

November 2020 - February 2021



# THE MET

## Final Project ADPR 5750

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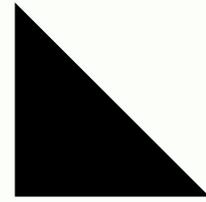
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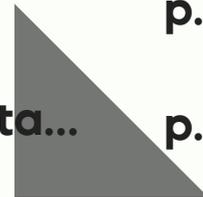
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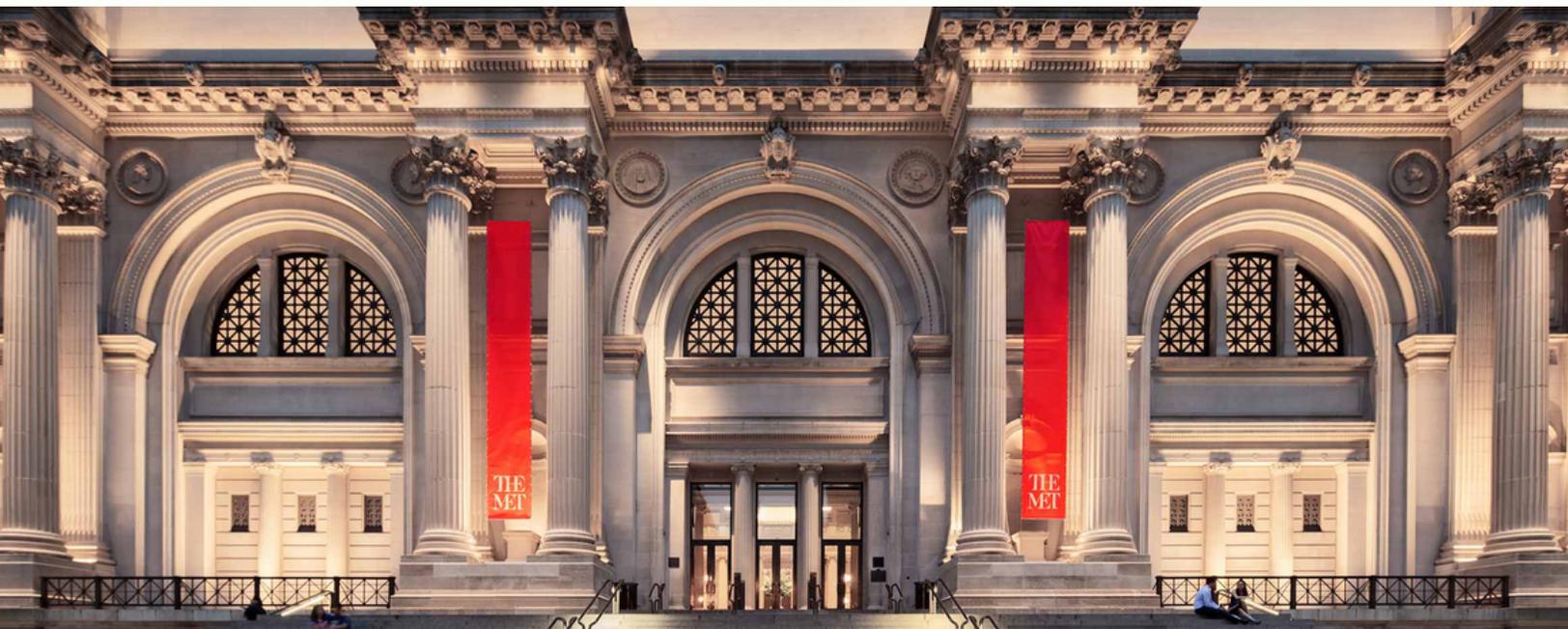
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# Organization Background

The Metropolitan Museum of Art, also known as The MET, is the largest art museum in The United States. The MET was founded in 1870 with the goal of bringing art and art education to the people. Located in New York City this museum houses over 2 million pieces of art in its permanent collection from artists located all over the world. The Metropolitan Museum of art is a non-profit organization. On average The Met gets around 7 million visitors a year making it one of the most popular and influential art museums in the world.



# Executive Summary

## Questions Addressed

- #1** What themes best reach new and current audience?
- #2** Do time and date of posting affect engagement levels?
- #3** How can we position our brand to promote the Met's core values?

## Business Problems

The Metropolitan Museum of Art is present on almost all forms of social media and has a strong following. As many larger organizations experience, The MET has a strong variance in mentions and engagement depending on their posts. We believe that this can be fixed and that all of their posts can have a stronger engagement if they cater their social media more towards their audience. Throughout our portfolio of data and recommendations we describe the posts from mostly The Metropolitan Museum of Art's twitter account @metmuseum that have the largest engagement and how they can incorporate these features into more of their content.

## KPI's

### Share of Voice:

Compares the organization's post amount and measures how much the organization captures conversation.

### Sentiment:

Measures people's feelings about the organization and whether the posts are positive, negative or neutral.

### Engagement:

Measures Twitter retweets, replies, mentions and other interactions to assess the organization and its performance

# Influencers

## Most Mentioned Twitter Accounts

**@wikivictorian - 10,349,111 impressions**



@wikivictorian shares art displayed at museums worldwide but one of her main sources of content is artwork housed at the MET

**@met\_ampainting - 3,854,769 impressions**



@met\_ampainting is one of many accounts run by @andreitr. Others include @met\_americanart, @met\_costume, @met\_eusculpture, @met\_islamicart. All accounts are to share and fill social media with art (specifically from the MET)

November 2020 - February 2021

# THE MET

## Analyzing Owned Data

Owned Data Analysis & User  
Engagement  
Recommendations



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# Executive Summary

*The Metropolitan Museum of Art is a non-profit organization located in New York City. They are a widely-known art museum that features and showcases many popular pieces of art from artists around the world. Many follow The MET through their social media platforms even if they do not frequent the museum itself. This makes their social platforms a very important part of their audience engagement.*

*Through our data set, we examined 303 tweets, over a 3 month period by 5 different categories. In our results we have recognized that generally the posts with the highest engagement include: a holiday theme, a holiday hashtag, a media type of an image, that image being of a sculpture, and there being no URL target type attached.*

## Recommendations

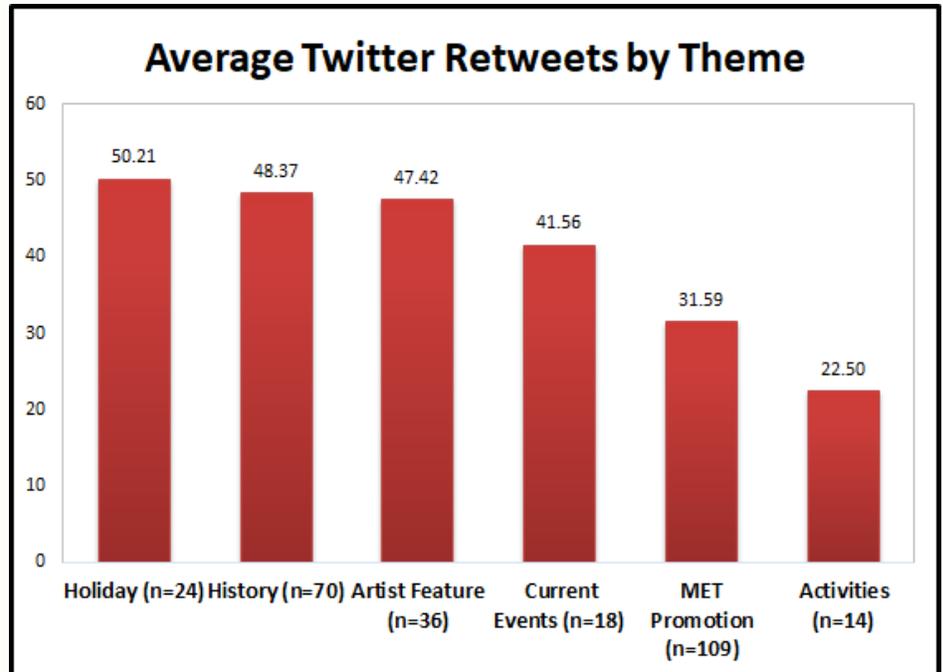
- Continue to follow a "Holiday" theme by engaging the audience with things that are currently happening in the world.
- Use more hashtags that follow the content of the post to increase reach and make posts more relevant.
- Experiment with using more video content to have not only higher engagement but deeper and more meaningful connections with the audience.

# Actionable Insights

## Relevancy of: Retweets by Theme

### Overall

The MET's Twitter posts do not have significantly different retweet averages based on theme. As the graph displays, the most retweeted themes only have a 3% difference in retweets: Holiday (average of 50.21 RTs), History (average of 48.37 RTs), and Artist Feature (average of 47.42 RTs).



