THE MET - FINAL REPORT

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Organization Background

Founded in New York City in 1870, The Metropolitan Museum of Art is not only one of the most renowned collections of art in the world housing over 5,000 years of art from arouond the globe, but an American institution and New York landmark.

From its iconic front steps on the Upper East Side to the 2 million+ pieces of art inside its doors, The Met is a cultural staple and represents the standard for musems around the world, welcoming around 7 million visitors in person pre-COVID and providing online experiences while closed in 2020.

The Met's annual gala in support of the costume institute exhibit has helped support the non-profit musuem and its red carpet has become the pinnacle of fashion and celebrity.

This data analysis, implementing work from the course of the semester, updated with feeback, seeks to take a deep-dive into conversations around The Met and The Met's most core topics to help The Met boost engagement while staying true to who they are and their mission.

Executive Summary

Data Overview:

- **Owned Data:** 300 Tweets by The Met were analyzed to spot themes, assess spikes in engagement and see what drives engagement most.
- **Earned Data:** Earned Data analysis revealed conversations about The Met, The Met's competitors (The Guggenheim Museum, The MoMA, and The Whitney), and topics central to The Met's core themes.
- **Social Network Analysis:** NodeXL was used to gather information from Twitter using the topic Boolean search. From here, data was analyzed in clusters, revealing common themes and top influential users leading the conversation and creating hubs.
- **Limitations:** The Met Gala was one of the biggest limitations since having to weed out conversations around the gala for analysis eliminated an extremely large portion of the conversations around The Met. Another consideration is the date range in which The Met was still closed for COVID-19 for part of it, which impacted the type of promotion they were doing and online engagement.

Questions:

1. **What topics and themes best reach The Met's audience?**
2. **What can be learned from both positive and negative conversations around The Met and topics central to The Met?**
3. **How can conversations around topics central to The Met help guide future posts and social media campaigns?**

Statement of Business Problems:

After analyzing The Met's owned content on social channels and coding for various elements included within their owned content, it was found that the bulk of their posts on Twitter and Instagram is educationally focused, sharing facts and historical tidbits about pieces of art in The Met's collection. Their content is highly visual relying on photos of the pieces or exhibits. While The Met has a strong following, their content appeals to niche interests, and they could draw in a larger audience by catering to some broader appeals. The analysis also tried to find ways to show the world that The Met has much more to offer everyone than the annual Met Gala, which is what it is best known for outside its niche following and makes up an outsized share of The Met's mentions and earned media.

KPIs:

- **Share of Voice:** Measures the portion of the conversation online captured by the organization by the volume of the organization's posts
- **Sentiment:** Measures the volume of positive, negative, and neutral conversations around specific topics, themes, and the organization's content
- **Engagement:** Measures the volume of content interactions like mentions, retweets, replies, etc. to assess the organization's performance on social channels

Owned Data

Data Description

Time Period: June 1st, 2021 - Sept. 1st, 2021
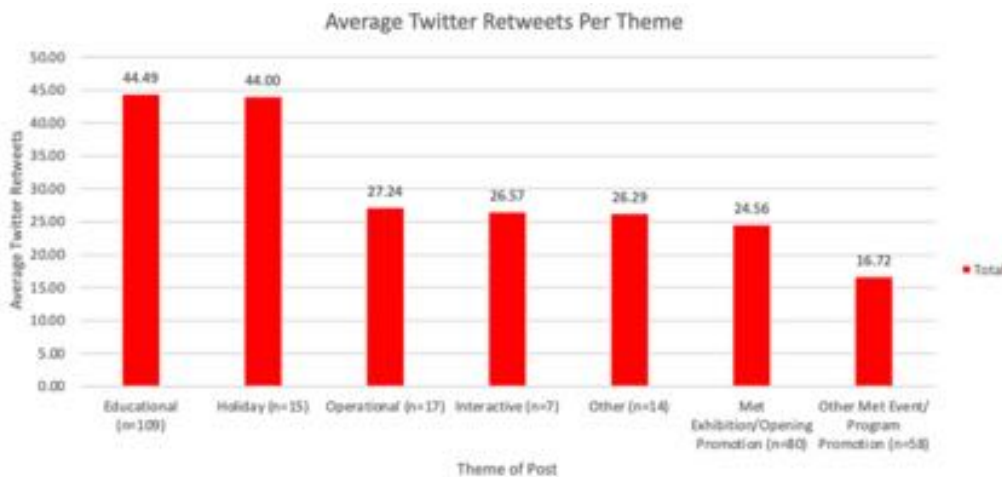**Total # Posts:** 300

Platform, Sentiment & Gender:

In the analysis of owned data, all of the posts in the dataset are original tweets from the official Met Museum Twitter account, making the platform breakdown 100% Twitter. This also affects sentiment breakdown, in that almost 100% of the sentiment is neutral because the majority of The Met's tweets are informational and not emotionally charged. There is no gender data available since the analysis only looked at posts tweeted by The Met, which is a non-gendered organization.

Owned Data

Theme Analysis

Implications

The two distinct groups that are evident in **the data tell us that users engage more with tweets that connect them with The Met through learning and shared celebration**

Findings

Major themes in high-engaging posts:
- Educational (majority # of tweets) and Holiday themed posts
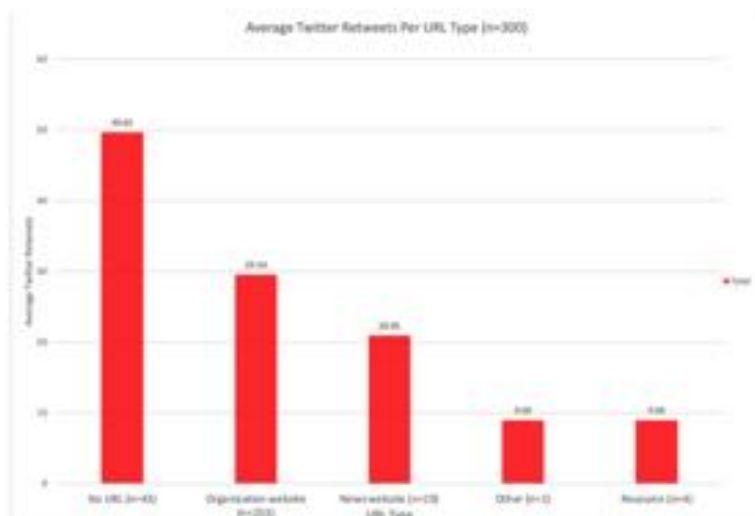- Operational, Interactive, Other, Exhibition, and Program themed posts

Average Twitter Retweets Per Theme

Example of most-retweeted content

URL Analysis

Findings

Major themes in high-engaging posts:
- Tweets without a URL had 40% more retweets
- The Met links to their own site 77% of the time

Implications

The Met does not have to use a link in every tweet to get high engagement.

