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The MET Final Project

ADPR5750 SPRING 2023



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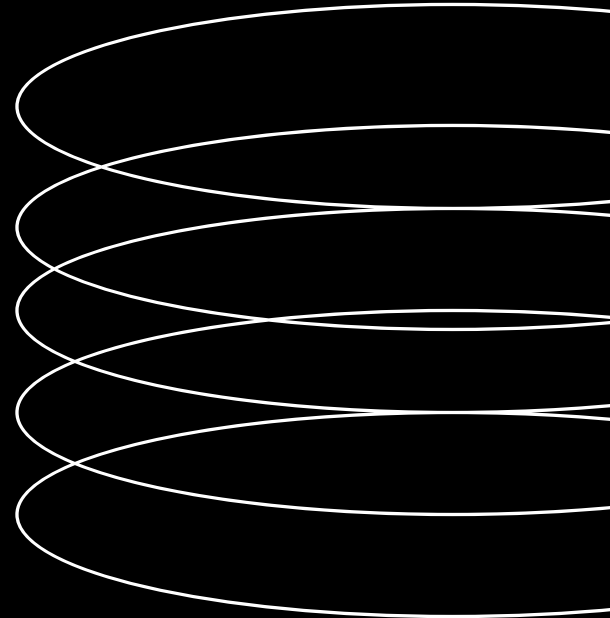


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Executive Summary

The Metropolitan Museum of Art (The MET) in New York City is the largest and most visited art museum in the United States of America. Their current social media strategies include a very strong presence across multiple platforms with 4.1M followers on Instagram and 4.2M followers on Twitter. The Met social media pages get the most interaction during the month of May, during which their annual event, The Met Gala, takes place. This report will cover analytics reported through Brandwatch, as well as recommendations made by UGA students - Sophie Baker, Dylan Spicer and Lilly Cook - based on Social Media Analytics course material. Topics covered in the reports will include owned data, earned data, as well as data from competing organizations.

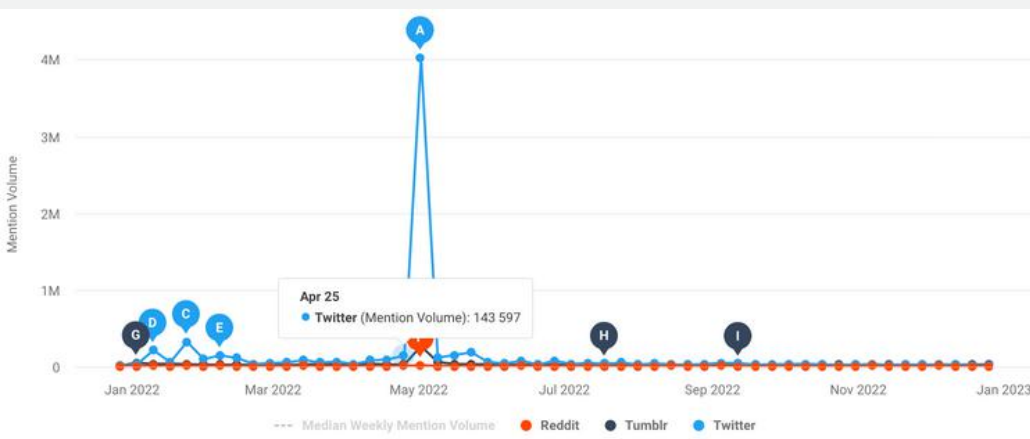
Data Set Overview

- * The data was pulled from the months of January 2022-January 2023.
- * Data does not include statistics from Facebook or Instagram due to limitation on data from these platforms

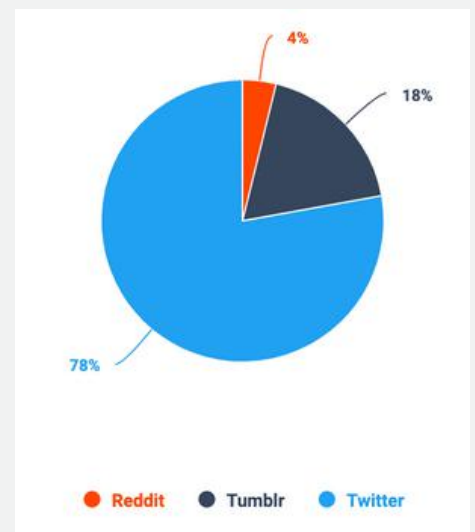
The Met

- Total Mentions: 12.03m
- Unique Authors: 2.73m

Spike Analysis



Mentions by Platform



Competitive Organizations

- * Competition, such as The American Museum of Natural History, has more influential user involvement. The MoMA has a similar way of posting, highlighting certain artist movements and themes in each post. The sentiment analysis across all 3 organizations is very similar.
- * All organizations have similar gender demographics, all having almost a 50/50 split between male and female.
- * Geographically, MoMA (58%) and The American Museum of Natural History (65%) mainly only reach users in the US. The MET reaches the most users in the UK (34%), with the US at a close second (32%).

Recommendations

WHAT TO DO

The Met should collaborate with NYC lifestyle influencers to increase name recognition for both parties through social media.

HOW TO DO IT

The Met needs to invite a NYC lifestyle influencer who already has a medium following, example: @margot.lee, to do an Instagram takeover for the day. Announce the takeover as a post and story three days in advance on both Margot's and The Met's profiles . Give Margot access to The Met Instagram page for 24 hours. She should take pictures/videos of herself all day before coming to the museum and during her visit. Give her a guided tour through the museum and let her decide what content is worth posting. Give her creative freedom, but require at least a 5 minute story watch and 1 or 2 posts.

WHY?

This would benefit all parties involved. Margot's followers would tune in to The Met's Instagram for the day and a lot of them would probably follow and like. Margot has 204K followers on Instagram and is the host of a popular podcast. Though she doesn't have 1 million followers, the ones she does have are very loyal to her and will trust what she says. This will increase positive conversation for female artists as seen on page 18.



Recommendations

WHAT TO DO

In the month leading up to the The Met Gala, post photos/videos from the event in years past to get the conversation going about the event.

HOW TO DO IT

Post photos and videos of guests of The Met Gala that haven't been circulated around in the past. Followers will enjoy seeing "never seen before" pictures of celebrities at events just being themselves, Candid photos, videos of silly moments between guests, and showing previous outfits will make followers want to pay attention to the upcoming gala and The Met will collect all of those followers, a large portion that will continue to follow them after the event is over.

WHY?

To gain more traction to the museum before and after the gala, The Met should capitalize on this event to get all the followers they can while the conversation is on them. This will increase mention volume by platform as seen as page 7.



THE MET The Metropolitan Museum of Art, New York
Today at 6:00am · 🌐

In honor of the annual #MetGala approaching, here are some rare photos from Met Galas past! Photo/caption credit to CNN Style!



Cher smokes a cigarette during 1974's "Romantic and Glamorous Hollywood Design Exhibition" Met Gala. Credit: Ron Galella/Getty Images via Getty

👍 Like 💬 Comment ➦ Share

👤 1,563

Write a comment...

Recommendations

WHAT TO DO

Honor Daniel Weiss, The Met President since 2015 and President and CEO since 2017, through series of posts leading up to his retirement in June 2023.

HOW TO DO IT

Collect clips of interviews, funny moments, pictures from years past, people talking about him. and any other content with Daniel Weiss. Have social media managers post periodically-maybe once a week/every other week until his final two weeks at The Met. In the final two weeks, post content more frequently using various platforms and tools. Create hashtag # to get the conversation going about him.

WHY?

Since Daniel Weiss has been such a valuable asset to The Met during his time there, it is important that his career there is honored. This will increase positive conversation regarding the museum as seen on page 15.



Recommendations

WHAT TO DO

Increase mentions overall by 25% in months June-April.