Category & Total Number  
of Posts

-Holiday: n=24

-History: n=70

-Artist Feature: n=36

-Current Events: n=18

-MET Promotion: n=109

-Activities: n=14

\*Not Included\*: Other n=32

### Holidays

However, it is important to note the total number of posts. Holiday themed posts, while shared the least, tend to have the most engagement with users. The MET's 'Holiday' themed posts recognize religious, cultural, and societal holidays. These posts most likely appeal to users because of their diversity. Celebrating holidays of multiple cultures and religions impacts several demographics. The second highest themes are History and Artist Feature. These themes are informational and focus on actual works within the museum. These types of posts are what attracted followers to The MET, because it is the organizations main product and purpose.

### Met Foundation & Activities

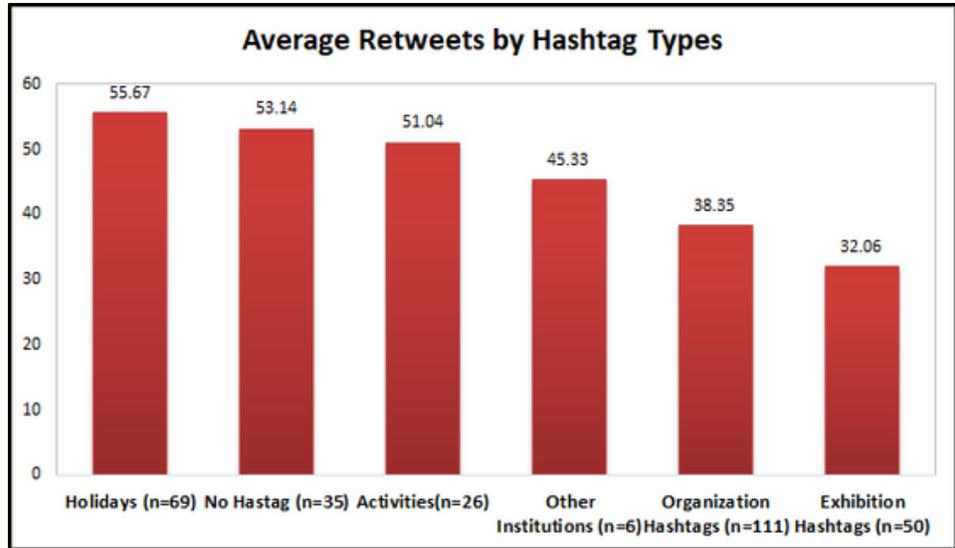
Conversely, MET Promotion (average of 31.59 RTs, n=109) and Activities (average of 22.5 RTs, n=14) has over 20% less engagement than Holiday-themed posts. This means MET Promotion has the highest total number of posts, but second to least engagement. However, the overall lack of discrepancy in retweets (based on theme) suggests that this category is not as significant of a factor in users' interaction with the posts.

# Actionable Insights

## Relevancy of: Retweets by Hashtag Types

### Overall

The Twitter usage for The MET shows significant trends. The top three categories were all very close in retweet averages. The other categories had varied average retweets.



\*Not Included\*: Other n=6

### Holidays

Holiday themed hashtags were the most popular category for The MET. They use days to celebrate as a way to engage their audience and draw interest. Another interesting aspect of their holiday hashtag usage is that the location of The MET is in one of the most popular cities in the nation. Promoting their museum during peak vacation times helps promote their tourist engagement.

### No Hashtag

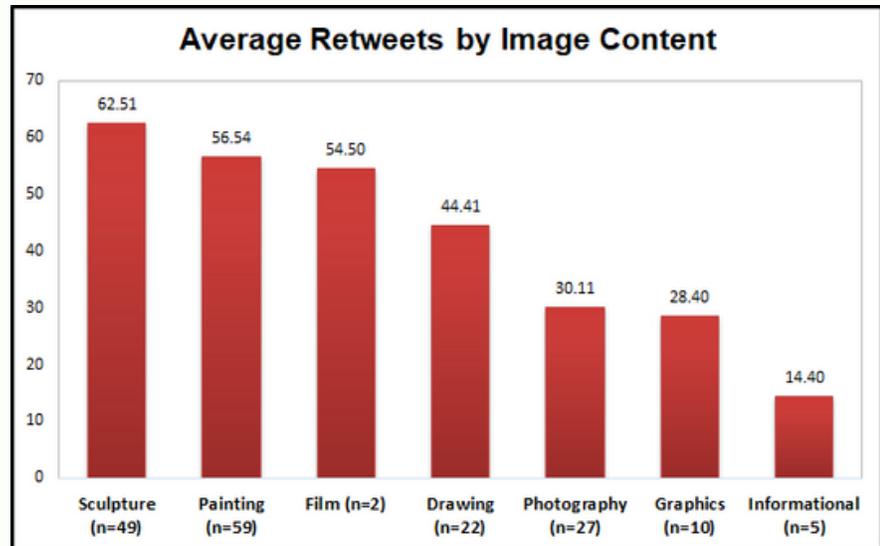
One of the most relevant hashtag categories was using no hashtag at all. This is an interesting concept to investigate at while looking at how to improve engagement. Hashtag use is important because it creates a higher reach on a post. As reach increases so does many other important factors. It would be recommended that The MET uses more hashtags. It seems however that when the hashtags are very specific and niche that it is relevant to a lower number of people and therefore has lower engagement. Another reason for a high engagement in the no hashtags category would be that the specific hashtags are used less frequently.

# Actionable Insights

## Relevancy of: Retweets by Image Content

### Film Engagement

Posts' Image Content of Film was barely used (n=2) but received the third-highest engagement (average of 54.50 RTs). Although only two posts, this data would most likely continue to have high levels of engagement - therefore, the MET should increase tweets containing Film Image Content.



\*Not included\*: Other n=108, N/A n=21

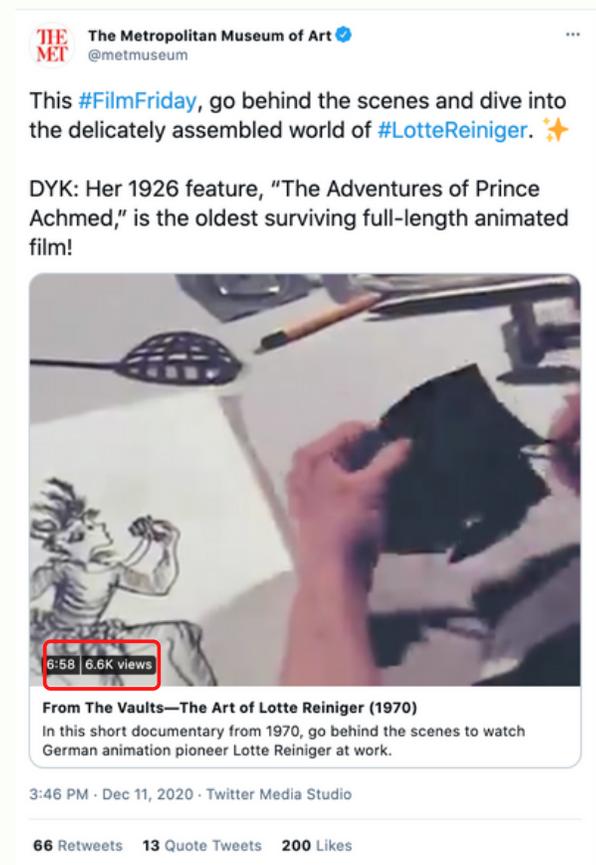
### Sculpture & Painting Engagement

The posts with the highest level of engagement, sculpture (n=49) and painting (n=59), had the most engagement, with sculpture (average of 62.51 RTs) and painting (average of 56.54 RTs). This may allude to the fact that MET Twitter followers are most interested in sculptures and paintings because of their extremely significant value - works dating back farther than any other categories.

The MET should therefore continue producing tweets of this image content.

### Decrease Informational

Informational posts had the lowest amount of engagement (average of 14.4 RTs), but only 5 total posts (n=5). Although difficult to tell, based on this data, it would be suggested to decrease or even discontinue the usage of informational image content.