Average Twitter Retweets Per URL Type (n=300)

Example of most-retweeted content

Owned Data

# Mention Type Analysis

Findings

- No mention was the top retweeted mention type (240), artists & creators was second
- Company Mentions were not used often but had the 3rd most retweets

Example of most-retweeted content

Implications

The data shows us that The Met could have success tagging artists and creators and companies more often, but most of the time they do not need to mention someone for higher engagement.
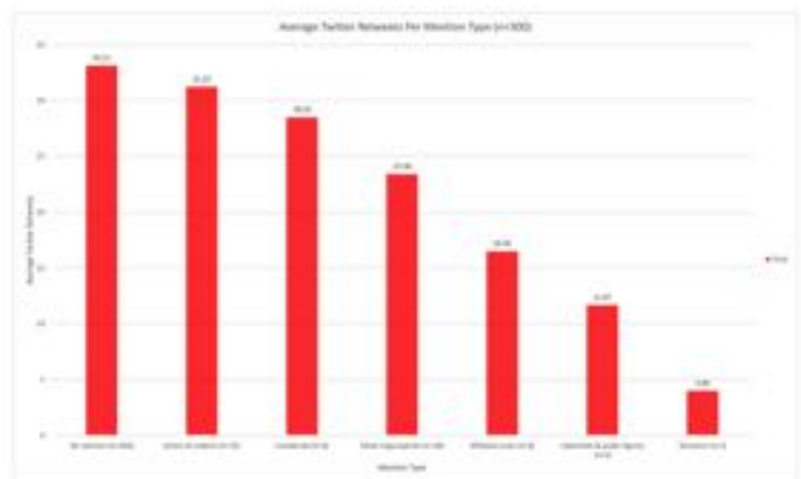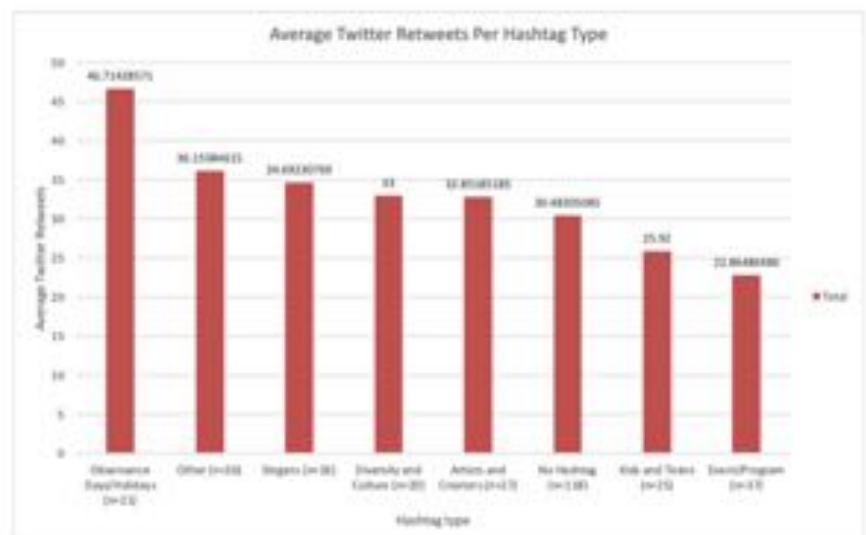

Hashtag Analysis

Findings

- High number of retweets in the observance days/holidays category
- Slogans and culture & diversity also did well

Example of most-retweeted content

Implications

This data shows that The Met could focus more on using holidays not only on the day, but as they are up coming to post relevant content and increase engagement
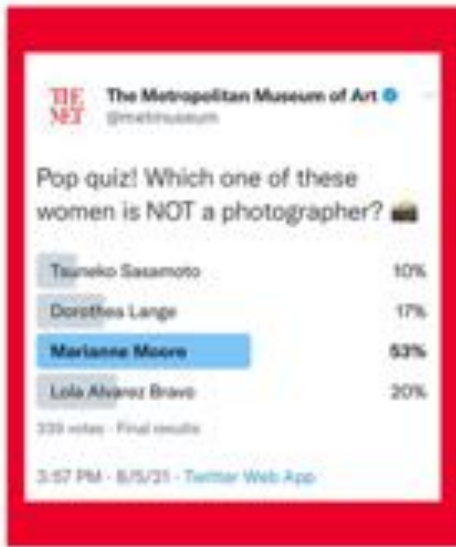
Owned Data

Media Content Analysis

Findings

- Image content had the highest average retweets and engagement
- Video did not perform as well as expected

Example of most-retweeted content

Implications

The data shows us that The Met could be more successful if there was an emphasis on the image content because that seems to be working well with the engagement of their audience. This could be understood that text-only content was not enough to peak interest, but the video content is too long to hold the attention of the viewer.
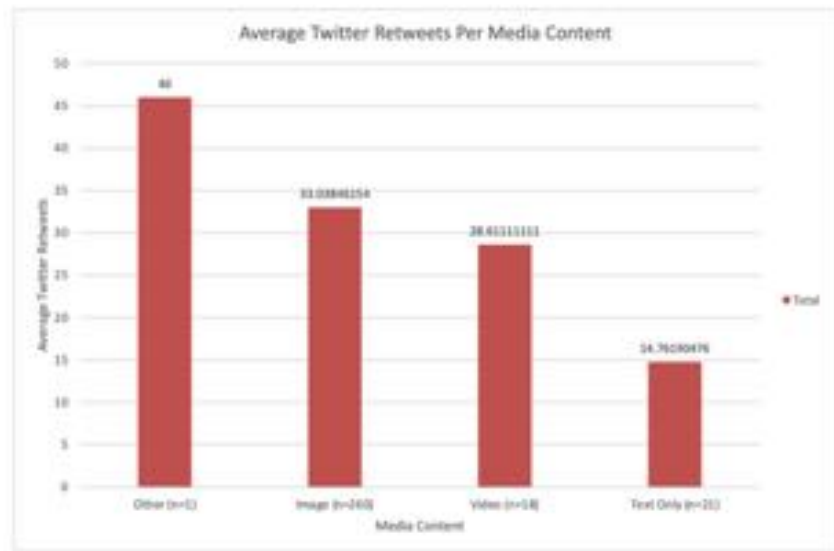

