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Final Presentation - MoMA Team

MoMA Social Media Evaluation

MoMA

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

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 sentiment.

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



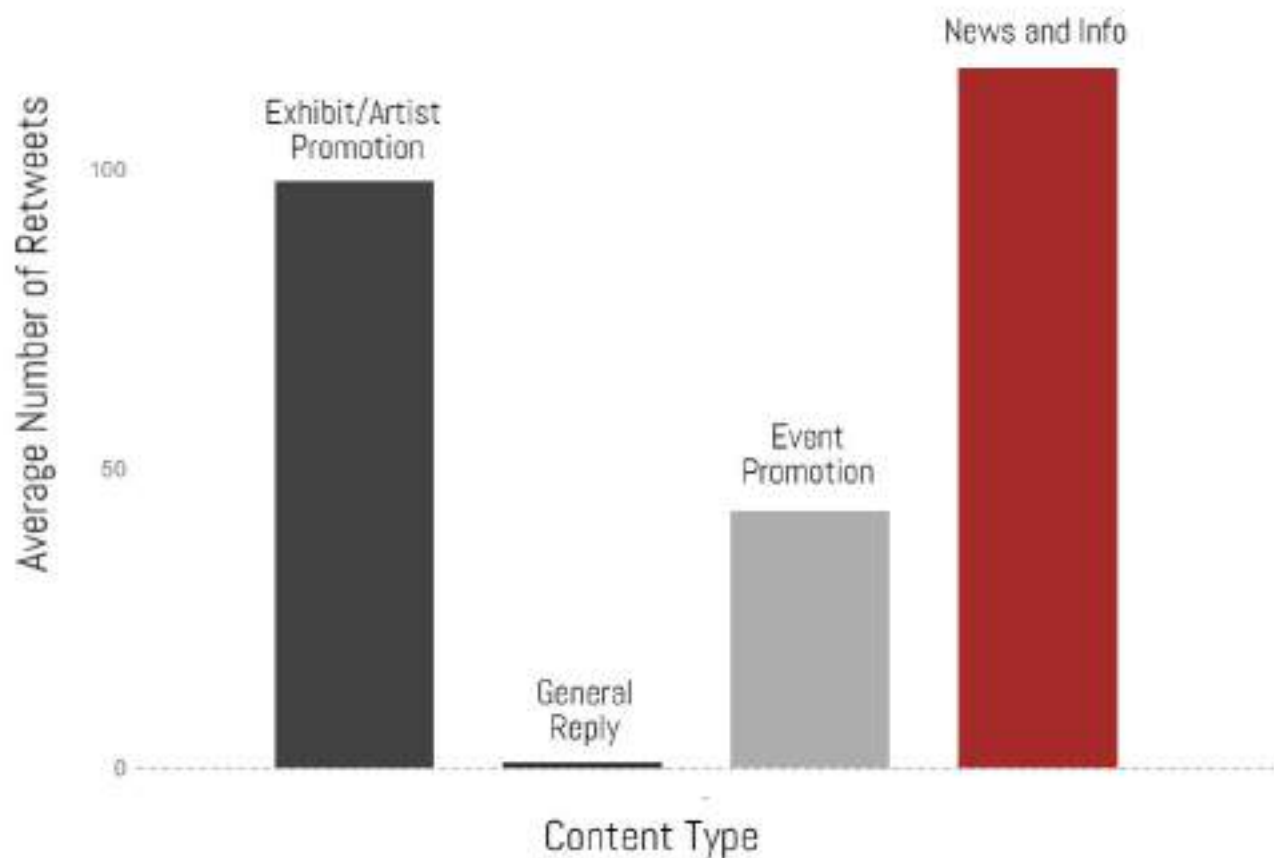
Executive Summary

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.