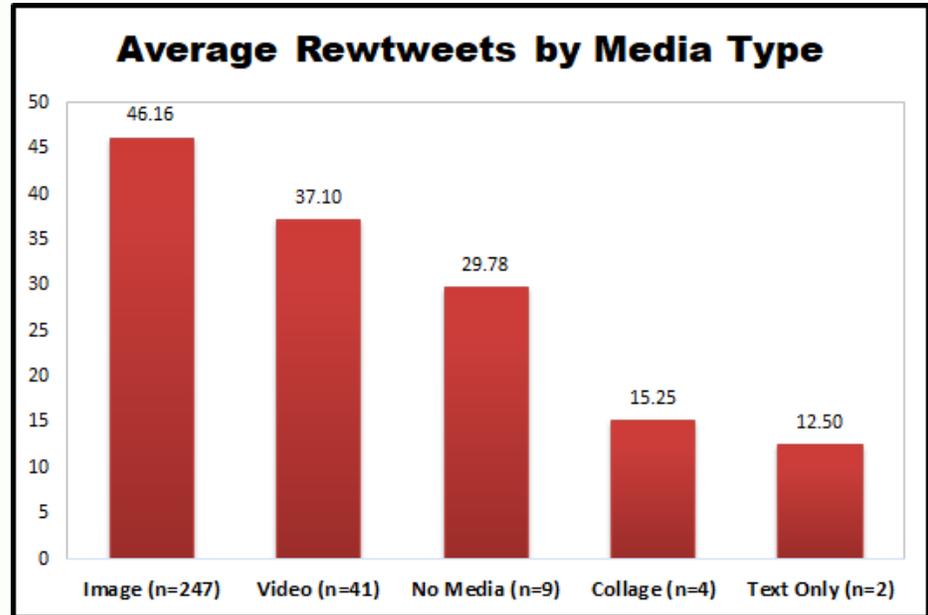


# Actionable Insights

## Relevancy of: Retweets by Media Type

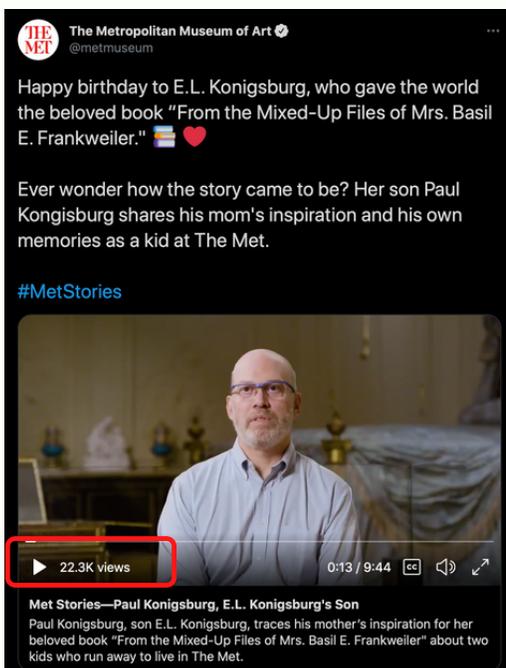
### Image Engagement

Based off the data, we can see that images are the most used media type in the MET's tweets (n=247). The MET probably prefers to include images as a way to display relevant artwork because it gives their audience a tangible reference for what they might see in the gallery, thereby encouraging people to visit the museum and see the rest of the collection. It would make sense to continue using images in their posts as a means of encouraging discussion and the spread of art-related knowledge, since posts containing image media types received the highest level of engagement (46.16 RTs).



### Increase Video

Videos are the second most used media type (n=41), but the amount of posts containing video media are significantly lower than the amount of posts containing image media. The use of video helps The MET structure storytelling so the audience is inspired to discuss, share and relate to the content of the media. While posts containing video media types have the second highest level of engagement (37.10 RTs), it is important to note that the data does not include *views* as a measure of engagement. The videos included in the museum's tweets receive thousands of views — seen in the given example — so it is recommended that The MET increase the amount of posts that use video media types in order to increase the reach of its content.



# Recommendations

## *Based on Actionable Insights*

### ***Use images with an increase in video***

One of the most significant trends throughout the research was the use of images in their twitter posts. Especially for the content The MET provides as an organization it is important to show images. We would recommend using more video content as well. Using video allows for deeper storytelling. There is also more to look at with the engagement of videos. Besides retweets the videos have high engagement that is unrelated to the twitter data. Their videos receive thousands of views which is significant.

### ***Promote Holiday Themes and Hashtags***

In multiple of the categories used to follow Twitter engagements the theme of "Holiday" was frequently used. While this is a broad category including calendar holidays, month long celebrations (such as Black History Month), and "National \_\_\_\_\_ Days" trends. This category was the most significant when it came to themes and hashtags. Their leads in these categories make them desirable for a continuing trend in their future posts. We would recommend to continue using holidays because they are relevant to the large population and are engaging their target audience.

### ***Exhibit a Varied and Engaging Image Content***

The Image Content category showed varied results with high engagements. Sculpture, painting and film all showed very engaging responses. However, their other categories were also successful in showing engagement. As images are the most engaging media type they most frequently show content of works of art. As long as the art content is engaging and relevant they have been successful in engagement rates. We recommend continuing to showcase The MET's featured artwork because it draws the audience.

November 2020 - January 2021



# THE MET

## Analyzing Earned Data

Earned Data Analysis &  
Recommendations



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# Analyzing Earned Data Summary

## Goals

For this report, we used Brandwatch to collect and synthesize data on content from the general public to observe conversations on The Met, themes around The Met's mission and competitors. Our goals for this report were to...

-  Compare and analyze which metrics are most effective in increasing reach leading to increased engagement.
-  Explore themes and topics that led to the most engagement in order to provide a recommendation as to how The Met can increase conversation across social media platforms.
-  Identify and analyze The Met's competition in order to understand why certain organizations have more engagement on Twitter.

## Research Questions

Which platform was used the most in discussions about The Met?

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What is the conversation surrounding topics related to The Met?

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What was an effective way for The Met's competitors to increase their engagement on social media?

## Data Overview



**Date Range:** November 15 - January 15



**Tools Used:** Brandwatch

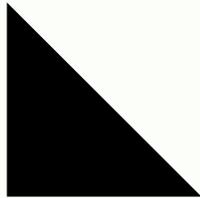


**Post Count:**

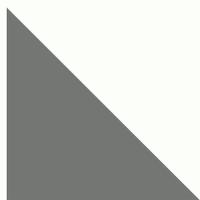
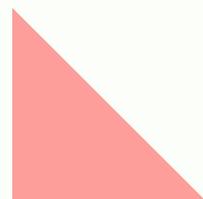
 Cross-Platform Conversations about The Met: 340,516 posts  
Platforms: Twitter, Tumblr, and News

 Cross-Platform Conversations about Topics: 1,057,368 posts  
Platforms: Twitter, Tumblr, and News

 Conversations about The Met's competition: 344,458 posts  
Twitter



# Organization Data



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# Organization Data

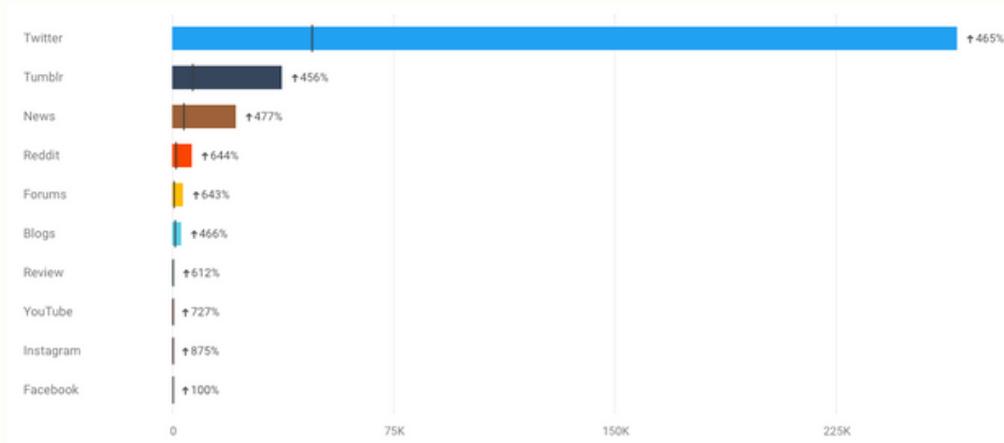
## Mentions

Out of 340,516 mentions from November 15 - February 15, Twitter had the highest mention volume with 268,181 (78.7%); Tumblr had the second-highest mentions with 37,360 (11%).

## Top Hashtags

#metmuseum - 18,545  
 #themet - 18,053  
 #americanart - 1,969  
 #europeanart - 1,808  
 #fashionhistory - 1,610  
 #themetunframed - 1,431

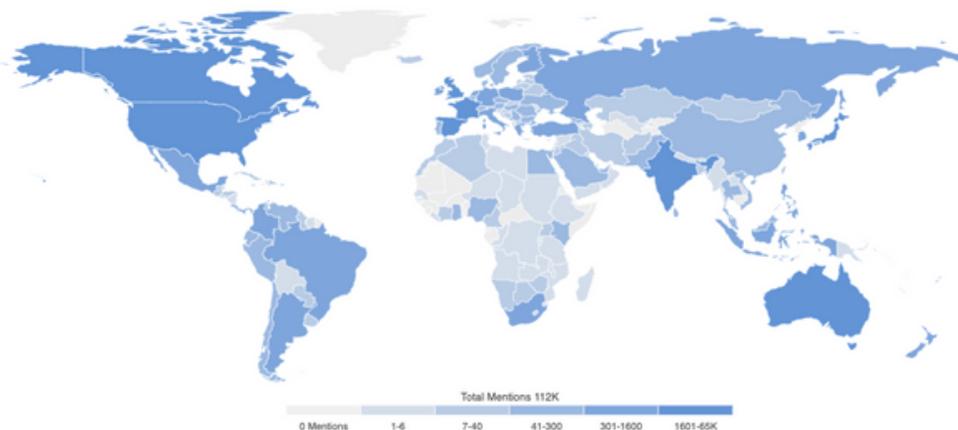
From this data, we can see that users tend to be more responsive to hashtags including "met": #metmuseum and #themet - 87.6% of top hashtags include "met".



