

SOCIAL MEDIA ANALYTICS

THE MET MUSEUM

@MetMuseum - seesuite.uga.edu

FINAL REPORT
ADPR 7750

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SPRING 2021



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EXECUTIVE SUMMARY

The Metropolitan Museum of Art is a nonprofit art museum located in New York City. This study looks to analyze owned and earned data from the time frame of October 31st to January 31st. Using that data, recommendations can be constructed to address the business problems that The Metropolitan Museum of Art is currently facing. Some of those problems include, finding ways to stay engaged with their current audience, finding ways to reach out to a new diverse audience, finding ways to stay relevant in comparison to other comparable organizations and navigating their social media space with confidence that they are acting in accordance with recommended practices.

Owned Data

The owned data that analyzed looks to define, examine, and recommend solutions to five unique aspects of The Metropolitan Museum of Art's owned social media strategy. Those five aspects are theme of post, image selection, hashtag use, use of outside mention and links out to other sources. After analyzing The Metropolitan Museum of Art's owned data, a comprehensive list of recommendations have been formed to act as a guide for any owned social media content moving forward.

Earned Data

In addition to the owned data analysis, the earned data of The Metropolitan Museum of Art was also analyzed. The analysis of the earned data was broken up into three distinct sections. These sections include the conversation surrounding the topic of art education on social media, the conversation surrounding The Metropolitan Museum of Art itself, and the conversation surrounding comparable organizations. The analysis of these three distinct areas of earned data allow for indebt recommendations that will guide The Metropolitan Museum of Art through the complicated social media landscape. These recommendations combine and can be used as a best practices guide for the museum moving forward.



KPIS/KPI GOALS

3

KPI

Engagements on Twitter were used to assess the Met's overall performance through likes, retweets, shares, and mentions. Among that Instagram was also used to assess performance through likes and post numbers, however public data is limiting.

Analysis of past Twitter engagements includes hashtags, likes, URL type, mention type, image content, and theme analysis.

In order to determine the successfulness of The Met's earned and owned data and how to recommend improvements within the organization, we examined several KPIs. We examined the engagement that The Met was receiving on their posts for owned data. We spent much time looking at the average number of retweets on their tweets based on hashtag, theme, image, URL, mention, etc. The KSI was when a certain item within a category (ex: Art Appreciation within Theme) received the most retweets/engagement from followers. We created recommendations based off of the things we noticed from the engagement.

For earned data, we wanted to see how The Met was successful by the conversations people were having surrounding the organization. In order to do this, we examined KPIs such as top hashtags on twitter (ex: #metmuseum with 20516 tweets), top sites (ex: Twitter), Influential users who were playing a role in contributing to online conversations, number of posts and platform conversations for Instagram and twitter. Through understanding the topics of conversations and the number of people discussing certain things, we were able to see the areas of success (KSI) such as conversations surrounding art education and the hashtag #fashion history.

KPI Goals

To determine the optimal post formula

To increase engagements and positive content

To increase content that spikes user engagement



RECOMMENDATIONS

Owned Data

What to do?

How to do?

Why?

Increase hashtag use of tags that help the promotion of art when crafting tweets.

It was found that repeated hashtags such as #dyk, #metcollection, #mymetstory, and #musicmonday was successful in highlighting and promoting individuals and examples of art on their feed.

If the met increases their use of hashtags and uses #metevents in the future to highlight events and art exhibits related to the met, they will continue to reach out to more engaging audiences and continue the conversation with their current audience.

When linking out via URL in a tweet, it is recommended to link out more to URL's that emphasize art promotion.

This can be achieved either through further pairing of the #dyk hashtag with a link in order to continue the art promotional aspect.

It was found that links to Art Pieces/Collections performed the highest with an average of 52.53 retweets in our analysis. This will increase viewer's engagement with the link itself, because it focuses on the promotion of art, as well as the likelihood that they will deem the tweet worthy of being retweeted, increasing The Met's engagement.

Continue collaborations with other art galleries to inspire more engagement when engaging on social media platforms.

The Met can capitalize on positive sentiments through partnerships and collaborations with other museums sharing content about art and spreading a positive message.

When analyzing twitter mentions, 'Mention of outside gallery' performed the best with an average of 66.78 retweets.. The mentions of artists and news sources performed the worst but are used most consistently . It is important to note that the 'no mention' category performed reasonably with an average of 44.66 retweets per post. This indicates that it is still viable to craft a tweet with no mention if a suitable option isn't available.

When choosing an image to be featured in a tweet, it is recommended to continue highlighting works of art.

Using an image that is visually pleasing and has an interesting history will provide the combination for the best engagement.

The analysis showed that examples of arts dominated the category with an average of 72.57 retweets per post. That is more than double the next highest category of 'no image'. Additionally, categories like 'artist image' should be moved away from as much as possible. They performed below average with an average of 14 retweets per post.

When choosing the subject for a tweet, it is important to focus on areas that share examples of art and examples of art history.

It is our recommendation to continue to focus on any theme that shares the commonality of the promotion of art.

Our analysis showed that the themes of 'art appreciation' and 'art history' were the highest engaged with tweets with 'art appreciation' having an average of 60.48 retweets and 'art history' having an average of 47.17 retweets. It is important to note that these two categories are the most common themes of tweets that The Met produces.



RECOMMENDATIONS

Earned Data – Organization

What to do?

How to do?

Why?

Continue to spark conversation that correlates to the top interests of their key authors.

Increased posts about artistic literature and poetry could resonate with those authors who are more interested in books.

The top two interests of people who produce social media content involving The Met are Fine Arts (18%) and Books (11%).

It is our recommendation to engage in content surrounding The Met Gala.

Make the Met Gala year round content via throwback posts and remembering all the moments of previous Met Galas and the mention of future Met Gala events.

The topic of The Met Gala was found to be the most talked about topic of conversation amongst The Met organization. It also had the highest positive sentiment at 22 percent.

It is recommended that The Met continue to stay politically active on their social media platforms.

It is recommended that The Met continue to stay politically active on their social media platforms.

In the conversation surrounding The Met on twitter, the hashtag of #blacklivesmatter shows up consistently. This highlights The Met's long standing relationship with current politics and social movements. This shows that the Met remains a relevant organization that gives people both a glimpse to the past, but also a reflection of the present and the future.

It is our recommendation that on Instagram The Met should focus on the conversation surrounding Art promotion.

One example of art promotion that was captured on Instagram was a post promoting an exhibit at TheMetUnframed.com In honor of World Hippo Day. The Met is known as an organization that is focused on the promotion and education of art so, this should be a natural conversation for The Met to continue to participate in.

Our analysis showed that 31% of the conversation mentioning The Met on Instagram were framed around the topic of art promotion.



RECOMMENDATIONS

Earned Data – Topic

What to do?

Continue to engage in the Twitter & Instagram topic of art education to spark conversation that correlates to the top interests of their key authors

How to do?

This can be done by engaging in the conversations surrounding the field. Some examples that were observed were the awarding of scholarships and the highlighting of work in the field.

Why?

This was found to be a key issue for the MET, the theme “art education in higher education” was the most prevalent (42%; 80,179 posts), and the most positive in sentiment (52%).

Be aware of the potential risk of engaging in Twitter & Instagram topic of politics

These posts often linked the lack of art education with larger problems in politics. They called to attention the lack of resources and funding to continue to promote art education in schools across the United States and world. The Met can engage in this conversation when they are offering resources to deal with these political problems.

Of all posts analyzed, 23,975 had conversations surrounding the topic of politics. Political discussions can be charged with different sentiments. Of the discussions, 32% of the conversation was deemed negative and 61% neutral.

Tailor some content to the audience of artists and teachers interested in fine art

Continuing with online efforts such as #DYK and #MetKids could further engage these artists and teachers with The Met’s social media accounts.

It was found that these two groups are the most likely to post about Art Education, therefore actively including them in conversation about The Met could lead to increased conversation of this topic. This is not suggesting to exclude other groups, but to keep in mind that this specific audience is most interested in Met posts about art education.

Engage in conversation surrounding criticism of art education

Despite conversation surrounding art education criticism being mainly negative, it is still highly engaged with conversation. The Met can capitalize on this by weighing into this important conversation and by offering educational resources through their museum that can help some of the inequality that can be found in the topic of art education.

The analysis showed that of all of the tweets surrounding the topic of art education, 9,982 of them (roughly 12.4%) were criticisms. One of the main critiques on Twitter was the lack of art education resources available to the public. A tweet expressing this gained 281 retweets. Another popular point of conversation is the introduction of a new Covid relief bill. This bill offers funds for a museum with educational exhibits on women’s art, history, and culture. The overall sentiment is neutral (69%), with negative being the second highest (19%).



RECOMMENDATIONS

Earned Data – Comparable Organizations

What to do?

Continue to push the promotion of #themet on social media sites.

How to do?

Combat an over saturated space by mentioning The Met's unique hashtags more in posts and engaging more with those who use the post on social sites. This will likely increase users of the hashtag.

Why?

It was observed that organizations who use their own hashtag enjoy increased interactions. While The Met has been trying to promote their own hashtags like #mymetstory and #metunframed, The Museum of Modern Art has a dominant share of voice over The Met in the area of organization hashtag adoption by the user.

Engage with their Comparable Organizations on Twitter to foster relationships and reach a larger audience.

The Met can capitalize on similar sentiments through partnerships and collaborations with other museums sharing content about art and spreading a positive message.

When conducting a spike analysis of the conversation surrounding The Met's competition on Twitter, the highest spike was a tweet by The Modern Museum of Art. This tweet was a love letter to all the other museums suffering during COVID and used the hashtag #museumloveletter. This tweet saw so much increased engagement because it brought a positive message to a diverse audience. The Modern Museum of Art continually highlights other comparable museums and tries to build a larger art museum community.



THE MET

OWNED DATA



OVERVIEW

Founded on April 13, 1870 in New York City, The Metropolitan Museum of Art (The Met) is the largest art museum in the United States. Their key mission statement today is that the museum “collects, studies, conserves, and presents significant works of art across all times and cultures in order to connect people to creativity, knowledge, and ideas.”

The Met reaches audiences through social media, and their twitter gives their followers examples of art, historical facts, information about the Met, and more. According to Brandwatch, their twitter audience is 62% male and 38% female. Their volume by weekdays is pretty even across the board but they get the most engagement on Saturday's and Monday's.

Over the course of a month, The Met has 67k total mentions, and 32k unique authors. Over time, the volume varies. It rises and falls during the weeks and the months. The volume by country shows that United States engages the most with their platform, but other countries are engaging such as the United Kingdom, Canada, Australia, Brazil, Mexico, and other countries in Europe.

The emotion over time shows that they remain neutral in many cases, but joy and playfulness are found in many tweets. They do not show many, or any, cases with anger, sadness, disgust, fear, or surprise. Their content sources are Tumblr (72%), Twitter (25%), and News (2%). Their content sources are at 0% for Blogs, Reddit, Comments, Reviews, Forums, Instagram, and YouTube.