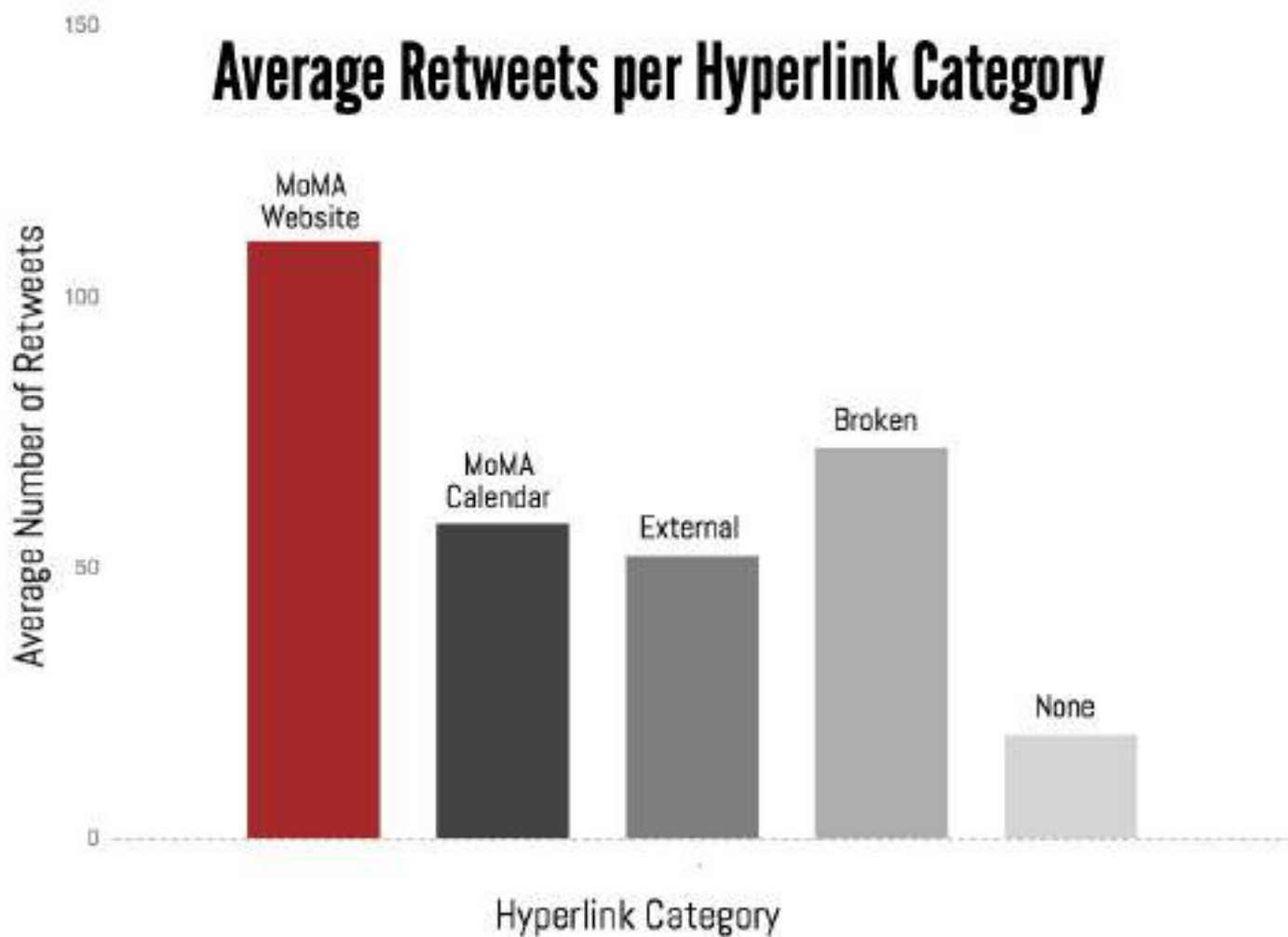
Average Retweet per Content Type



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



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

Museum of Modern Art
From Air Jordans to the cheongsam, an upcoming design exhibition asks "Is Fashion Modern?" [mo.ma/2016 Year](#)



1144 likes · 10 Sep 2016

APRIL 8, 2016 | COLLECTIONS & EXHIBITIONS

Announcing Items: Is Fashion Modern?