## Gender



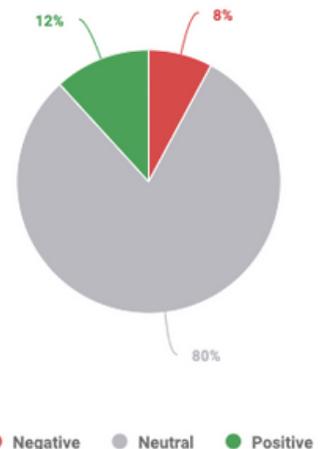
## Volume by Country



### Highest Mention Volume by Country:

1. United States of America: 118K (57%)
2. United Kingdom: 26K (13%)
3. Canada: 7,410 (4%)
4. India: 5,482 (3%)
5. Australia: 4,111 (2%)

## Sentiment



The sentiment proves to be a majority neutral (80%), followed by positive (12%) and negative (8%).

# Organization Data

## Posts with Top Engagement

**Verizon** @Verizon

If you've been missing the @metmuseum, this experience lets you explore exclusively rendered galleries, unseen details, and even take the art home on loan with the power of Verizon. Don't forget to share your masterpiece using #TheMetUnframed [metunframed.com](https://metunframed.com)



5:56 PM · Jan 13, 2021 · Twitter Web App

313 Retweets 63 Quote Tweets 2,089 Likes

**WikiVictorian** @wikivictorian

Riding jacket by Morin Blossier, 1902. The MET.



6:36 PM · Jan 5, 2021 · Twitter Web App

1,099 Retweets 110 Quote Tweets 4,247 Likes

## Insights

Users are most interested in the exploration of the MET and artwork. Verizon's post had a reach of 5.5M, @wikivictorian had a reach of 256K, and the MOMA had a reach of 190K. Twitter posts had the most reach. However, in exploration of Instagram posts, there were 59 mentions in the date range – all of which were posted from the MET Instagram. Since this data is not earned data, it is not helpful in our analysis.

**MoMA The Museum of Modern Art** @MuseumModernArt

Sealing our #MuseumLoveLetter with a socially-distanced kiss 🥰💕❤️

To: @NYHistory @metmuseum @Guggenheim @NeueGalerieNY @studiomuseum @MuseumofCityNY @AMNH

Love, MoMA

🎨 René Magritte, The Lovers, 1928

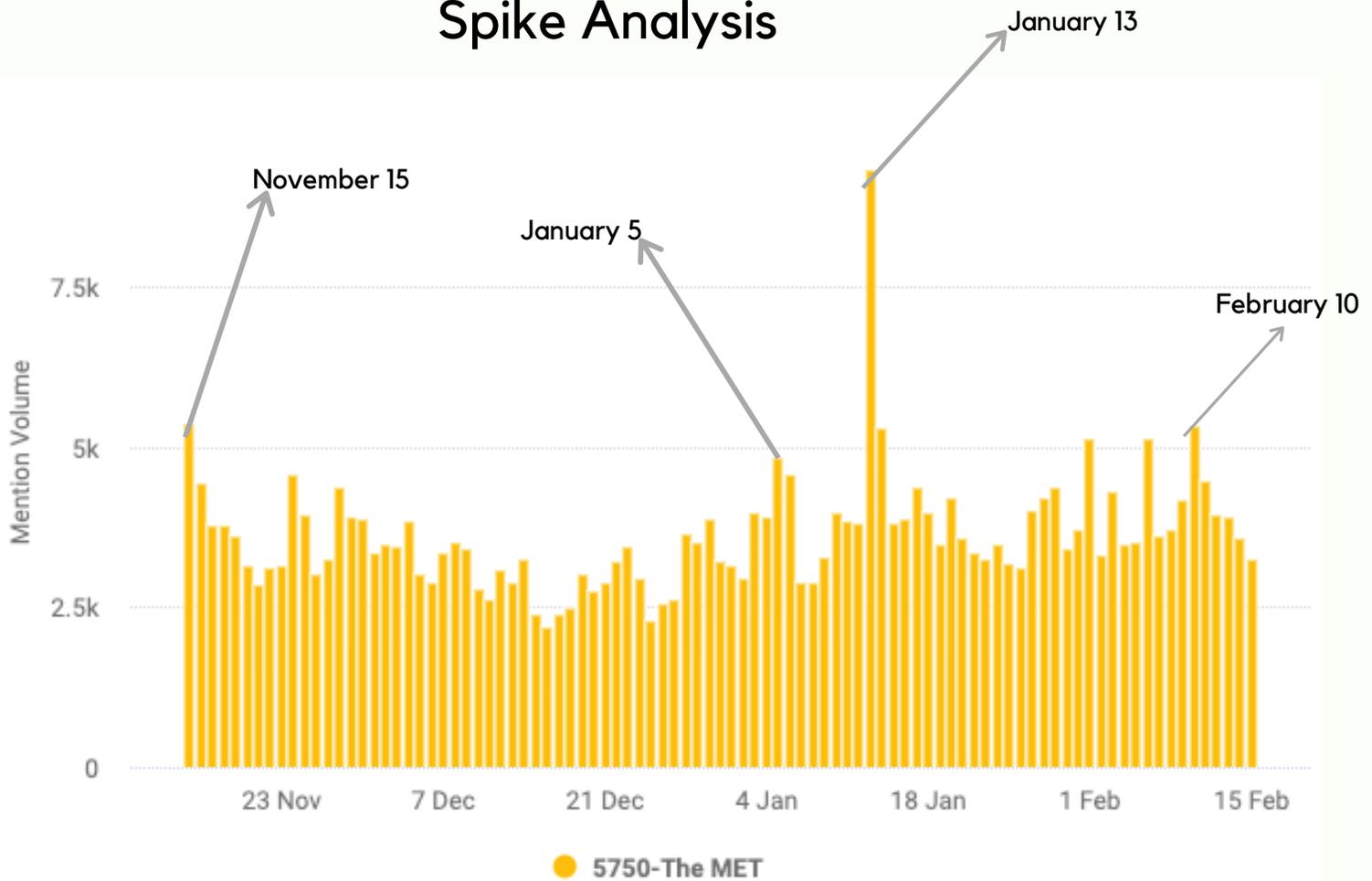


11:51 AM · Feb 10, 2021 · Twitter Web App

319 Retweets 39 Quote Tweets 1,599 Likes

# Organization Data

## Spike Analysis



**Nov 15** - @TheRickWilson - a reach of 7,154,874 - Nasa SpaceX launch, Trump protests

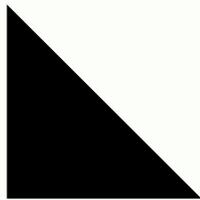
**Jan 5** - @wikivictorian - a reach of 256K - Shooting of Jacob Blake, Trump-Raffensperger scandal, COVID-19 spread.

**Jan 13** - @verizon's post - a reach of 5.5M - Trump is impeached for a second time, the Syrian civil war, Central African Republic Civil War, and Mali War are all occurring.

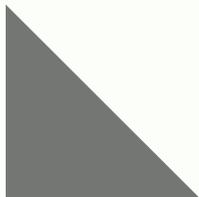
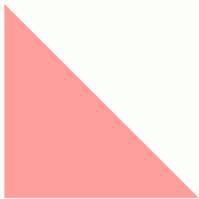
**Feb 10** - @museummodernart - a reach of 190K - Tom Brady threw the Lombardi Trophy, Trump impeachment affirmed, Myanmar protests.

**Overall:** There are spikes/higher user engagement when nationwide/worldly events deemed newsworthy occur due to a desire for intake of information.