Analyzing Audience

In order to analyze audience data, the time window of October 1st 2020 - January 31 2021 was established. This set of 462 tweets gave a sample size large enough to gather meaningful data. The data we gathered was broken down into five key areas of metrics. Those areas include Theme of Post, Image of Post, Hashtag of Post, URL type of post, and Mentions of Post.

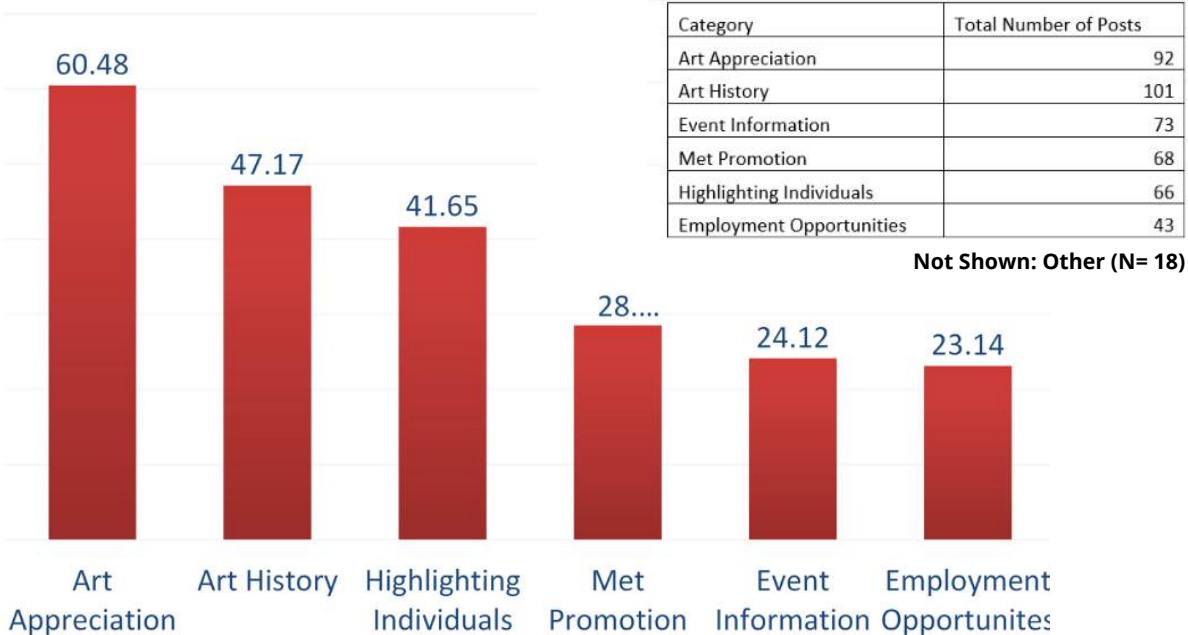
These categories help to provide a dynamic actionable insight for your organization. Understanding your audience will help to unlock meaningful change that is relevant and based in real world data. Too often, companies try to identify patterns in successful content only to not see the big picture. What is thought to drive success on social media is rarely the true reason.



THEME ANALYSIS

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Average Retweets by Theme of Post



Understanding Themes

When closely examining The Met's twitter page and the tweets that they post each day, we found the common themes of the tweets to be art appreciation, art history, highlighting individuals, met promotion, event information, employment opportunities, and for the 18 tweets that did not fit into these themes we labeled as 'other'.

Art appreciation had the highest average number of retweets at 60.48, and this result is a clear reflection of their mission statement when it says that The Met "presents significant works of art across all times and cultures in order to connect people to creativity, knowledge, and ideas". Many of the tweets are showing art pieces that they believe their followers would appreciate and enjoy to see, whether they are artists themselves or just admirers of art.

The next highest theme by average retweet was art history which had 47.17 average retweets. Much of The Met's pieces/exhibits that they are highlighting on their twitter page have to do with history and specific time periods. This shows that people enjoy not only appreciating art, but also learning about the history, famous paintings/painters, sculptures and more.

The next highest theme was highlighting individuals at 41.65 average retweets, and tweets are specifically about individuals such as artists, musicians, and authors. While the other categories focused on art in general, these tweets were aimed at promoting a certain person. Met promotion had 28.51 average retweets, event information had 24.12 average retweets, and employment opportunities had 23.14 average retweets.



THEME ANALYSIS



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ART APPRECIATION

THE MET The Metropolitan Museum of Art @metmuseum

More #Bridgerton (I) means it's time to start planning your next diamond-of-the-season look. Might we suggest:

1. An understated utterly fab Regency-era dress
2. A parure or matched set of jewelry—tiara included
3. Gloves to complete the look and also for...reasons



3:19 PM · Jan 21, 2021 · Sprout Social

34 Retweets 6 Quote Tweets 218 Likes

ART HISTORY

THE MET The Metropolitan Museum of Art @metmuseum

#MetKidsFunFact: This golden armor belonged to Henry VIII of England, who opened his own workshop to ensure that the members of his court were always decked in the finest armor.

This is one of the earliest surviving suits from that workshop!

Learn more: met.org/3pq6AA



5:57 PM · Nov 16, 2020 · Sprout Social

37 Retweets 6 Quote Tweets 285 Likes



EVENT INFORMATION

THE MET The Metropolitan Museum of Art @metmuseum

On Tuesday, January 26, watch the #MetLiveArts premiere of "They Will Take My Island."

This collaboration between composer Mary Kouyoumdjian and Oscar-nominated filmmaker Atom Egoyan explores the life of abstract painter #ArshileGorky.

Learn more → met.org/399Zz0S



3:33 PM · Jan 22, 2021 · Sprout Social

16 Retweets 49 Likes

MET PROMOTION

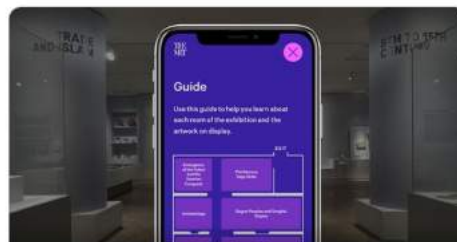
THE MET The Metropolitan Museum of Art @metmuseum

Visit #MetSahel on your phone!

Our new Gallery Guide—featuring artworks, playlists, videos, maps, and more—is the perfect in-museum companion.

Not at The Met? That works, too. Enjoy the immersive mobile experience wherever you are.

Check it out



Sahel - In-Gallery Guide

This groundbreaking presentation brings to life the artistic traditions of the influential pre-colonial states that developed in Niger, Mali, Mauritania, an...

4:30 PM · Oct 23, 2020 · Sprout Social



THEME ANALYSIS



12

OPPORTUNITIES

THE MET The Metropolitan Museum of Art @metmuseum

Ever wondered what it's like to work at a museum? 🏛️

Join a vibrant community of students at The Met! Applications for paid summer internships for 2021 are now open for interested college and graduate students.

Apply by January 27. ↓



Internships for Undergraduate and Graduate Students
Join a community of interns to gain professional skills and learn about museum practice. The Met has over forty department areas that host ...
metmuseum.org

10:17 AM · Jan 24, 2021 · Sprout Social

25 Retweets 6 Quote Tweets 117 Likes

HIGHLIGHTING PEOPLE

THE MET The Metropolitan Museum of Art @metmuseum

"Life is a way of one being shuffled, and I've always wanted my work to be about life."

Delve into the life and work of [#ElAnatsui](#), whose 2007 sculpture "Dusasa II" was recently on display in [#MakingTheMet](#).



How El Anatsui Broke the Seal on Contemporary Art
His runaway success began with castaway junk: a bag of bottle caps along the road. Now the Ghanaian sculptor is redefining Africa's place in the ...
[newyorker.com](https://www.nytimes.com)

4:25 PM · Jan 21, 2021 · Sprout Social

9 Retweets 45 Likes



OTHER

THE MET The Metropolitan Museum of Art @metmuseum

☕ + 📖 = pure bliss

While you can't sip a cup o' Joe in [#WatsonLibrary](#), our librarians still know a latte about coffee-themed books. ☺️

Check out their favorite blends 📖



Espresso Yourself
Assistant Museum Librarian for Reader Services Jessica S. Ranne Cardona discusses books about coffee in Watson Library
metmuseum.org

3:39 PM · Dec 12, 2020 · Sprout Social

12 Retweets 3 Quote Tweets 72 Likes

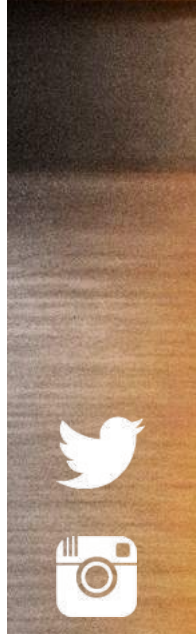
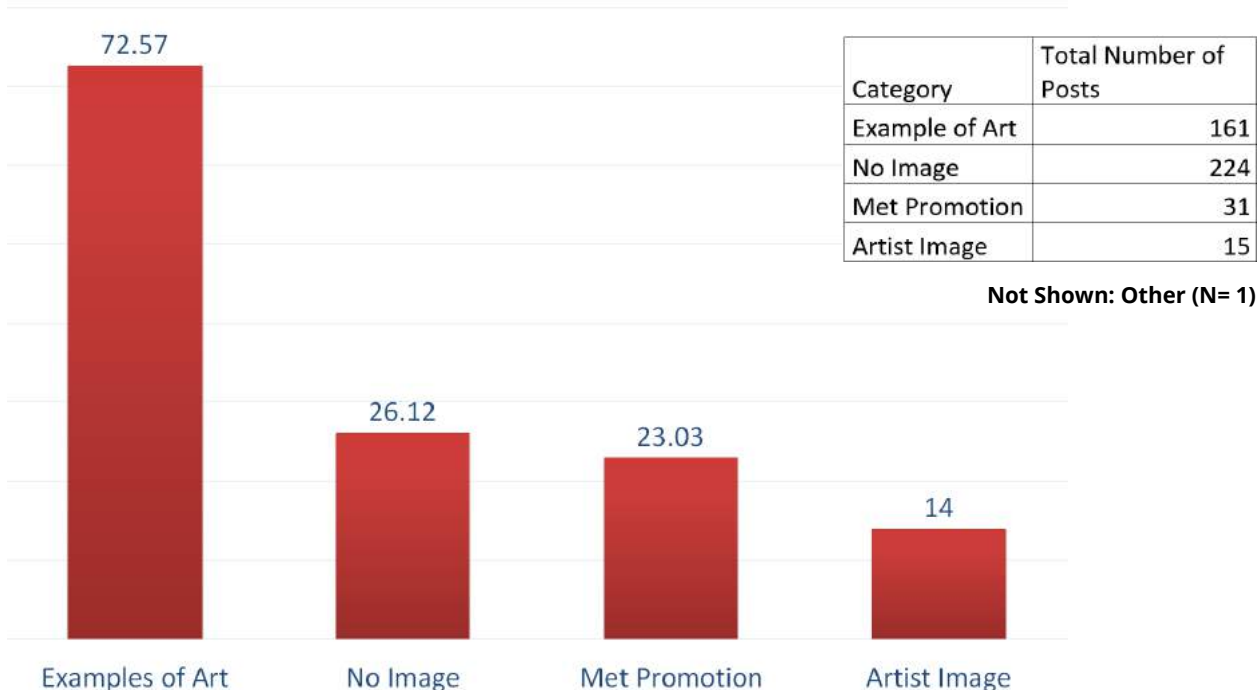


IMAGE ANALYSIS

Average Retweets by Image of Post



Perfecting Images

Understanding the use of image plays a key role in the curating of any social media feed. Especially in the case of The Met, which focuses heavily on the visual arts, it is important to prioritize the use of stimulating visuals.