HOW TO DO IT

Create more hashtags and promotional content for events such as Date Night at The MET, and encourage those attending to post using the hashtag.

WHY?

The majority of mentions for The MET occur in May, during the time of The MET Gala. This will increase mentions throughout the entire year, rather than just when their big event is happening. (pg. 12)

WHAT TO DO

Increase the amount of positive posts in the sentiment analysis.

HOW TO DO IT

Encourage users to post using the hashtag #METMoments on all platforms, not just Instagram, to show happy moments at The MET.

WHY?

The sentiment analysis shows a majority of neutral sentiment across Twitter, Tumblr, and Reddit, followed by negative sentiment and lastly, positive sentiment. (pg. 13)

Recommendations

WHAT TO DO

Give frequent "shout-outs" to the United Kingdom throughout the museum and social media.

HOW TO DO IT

Share artists from the UK's work, highlighting their specific areas known for different cultural art.

WHY?

The Met's mentions by geography show that 34% of all mentions come from the United Kingdom, whereas the United States is only 32%. (pg. 12)

WHAT TO DO

Post more content to niche platforms like Tumblr and Reddit.

HOW TO DO IT

Read the top posts regarding The Met, and understand what kind of content is being posted surrounding the museum. Take similar strategies for social media, but tailor it to these specific platforms.

WHY?

Mentions by platforms show that after Twitter, Tumblr and Reddit have the highest volume of mentions about The Met. (pg. 12)

Recommendations

WHAT TO DO

Increase content and mentions across platforms other than Twitter.

HOW TO DO IT

Post more frequently on other forms of social media, creating interactive campaigns and hashtags for users to post.

WHY?

Twitter is the platform with the most conversation surrounding the Met. To be well rounded, increase content and mentions on Instagram, Facebook, Reddit and Tumblr. (pg. 12)

COMPETITION RECOMMENDATIONS

MOMA- Increase mentions by geography in other countries outside the United States.

Give credit to artists from other countries and emphasize their nationalities.

MOMA's mentions by geography show a very large gap in content consumed in other countries besides the US. This will get more people talking about it and increase tourism. (pg.15)

MOMA- Increase level of unique influential users that are real people, not just art bot accounts.

Create a MOMA ambassadors program or incentivize influencers to create content in the museum.

Unique influential users would help get MOMA to a level like The Met. This creates more conversation surrounding the museum. (pg. 16)

American Museum of Natural History- Increase positive sentiment analysis by platform.

Increase engagement with users. Reply, comment, mention, use hashtags, etc.

Maximizing positive interactions will help increase visitors and keep their social media presence strong. (pg.18)



