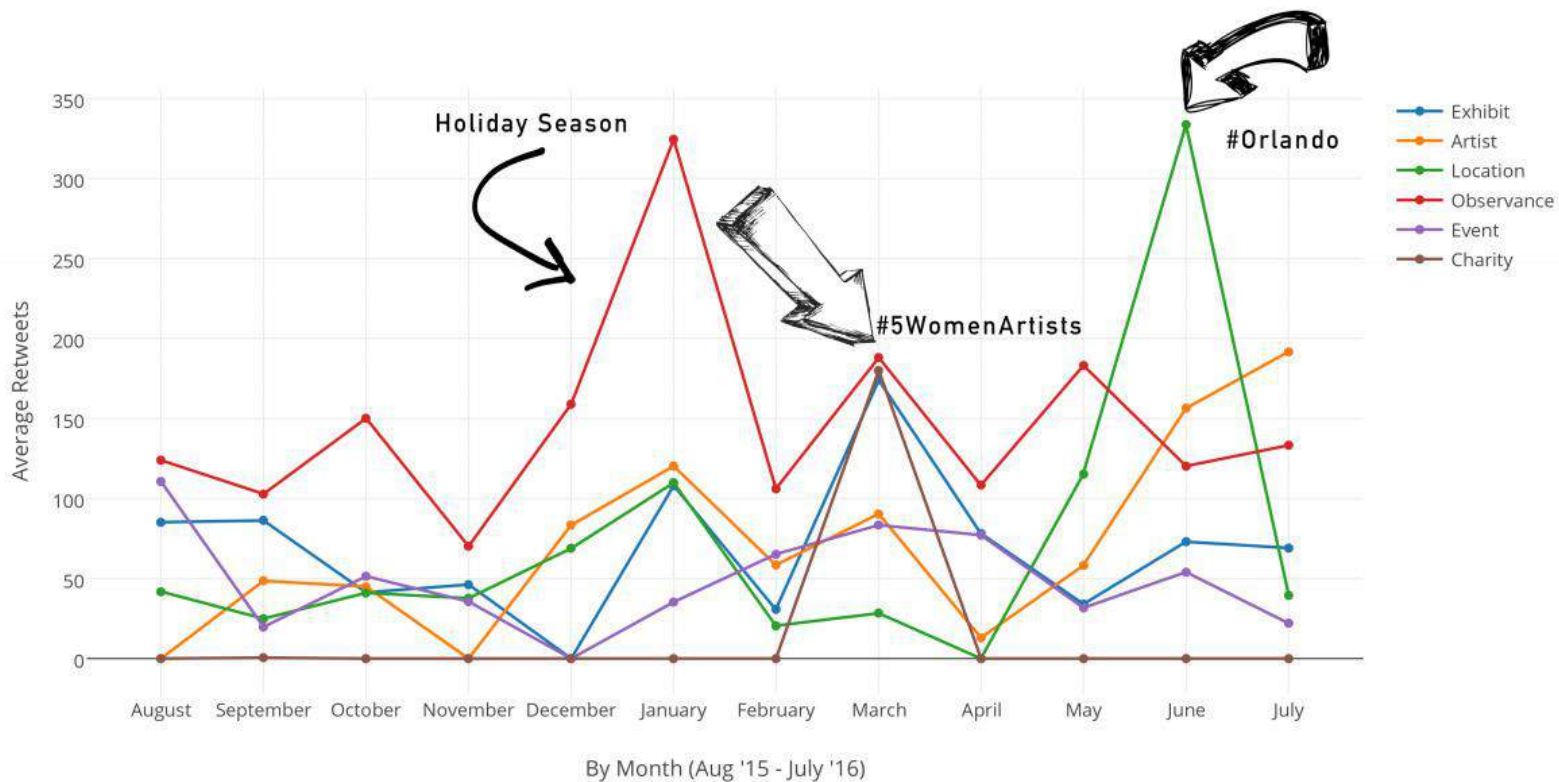
@zoranaless the moma in nyc is so painfully expensive, but I would live there if I could

10:41 AM - 8 Apr 2016



We took a closer look at the change in emotion levels over the month of April. We saw that on April 6 shown above, a user expressed sadness in regards to the price of New York City. We also noticed a spike in joy emotion on April 22, which recalls the success of MoMA in relation to other New York City museums. These tweets give insight to the types of tweets MoMA would want to encourage and avoid.

Average Retweets Per Hashtag Type



Emotion Sparks Conversation

We began with one question in mind: which type of content is most engaging? Because MoMA frequently includes hashtags in its tweets to reach more users, we aimed to find out whether using certain types of hashtags led to higher engagement. Using the number of retweets as our key engagement metric, we looked at the engagement by hashtag type for tweets posted between August 2015 and July 2016.

First, we placed each tweet into a category based on hashtag type. Categories included exhibit name, artist name, location, holidays and observances, event promotion and charity, as well a category for no hashtag. After coding the tweets, we used Excel to depict our data as a line graph. This allowed us to visualize any spikes in engagement and learn more about what content caused them. Our findings are on the following page.

* Generally speaking, tweets with hashtags related to holidays and observances receive more retweets than any other category. In our graph, you can see that engagement for this category reaches its peak between November 2015 and January 2016, in the heart of the holiday season with an average 325 retweets.

* Although engagement is relatively low for tweets with exhibit name hashtags, there is a sudden spike of 174 average retweets in March 2016. This increase corresponds with tweets using #5WomenArtists, an exhibit series honoring Women's History Month. The holiday and charity categories also increase sharply in March, showing that MoMA's followers are very supportive of Women's History Month.

* Location hashtags are rarely engaging, however our data showed an unusual spike in this category that is larger than any other on the graph. MoMA received the most average retweets in July 2016 when it tweeted using #Orlando in support of victims of the shooting at Pulse nightclub. These tweets brought the average retweet count for location hashtags to 334 for the month of July.

From our data, it is evident that the most engaging tweets are those that bring users together, whether it is to celebrate a holiday or rally in support of others. Additionally our data shows that MoMA's followers encourage diversity, with spikes in engagement resulting from tweets directed to women and the LGBT community.

According to the MoMA website, the institution's mission includes deepening the "understanding and enjoyment of modern and contemporary art by the diverse local, national, and international audiences that it serves." By creating more content and hashtags targeted toward diverse audiences, MoMA can continue further its organizational goals as well as boost user engagement with its Twitter account.

Recommendations

- ☐ Continue to put an emphasis on holidays relevant to audiences in the United States and New York City. We found that tweets containing hashtags received high engagement, with holiday hashtags attracting the highest number of retweets. In the future, MoMA should continue to celebrate holidays using hashtags, but also find other ways to show support, such as hyperlinks to holiday blog posts and news articles.
- ☐ Due to the success of holiday hashtags in the United States, MoMA should celebrate international holidays to tap into audiences abroad. Being mindful of international holidays will attract new followers and increase overall engagement.
- ☐ We found that the audience listening to and participating in the conversation about MoMA is largely white adults. While maintaining this audience, there is an opportunity for MoMA to target millennials through Twitter.
- ☐ There are thirteen sub-accounts of the main MoMA Twitter (@MuseumModernArt), each specific to a program, platform or department within MoMA. The relationship between MoMA and the sub-accounts can become blurred and confusing to users. Moving forward, MoMA should consolidate sub-accounts or create a more unified brand between accounts.