Posted by [Paola Antonelli](#), Senior Curator, Department of Architecture and Design [Michelle Miller 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).



We found a high number of retweets of tweets that contained broken links, which includes expired links. This includes promotional events and ticket listings. Although the links break or expire, they are an essential means of engagement both online and off because they are timely.



Museum of Modern Art

@MuseumModernArt

Follow

#Webbys voting ends at midnight PST! Show some love for MoMA Instagram at [mo.ma/webbys](https://www.instagram.com/moma).



RETWEETS
30

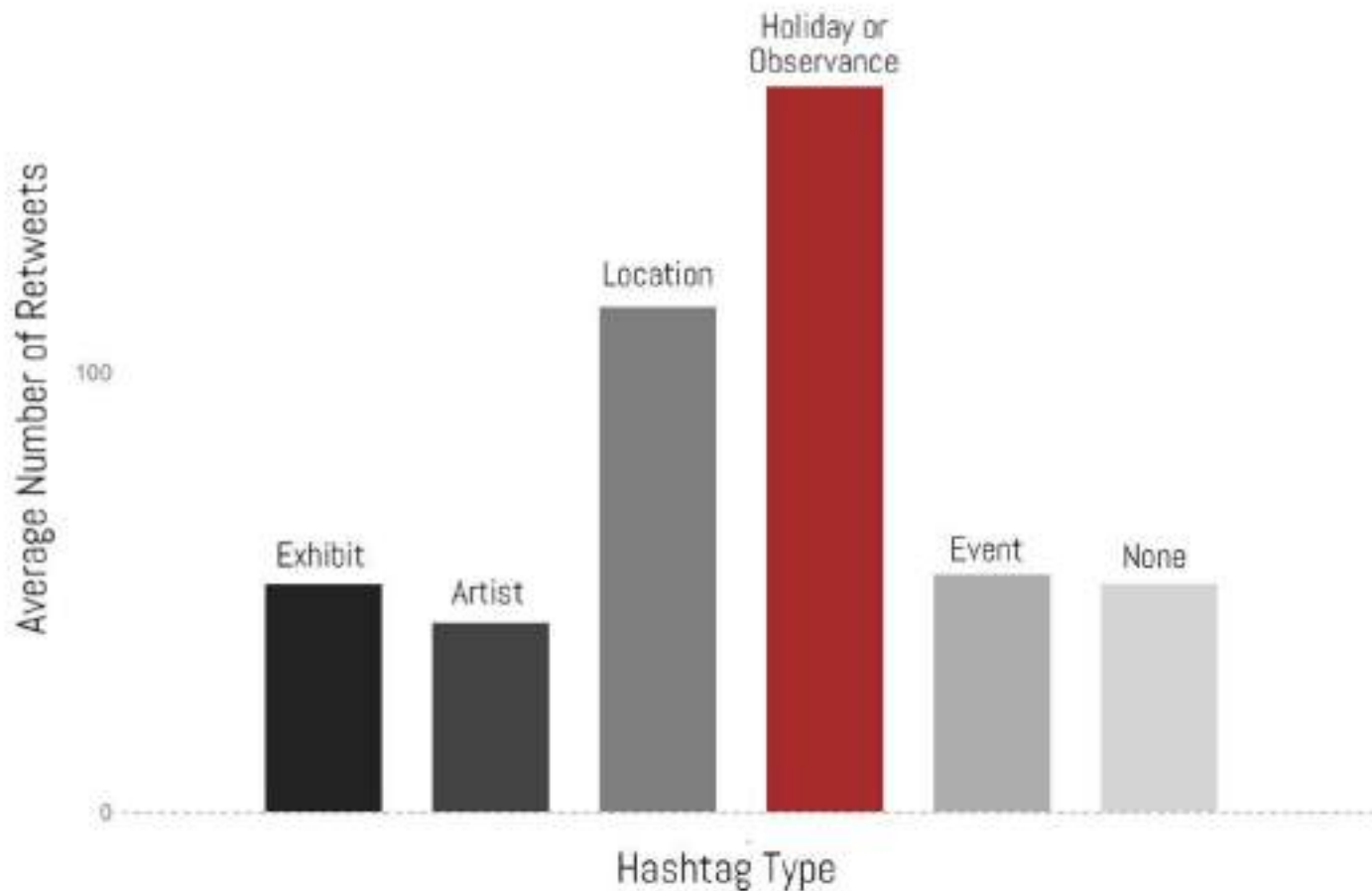
LIKES
62



3:37 PM - 21 Apr 2016



Average Number of Retweets per Hashtag Type





Twitter users engage with content they can relate to. Holiday's such as Memorial Day, are events that are widely celebrated and are therefore relevant to the majority of MoMA's followers. For this reason, tweets containing holiday hashtags received the most retweets.



Museum of Modern Art

@MuseumModernArt

Follow

In honor of #MemorialDay, William H. Johnson's "Off to War" (c. 1941).

[mo.ma/1Ue0Q4N](https://www.moma.org/artworks/1Ue0Q4N)