Organization Data Analysis

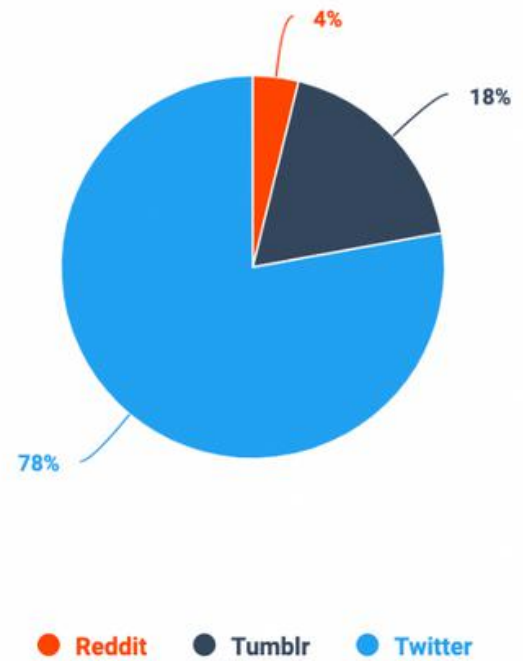
The MET

Mentions by Platform

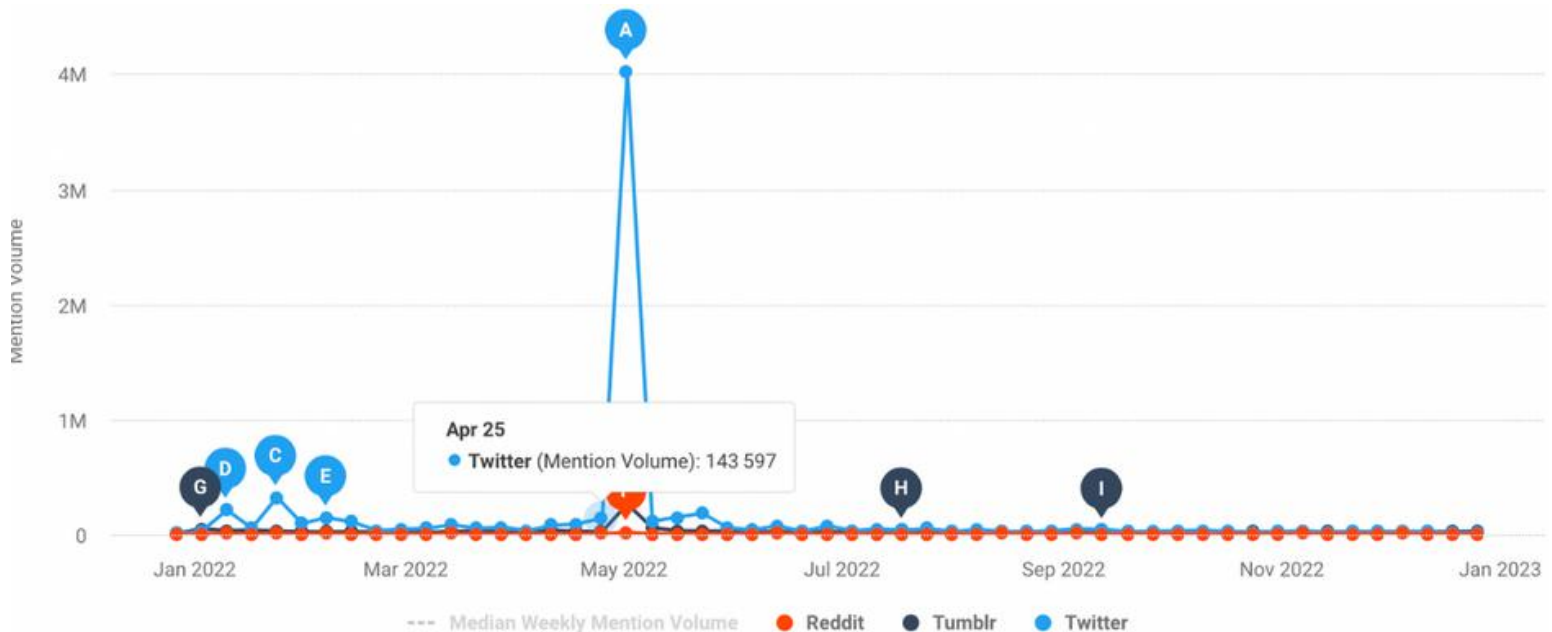
Gender Split



Total Mentions: 12.03m
Unique Authors: 2.73m



Spike Analysis

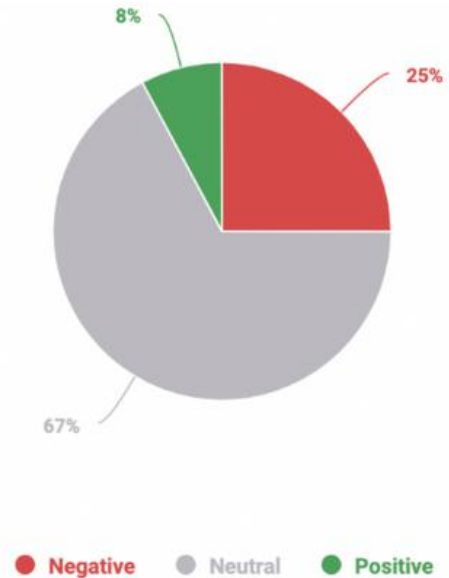
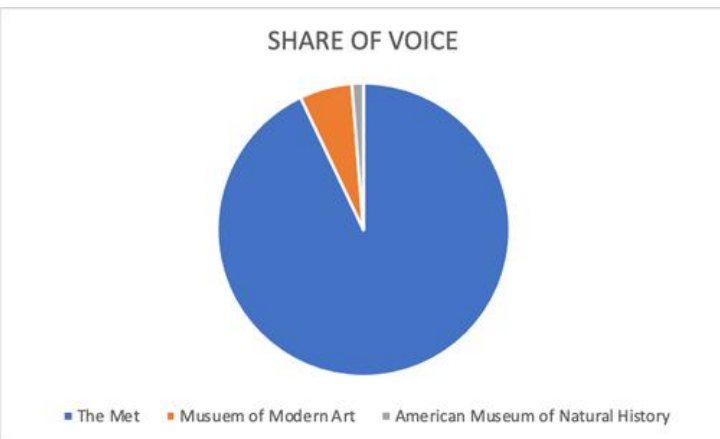


- 1 massive peak in May and some little peaks in January and February
 - Most of the year, besides May, is pretty quiet
- MAJOR STORIES:
 - In the month of May the Met Gala is all anyone talks about
 - Some stories about issues with The Met Police take place in the months of January and February

The MET

% Sentiment Across all Platforms

Share of Voice



- Negative posts deal mostly with complaints about the Met Gala and the Met Police
- Positive posts pertain to likable influencers, events, and pieces in the Met Gala
- Neutral posts pertain mostly to information about the Met Gala.

Influential Users

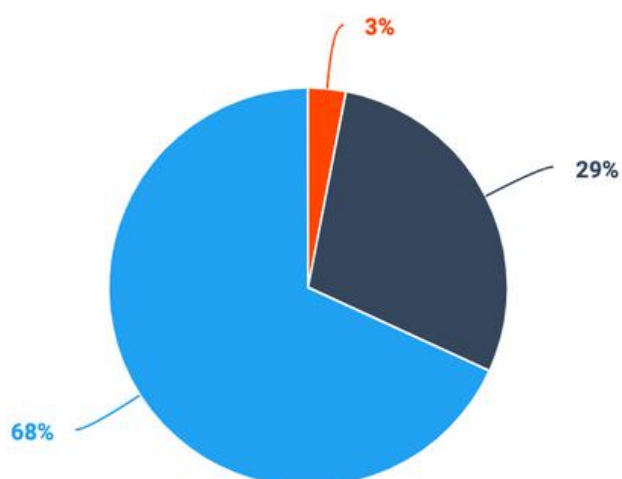
- The Met has very unique influential users on Twitter
- Andrew Bridgen, @ABridgen, member of Parliament for North West Leicestershire, 124.7k followers
 - Big influence in the UK
- Rishi Mahesh, @RishiPuff, parody account, 24.2k followers
- @ThatsSoHaute, fashion commentary account, 91.1k followers