Image Content Analysis

Findings

- Top retweeted content was Paintings/Art which already makes up most of The Met's tweets (174 out of 300)
- Paintings/Art on average gained 18.5 more retweets than any other category

Example of most-retweeted content

Implications

The data suggests that increasing the number tweets that include images that give a feel of The Met's atmosphere will help generate more successful engagement levels for the Met.
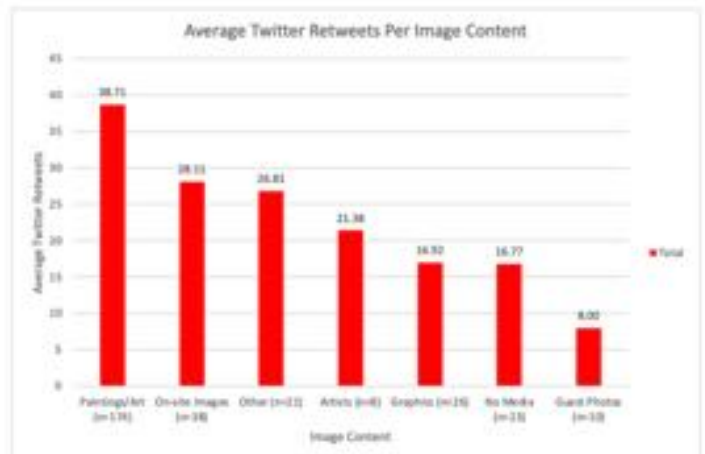
1   Show Your Met Pride

The Strategy: During the month of June, The Met social media will focus a lot more attention on making posts relevant to the observed month of LGBTQIA+ pride. This would mean highlighting historical queer artwork and artists as well as creating educational content around the history of gay rights movements in New York and in the art world.
The Why: The analysis shows that this would be a successful move for The Met social media because of a high engagement with their tweets pertaining to observance days as well as diversity and culture. It is clear that the audience the Met has garnered cares about the acknowledgment of special seasons and inclusion.

2   Keep It Simple

The Strategy: Implement more tweets with simple, catchy messages limited to a photo and hashtag that users can interact with. The tweets with no link may be simpler and quicker to consume and The Met could opt to direct users to the link in bio instead of using the link in every tweet.
The Why: It was found that on average, some of The Met's tweets that had the most engagement had no URL link attached and didn't mention other organizations or other users. This shows that people interacted more with their simpler tweets like ones with just an image or popular hashtag. The vast majority of their tweets linked back to the organization's website, which they may not need to do as much.

3 Promote the Met Experience

The Strategy: Shift the focus of the Twitter platform to focus more on content that better showcases the atmosphere of The Met, rather than more on the resources that The Met provides. Regarding image content, continuing to post images that show paintings and art will still be beneficial. However, in order to truly achieve this, there needs to be a bigger focus on on-site images and artist interactions with the Met. This can also be achieved through mentioning and showcasing more artists, as well as using more exhibition/artist hashtags.
The Why: The data revealed that showcasing the paintings/art as well as the artists in The Met is extremely successful at gaining engagement. The data also tells us that tweets that include graphics, text only, program hashtags, resource URLs and promotions do significantly less well in terms of engagement. This suggests that users like to feel like they are getting to experience a little snip-it of The Met's atmosphere, which is why it is important to show more behind the scenes on their twitter account. This will in turn increase the number of people that come to visit The Met after viewing their Twitter account.

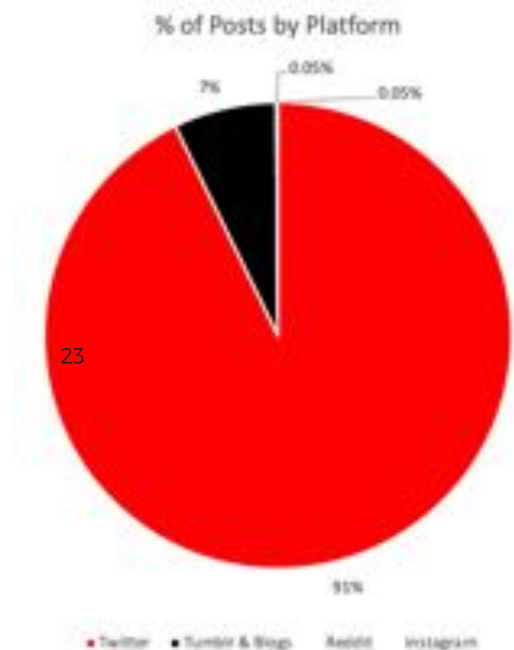# Earned Data & Comparable Organizations

Data Description

Earned Data

Time Period: June 1st, 2021 - Sept. 1st, 2021
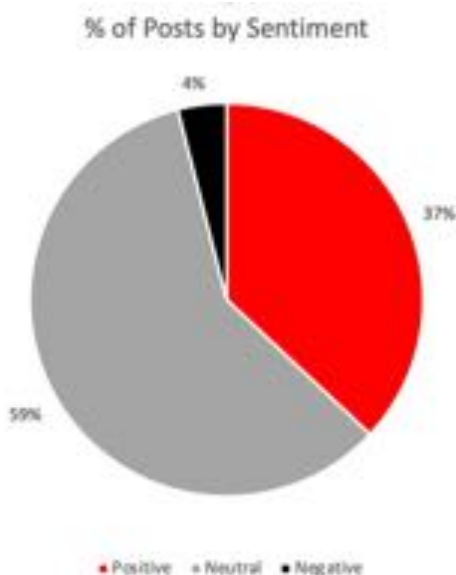**Total # Posts:** 1,500

For the organization's dataset, a Boolean search was implemented to look closer at common themes in discussions across platforms about the Met. Each theme was analyzed individually searching keywords to help gather information on conversations being had around each theme across social media. The Met's most engaged platforms, Twitter and Tumblr, and blogs were also observed to see what specifically makes these platforms the best for promoting Met content.