RETWEETS

143

LIKES

265



8:00 AM - 28 May 2016

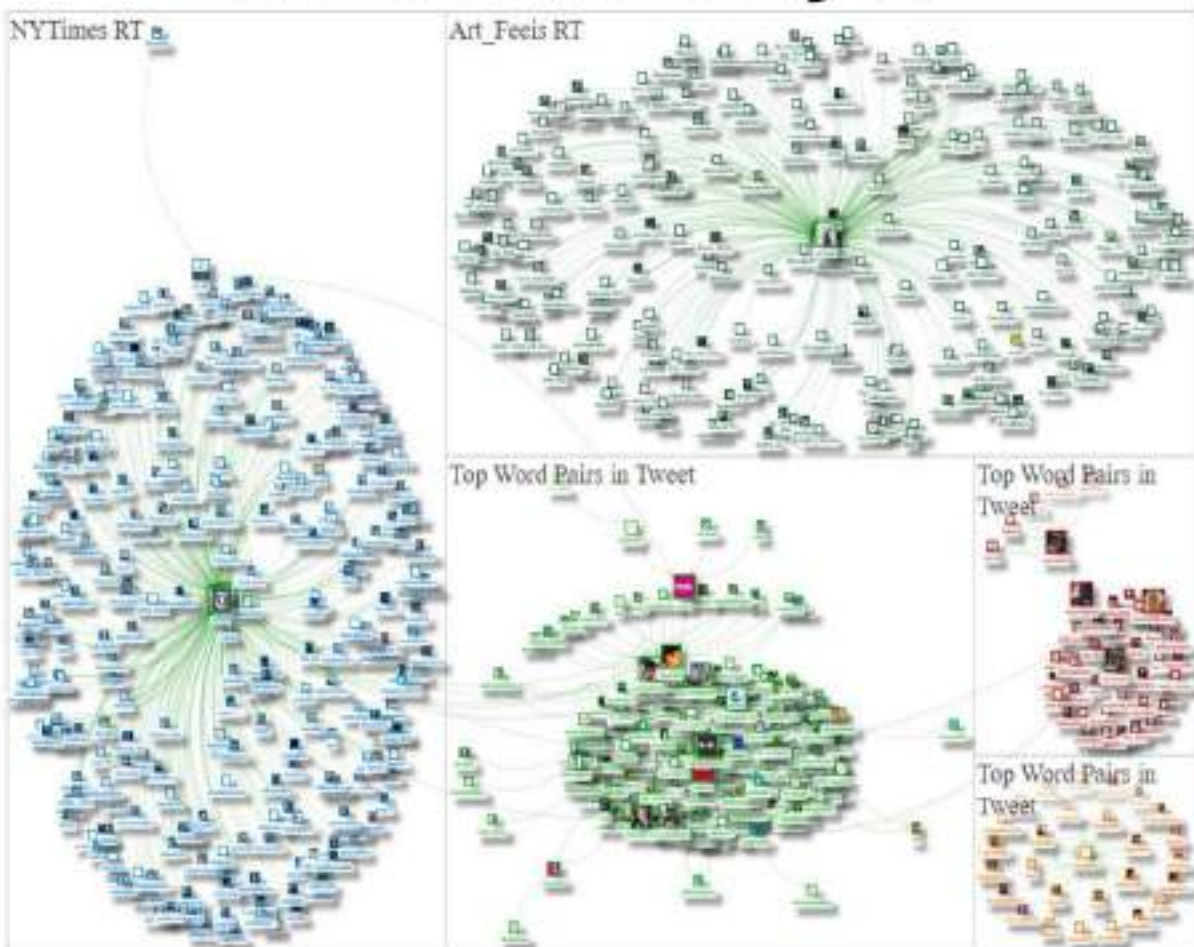
2

143

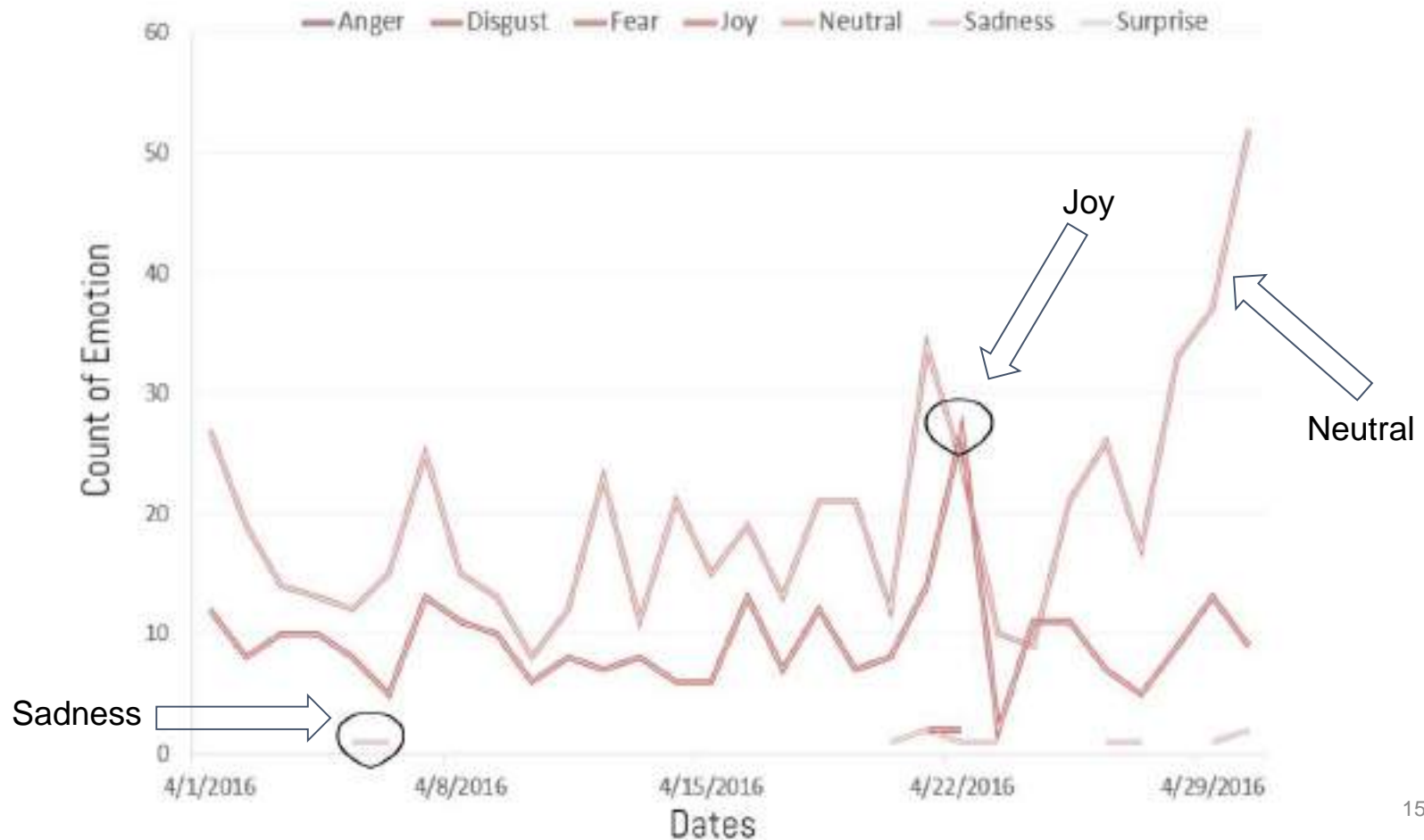
265

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Network Analysis

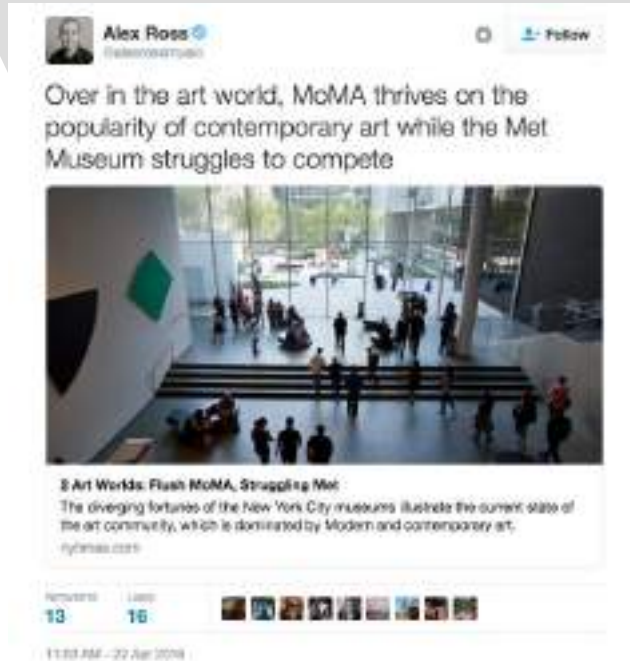


Change in Emotion Levels for the Month of April 2016

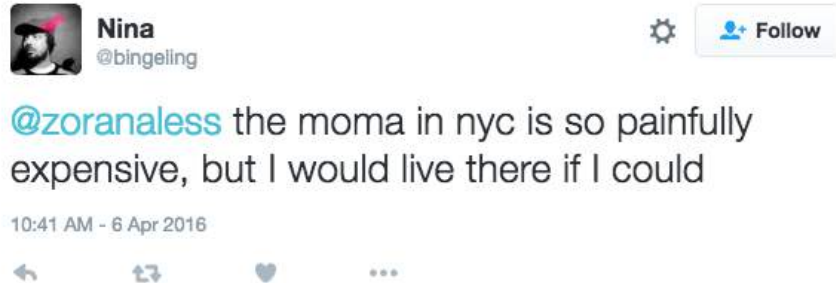


Examples of Changes in Emotion Levels

Joy peak on 4/22/16



Sadness on 4/6/16



Recommendation

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Continue to put an emphasis on holidays.

Celebrate international holidays to tap into audiences abroad.

Target millennials through social media.

Consolidate sub-accounts or create a more unified brand between accounts.



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Analyzing Owned Data