The effectiveness of imagery can be seen in The Met's use of examples of art in their post. The category 'Examples of Art' was the highest engaged with category of the four. Providing followers with images they care about will be the most effective in inciting engagement.

The importance of providing followers with images they care about seeing can be seen in the drastic change after the highest category. The categories 'no image' and 'met promotion' are two examples of the audience not being invested in the images that are being post



IMAGE ANALYSIS

ART EXAMPLES

THE MET The Metropolitan Museum of Art @metmuseum

Love is a losing game (or maybe simply losing *at* a game?) 🎲

In this highly charged scene, Parvati is pleading with her husband Shiva, who has just cheated her out of a necklace in a game of chaupar—a board game similar to pachisi.

Learn more: met.org/3bGeBwS



2:24 PM · Jan 14, 2021 · Sprout Social

18 Retweets · 2 Quote Tweets · 99 Likes

SELF PROMOTION

THE MET The Metropolitan Museum of Art @metmuseum

Anyone else make a resolution to be more creative in 2021? 🎨 📷 🖌️

If that sounds like you, join us for Community Creates—a virtual, artist-led art-making class. In this session, create new narratives from old photographs.

Register by January 21: met.org/2ME5vX6



6:36 PM · Jan 19, 2021 · Sprout Social

7 Retweets · 56 Likes


ARTIST PORTRAIT

THE MET The Metropolitan Museum of Art @metmuseum

#DYK: In 1879, lace became the first textile The Met acquired—and today our collection includes more than 5,000 #lace pieces. 🧵

On today's Insider Insights, join The Met's Elena Kanagy-Loux to learn about the history and making of lace.

Watch now → met.org/3fwFvHz



10:01 PM · Nov 28, 2020 · Sprout Social

20 Retweets · 8 Quote Tweets · 152 Likes

OTHER

THE MET The Metropolitan Museum of Art @metmuseum

#AllByYourShelf?

Crack open "The Art of Medicine in Ancient Egypt" and explore the expression of medical concerns in ancient Egyptian art as well as the practice of ancient Egyptian medicine as an art form in its own right. 📖 **#MetPubs**

Read it: met.org/3npi8Dq



6:26 PM · Oct 8, 2020 · Sprout Social

55 Retweets · 2 Quote Tweets · 179 Likes

THE MET The Metropolitan Museum of Art @metmuseum

How do you translate 150 years of fashion history into a physical space? 🏠

Watch now as Met curator Andrew Bolton and exhibition designer Es Devlin—with moderator @ELLEDECOR's Asad Sykett—explore the design inspiration behind **#MetAboutTime**. youtube.com/watch?v=aX_HgA...

11:04 AM · Jan 17, 2021 · Sprout Social

6 Retweets · 3 Quote Tweets · 53 Likes

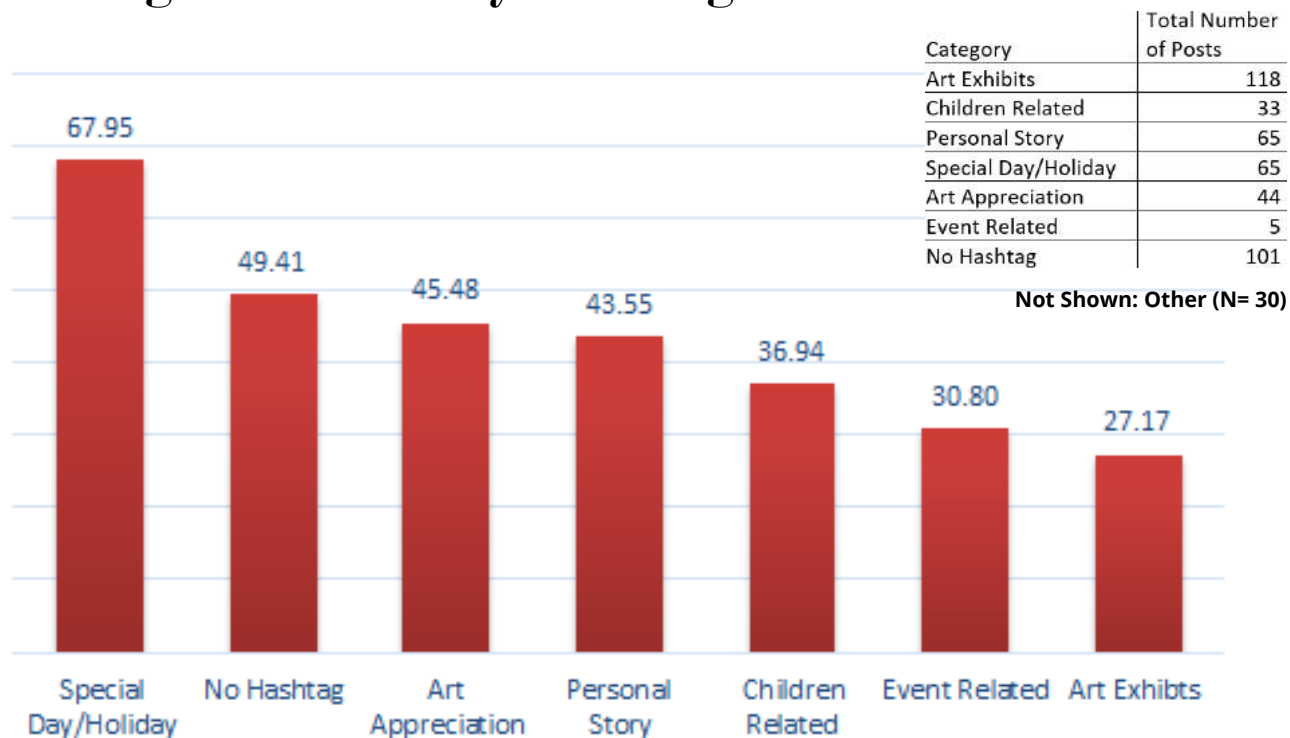
NO IMAGE



HASHTAG ANALYSIS

15

Average Retweets by Hashtag of Post



Mastering Hashtags

In the growing space of social media analytics, no category can be as under utilized as hashtags. Hashtags are the key metric to share your message with the global audience.

The graph above highlights the “Average Number of Retweets by Hashtags Type” where we analyzed data from The Met’s twitter account from October 1, 2020 to February 1, 2021 to verify the relationship between certain hashtag categories and number of retweets.

On average, posts with Holidays/Days of the Week Hashtags had the highest average number of retweets around 67.95 retweets. The posts with the lowest average were the Art Exhibits at 27.17 retweets. It is important to note that Art Exhibits displayed the lowest average, yet the highest post count (n=118).



HASHTAG ANALYSIS

HASHTAG TYPE



EXAMPLES

OTHER

FOR CHILDREN

INFORMATIONAL / PERSONAL STORY

HOLIDAYS / DAYS OF THE WEEK

ART APPRECIATION

EVENTS

NO HASHTAG

OTHER

#METCOLLECTION

#METKIDS

#MYMETSTORY

#MUSICMONDAY

#ARTAPPRECIATION

#GOYAGRAPHICS

N/A

#BRIDGERTON

EXAMPLES

#METCOLLECTION



The Metropolitan Museum of Art @metmuseum · Jan 16
 "The ornate reliquaries of medieval Christianity are objects of great religious importance, but they are also unparalleled examples of craftsmanship."

What's a reliquary? Find out with a look at a few items from the #MetCollection.



What is a Reliquary? Here's a Short Introduction To the Bejeweled M...
 Reliquaries are fascinating objects of faith and fine art.
mymodernmet.com

1 52 164

#METKIDS



The Metropolitan Museum of Art @metmuseum · Dec 12, 2020

This large vase, called a krater, originally stood on top of a grave.

It has holes in the bottom so that when sacred liquids were poured in, they would slowly seep into the ground as an offering to those who had passed away.

Learn more from #MetKids met.org/3n97Jen



7 109 588

#MYMETSTORY



The Metropolitan Museum of Art @metmuseum · Jan 21, 2020
 "Dusting off the relics"

@TimGunn, your favorite fashion professor and former Project Runway host, shares how he explores fashion history at The Met—always dressed to the nines!

What's your Met story? Share it with #MyMetStory or at met.org/MyMetStory.

#Met150



5 60 204

#MUSICMONDAY



The Metropolitan Museum of Art @metmuseum · Mar 8
 On #MusicMonday, a look at this 19th-century Indian śankh—or shell trumpet.

Undecorated śankhs were once used as war trumpets, while this brass-decorated one was probably blown in ceremonies to draw the attention of the Hindu god Shiva.

Learn more: met.org/3kMZIkF

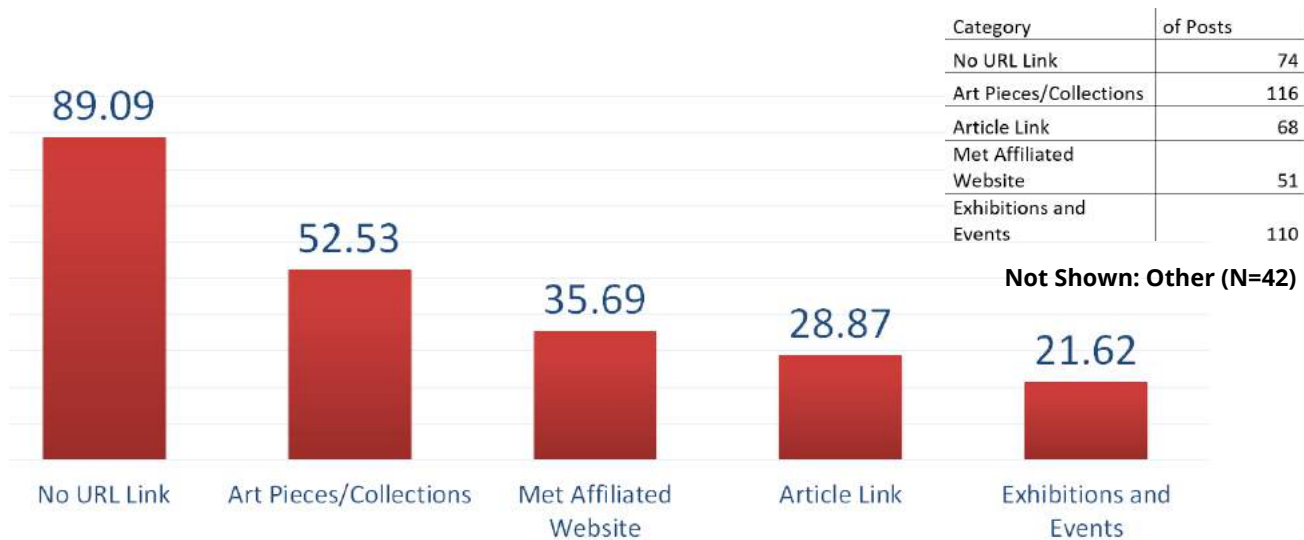


2 62 238



URL ANALYSIS

Average Retweets by URL Link of Post



Utilizing URLs

For tweets that did include a URL, links to Art Pieces/Collections performed the highest with an average of 52.53 retweets. This category of URL link should be continued and increased, as this seems to interest The Met's target audience the most, resulting in higher engagement. Specifically, tweets about one specific art piece accompanied by brief background information and a link to read further are very common on the page and should be continued.