Platform Breakdown:

% of Posts by Platform

0.05%
7%   0.05%

23

91%

● Twitter   ● Tumblr & Blogs   Reddit   Instagram

Sentiment Breakdown:

% of Posts by Sentiment

4%

37%

59%

● Positive   ● Neutral   ● Negative

Gender Breakdown:

% of Posts by Gender

45%

55%

● Male   ● Female
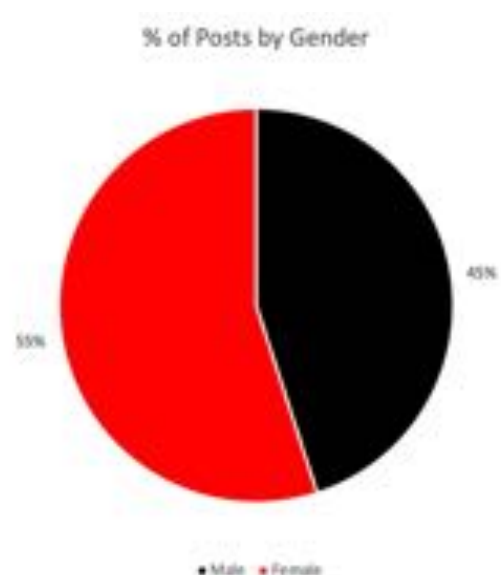
Platform Analysis

Demographics

Twitter:
- Gender is evenly split - 46% female, 54% male
- The major location for The Met's audience is NYC - 39%

Tumblr & Blogs:
- Mostly female (68%)
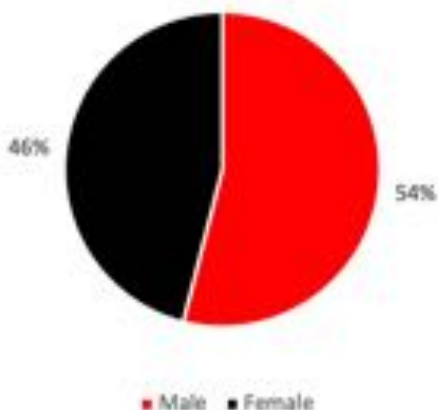- Did not have a breakdown by cities, but major countries are the U.S. and the U.K

Reddit:
- Due to the lack of posts and the aspect of anonymity on Reddit, there is no gender or location data available to report.
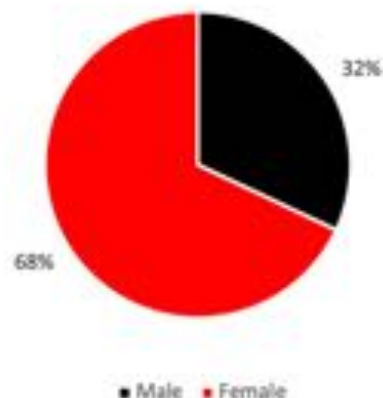
Instagram:
- Due to the lack of posts on Instagram, there is no gender or location data available to report.

% of Tweets by Gender

46% 54%

■ Male ■ Female

% of Tumblr/Blog Posts by Gender

32% 68%

■ Male ■ Female

Platform Analysis

Sentiment

Twitter:
- Positive sentiment consisted of conversations largely centered around excitement for the Alice Neel exhibit.

Tumblr & Blogs:
- Like Twitter, positive spikes were related to excitement about the Alice Neel exhibit.
- Negative spikes were people expressing discontentment with not being able to attend the exhibit
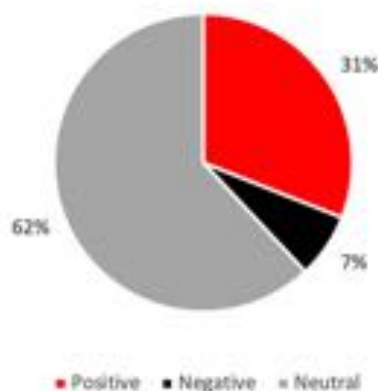
Reddit:
- Positive sentiment conversation centered around the Alice Neel exhibit.
- Negative sentiment only includes one person angered in that Alice Neels exhibit exploits the experience of those negatively affected by capitalism, sexism, and racism for profit.
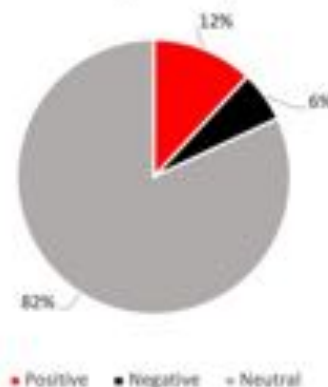
Instagram:
- Due to the lack of posts on Instagram, there is no sentiment data available to report.
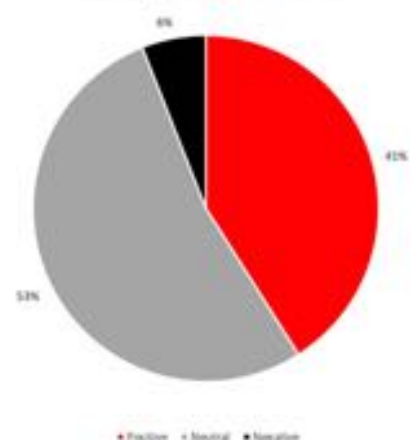

% of Twitter Posts by Sentiment — 31% 7% 62% — Positive Negative Neutral

% Tumblr & Blog Posts by Sentiment — 12% 6% 82% — Positive Negative Neutral

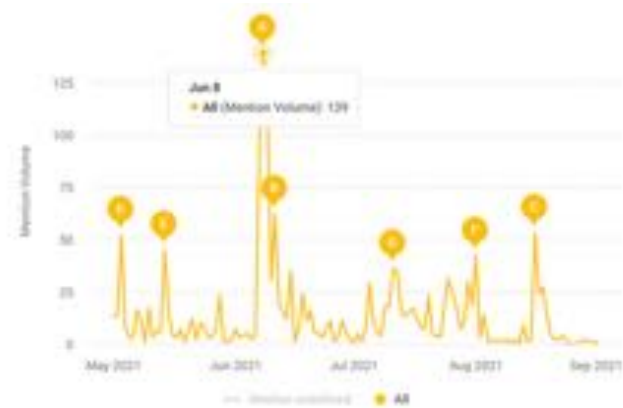% of Reddit Posts By Sentiment — 6% 41% 53% — Positive Neutral Negative