\*Note: these spike dates were chosen due to relevant content



# Topic Data

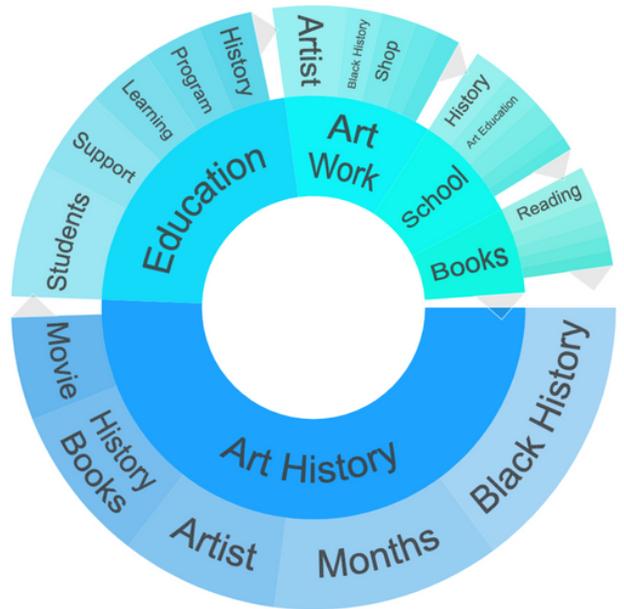


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# Topic Data

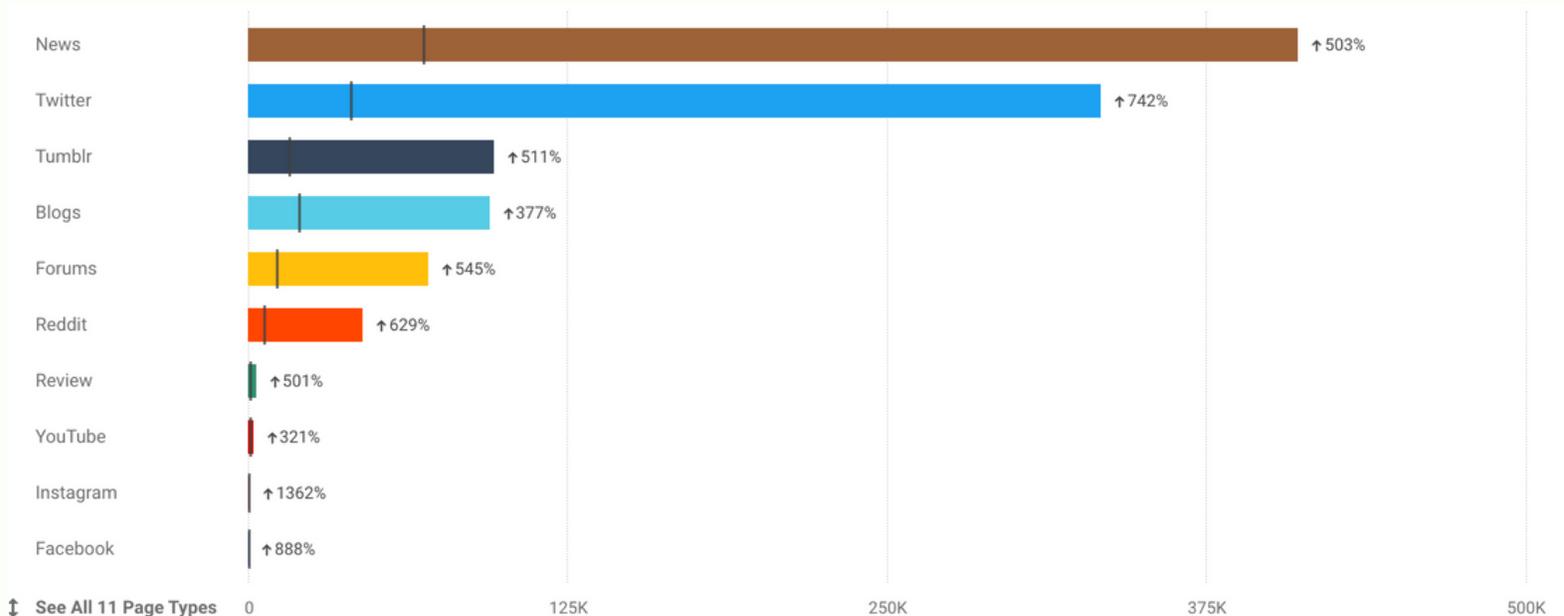


## Top Hashtags

- #art - 17,790
- #history - 11,051
- #education - 4,074
- #arthistory - 2,880
- #culture - 2,707
- #artist - 1,832

From this data, we can see that users tend to be more responsive to single-word hashtags. #art & #history account for 71.5% whereas #arthistory (a two-word hashtag) accounts for 7.1%.

Out of over 1,057,719 mentions from November 15 - February 15, The News had the highest mention volume with 411,284 (38.9%); Twitter had the second-highest mentions with 334,006 (31.6%).



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# Topic Data

*Based on Actionable Insights*

## Topic Data Description

For The Metropolitan Museum of Art we chose topics that this organization supports and wishes to bring attention to: art education, restoration and history.

## Topic Data Mentions

When analyzing mentions for the topic set it was important to look at the location of mentions for the topics listed. The news contained the most mentions by over double the second location. This is a large distance between the news and Twitter which is the second largest category. When looking at the other dataset's mentions they tend to have the most mentions through Twitter. For the topic data Twitter had the second most mentions.

## Insights for Potential Audience

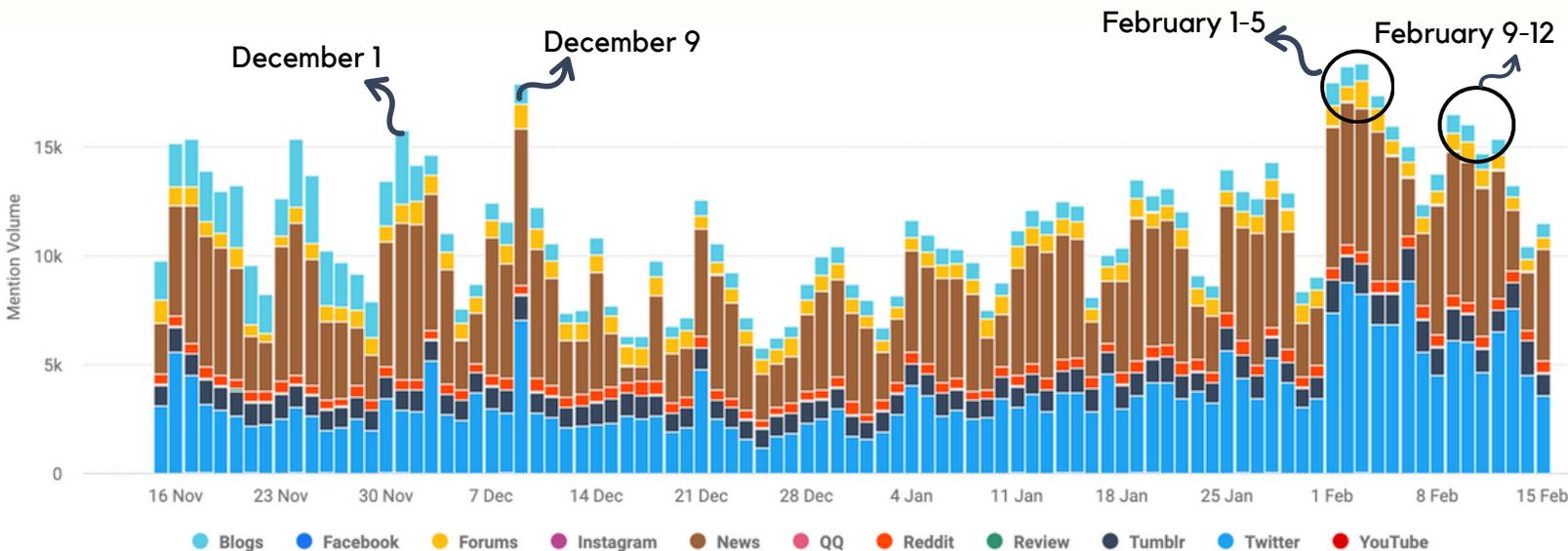
Through the Topic Data there were some identifiable trends of mention volume for topics relating to The MET including art history, education and restoration. When looking at content sources it is important to note that the source of the highest overall mentions and the source of the highest peaks are different. The News has the highest mentions of the topics over the period of time; however when a topic would be very popular Twitter would be the platform it would be trending on. This shows that overall a news consuming audience is popular for these topics, but when a topic trends it is likely to have the highest mentions and reach a larger audience on Twitter.

When analyzing the topics art history had the highest volume, followed by education. The time frame that we pulled from included the month of February which is Black History Month. This was also prevalent in our data which had a lot of overlap with this topic. Black Art History was a popular topic especially on Twitter (example pictured on page 11).

# Topic Data

## Spike Analysis

The graph below shows the mention volume over time for topics relating to The Metropolitan Museum of art including art history, education and restoration.



## Insights

The graph shows the peaks and valleys of the data set. While many of the peaks don't have any distinct drivers behind them some were some increases in mentions that were due to drivers.

December 1 - 15,691 mentions - Nikki Green is first Art History tenured at Wellesley College

December 9 - 17,510 mentions - The Economist posts about land art (25,270,590 impressions)

February 1-5 - 84,014 mentions - The start of Black History Month

February 9-12 - 61,710 mentions - The Guardian posts about celebrating the history of black artists, Nat Geo posts about Black art innovation, and culture in Atlanta and Nashville

- The biggest increase in mentions for the period we analyzed was between February 1st and 12th on the platform Instagram where mentions were 1,200% higher than usual due to the mentions of 4 hashtags: #art, #history, #education and #culture.
- The three top sources of mentions on these topics included: News, Twitter and Blogs.

# Topic Data

## Posts with Top Engagement

According to the spike analysis a majority of the mentions in the media of our topics were on the platform Twitter.



From February 1st-6th 2021 Twitter had a mention peak of 197% due to 4,857 retweets from the user @profannieoakley. This viral tweet is pictured above and relates to the topic of art history.



On February 13th 2021 Twitter had a mention peak of 153% due to 2,309 retweets from the user @SouthpauzArt. This viral tweet is pictured above and relates to the topics of Black History Month and art.