Although posts linking to Exhibitions and Events constitute 110 of our sample of 462 tweets (roughly 23.8%), this category actually shows the lowest number of retweets with an average of 21.62 retweets. Many of the tweets within this category merely tell the viewer to check out the exhibit by clicking on the link, but do not give a compelling reason.



URL ANALYSIS

URL TARGET TYPE → EXAMPLES

EXHIBITIONS / EVENTS ON MET WEBSITE

[HTTPS://WWW.METMUSEUM.ORG/EXHIBITIONS](https://www.metmuseum.org/exhibitions)

LINK TO ART PIECE / COLLECTION

[HTTPS://WWW.METMUSEUM.ORG/ART/COLLECTION](https://www.metmuseum.org/art/collection)

ARTICLE LINK

[HTTPS://WWW.NEWYORKER.COM/MAGAZINE](https://www.newyorker.com/magazine)

MET AFFILIATED WEBSITE

[HTTPS://WWW.FACEBOOK.COM](https://www.facebook.com)

OTHER URL

[HTTPS://WWW.YOUTUBE.COM/CHANNEL/](https://www.youtube.com/channel/)

NO URL

N/A

EXAMPLES



The Metropolitan Museum of Art @metmuseum · Feb 11
Experience 17th–19th century paintings that capture the collective imagination of the Ramayana—an epic narrative composed by the Sanskrit poet Valmiki around the fifth century B.C.—in "Sita and Rama: The Ramayana in Indian Painting."



Sita and Rama: The Ramayana in Indian Painting
On display are paintings and textiles that capture the collective imagination of the Ramayana, an epic narrative from the fifth centur...
[metmuseum.org](https://www.metmuseum.org)

41 165

EXHIBITION ON MET WEBSITE



The Metropolitan Museum of Art @metmuseum · Feb 19
Burning incense fulfilled reciprocal relationships between humans and the divine in 7th–12th century Central America.

On this reptilian incense burner, the decorations mimic the shape of smoke that would have emanated from it.

Learn more: [met.org/3dmLJuy](https://www.metmuseum.org/3dmLJuy)



3 85 331

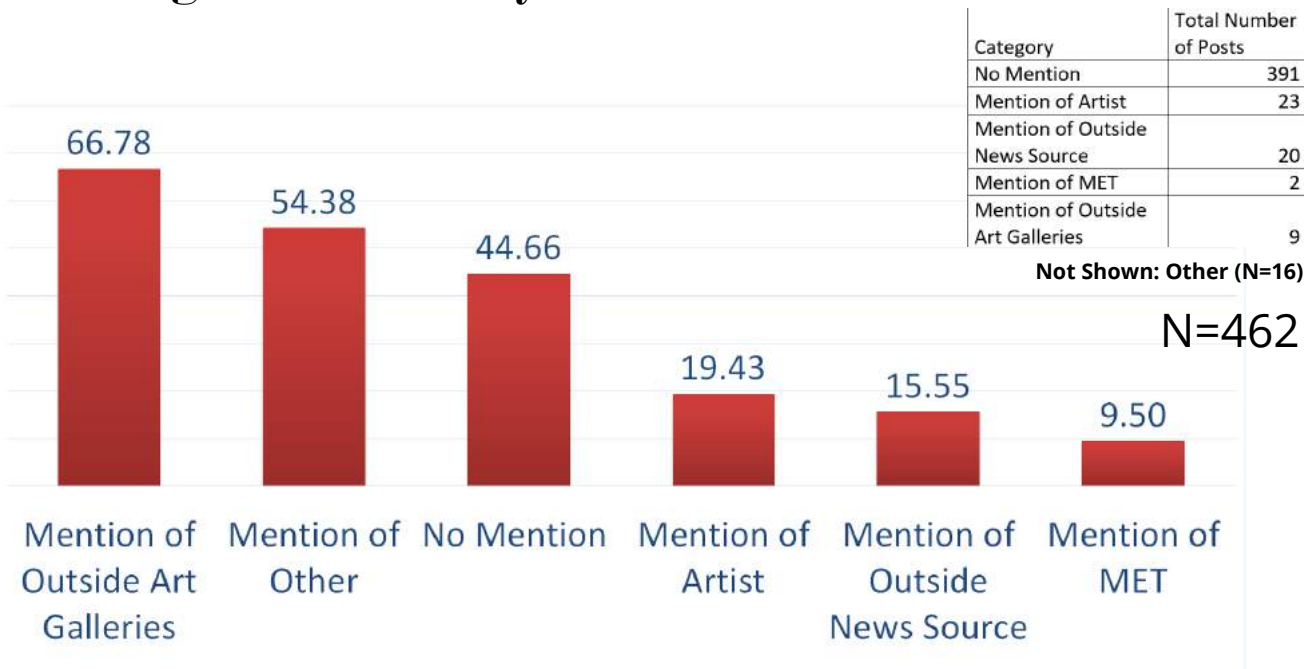
LINK TO ART PIECE / COLLECTION





MENTION ANALYSIS

Average Retweets by Mention in Post



Finding the Ideal Mention

Using the right mentions in your social media posts is crucial to branching out to larger demographics and continuing to grow your audience.

The ideal mention would be a person or organization that fits into a similar category that you exist in. An example of this would be the highest engaged with mention category. The category 'mention of outside art galleries' is perfect for understanding how to use collaboration to boost engagement.

When mentioning other galleries, you combine two audiences with similar interests. This increases the likelihood of engagement. Reversely, those not related to The Met and its interests will perform badly. This can be seen in the category 'mention of outside new source' and 'mention of the The Met'. Followers did not follow the socials to engage with news stories or self-promotion. This disconnect between subjects will not produce the best engagement for your brand.



MENTION ANALYSIS

MENTION TYPE



EXAMPLES

ARTIST

@ROSANNECASH

SELF PROMOTION

@METTEENS

OUTSIDE NEWS SOURCES

@ARTNET

OUTSIDE ART GALLERIES

@THE_BARNES

OTHER

@HARVARD

NO MENTION

N/A

EXAMPLES

ARTIST MENTION



The Metropolitan Museum of Art @metmuseum · Nov 16, 2020
 Tomorrow join singer-songwriter Rosanne Cash (@rosannecash) and author A. M. Homes (@nycnovel) for a night of songs and poems reflecting on the layers of meaning stirred by artworks—inspired by "Photography's Last Century," on view until November 30. [metmuseum.org/events/program...](https://www.metmuseum.org/events/program...)

7 replies 38 likes

SELF PROMOTION

PROMOTION



The Metropolitan Museum of Art @metmuseum · Nov 6, 2020
 ✓ Phone charged
 ✓ Art supplies ready
 ✓ Dancin' shoes (er, socks!) on

If you're a teen, ages 13–18, join us now for virtual #TeensTakeTheMet! Enjoy art-making, performances, music, games, and more.

Follow @metteens on Instagram for a full list of activities!



4 replies 36 likes

OUTSIDE NEWS SOURCES



The Metropolitan Museum of Art @metmuseum · Oct 16, 2020
 #DYK: "Perhaps given its abundance, gold was almost an afterthought in a Sahelian hierarchy of precious materials. Instead, across West Africa, copper was the preferred medium for adornment."

Explore 7 treasures from #MetSahel in the latest from @artnet.



Metropolitan Museum of Art Curator Alisa LaGam...
 The curator spoke to Artnet News on the occasion of the Met's stunning new exhibition, "Sahel: Art ...
news.artnet.com

7 replies 14 likes



PREDICTIVE ANALYTICS

Classifiers

In order to predict engagements, the twitter content for the Met was classified into 5 categories from which key performance indicators were used to classify posts based on analytics.

Categories

The categories of posts include:

- Theme analysis
- Image content
- URL type
- Hashtag analysis
- Mention type

Process

After classifying posts into categories, the analysis of each category was measured against retweets, reach, impact, impressions, reply count, likes, and a few other key performance indicators such as mentioned authors and sentiment to compile recommendations for The Met's social media performance.



THE MET

EARNED DATA

ORGANIZATION



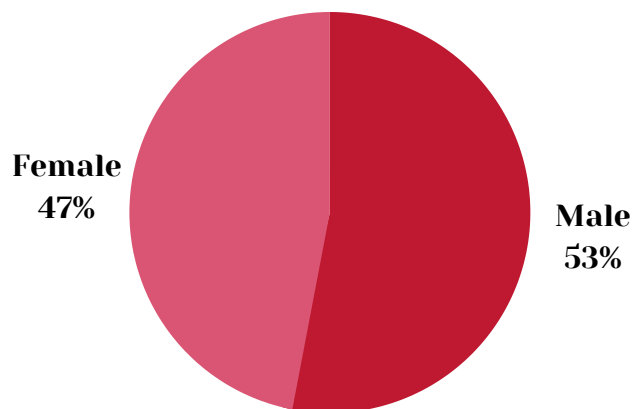
ORGANIZATION

Data Description

The social media accounts of The Metropolitan Museum of Art (The Met) was analyzed and the content that they produced from October 31, 2020 to February 28, 2021. During analyzing of the data, Twitter pulled 385, 281 posts while Instagram pulled 85 posts. Due to the lack of data available from Instagram, Brandwatch capabilities did not allow us to pull infographics or information for breakdown by gender, geography, or sentiment, as well as the spike analysis.

The social media platforms that are currently discussing The Met Museum, and other conversations surrounding the organization, museum exhibits, events such as the Met Gala, and more are Twitter, Instagram, blogs, forums, Reddit, and Tumblr. These percentages are small in comparison to Twitter. It is clear that Twitter remains an important outlet for people around the world to share their ideas, concerns, appreciations, and criticisms of the Met.

Of the total Tweets about The Met 53% came from from female users. Presumably, this can be derived by the fact that women may care more and want to talk about the conversations of the Met Gala which had the most retweets.