Peer
Organization
Data Analysis

Museum of Modern Art

Mentions by Platform



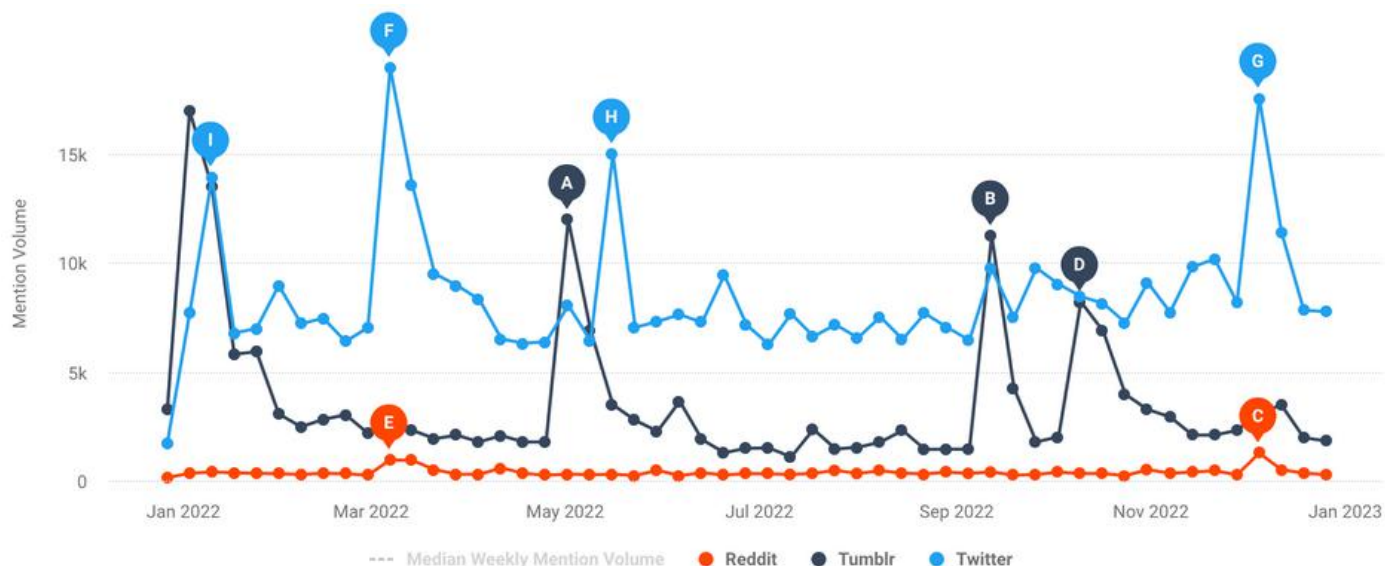
Gender Split



Total Mentions: 752k
Unique Authors: 368.05k

● Reddit ● Tumblr ● Twitter

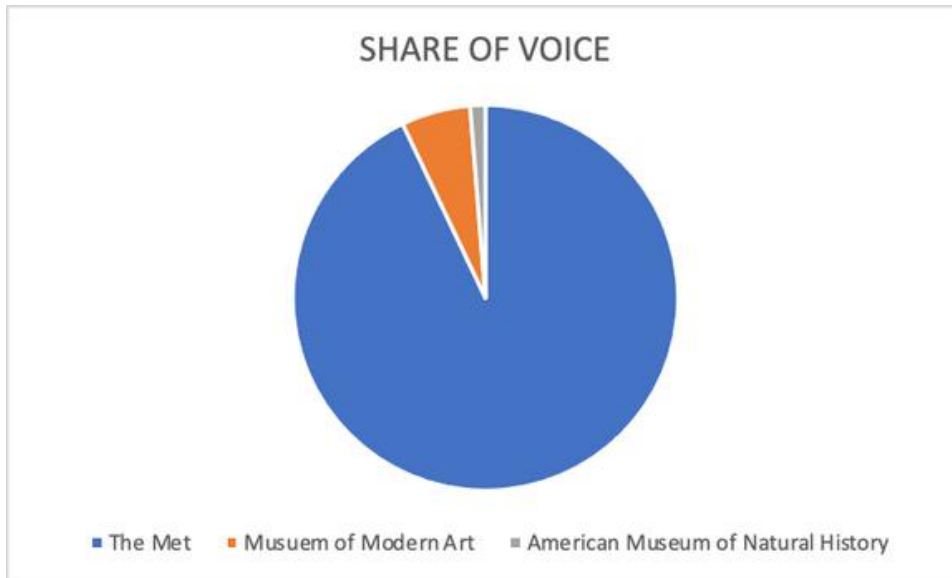
Spike Analysis



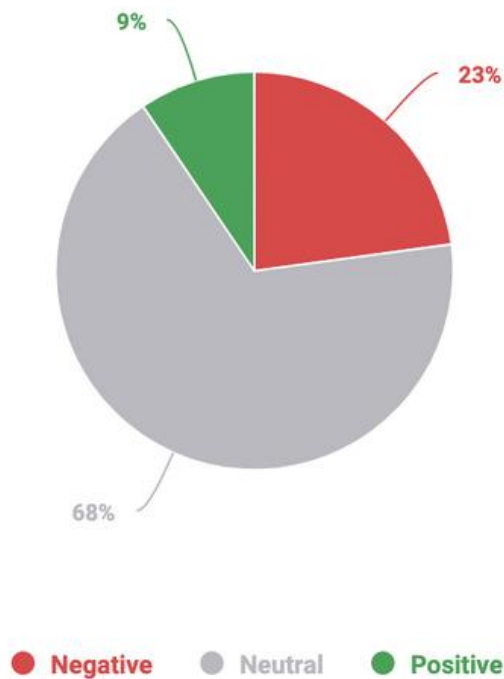
- 5 MAJOR PEAKS THROUGHOUT THE YEAR IN JANUARY, MARCH, MAY, SEPTEMBER, AND DECEMBER
- MAJOR STORIES:
 - A STABBING TOOK PLACE AT THE MUSEUM ON MARCH 12
 - FILM MAKER GUILLERMO DEL TORRO AT MOMA'S 15TH ANNUAL FILM EVENT, DECEMBER 9TH

Museum of Modern Art

Share of Voice



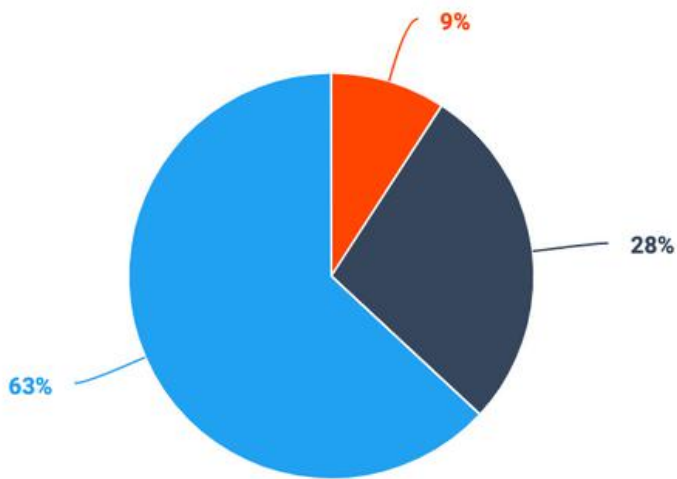
% Sentiment on Twitter



- NEGATIVE POSTS DEAL MOSTLY WITH HIGH PRICES AT THE MUSEUM AND THE STABBING AT THE MUSEUM ON MARCH 12TH
- POSITIVE POSTS DEAL WITH ARTISTIC ACCOMPLISHMENTS LIKE GUILLERMO DEL TORRO
- NEUTRAL POSTS MOSTLY JUST INCLUDE ART FACTS

American Museum of Natural History

Mentions by Platform



Gender Split



Total Mentions: 229.67k
Unique Authors: 113.13k

● Reddit ● Tumblr ● Twitter

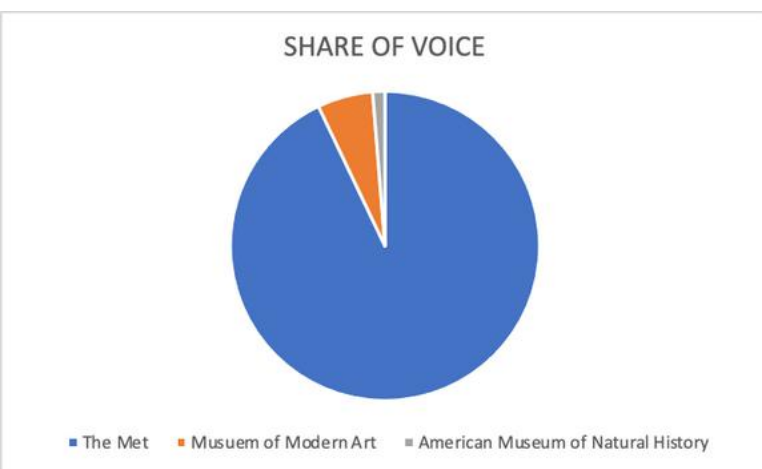
Spike Analysis



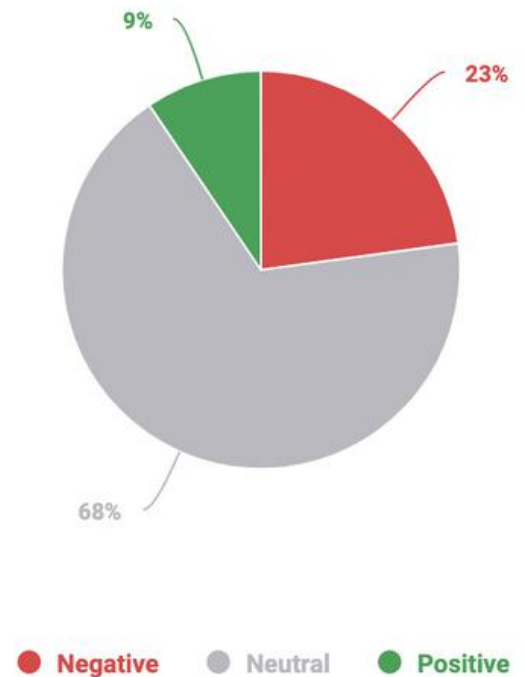
- 1 Major peak throughout the year in January
 - many little peaks in May, June, and December
- MAJOR STORIES:
 - The famous Theodore Roosevelt statue was removed from the museum on January 20th
 - An arrest of anti-vaxxers trying to enter the museum took place on January 19th
 - The museum's president, Ellen Futter, stepped down after 30 years on June 8th.

American Museum of Natural History

Share of Voice



% Sentiment on Twitter



- Negative posts deal mostly with the arrest of the anti-vaxxers trying to go into the museum
- Positive posts deal with pleasant experiences inside the museum, the cafe, and art pieces most commonly.
- Neutral posts primarily deal with Art and Art History facts

Influential Users

- The American Museum of Natural History has the best and most popular influential users on Twitter
- CNN, @CNN, 61.1M followers.
- @LibsofTiktok, 1.9M followers
- The Washington Post, 20M followers