Platform Analysis

Spike Analysis

Twitter:
- The highest spike occurred during the Alice Neel exhibit in June

Tumblr & Blogs:
- The highest spike did not have a distinct driver, but top mentions from that date included conversations about excitement to see the Alice Neel exhibit the next month.
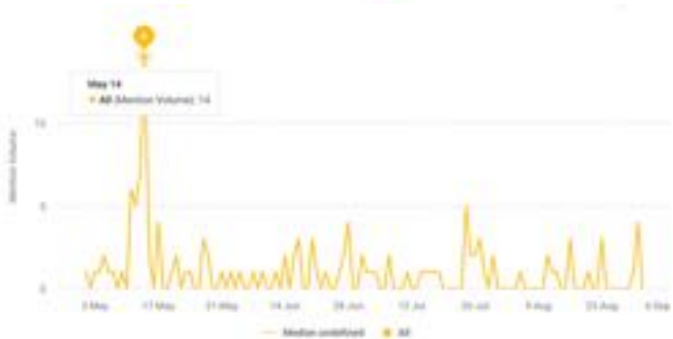
Reddit:
- The highest spike is on May 14th, however, because there are only 3 posts in this spike, Brandwatch did not consider it a peak. The conversation around this peak is about a Met survey that claimed Alice Neel to be one of the century's most radical painters
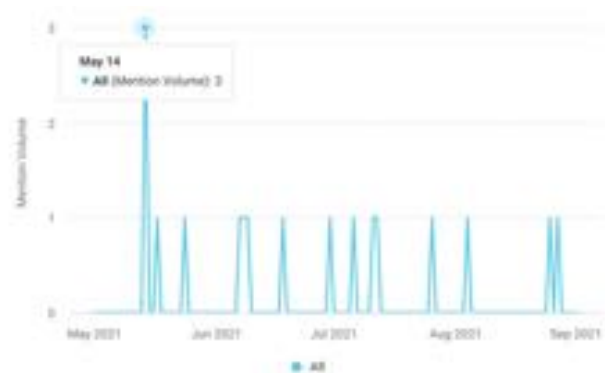
Instagram:
- The highest spike is on August 23rd, with only one post, due to the lack of Instagram posts in the dataset. The user is detailing his trip to NYC and mentions The Met.
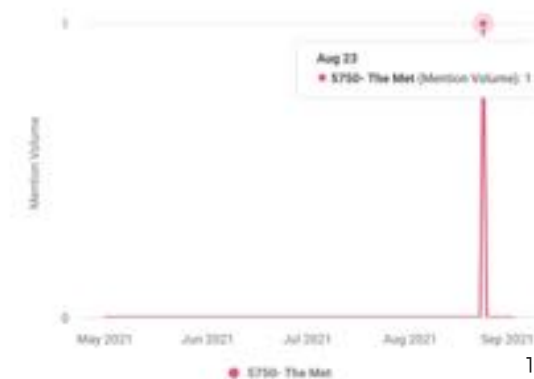
Platform Analysis

Influential Users

Twitter:
- An influential user is Fashionista.com, a verified digital fashion news source that covered The Met Costume Institute's exhibit. They have a reach of 61,063 which can help reach audiences interested in fashion and can bring them to The Met.

Tumblr & Blogs:
- Artnet news is a top influencer for The Met, frequently posting blogs about upcoming exhibits and events at The Met with a reach of 987 people. Many popular blogs and Tumblr posts mentioning The Met were about things to do in NYC, places to see art and travel guides.

Reddit:
- No influential users to report.

Instagram:
- No Influential users to report

Theme Analysis

- **347 Posts Discovered**
- **Sentiment**: positive sentiment is surrounding excitement and about the exhibits where as the negative is more about them closing or being far away.
- **Demographics**: most users were individuals, not organizations, with no peaks in interest but high areas of fashion and fine art.
- **Conversation**: topics of excitement for the upcoming exhibit of Lexicon of Fashion that will kick off with The Met Gala as well as the ongoing exhibit of Alice Neels retrospective.
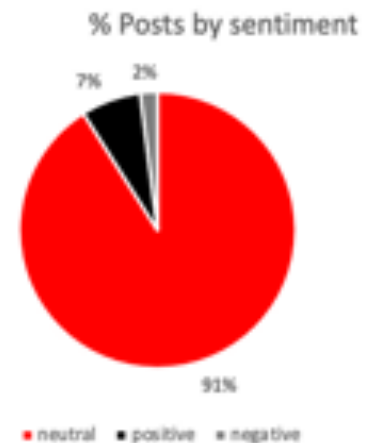
Gender Analysis

- Gender Split (n=165)
  - 44% Male, 56% Female
  - 76 Male, 89 Female
- Conversation
  - The men in this conversation were mainly speaking to the upcoming met Gala exhibition "Lexicon of Fashion".
  - Women were more excited about the Alice Neel retrospective show at The Met that was going on in the time frame.
  - The split and disparity differs in other countries when it comes to interest of men and women in this topic
- Sentiment
  - The sentiment for both men and women tended to be neutral with more positivity than negativity.
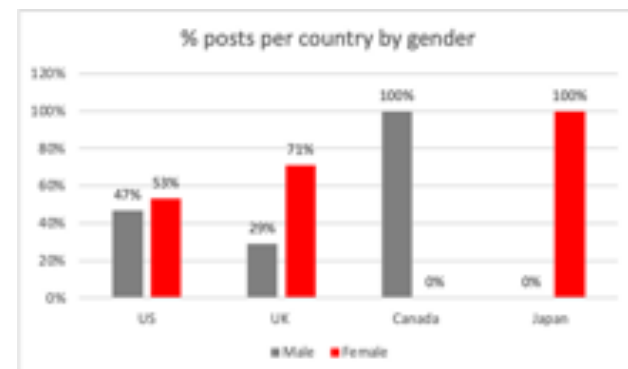
% Posts by location

% Posts by sentiment

% posts per country by gender

Theme Analysis

Theme Analysis

- **1505 Posts Discovered**
- **Sentiment:** Positive sentiment was much higher than in other themes; negative sentiment is mainly about the exhibition closing or sadness about not making it to the exhibit.
- **Demographics:** Individuals, not organizations, mainly located in the U.S.