The hashtags are surrounding various topics from fashion to politics. The Met encompasses fashion and art as that is part of the Gala and the exhibits, but it also sparks conversations surrounding worldly events and modern times. The top hashtags line up with the Met, and also with things happening in current times. The hashtag #ancientart really lines up with the Met's intent to preserve and showcase historical art and items and to continue giving those things importance. On the other hand the hashtag #blacklivesmatter is aligning with current movements and events. This shows that the Met remains a relevant organization that gives people both a glimpse to the past, but also a reflection of the present and the future.



ORGANIZATION

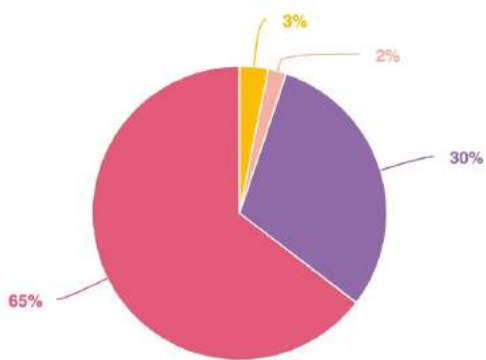
Data Description

This chart is showing the sentiment behind each person as they are tweeting about the Met. The chart shows joy as the clear dominating category, meaning a lot of the tweets are happy and delightful. The other categories show the versatility of the tweets by including sadness, disgust, anger, fear, and surprise. The Met does not just touch on one emotion, but evokes a variety of them from people around the world.

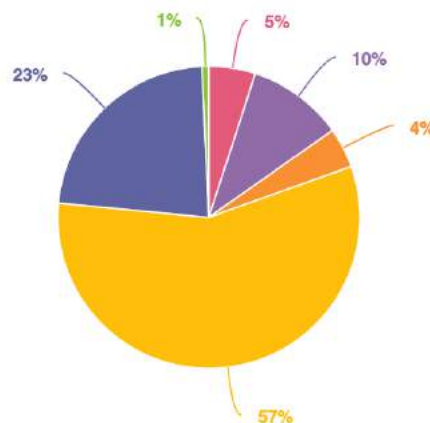
The top places that are tweeting about the Met are the United States (65%), the UK (30%), Canada (3%), and India (2%).

The most mentioned users vary from the Met twitter account itself, to politicians, to media personalities. This continues to show the importance of the Met's twitter account reaching users, and also how people are looking to big names in current events when tweeting about the Met.

The top emojis tie into the sentiment and information emotion behind each tweet. For example, the artist palette emoji ties perfectly into the beautiful artwork at the Met.



● Canada ● India ● United Kingdom ● United States of America

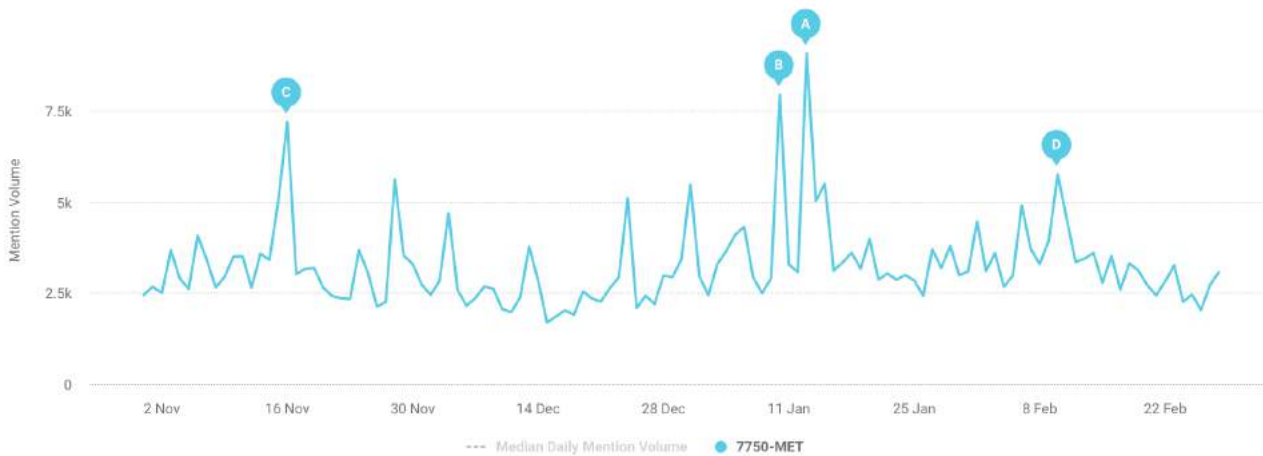


● Anger ● Disgust ● Fear ● Joy ● Sadness ● Surprise

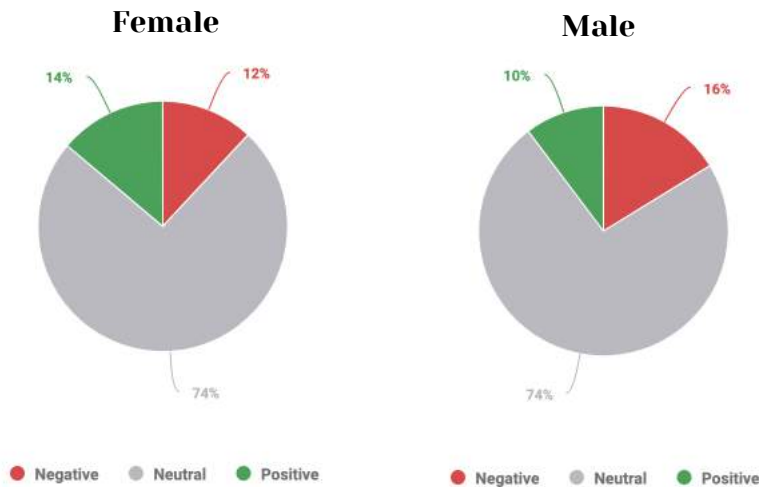


ORGANIZATION

Spike Analysis: Twitter



- A** - Jan 13 - there was a Met sponsored post with Verizon, 233% higher than usual
- B** - Jan 10 -Lincoln Project's commentary on Jared and Ivanka not ever attending the Met Gala again, there were 4265 retweets
- C** - Nov 16 - commentary on Trump family returning to normal life and not going to the Met Ball, volume was 140% higher than usual, 2986 retweets
- D** - Feb 10 - the ladies bathroom at the Met Gala 2016 photographed by Cassbird, 764 mentions.



The positive conversations are about the museum's love letters, Black History Month in February which showcased African American artists and Rihanna's impact on fashion at the Met Gala. Certain people were tweeting about being happy that the Trump family is no longer allowed to attend the Met Gala.

The negative conversations are overall people who are angry that Trump and his family are no longer allowed to go to the Met Gala. The conversations that were neutral are mainly memes that people are tweeting and sharing.

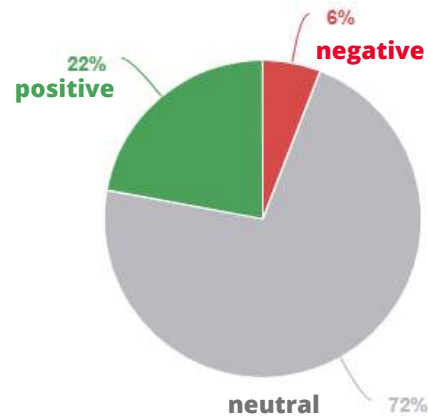


ORGANIZATION

Conversation Analysis: Twitter

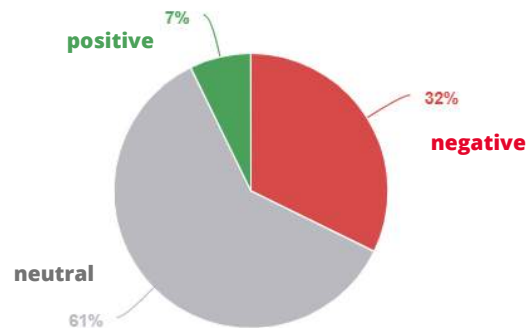
Met Gala: 73, 230 posts

Despite The Met Gala being canceled this year and last, the event continues to be discussed. Of the Twitter posts, 73, 230 post discussed the Met Gala event. Some of these topics include past moments, political commentary, and most notably the moment when Jason Derulo fell down the Met Steps and created a viral moment. The Met Gala is a joyous event which included many emotions and sentiments.



Politics: 23, 975 posts

Of all the twitter posts, 23,975 had conversations surrounding politics. One of the main political events that occurred in reference to the Met Gala was when The Lincoln Project tweeted that Ivanka Trump was not welcome in New York City and was not going to be in attendance at future Met Galas. Political discussion can be charged with different sentiments, of them 32% of the conversation was deemed negative while 61% remained neutral.



Conversation Analysis: Instagram

Art Promotion: 27 posts, 31.8%

Conversation surrounding art promotion comprised 31.8% of the total Instagram conversation with 27 posts. Of these posts, 30% were positive and zero percent were negative. This topic did not receive any apparent negativity on the platform during the time period studied. Interestingly enough, a major point of discussion was art promotion at The Met, specifically in regards to animals. One post promoted an exhibit at TheMetUnframed.com in honor of World Hippo Day, another discussed The Met's accessibility to all audiences, including service dogs.

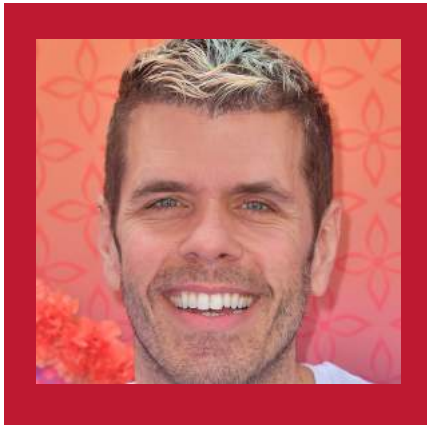
Criticism: 4 posts, 4.7%

Critical Instagram content made up 4.7% of the total Instagram conversation with 4 posts. Once again, zero of the posts were negative, and sentiment was split evenly between positive and neutral. Many of the posts in this topic were not critical of the Met, but rather critical of other topics to which authors suggested Met-related solutions. For example, one post discussed the need for a laugh after a hard week by partaking in an event titled "Teens Meme the Met."



ORGANIZATION

Top Influencers (Met Gala)

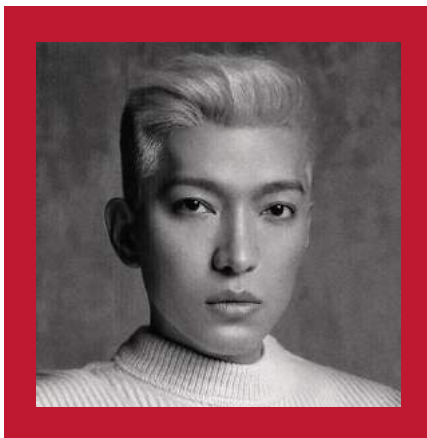


Perez Hilton

@PerezHilton

Followers: 5.6m

An American blogger, columnist, and media personality.



Bryan Boy

@bryanboy

Followers: 500k

Filipino fashion blogger and socialite.