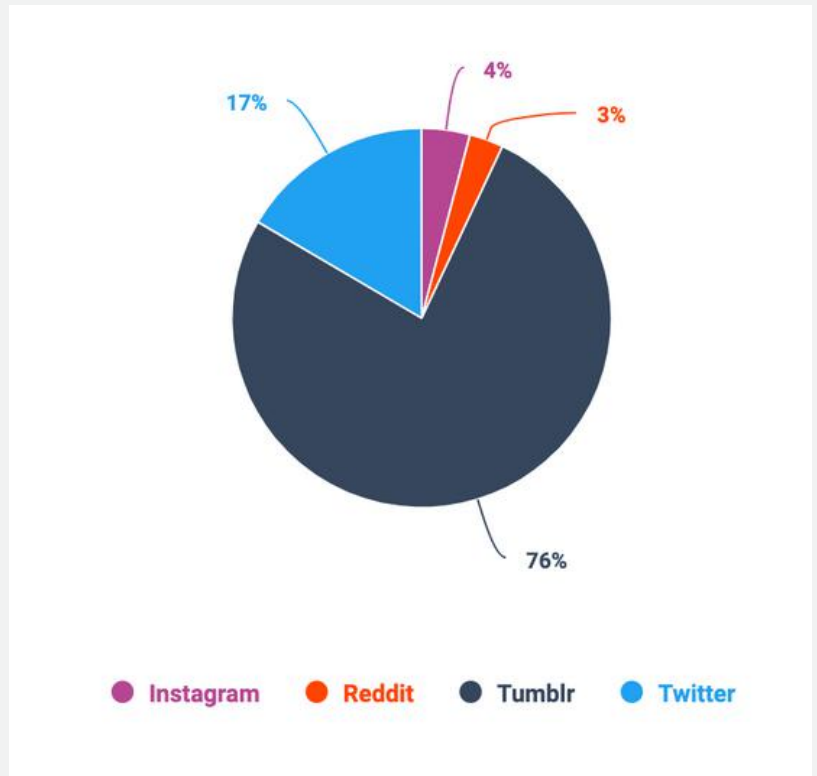
Topic Data Analysis

Data Set Overview

Mention Volume by Platform

TOTAL MENTIONS:
358.92K

UNIQUE AUTHORS:
182.36K



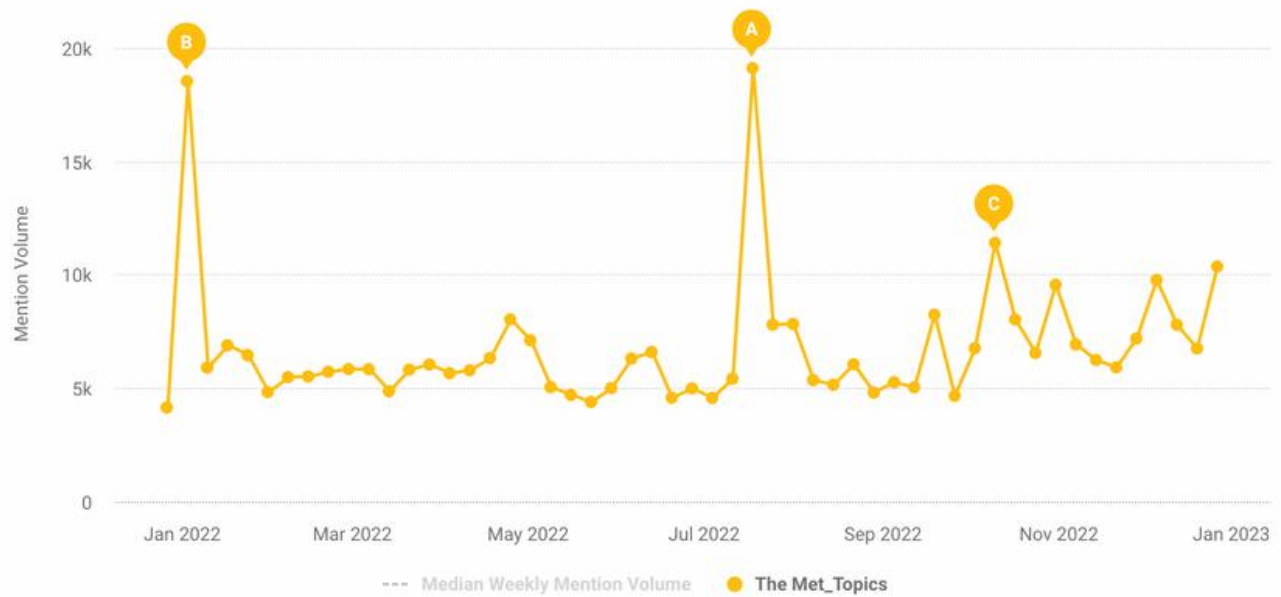
Gender Split



Top Interests

Fine arts	6 659	23%
Books	4 393	15%
Politics	1 783	6%
Family & Parenting	1 657	6%

Spike Analysis



JANUARY 2022:

In January 2022 there was a significant spike in our topic mentions across social media. At the time, many female artists and artists of color rose to be highly successful at public auctions, in the past male artists dominated auctions, having the most sought-after pieces. However, in 2022 a shift occurred leading many to discuss the success of female artists and artists of color. There are also conversations involving Art Basel which occurred in December.

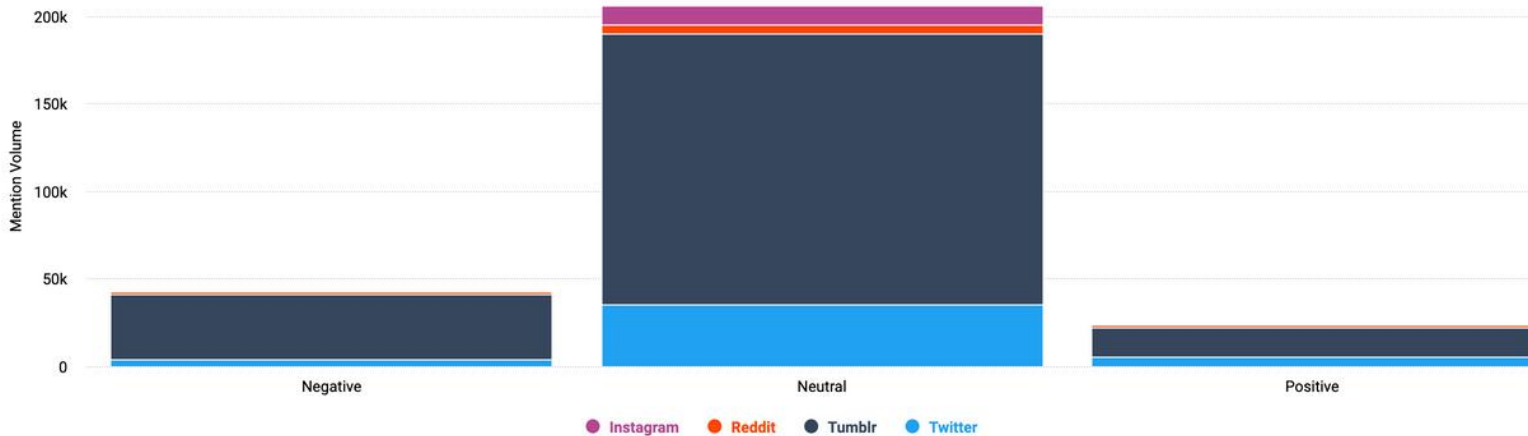
JULY-AUGUST 2022:

Starting with the cake being smeared on the Mona Lisa in May 2022, many discussions in these months focused on climate activists targeting specific art pieces in protest, smearing them with paint and food. Additionally, the conversation spoke about Anna Sorokin, a con artist who was featured in a Netflix series. During this time Anna began selling hundreds of thousands of dollar worth of art.

OCTOBER-NOVEMBER 2022:

This conversation heavily focused on the topic of female artists. During this time, Elle Magazine and Vanity Fair shared articles featuring "The Most Influential Female Artists" and "The Women Shaking up the Art World". This article clearly facilitated a conversation about female artists and their successes.