% Posts by location

Gender Analysis

- Gender Split (n=849)
  - 47% Male, 53% Female
- Conversation
  - Women were focused on the prominent background of Alice Neel as a female painter.
    - There was conversation about specific paintings highlighting women as well as the other organizations and figures that helped her reach success.
  - Males were focused on the Fuller Brush Man painting, which is a portrait of man by Alice Neel that was featured in the exhibition.
    - The commentary was manly that of an appreciation for the piece.
- As shown in the graph there is a closer margin of men and women users, with women still being the majority in high performing countries.
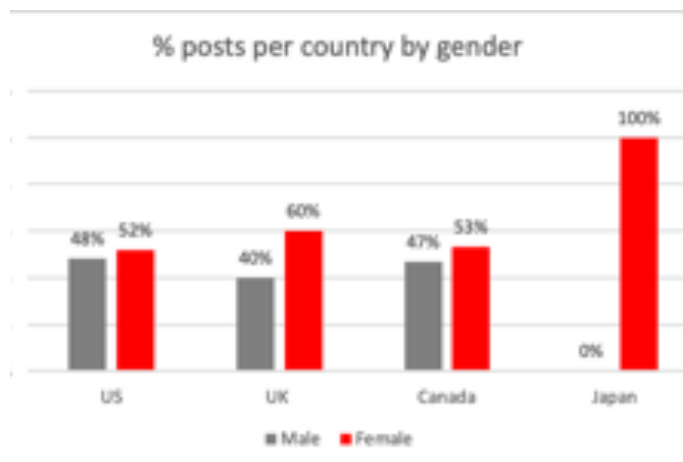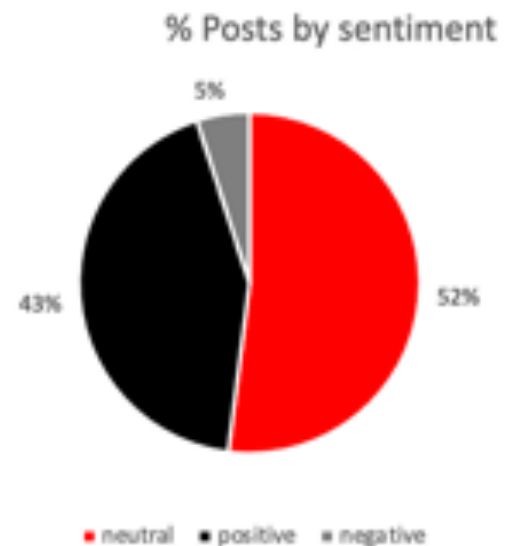
% Posts by sentiment

5%
43%
52%

- neutral ■ positive ■ negative

% posts per country by gender

US: 48% 52%
UK: 40% 60%
Canada: 47% 53%
Japan: 0% 100%

■ Male ■ Female

Theme Analysis

Theme Analysis

- **297 Posts Discovered**
- **Sentiment:** positive conversation was centered around positive reactions to the show.
- **Demographics:** comprised of mostly individual users, not organizations with many artists and educators.
- **Conversation:** mainly centered around the Alice Neel opening at The Met with an emphasis on how Alice Neel was from New York and painted portraits of those within these communities.

Gender Analysis

- Gender Split (n=115)
  - 52% Male, 48% Female
  - Notably one of the few topics that has a higher percentage of male mentions than female.
- Conversation
  - Female conversation was once again about her being from New York and the positive role models in her career as well as her focus on portraying women in her communities.
  - Male conversation was centered around the exhibit being in New York as well as the politics behind her works and the communities it represents.
- Location
  - Higher male percentage across the board in higher performing countries.
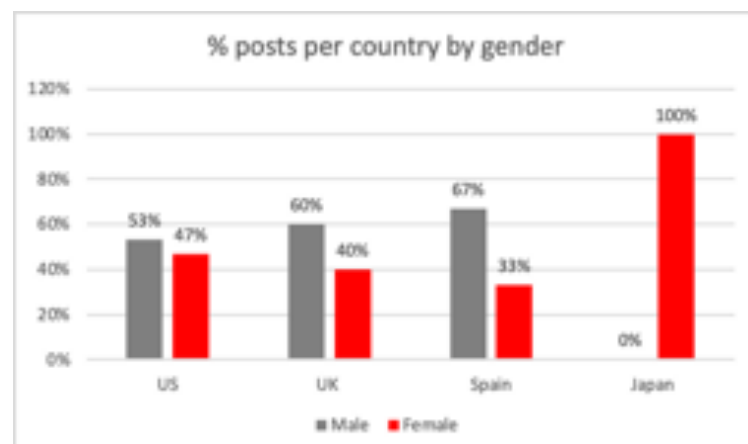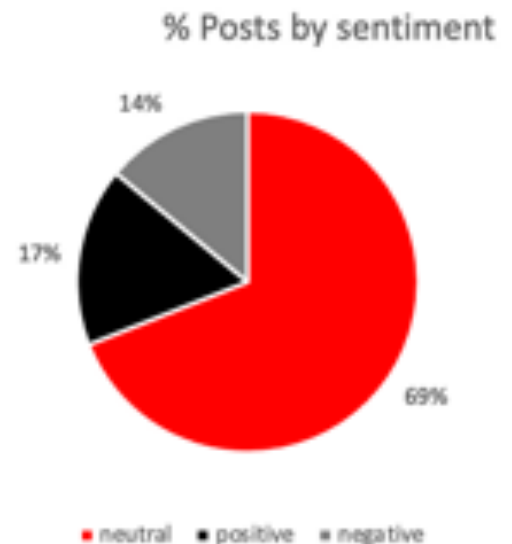
1 The Met For Everyone

The Strategy: Create a new inclusive social media campaign to show The Met as more than just a prestigious art museum. Highlight all sides of The Met, including the educational resources, creative project/class opportunities, fashion and music-focused events/exhibitions, family-centered offerings, etc. This can be achieved through posting information about these topics, videos and photos of these topics in action, and through reposting guest images or testimonials about their experiences at The Met.

The Why: In the analysis of The Met organization dataset, as well as the comparable organization dataset, it was found that when discussing the topic of the overall art culture in New York, The Met, as well as other art museums in the area, are mostly viewed as organizations geared only towards "sophisticated" art connoisseurs and tourists. In order to gain more social media engagement and increase their ticket sales, The Met needs to change their public image to seem more inclusive and welcoming, by highlighting the fact that there is something of interest for everyone at The Met.

2 Exhibits Are Back

The Strategy: Utilize The Met's top exhibits are drivers for engagement on social media, encouraging people to share their thoughts and experiences on social channels using interactive posts like polls on Twitter and Instagram, social media takeovers with influential users who visit the exhibit, or interactive geofilters for Instagram at the exhibit itself.

The Why: It's clear that one of The Met's strongest drivers of engagement during the date range was the Alice Neel exhibit. People took to social media to engage with The Met about how much they were looking forward to seeing the exhibit and how much they enjoyed it. Some of the reasons the exhibit was such a success include the fact that Alice Neel is a very famous artist adored by many and that it was one of the first major Met events after the pandemic slowed down in New York City and things started opening up again. However, The Met could recreate this success on social media with other exhibits by encouraging people to share their thoughts and engage through interactive initiatives on social channels.