Jocelyn Noveck

@JocelynNoveckAP

Followers: 1k

Associated Press national culture and feature writer



THE MET

EARNED DATA

TOPIC: ART EDUCATION



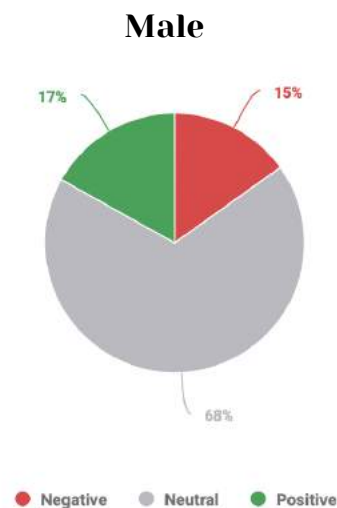
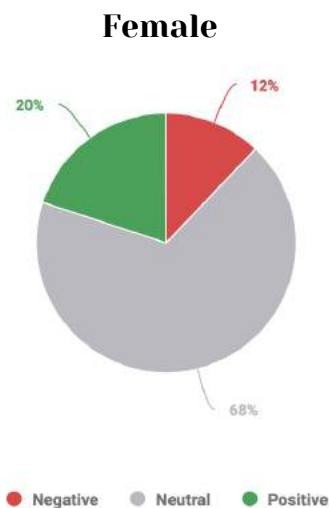
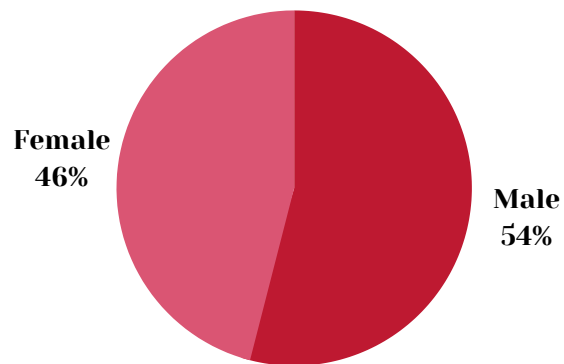
TOPIC – Art Education

Data Description

For our topic we chose Art Education because part of The Met's mission is to study and advance knowledge of art for people of all ages. We found that their online presence supports the continuing education for art and the conversations surrounding it. This topic includes a total volume of 195,693 mentions and 104,615 unique authors. Among these authors gender is split nearly in half with 54% male and 46% female. There is very little difference in sentiment between genders. Also, the top hashtags for this topic in order are: #education, #art, #comics, and #art4peace.

Of the total Tweets about Art Education, 54% came from from male users. This gives the impression that men may be more interested or vocal on this topic than women. However, the percentage difference between genders is not severe.

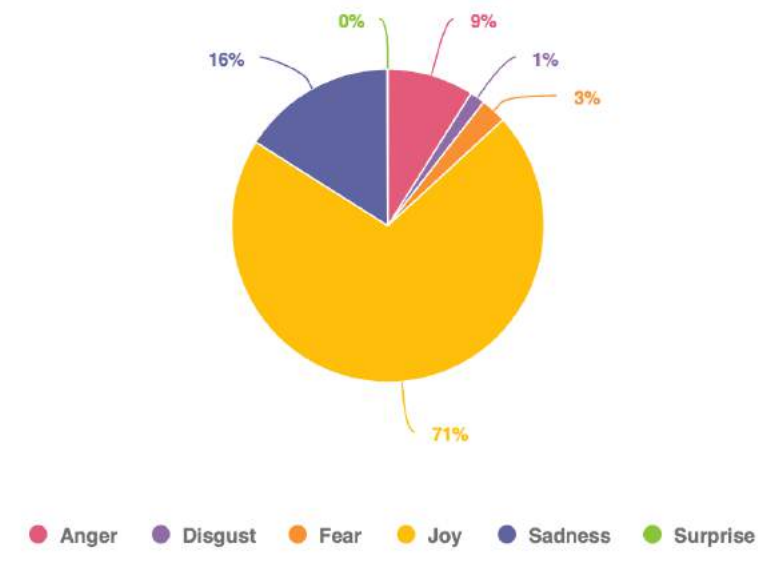
Below is the sentiment breakdown by gender. Both are primarily neutral, however females tend to be more positive (20%) and less negative (12%) than men who were found to be less positive (17%) and more negative (15%)



TOPIC – Art Education

Data Description

People posting about art education tend to be from the US (87%) or the UK (9%) and are often artists or teachers interested in fine art. In general, conversations about art education tend to be primarily neutral, though the rest of the pie is split between 15% positive and 16% negative sentiment. As for emotion, the majority reports joy (71%), though sadness composes roughly 16%.



During our analysis of the cross platform conversations on Twitter (80,179 total mentions) we found that three major conversations within the topic of Art Education stood out. They range from largest to smallest percentage of the total conversation found on Twitter: Lower Education, Higher Education, and Criticisms. Overall, the gender is roughly split evenly as well as the and sentiment of these conversations.

In addition to analyzing Twitter, we also explored conversations on Instagram, of which there were 586 total mentions, and found that the two main points of Interest were Art Promotion (accounting for nearly half of the total conversation) and Criticism. Sentiment on Instagram tends to be heavily positive, with very few negative posts.



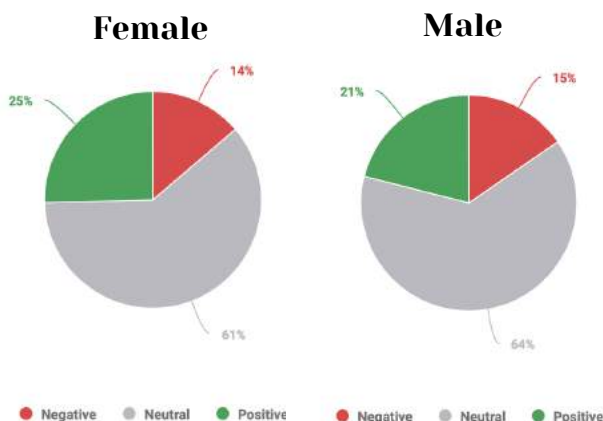


Conversation Analysis

80,179 Posts

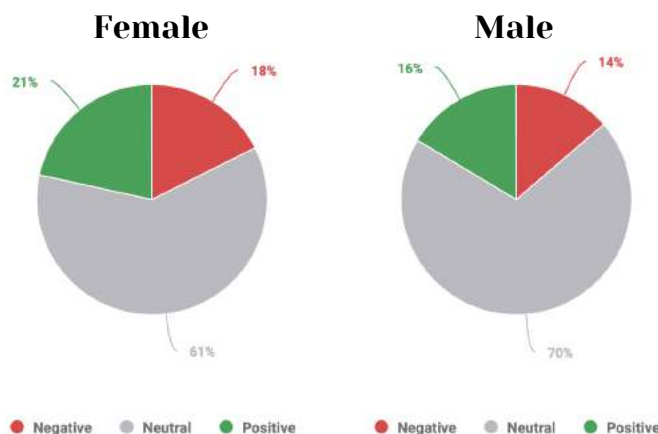
Criticism: 9,982 posts (12.4%)

Of all of the tweets surrounding the topic of art education, 9,982 of them (roughly 12.4%) were criticisms. One of the main critiques on Twitter was the lack of art education resources available to the public. A tweet expressing this gained 281 retweets. Another popular point of conversation is the introduction of a new Covid relief bill. This bill will offer funds for educational exhibits on women's art history. The overall sentiment is neutral (69%), with negative being the second highest (19%). As for demographics, 48% of authors were female and 52% were male. Looking at the data, men tended to be slightly more neutral, while women tended to be more positive in their commentary on art education.



Lower Education: 20,387 posts (25.4%)

For the topic of art education, we divided the conversation into lower and higher education. Lower education includes schooling from preschool through high school and constitutes 25.4% of the Twitter conversation with 20,387 tweets. The most popular topic of conversation was about BTS member RM's award in the 2020 Patron of Art Ceremony, where he was recognized for his educational philanthropy. The tweet about this gained 1,520 retweets. Another popular tweet is the story of a man's journey from special education student to current art director for Disney. This inspiring story resonated with many viewers and received 797 retweets. Overall, the tweets on this topic were split almost evenly between positive and negative, with neutral being the most popular sentiment. As for demographics, 49% of authors were female and 51% were male. Looking at the data, men tended to be more neutral, while women posted higher numbers of positive or negative content.



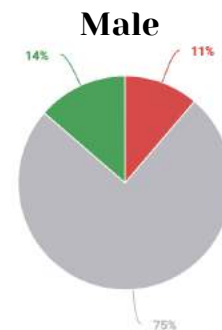
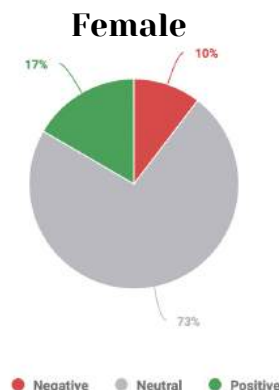


Conversation Analysis

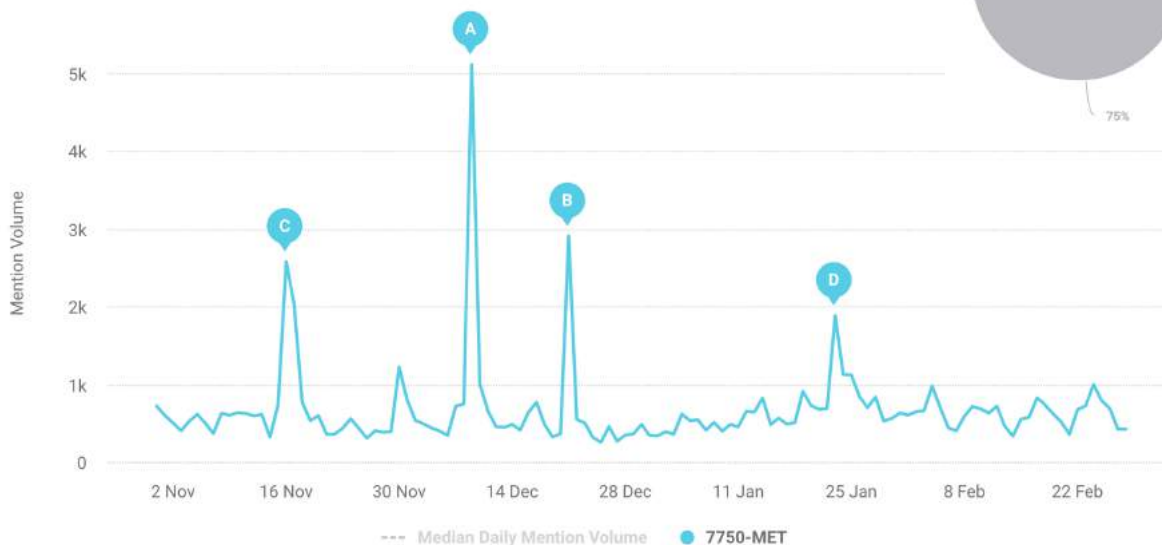
80,179 Posts

Higher Education: 14,222 posts (17.7%)

Higher education, which we consider to be schooling beyond high school, constitutes 17.7% of the Twitter conversation with 14,222 tweets. The most popular topic of conversation is about the BTS Jimin Scholarship created by the Jeollanam Future Education Fund. This tweet gained 4,546 retweets and 374 uses of the hashtag #jimin. Another popular topic within higher education is the extremely high price of college education. An art piece, "Da Vinci of Debt," gained 252 link mentions and 178 retweets. Though most tweets were found to be neutral, positive sentiment is slightly higher than negative. As for demographics, 52% of authors were female and 48% were male. Men (48%) and women (52%) tend to post the same amount of neutral, positive, and negative tweets.