Data Analysis by Platform



TUMBLR

- Most neutral posts dealt with talking about the Met Museum as a good first-date spot
- Positive Posts were related to influencers included in the Met Gala, Marilyn Monroe for example
- Negative Posts were mostly related to problems with the Met Police

TWITTER

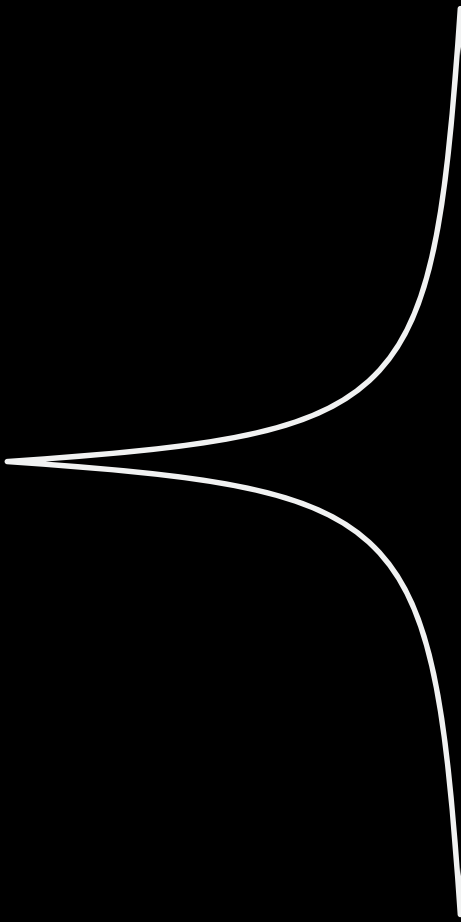
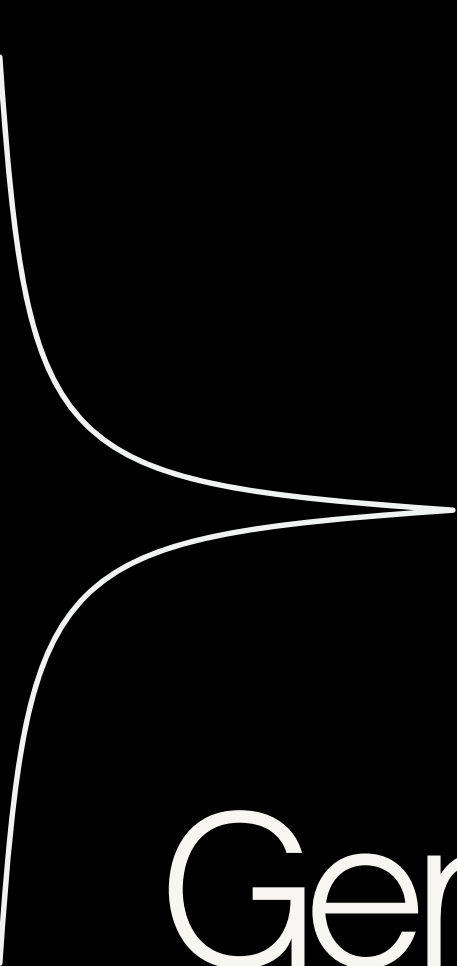
- Positive posts mostly related to positive discussions about the Met Gala theme: gilded glamour
- Neutral posts related mostly to famous paintings and Vienna
- Negative posts related mostly to negative experiences with the Met Police and efforts to help Ukraine in their conflict with Russia

INSTAGRAM

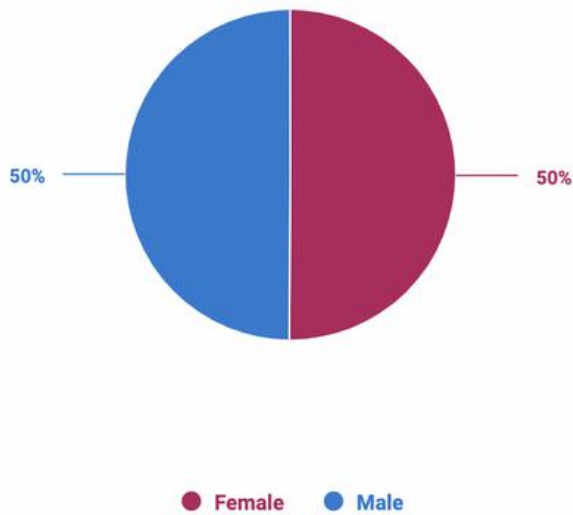
- Positive posts pertained mostly to travel and photography
- Neutral posts pertained mostly to architecture and religion
- No negative posts with Instagram

REDDIT

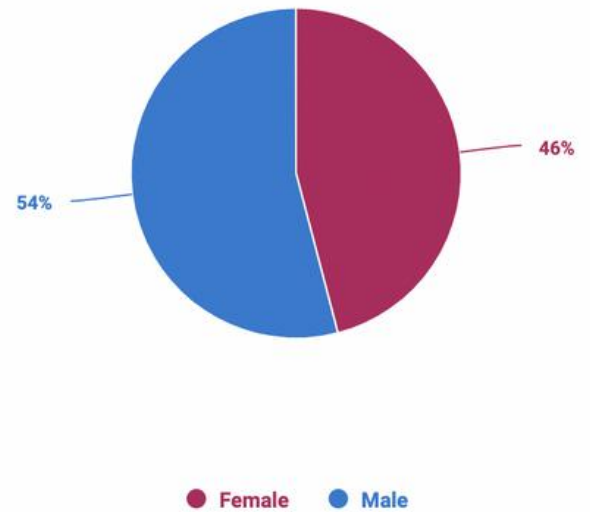
- Positive posts mostly related to discussions about The Met being a great first-date spot
- Neutral posts were related mostly to facts about the Met Gala
- Negative posts mostly related to art education