3 Home Is Where The Met Is

The Strategy: The strategy is to focus on The Met being a hub of culture in its home city of New York. The Met would use its affiliation to the home city of New York City to garner a sense of community with outreach of exhibitions highlighting the history and resilience of this city.

The Why: It's clear that one of The Met's strongest drivers on social media is the opening of their exhibitions that excite people to take action. It is also true that there seems to be a strong connection between the visitors of The Met and the roots established in the densely rich city of New York. If they were to capitalize on this connection and use their already high-performing exhibit promotion strategy then it could drive even more conversation. 8.3 million people live in New York City so there is a whole market to tap into by appealing to the feelings of home so many have in that city.

Earned Topic Analysis

Earned Topic

Time Period: May 1st, 2021 - Sept. 1st, 2021
Total # Posts: 11.55 million

The topic dataset for The Met's analysis includes content across platforms pertaining to topics central to The Met's messaging such as art and artists, culture and diversity, periods in history, and more. The analysis looked at 11.55 million posts shared across platforms from May 1, 2021, to September 1, 2021. The top social media sites for the dataset were Twitter, with the largest share of posts in the dataset, 9.39 million, and Tumblr and blogs with 1.58 million.

Gender Breakdown:
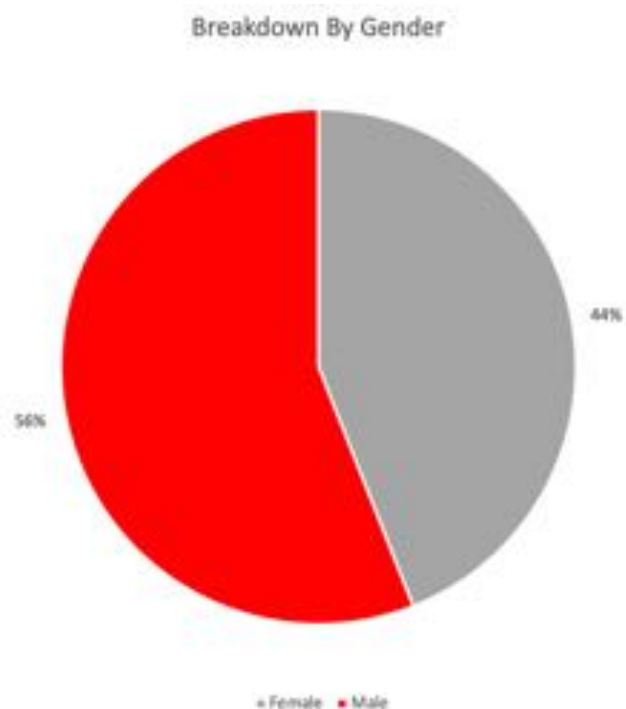
Breakdown By Gender

44%

56%

• Female   • Male

Platform Analysis

Sentiment

Twitter:
- Positive sentiment conversations centered around appreciation for art history towards individual users and organizations. Negative sentiment revolved around inaccurate attributions of art or critiques of those pieces, organizations, or individuals

Tumblr & Blogs:
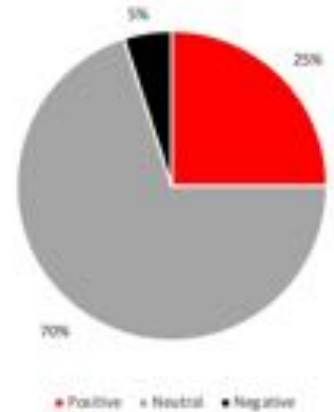- Positive sentiment conversations centered around defining the word "artist" throughout history and examples of the best. Negative sentiment revolved around critiques of these artists throughout history.

Reddit:
- Positive sentiment conversations centered around an LGBTQ+ support event at BYU involving chalk art.
- Negative sentiment revolved around criticism toward anti-semitic characters drawn by artist Joe Bennett

Instagram:
- Positive sentiment conversations centered around LGBTQ+ empowerment and expression through art individually and in schools.
- Negative sentiment revolved around critiques of contemporary art today and in history.

Twitter Breakdown By Sentiment

Tumblr/Blogs Breakdown By Sentiment

Reddit Breakdown By Sentiment

Instagram Breakdown By Sentiment
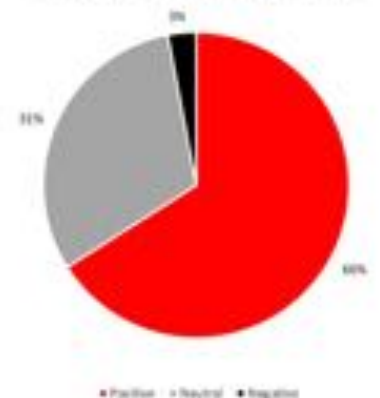
Breakdown By Platform
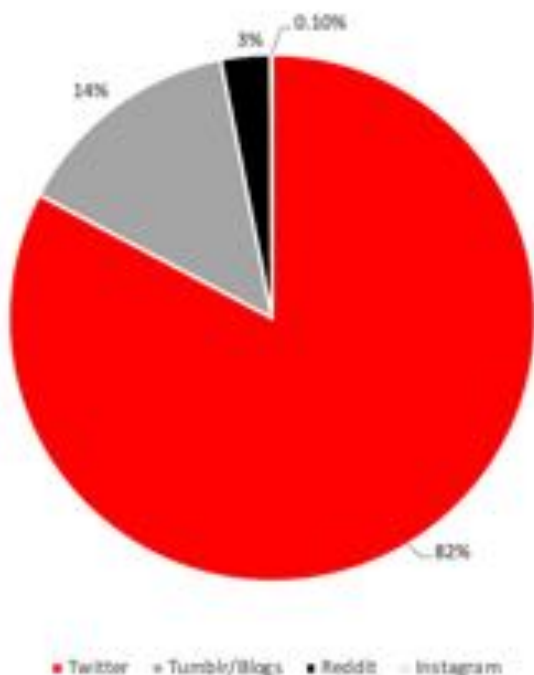
Total Breakdown of Platforms

Platform Analysis

Spike Analysis

Twitter:
- The highest spike occurred on June 11th with a tweet about BTS discussing painter William Turner

Tumblr & Blogs:
- The highest spike occurred on May 18th with the use of the hashtag #museumarchive

Reddit:
- The highest spike occurred on May 20th with conversation about a 16y/o girls drawing in a national art competition.