Spike Analysis



A - Dec 9 - surge of Tweets surrounding BTS band member Jimin's Scholarship future education fund. The tweet had the highest mention volume reaching 5,311 retweets in our time frame and an overall positive sentiment.

B - Dec 21 - the peak described the 2020 Patron of Art award by the Korean art council to artist RM as a winner during the online ceremony. The viral tweet collected 1.9k retweets and a positive sentiment.

C - Nov 16 - a light-hearted comic describing the relationship between art education and perfectionism went viral with around 3.8k retweets and sparked the conversation about losing the fun aspect when completing art assignments.

D - Jan 23 - tweet surrounding a political reflection on access to art education and communism went viral accumulating 1.8k retweets sparking a conversation that reflects on a past communist regime and the control of art and culture being taken away from the Indian people.



TOPIC – Instagram



Conversation Analysis

586 Posts

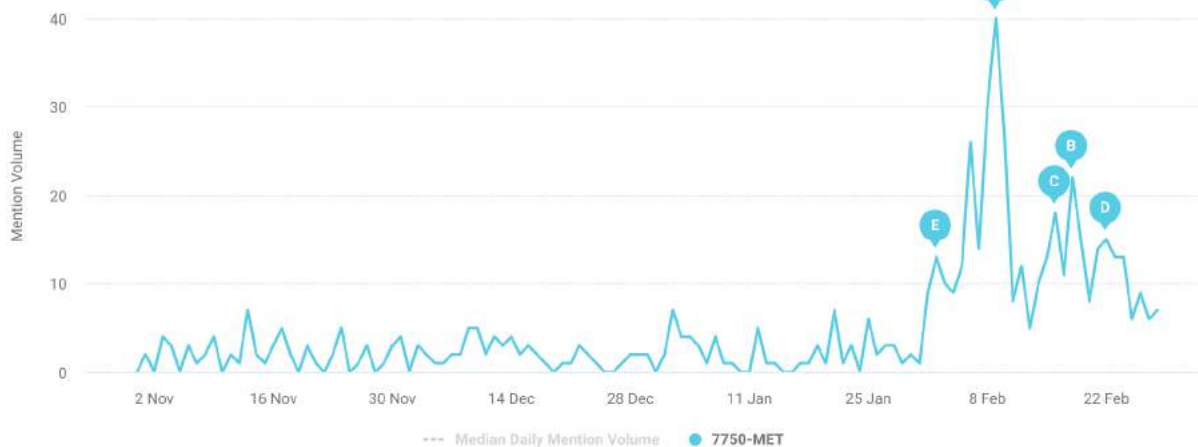
Art Promotion: 243 posts (41.4%)

Conversation about the promotion of art made up 41.4% of the 586 Instagram posts, with 243 posts about this topic. The top three hashtags on Instagram for art promotion were #artofinstagram, #children, and #photography. In particular, one of the most popular topics of discussion (42 mentions) for the #artofinstagram hashtag was promotion of the Seattle Unicef Charity Art Event coming up in March. Many of the posts separate from this event were artistic photos that users posted on the app with art-related captions or hashtags. In essence, these users are promoting their own artistic expression. Regarding sentiment, the majority of tweets were positive (56%), with only 2% being negative. This aligns with the traditionally optimistic nature of art promotion. Unfortunately, there was not sufficient data to provide insight on the impact of gender.

Criticism: 79 posts (13.5%)

Criticism-centered conversation made up 13.5% of the 586 Instagram posts, with 79 posts about this topic. The top hashtag on Instagram for tweets of a critical nature was #artofinstagram. Similar to the art promotion conversation, the most popular topic of discussion (12 mentions) was the Seattle Unicef Charity Art Event coming up in March. However, the key difference is that tweets about this event focused more critically on the social justice movement behind the charity art event. Regarding sentiment, the majority of tweets were positive (45%), with 8% being negative. This is interesting because one would think that critical tweets would be more negative than positive. Unfortunately, there was not sufficient data to provide insight on the impact of gender.

Spike Analysis



- A**- Feb 8 (Instagram) - hashtag #artofinstagram had 20 posts featuring different artists across the app.
- B** - Feb 18 - spike of 37 posts relating to our topic of art education.
- C** - Feb 16 - post about art education had the highest reach of the day with 26 mentions.
- D** - Feb 21 - post referring to wildlife photography education had a total of 43 mentions.
- E**- Feb 3 - post about a watercolor piece being used to educate people on Hurricane Katrina.



THE MET

EARNED DATA

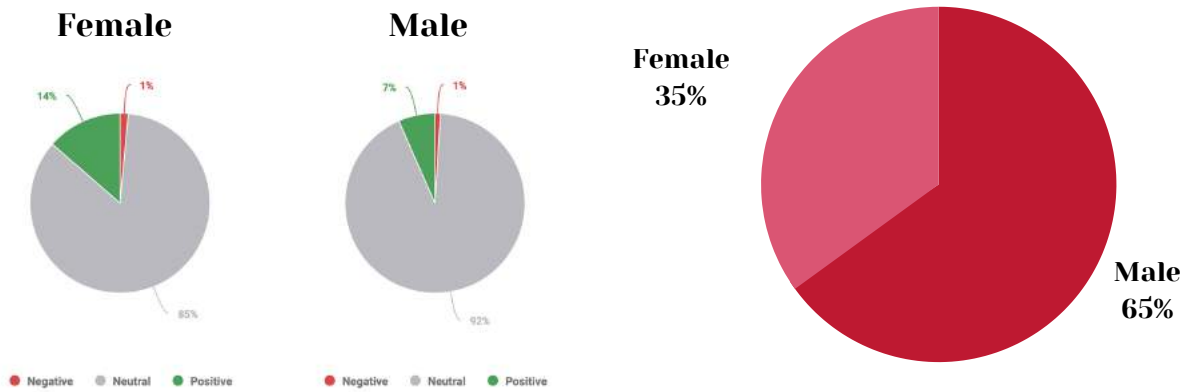
COMPARABLE
ORGANIZATIONS



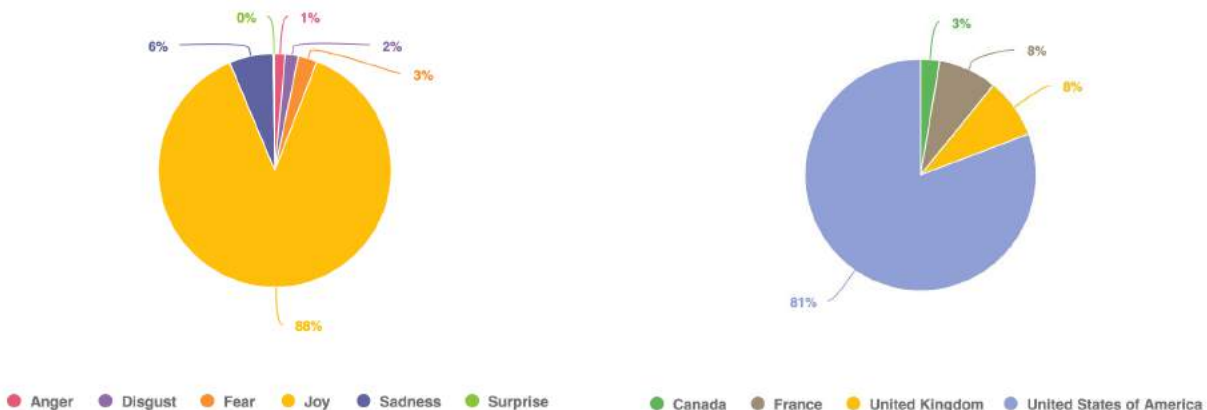
COMPARABLE ORGANIZATIONS

Overview

Though the renowned Metropolitan Museum of Art welcomes millions of visitors per year, it still faces competition from other high-ranking museums in the New York area. When looking at The Met's major competitors, the following were found to be top threats: the Museum of Modern Art (MOMA), the Guggenheim museum, the Whitney Museum of American Art, and the Brooklyn Museum. Focusing on these competing museums, there are a total of 54,451 mentions and 21,873 unique authors within this query. The authors of this content are largely male (65%) compared to only 35% female. Females tended to feel more positively, as well.

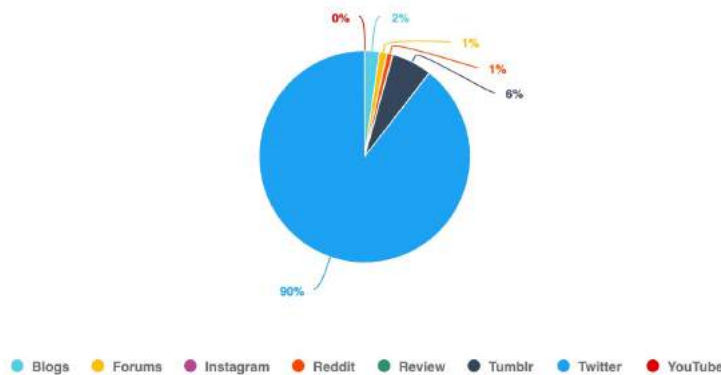


People posting about art education tend to be from the US or the UK and are often artists or teachers interested in fine art and books. In general, competitor conversation tend to be primarily neutral, which is why we focused more heavily on emotion. The most popular emotion was joy, and a large spike in this emotion (401 mentions) occurred on February 10, aligning with use of #museumloveletter.



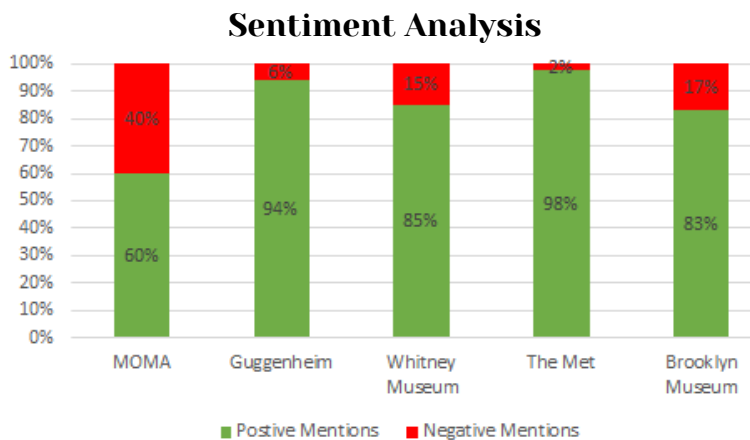
COMPARABLE ORGANIZATIONS

Overview



For analysis comparing each competitor we centered our attention on Twitter, as this composed 90% of all conversation. To gain insight into where The Met stands in relation to other NY museums, we retrieved data on share of voice, sentiment, organizational hashtag use, and a spike analysis. Key findings were that The Met makes up the majority of content volume on Twitter, with MOMA being the second highest. These two museums also reported the largest hashtag use. This data leads to the inference that MOMA may be The Met's biggest threat, however sentiment analysis revealed that MOMA has the largest amount of negative sentiment (40%), while The Met has the least (2%).