### NEWS 8 EXCLUSIVE

## The Big Heist: Who is Robert 'Bobby the Cook' Gentile and what did the FBI find at his CT home during their investigation into the biggest art heist in history?

On February 11th 2021, a news story broke creating a peak in mentions of the topics: art and art history. The news source wtnh.com released the article pictured to the left which recorded 6,808 mentions in our data for this date in the news.

# Topic Data- Themes

## 1. Art History Topic

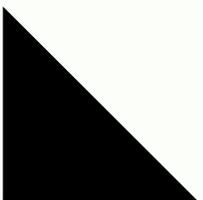
In our data query for Topic Data, we incorporated a few related themes to The MET's main topic: art. We filtered for art, art history, education, and restoration. Throughout the topics, we choose art history was included in the most mentions (40,177,690 total) for the data. The top three posts included artwork of women of a higher power with an impression reach of around 1,187,100. The sentiment was neutral for the top three posts as well with descriptions of the paintings including century and location (making these posts educational and informative).

## 2. News and Blogs For General Topics

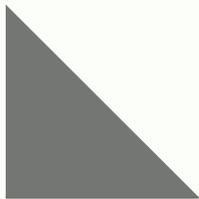
When analyzing the mention volume over time by sources there is a clear source of the highest mentions: The News (411,284 mentions) including topics of art schools and historic attractions. While this maintained over the time period it was interesting that this was not the same source that had the highest peaks. This was very similar to Blogs (94,643 mentions discussing dates in art history, ) and even Tumblr (96,436 mentions discussing specific artworks, art courses, and opinions of artwork) which were both leaders in mentions as well. When examining the content of the mentions on these sources it was noticed that while they had a large amount of them were on varied topics (. This made it hard to pinpoint and specific reasons or trends why these sources have high amounts of content. These sources should be used for general news and information on these topics rather than trends based on these findings.

## 3. Twitter For Trending Topics

The social media platform, Twitter had the most and highest peaks seen in our data over the time period. When these peaks were identified they very frequently had a distinct driver for the high amount of mentions seen. A tweet becomes a trending topic it gets a lot of mentions through retweets. Even though Twitter did not have the highest amount of mentions out of all the sources, when it was creating a lot of mentions they were over memorable and influential trending topics. Twitter also reached a larger audience through their retweets when a topic went viral. Some of the trending topics included: art history, education, art works and Black History Month to name a few. The most mentioned was art history were tweets participated in art history month challenges, education discusses various art education courses and Black History has many tweets incorporating art history with Black History Month.



# Competition Data



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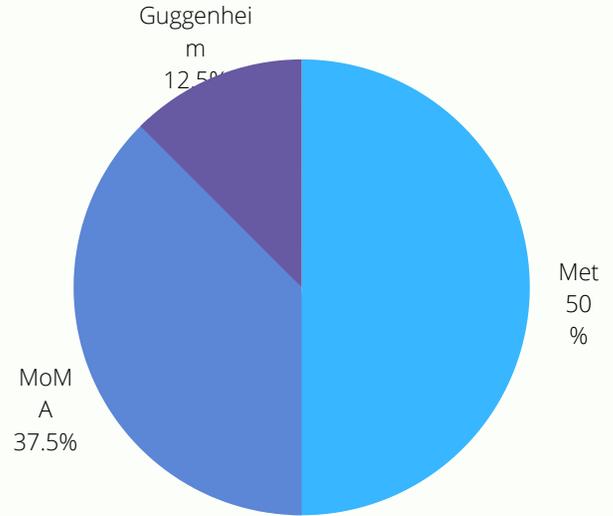


# Competition Earned Data

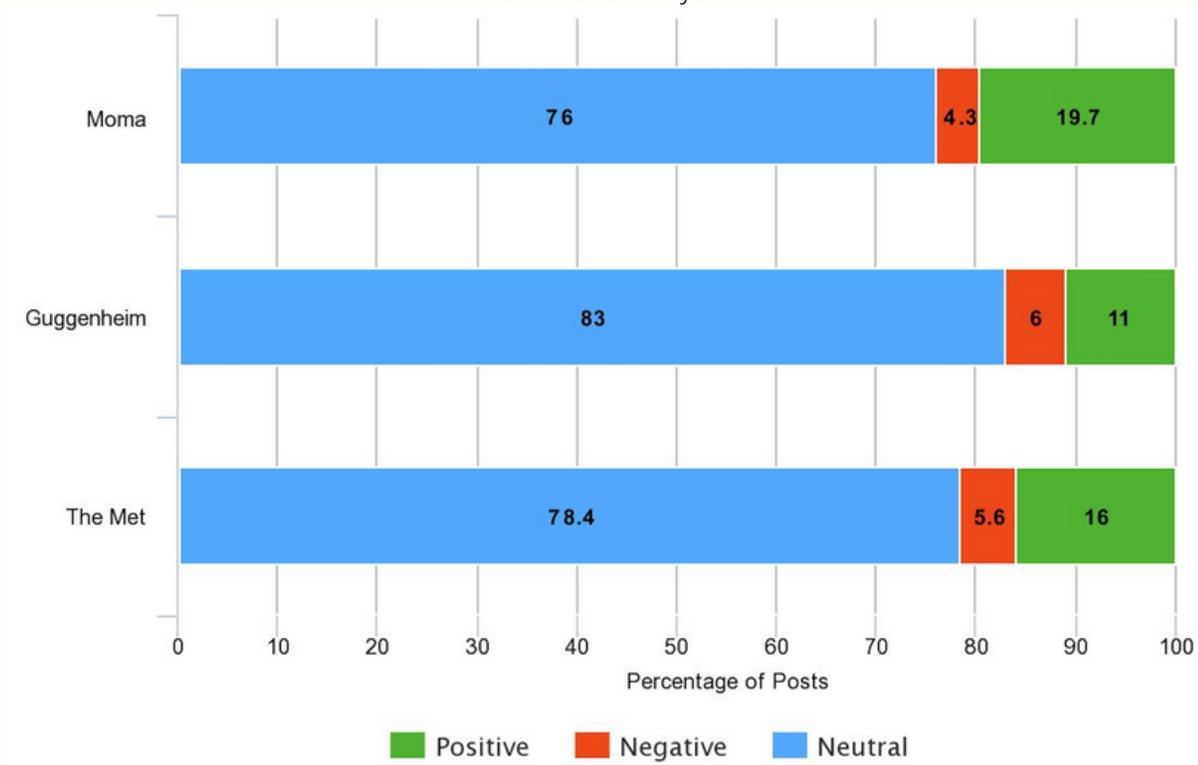
## Share of Voice

This chart shows share of voice across The Met's competitors tweets from November 2020 - January 2021. The Museum of Modern Art (MoMA) has the largest share of voice of competitors of The Met, contributing to 37.5% (n=1 61,719) of the competition conversation. Following them is the Guggenheim Museum contributing to 12.5% (n=40,429) of the competition conversation.

Post Volume by Organization



Sentiment Analysis



The majority of sentiment shown in these organization's tweets is primarily neutral. The Guggenheim Museum has the largest amount of neutral tweets at 83%, followed by The Met at 78.4%. Positive sentiment is the next largest. MoMA has the largest amount of tweets using a positive sentiment at 19.7% and the Guggenheim Museum has the lowest positive sentiment per mention volume of posts with just 11%. All organizations do not show a significant amount of negative sentiment tweets, with only 4.3% from MoMA and 6% for the Guggenheim Museum.

# Competition Earned Data

## Insights and Recommendations



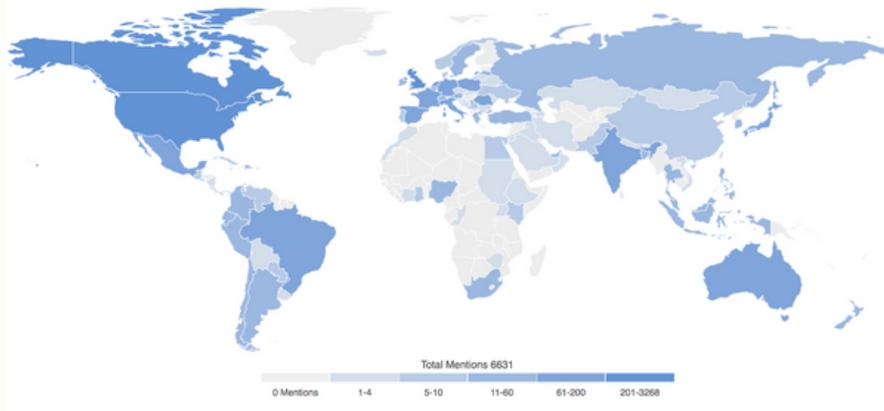
### Demographics of Competition

Across competitor organization's data there is a common interest in educational posts. It is reflected by user interaction with topics such as books, fine arts, etc. Additionally, the most common profession reported was 'Artist', contributing to 33% of the Twitter authors that interacted with competitor museums. This is followed by 'Executives' at 13% and 'Teachers/Lecturers' at 11%.