Gender Analysis For Topic Data

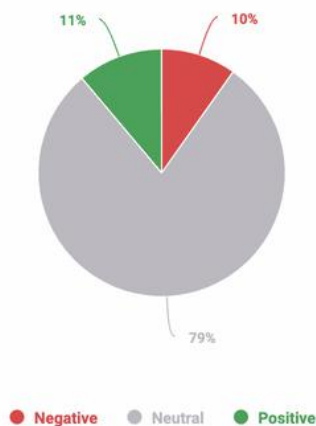


Mention volume by gender has an equal 50/50 split

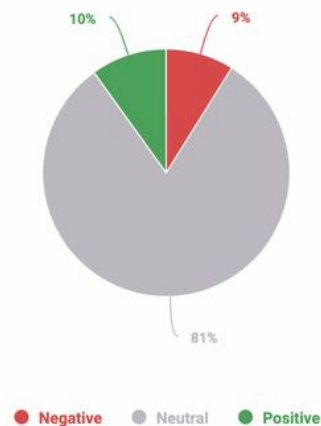


The audience on twitter is 54% male and 46% female

Female: 19 257 total

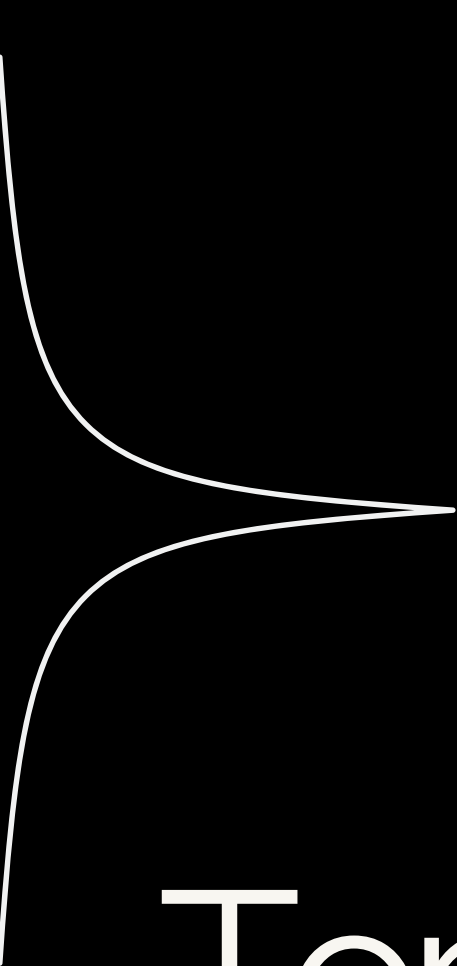


Male: 19 174 total

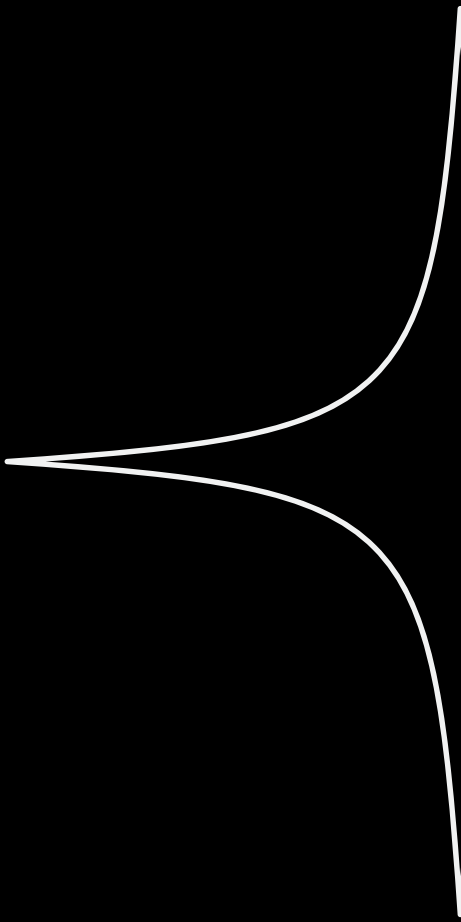


Sentiment analysis viewed by gender: The positive, negative, and neutral mention volumes do not differ much with gender. Both males and females have about the same amount of mentions for the 3. However, the positive conversations for males center around celebrating the culture found in art history, and the positive conversations for females center around successful art history courses and outstanding students. The negative conversation for males center around art generated by technology and a loss of focus on the history of art, and the negative conversations for females center around the lack of appreciation for historical art and people being culturally insensitive when speaking about art.

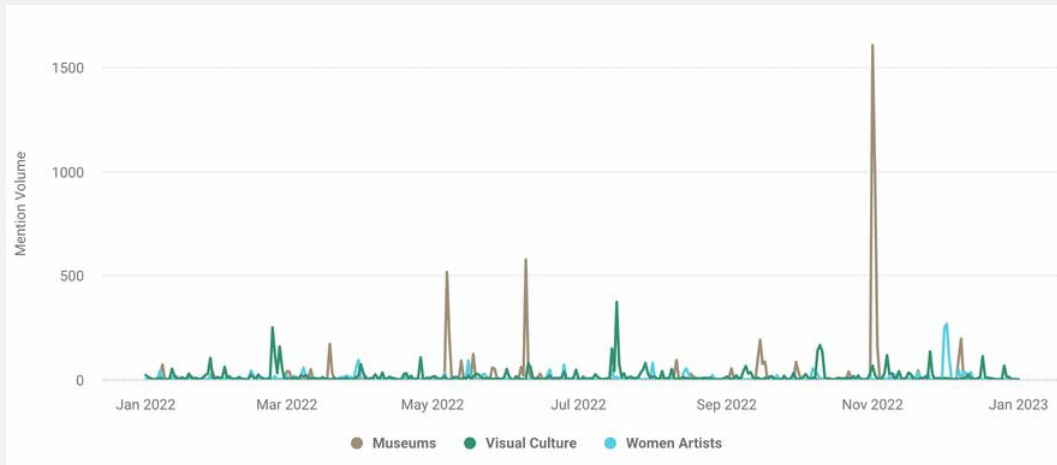
✦ The top hashtags and top sites do not differ with gender.



Topics Theme Analysis

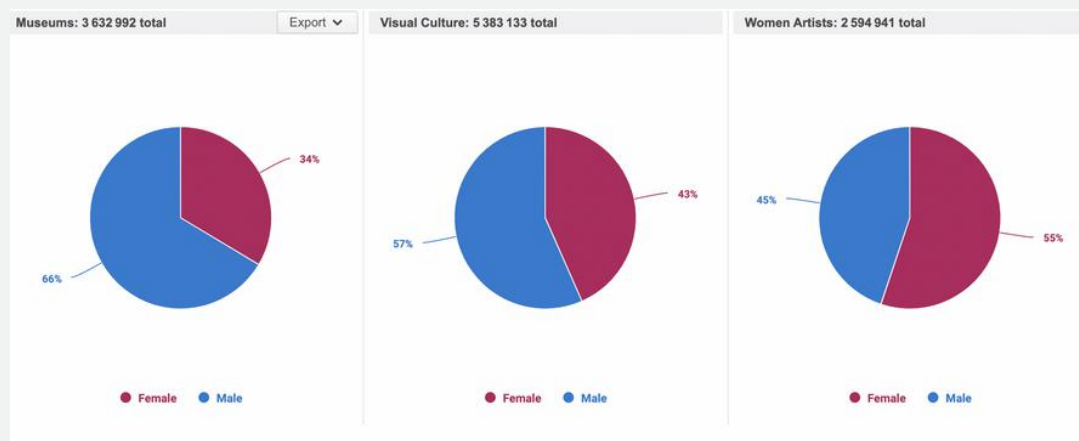


Data Set Overview

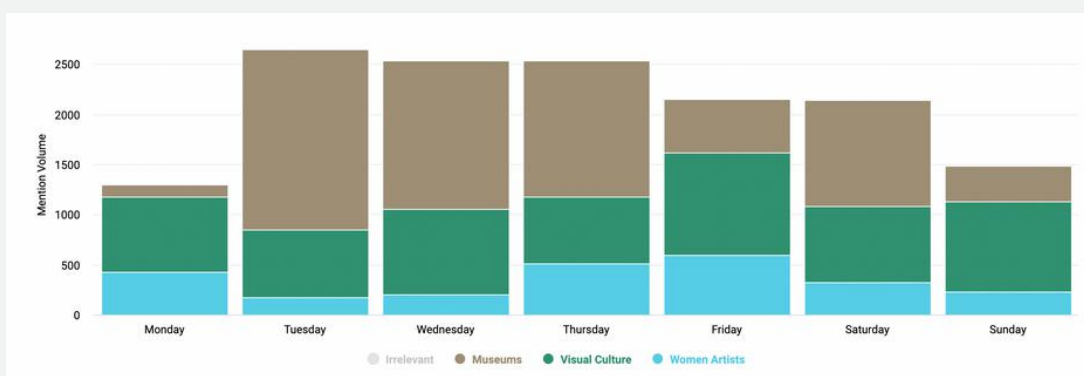


Mention Volume (by month By category): In the graph, you can view the amount each topic was mentioned at specific points in the timeline. As you can see, there are many spikes in this graph. Museums have a major spike in mentions in November 2022, along with smaller spikes in May and going from June into July. These are all points that should be further researched. Additionally, Visual Culture and Women Artists have several small spikes evenly spread, what leads the these?

Mentions reach viewed by gender: When viewing how gender differed in the many topics, we discovered that there was an almost no difference in how gender related to the topics with the exception of the genders reach, as depicted in the following graphs. Females have a higher reach when it comes to the topic of women artists because that topic is about that gender, and artists posting about it having seemingly more reach are female. But why do men have higher reach when it comes to museums and visual culture? We noticed men are more frequently associated with the more followed art accounts.



Mention Volume by topic by day: This graph depicts, on average, how frequently each topic is mentioned on each day of the week. We found it interesting how much the topic varied on each day. Additionally, museum seems to be the most mentioned because it is the most broad theme when looking at the topic of art history. Visual culture is steadily mentioned. Women artists fluctuates, but continually has the smallest amount of average mentions.