Narrative by Sentiment



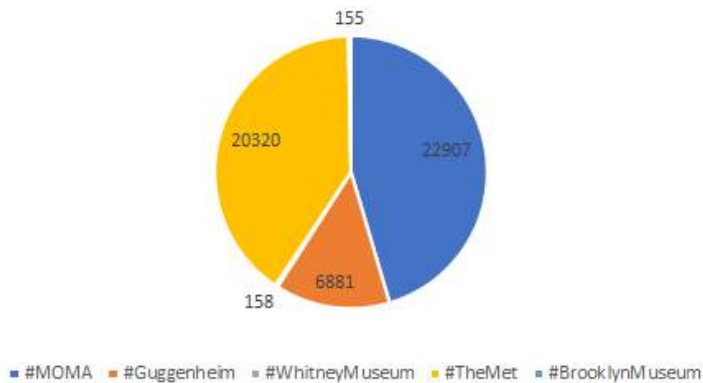
This graph is specifically indicating the sentiment surrounding conversations about the Met, and each of the Met's top competitors. Overall, all of the museums and organizations had a majority of positive narratives by sentiment indicated by the green bar and percentage. The negative sentiment conversations are indicated by the red bar. Out of the places, the Met had the highest positive sentiment analysis (98% positive, 2% negative). Next is Guggenheim (94% positive, 6% negative), then Whitney Museum (85% positive, 15% negative), Brooklyn Museum (83% positive, 17% negative), and lastly is MoMA (60% positive, 40% negative).

COMPARABLE ORGANIZATIONS

Hashtag Volume

The hashtag use by the Met and each of their major competitors is important to indicate the style of the tweets from each individual organization. As shown in the chart, the Met and MoMA are on the same level and show that they are strong competitors with one another. The Guggenheim's number of hashtags shows another strong twitter presence. The other two competitors, Whitney Museum and Brooklyn Museum, do not have as much hashtag presence on twitter indicated by the lower numbers, both around 160. Hashtags are important in determining what people are saying and how people are reacting to the content and conversations surrounding the Met. Modern Museum of Art (MoMA) both have over 20,000. These substantial amounts put them on the same level and show that they are strong competitors with one another. The Guggenheim's number of hashtags shows another strong twitter presence. The other two competitors, Whitney Museum and Brooklyn Museum, do not have as much hashtag presence on twitter indicated by the lower numbers, both around 160. Hashtags are important in determining what people are saying and how people are reacting to the content and conversations surrounding the Met.

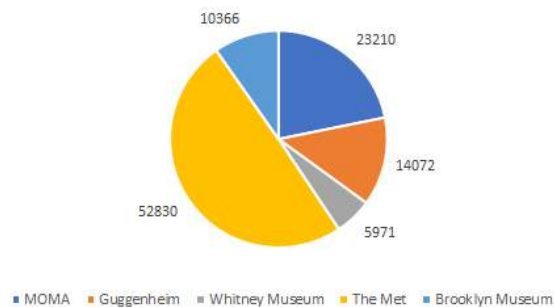
Hashtag Use by Organization



Share of Voice

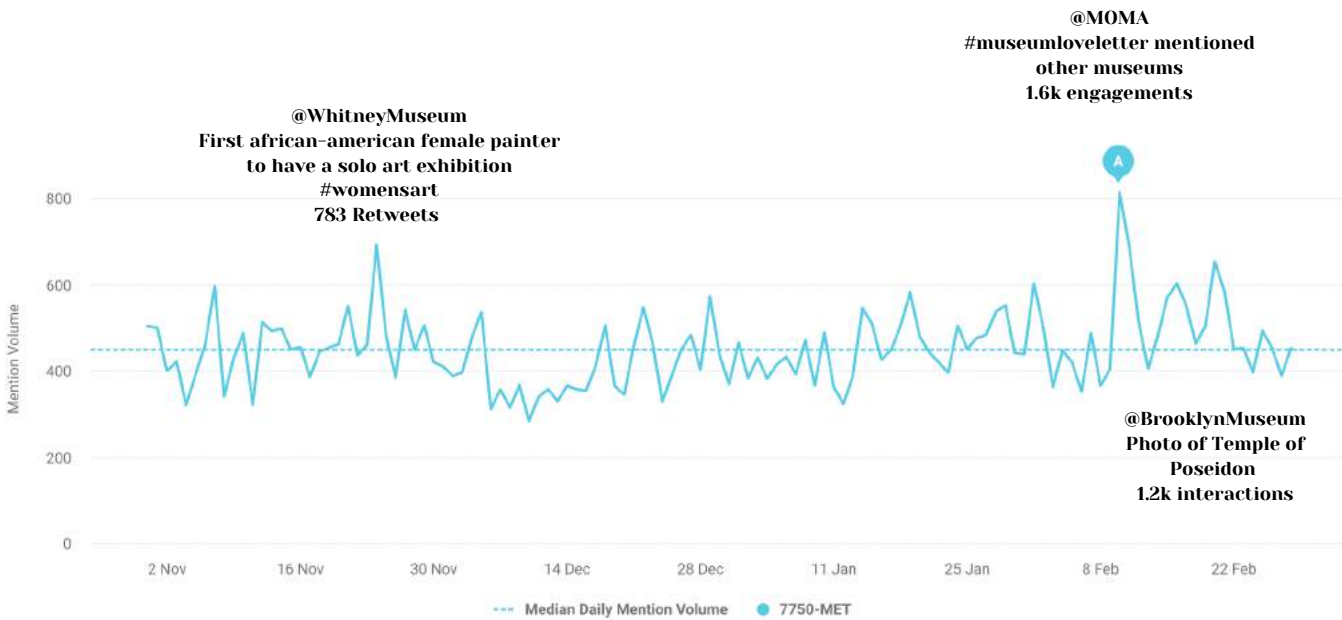
When looking at total volume, The Met has a substantial presence on Twitter in comparison to its competitors. This is an indication of the number of conversations surrounding the Met, and topics within the Met. Much of this volume may indicate the number of people that care and pay close attention to the Met.

Total Volume by Organization



COMPARABLE ORGANIZATIONS

Spike Analysis



When analyzing the spike analysis, there are several points that stand out as we are observing the conversation surrounding The Met's comparable organizations on Twitter. The first observable tweet was from @WhitneyMuseum about the first African-American female painter to have a solo art exhibition there with the hashtag #womensart, and it received 783 tweets. The second spike we observed was from @MOMA where they mentioned other organizations and museums (@NYHistory, @metmuseum, @Guggenheim, @NeueGalerieNY, @studiomuseum, @MuseumofCityNY, @AMNH) with the hashtag #MuseumLoveLetter, and it received 1.6k engagements. Lastly we observed the spike from @BrooklynMuseum and their tweet of a photo of Temple of Poseidon which received 1.2k interactions.



QUERY APPENDIX

TOPIC

"art education" OR ("art history" AND "Art Education") OR ("Art education" AND "Art Appreciation") OR ("Art Education" AND "Museum") OR ("Art" AND "Education") OR ("Art Education" AND "Teacher") OR ("Art Education" AND "Research")

ORGANIZATION

(themet OR #themet OR "The Metropolitan Museum of Art" OR "Met Museum" OR "The Metropolitan" OR "The Met" OR "The Met NY" OR #metny OR #themet OR #metmuseum OR #MetCollection OR #MyMetStory OR #mettimeline OR @metmuseum)

COMPARABLE ORGANIZATIONS

("New York Museums" OR "Museums in New York" OR "Modern Museum of Art" OR #MOMA OR @museumofmodernart OR "Solomon R. Guggenheim Museum" OR "@guggenheim" OR #guggenheim OR "Whitney Museum of American Art" OR @whitnymuseum OR #WhitneyMuseum OR "Brooklyn Museum" OR @brooklynmuseum OR #BrooklynMuseum OR "The Bronx Museum of the Arts" OR @BronxMuseum)

TOPIC SPECIFIC

TWITTER

Criticism

"criticism" OR "critic" OR "Art Critic" OR "Opinion" OR "Op Ed" OR "Fault" OR "commentary" OR "art budget" OR "critique" OR "problem" OR "issue" OR "improvement" OR "suggestion" OR "needs" OR "need" OR "disagree" OR "perspective" OR "Point of View" OR "voice" OR "POV" OR "solution" OR "change" OR "action" OR "social change" OR "worry" OR "outlet" OR "resource" OR "supporting" OR "lacking" OR "cuts" OR "funding" OR "funds" OR "implement" OR "cause" OR "cost" OR "effective" OR "ineffective" OR "issues" OR "costs" OR "system" OR "problems" OR "critiques" OR "solutions" OR "changes"

Primary Education

"children" OR "kids" OR "school" OR "youth" OR "teen" OR "primary" OR "elementary" OR "middle" OR "high school" OR "art class" OR "art classes" OR "craft" OR "teacher" OR "crafts" OR "youths" OR "after school" OR "club" OR "extracurricular" OR "child" OR "PREK" OR "first grade" OR "grade" OR "camp" OR "day care" OR "summer camp"

Higher Education

"research" OR "dissertation" OR "thesis" OR "university" OR "college" OR "graduate" OR "masters" OR "professors" OR "scholarship" OR "tuition" OR "major" OR "minor" OR "certificate" OR "lecture" OR "guest speaker" OR "speaker" OR "credit" OR "campus" OR "collegiate" OR "college library" OR "PHD" OR "art school" OR "school of art" OR "study abroad" OR "study" OR "college of art"

INSTAGRAM

Art Promotion

"promotion" OR "exhibit" OR "conservation" OR "promoting" OR "promote" OR "event" OR "show" OR "collection" OR "primer" OR "premier" OR "gallery"

Criticism

"criticism" OR "critic" OR "Art Critic" OR "Opinion" OR "Op Ed" OR "Fault" OR "commentary" OR "art budget" OR "critique" OR "problem" OR "issue" OR "improvement" OR "suggestion" OR "needs" OR "need"



SOCIAL MEDIA ANALYTICS

THE MET MUSEUM

@MetMuseum - seesuite.uga.edu

FINAL REPORT

ADPR 7750

PROPOSED BY

MAYA GIRO
KEELY LUCE
KELSEY NICHOLLS
JUSTIN STRINGER

SPRING 2021