### Volume by Country

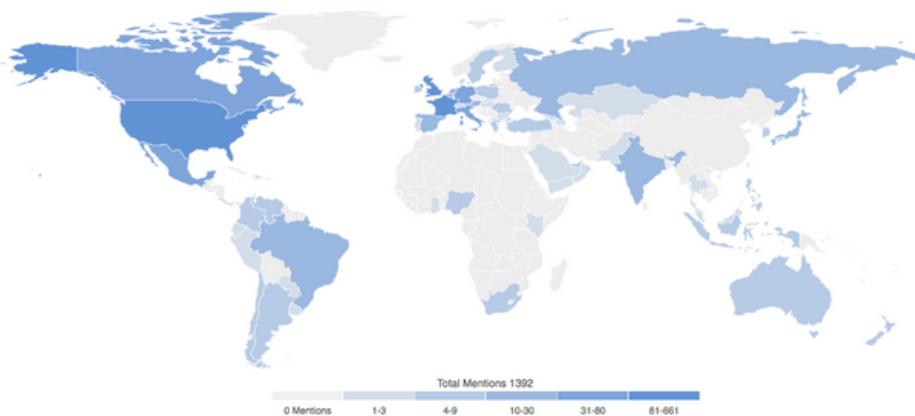
#### Museum of Modern Art



#### Highest Mention Volume by Country:

1. United States of America: 49%
2. United Kingdom: 13%
3. Canada: 4%
4. France 3%
5. Australia 2%

#### The Guggenheim

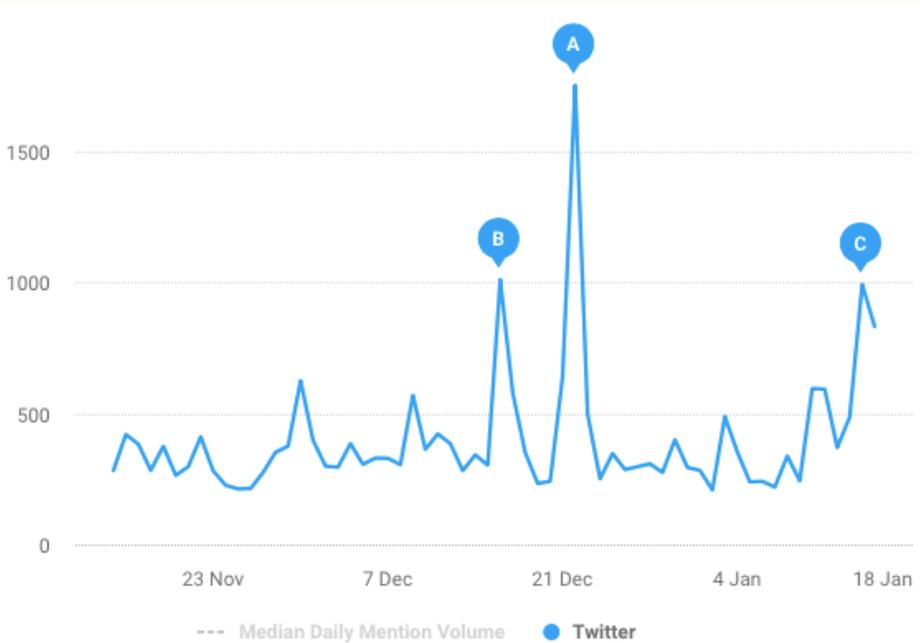


#### Highest Mention Volume by Country:

1. United States of America: 48%
2. United Kingdom: 11%
3. France 6%
4. Italy 5%
5. Germany 3%

# Competition Earned Data

## Spike Analysis



This graph shows spikes in activity on Twitter associated with the MET's competitor's, The Museum of Modern Art and the Guggenheim.

**G** Guggenheim Museum @Guggenheim · Dec 22, 2020  
 There is always beauty in the sky—especially when painted by Vincent van Gogh! With our friends at @vangoghmuseum and @MuseumModernArt, we invite you take a breath and look up. Share the beauty around you with us via the hashtag #UnderVanGoghsSky.



**MoMA** The Museum of Modern Art @Museum... · Dec 22, 2020  
 "Find things beautiful as much as you can, most people find too little beautiful." —Vincent van Gogh

2020 was a tough year for all of us. With our friends @vangoghmuseum, we invite you to take a breath & look up to the sky. Share the beauty around you with #UnderVanGoghsSky.



The New York Times

### Guggenheim Names First Black Deputy Director and Chief Curator

Naomi Beckwith, who succeeds Nancy Spector, comes from the Museum of Contemporary Art Chicago and will help the museum work toward a more equitable work environment.



**A) December 21-22, 2020** Mention volume of Tweets using the hashtag #undervangoghssky was 424% higher than usual due to an interactive promotion of artist Vincent Van Gogh and his sketches of the famous *Starry Night* painting. The Guggenheim, the Van Gogh Museum, and The Museum of Modern Art strategically collaborated in this project which encouraged users to respond with photos of their own "starry night" using the hashtag.

**B) December 16, 2020** This second notable spike was attributed to the Guggenheim's investment in the popular cryptocurrency, Bitcoin. A post which mentioned the Guggenheim's involvement, was retweeted 434 times, and activity was 202% higher.

**C) January 14, 2021** A New York Times article discussing the Guggenheim's first black deputy director and chief curator spiked mention volume of the museum by 107%, with 167 mentions linking the Times article.

# Recommendations

## *Based on Actionable Insights*

**1**

### *Announce new exhibits during national events.*

Based on the spike analysis of conversations that are about The Met, we recommend that The Met posts content regarding new exhibits and events during national and international events. Due to a want for information, there are spikes in user engagement during periods where newsworthy national/international events are happening. Verizon's tweet on January 13, 2020 -- the same day Trump was impeached for the second time -- about The Met Unframed received over 5.5 million views. By being aware of the correlation between newsworthy events and audience presence on various platforms, The Met can announce new exhibits/events during these periods to increase engagement.

**2**

### *Focus content to popular topics like Art History.*

From the topic data results, there were popular themes relating to The MET. Out of their main interests, the topic that was seen the most throughout the media mentions was art history. The theme of art history was mentioned (#art, #history, & #arthistory total tweets being 66,220 - 51,017 of these had neutral sentiment) almost double the second leading topic which was education. This data leads us to the recommendation to focus interactions on art history when relevant because that topic seems to be popular with the audiences. This is especially seen on Twitter where not only were most of the peaks containing art history topics but the two most mentioned Tweets for the time period that we took data from were focused on an art history theme.

**3**

### *Reach new audiences by varying language in Tweets.*

Based on the conversation analysis of The Met's competition, we recommend that The Met posts more tweets containing non-English language. The MoMA and Guggenheim Museum have a 15% higher tweet engagement in foreign countries than The Met. By posting content that contains non-English language and cultural context, The Met will gain interaction with international, non-English speaking audiences.

**4**

### *Redefine social media as a source of education*

In addition to the topic of art history, education was second most popular (with 6,462 tweets and retweets). Given this information, it's clear that the audience is interested and reactive to content holding educational value. That being said, the MET should include posts holding more educational value for the general public - especially for those individuals who wish to learn about the art work in the MET, who cannot visit in person due to geographical reasons. For example, a series of paintings by Monet followed by a description of the history revolving around them including inspiration, date, location, and information about the artist during that time period.

**5**

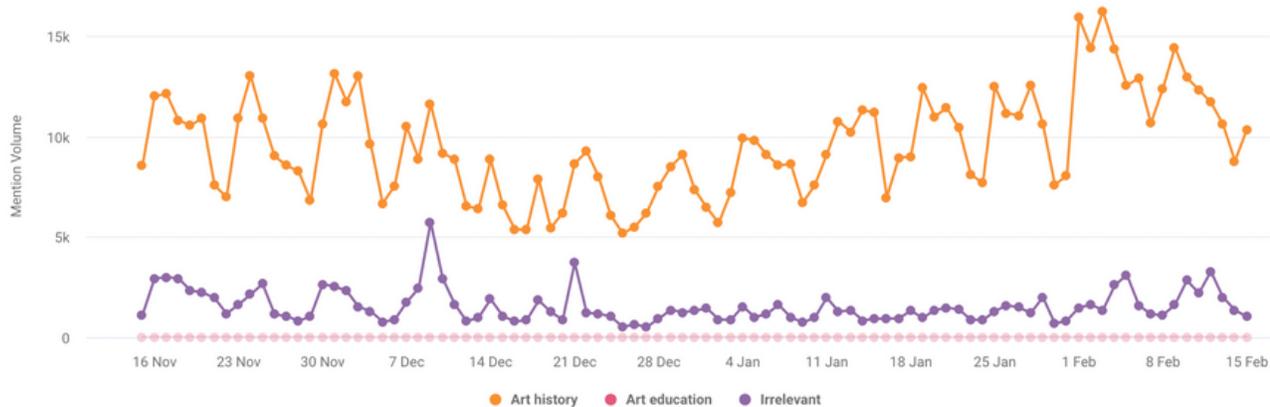
### *Collaborate & Interact with Other Museum Accounts*

In a collaborative social media campaign between the Museum of Modern Art, The Guggenheim, and the Van Gogh Museum, these top competitors to the Met caused a 424% increase in Twitter-user activity (1,330 uses of the promoted hashtag). The project not only targeted similar demographics and followers, but also added an interactive incentive. The accounts promoted the Van Gogh's museum's new exhibition and encouraged users to respond with their own images of a "starry sky" (a reference to an important painting in the exhibition) along with the hashtag #UnderVanGoghsSky. Once posted, the accounts retweeted followers pictures with the correlating hashtag. The collaborative efforts and promotion of other museums allowed the campaign to be viewed by similar target audiences, and took a new approach to competition efforts. In the future, the Met could look to do similar campaigns or projects with museums and yield the same amount of user traffic.