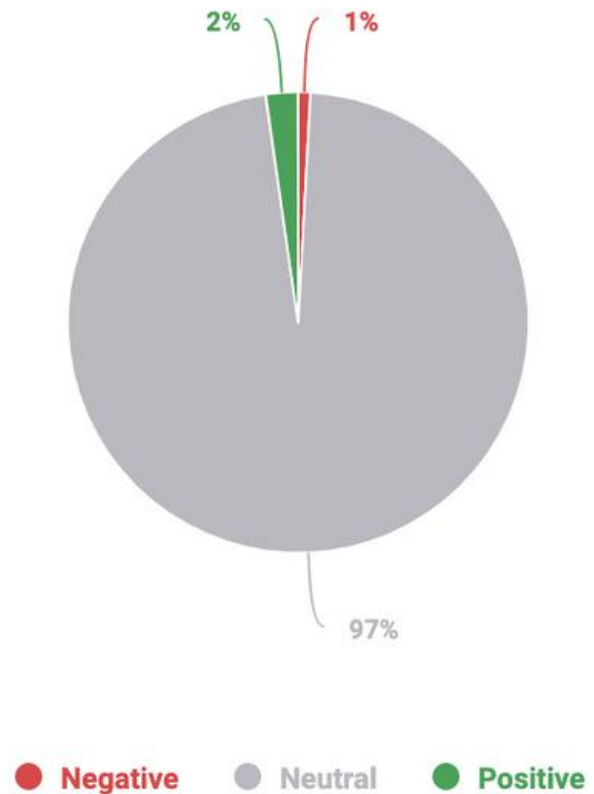
Museum

Museums: 4 690 total

Positive/Negative Conversations

Positive conversations pertained mostly to different experiences people had at different Museums.

Negative conversations pertained mostly to controversial art pieces held at different Museums worldwide.



Museum Theme Conversation Topics

Most conversations about the Museum theme are about activities and things to do at different museums worldwide. People share their experiences and what they liked or didn't like about a museum. Other tweets cover where important art pieces are located and where significant influential artists keep their artwork.

The Egyptian Museum was a trendy topic discussed in Art History. People are very interested in the Egyptian Princess "Ita". The last major people tweeted about the theme of Museums would be random Art History facts that related to the Museum the artwork was held in.

Top Hashtags	TWEETS	RETWEETS	ALL TWEETS ▾	IMPRESSIONS
#art	158	922	1080	4615080
#history	153	906	1059	4283081
#ancient	6	584	590	1737564
#egypt	3	459	462	1344384
#archaeology	8	234	242	1201323

Visual Culture

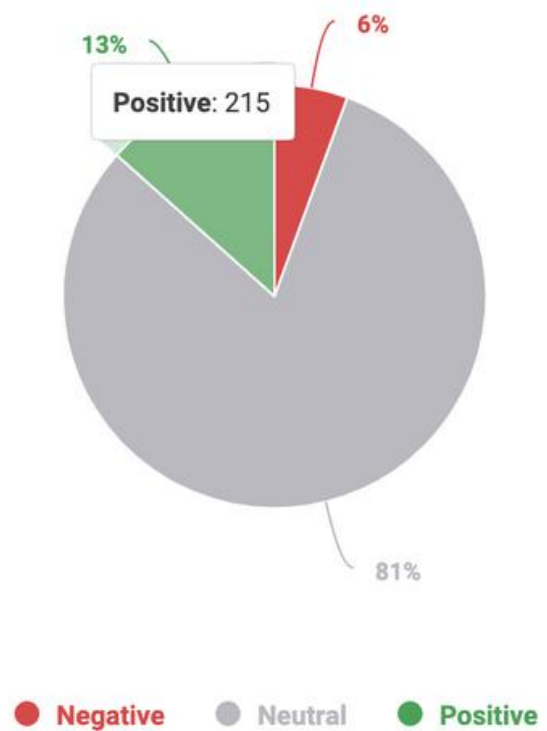
Visual Culture: 1 608 total

Export ▾

Positive/Negative Conversations

Positive conversations pertained mostly to how fascinating art and culture was historically.

Negative conversations pertained mostly to a viral story being spread around Twitter about a professor being fired for showing students pictures of Muhammad from a 15th-century manuscript that is in the collection at The Met. They discuss the issues with cancel culture.



Visual Culture Theme Conversation Topics

Most conversations on this theme have to do with how Art History relates to modern-day culture. People talk about the importance of learning history through art. Some people think our modern culture is extremely different than how the culture is viewed through art historically. While some seem to spot many similarities.

Other people just share how fascinated they are with historic art and what historic culture was like in different places around the world.

Top Hashtags	TWEETS	RETWEETS	ALL TWEETS ▾	IMPRESSIONS
#art	339	347	686	10498323
#history	319	328	647	9959043
#culture	299	302	601	8023131
#museums	171	93	264	611692
#creativecontent	157	67	224	333888

Female Artists

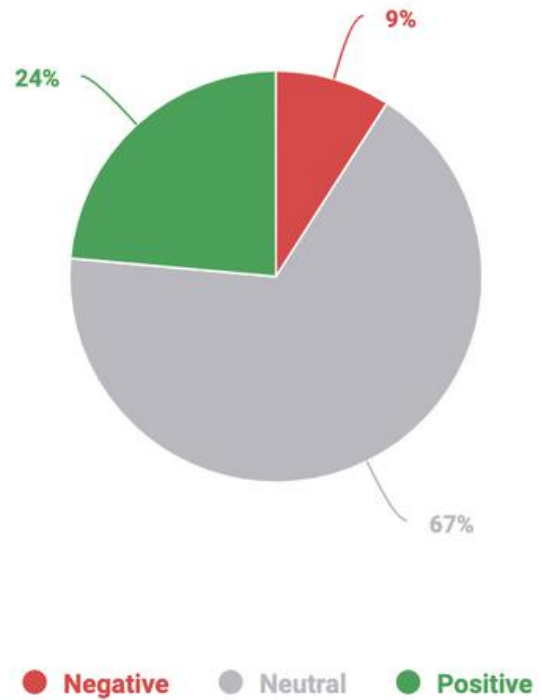
Women Artists: 420 total

Export ▾

Positive/Negative Conversations

Positive conversations pertained mostly to woman empowerment and the fantastic accomplishments of historic women in art.

Negative conversations, mostly woman, pertain to the beliefs that female artists do not nearly get the credit they deserve for their artwork. And that art is a male-dominated industry.



Female Artists Theme Conversation Topics

This theme contains the most positive conversation topics. Most of the conversations are about raising awareness of woman's success in the world of art. People tweet prior artwork performed by females and reveal fascinating facts about the artwork and female artists.

There is massive respect for female artists on Twitter. There are events dedicated to the work of historic female artists. Some believe that female artists do not get the recognition they deserve for their amazing work compared to other male artists.

Top Hashtags	TWEETS	RETWEETS	ALL TWEETS ▾	IMPRESSIONS
#art	35	64	99	2027814
#history	27	71	98	1812687
#nft	8	89	97	448071
#artists	9	80	89	412053
#dao	1	82	83	400093

Appendix



The MET:

"The Met" OR @themet OR #TheMet OR "The Metropolitan Museum of Art" OR "Met AND Gala" OR #MetGala OR "First Monday in May" OR "Costume Institute" OR "Met Moment" OR #MetMoment OR #metkidsevent OR (Met AND Date)

MoMA:

(MoMA OR "The Museum of Modern Art") OR (@themuseumofmodernart OR @museumofmodernart) OR #MoMAMembers OR #MoMAMagazine OR @momadesignstore OR "MoMA's Partner" OR @MoMAPS1

American Museum of Natural History:

"American Museum of Natural History" OR AMNH OR @AMNH OR #AMNH OR "Museum of Natural History" OR "Museum of Natural History Gala" OR "American Museum of Natural History Gala" OR "AMNH Gala" OR #AMNHgala OR ("Museum of Natural History" AND Gala) OR (#AMNH AND #Gala)

Topics:

("Art History")

AND

(Museum OR statue OR painting OR artists OR sculptures OR gallery OR collectors OR collage OR patrons OR Preservation OR culture OR society OR technology OR discovery OR diversity)