# Custom Classifiers

## Topic Data filtered by Categories

For our custom classifier data we filtered our topic data set into three different categories that we have used throughout the project: art history, art education and irrelevant.

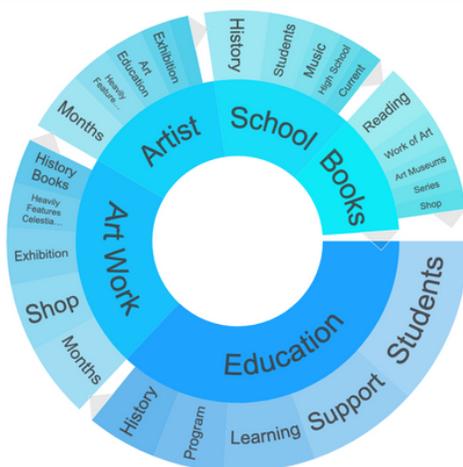
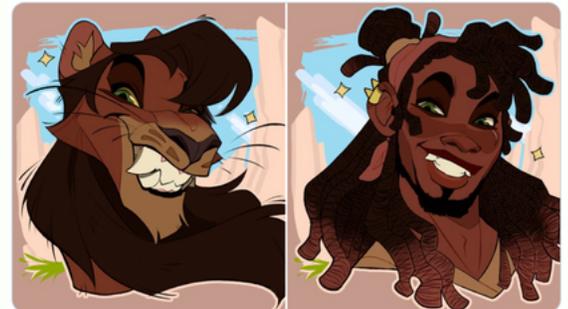


With the custom classifiers we saw an overall trend where art history was much more prominently featured than art education under our data for The MET. There was also a large amount of data we had to filter as irrelevant in our classifiers because they were specific to art but not art history, education or The MET itself. This is shown here under mention volume over time. In this pike analysis we see that art history is prominent with multiple peaks, especially in February. While the irrelevant mentions are less mentioned but present and art education is smaller in comparison to the other topics.

When looking at the spike data the biggest peak was for the topic of art history. The tweet itself is located to the right. This biggest peak was due to 2,676. The content of this post revolves around Black Art History Month. There were other peaks that also were trending topics in the topic data that were on this subject and had similar content.



Black History Month Art Challenge  
Day 3: Kovu from Lion King 2 🦁  
(Also including human version)



The topic wheel for our custom classifiers however, was able to provide us with insight for our art education theme. In this wheel some of the main topics addressed from the data were: education, artwork, artist, school and books. This shows that where sometimes the filters do not provide insight on art education it is still a relevant topic for The MET's social media and topic data.

## Hashtags and Topics

The "Top Hashtags" and "Trending Topics" categories were also able to provide insights. Some of the top hashtags included...

- #art : 73269 tweets
- #history : 45274 tweets
- #education : 12984 tweets
- #culture : 11756 tweets
- #arthistory : 14365 tweets

Some of the trending topics included...

- New York, Black Art History Month Challenge Day, first time, next year, American history, works of art, fine art etc.

# Custom Classifier Recommendations

## *Based on Actionable Insights*

# 1

### ***Focus on Art History topics for stable mentions over time.***

Based on the Custom Classifier data we are able to make recommendations about the most popular topics specifically. When we look at art history and art education we can see that art history is more heavily discussed. We do point some of this strong leaning towards art history to the fact that our time range was during national black history month. However, even due to this there is a strength towards history. We suggest that for steady retweets and consumer engagement to focus heavier on art history topics.

# 2

### ***Focus content to popular holidays and events.***

One of the most popular events that our datasets covered in not only custom classifier data but also topic data was Black Art History Month. There were multiple viral tweets and mentions on this data, they gained the most retweets and general attention also encompassing a lot of our iris peaks. We would generalize that the peaks for this holiday/event would translate to peaks in the data during other national holidays and events surrounding not just art history, but education and other art topics. Using an event or holiday to engage the audience has been shown in the data to create a larger audience.

# 3

### ***Follow popular topics and hashtag trends***

When analyzing the custom classifiers one of the most helpful indicators of a highly mentioned post is the topics and hashtags attached with popular posts. From breaking down the general topics and hashtags we can see what aspects result in a trending post. The more general hashtags are the most used, #art consists mostly of individuals pictures from visiting the museum, #history for the time frame we researched has many posts about Black Art History Month. When referencing topic trends in the mentions the largest engagement was with the topic "New York" which is the location of The MET being referenced in posts. The next largest engagements were for "first time" where people post about their first time's visiting the city or seeing a piece of art. This could be used to engage with consumers first visits to The MET because that is when they are most likely to engage with The MET on social media. The next popular trending topic with helpful insight was "next year" where many are discussing their travels and wishes to visit and see specific pieces after the pandemic.

# Appendix - Boolean Searches

## Organization

"the met" OR

"the metropolitan museum of art" OR "the met" OR "met museum" OR "metmuseum" OR "metropolitan museum" OR "metropolitan museum of art" OR "the metropolitan" NOT ("police" OR "area" OR "areas" OR "university" OR "school" OR "elite" OR "city" OR "opera") OR "the metropolitan museum" OR "the met museum of art"

OR @metmuseum OR @MetMuseum OR @themetmuseum

OR #metmuseum OR #themetropolitanmuseumofart OR #themet OR #metropolitanmuseum OR #metropolitanmuseumofart OR #themetropolitan OR #themetropolitanmuseum OR #themetmuseumofart OR "MET museum" NOT ("baseball" OR "baseball team" OR "New York Mets" OR "NY Mets" OR "citi field" OR "inning" OR "the mets")

OR "MET museum" NOT ("Storm Christoph" OR "met office" OR "Met AME" OR "Proud Boys" OR "Metropolitan AME" OR "Trump" OR "ivanka" OR "#failedpresident" OR "lincolnproject" OR "@projectlincoln" OR "The Lincoln Project" OR "#londonprotest" OR "@jaredkushner" OR "President Trump" OR "Donald Trumo" OR "Metropolitan AME Church")

## Topic

(Art AND (arthistory OR #arthistory OR "art history" OR #arthistory)) OR

(Art AND (history OR #history OR artrestoration OR #artrestoration OR #restauro OR #thisisconservation OR #artrestorer )) OR

(Art AND (education OR #education OR arteducation OR #arteducation))

## Competition

"the museum of modern art" OR "MoMA" OR "museum of modern art" OR "american museum of natural history" OR "guggenheim museum" OR "guggenheim" OR "whitney museum" OR "brooklyn musuem" OR "louvre museum" OR "art instutute" OR "the art institute" OR "the art institute of chicago" OR "art institute of chicago" OR "newmuseum"

OR #themuseumofmodernart OR #MoMA OR #museumofmodernart OR #americanmuseumofnaturalhistory OR #guggenheimmuseum OR #guggenheim OR #whitneymuseum OR #brooklynmusuem OR #louvremuseum OR #artinstutute OR #theartinstitute OR #theartinstituteofchicago OR #artinstituteofchicago OR @MuseumModernArt OR @postatMOMA OR @MOMAFilm OR @middartmuseum OR @MuseeLouvre OR @vangoghmuseum OR @MOMAlearning OR @newmuseum OR @artinstitutechi OR

"the met" OR

"the metropolitan museum of art" OR "the met" OR "met museum" OR "metmuseum" OR "metropolitan museum" OR "metropolitan museum of art" OR "the metropolitan" NOT ("police" OR "area" OR "areas" OR "university" OR "school" OR "elite" OR "city" OR "opera") OR "the metropolitan museum" OR "the met museum of art"

OR @metmuseum OR @MetMuseum OR @themetmuseum

OR #metmuseum OR #themetropolitanmuseumofart OR #themet OR #metropolitanmuseum OR #metropolitanmuseumofart OR #themetropolitan OR #themetropolitanmuseum OR #themetmuseumofart OR "MET museum" NOT ("baseball" OR "baseball team" OR "New York Mets" OR "NY Mets" OR "citi field" OR "inning" OR "the mets")

OR "MET museum" NOT ("Storm Christoph" OR "met office" OR "Met AME" OR "Proud Boys" OR "Metropolitan AME" OR "Metropolitan AME Church")