Instagram:
- The highest spike occurred on August 31st with the use of the hashtag #lgbtq

Twitter
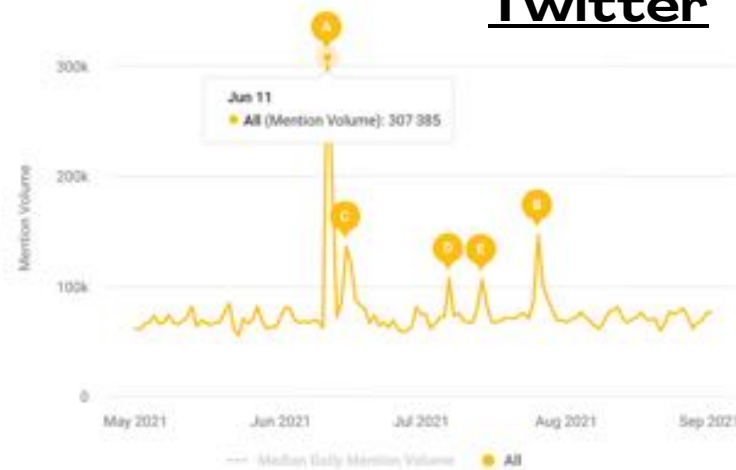
Tumblr & Blogs
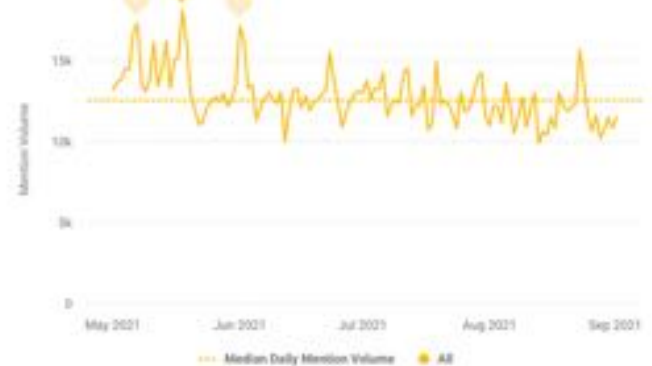
Reddit
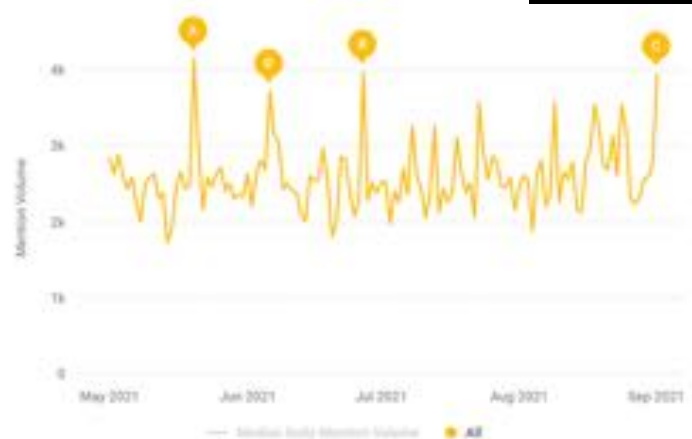
Instagram
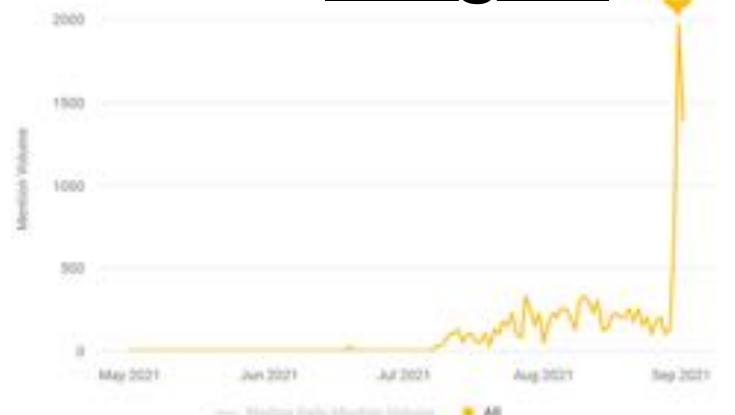
Theme Analysis

For creating custom classifiers, themes that are relevant to The Met's focus on art history and that comprise at least 5% of the content we are looking at in Brandwatch were used. These include Artist, Culture, Drawing, and Painting. The analysis looked at themes that encapsulate the messages The Met tries to convey over social media when they share informative and educational content. Then the conversations being had around each theme across platforms during the time period were studied to see what drives discussion around topics central to The Met.

Themes:
- Artist
- Culture
- Drawing
- Painting

Theme Analysis

Artist

% Artist Posts by Sentiment

- Highest volume of posts in the dataset with 4.13 million posts (35%)
- Majority male (54%) but with the highest proportion of females (46%)
- Mainly individual accounts (97%) from the U.S. and U.K.
- Highest percentage of positive sentiment posts in the dataset, but still majority neutral.

6% Negative
28% Positive
66% Neutral

■ Positive   ■ Neutral   ■ Negative

philip lewis ✔
@Phil_Lewis_

Children's book author and artist Eric Carle, who wrote classics like "The Very Hungry Caterpillar," has died at 91 ericcarle.art

6:25 PM · May 26, 2021 · Twitter for iPhone

Unique Items: Top shared URL

One of the most shared URLs with 9556 mentions was for artist Eric Carle's website to commemorate his passing

Conversation

People are talking about specific artists from history and their famous works by recognizing birthdays, days in history with "on this day" (OTD) posts, or observance days or holidays. This theme was responsible for the highest spikes in the dataset and had the most mentions.

Influential Users
Influential users like this one with 18.1k, @GreyCrossStudio, are artists promoting their work on social media

Positive conversation example

Ralph Harrington
@ralphharrington

Textile artist Benita Otte was born #OTD 1892 (d1976): studied and then worked at the Bauhaus, then taught at art schools until dismissed by the Nazis in 1933. Later returned to art/craft teaching and making. An inspiring and technically brilliant artist and teacher.
#WomensArt

3:49 AM · May 23, 2021 · Twitter Web App

Grey Cross Studios
@GreyCrossStudio

Master Surrealist, Curator, Archivist, Photographer. Husband of award winning author Poppy Z Brite. LGBTQ Arts Advocate

◎ New Orleans, Louisiana   🔗 immortalartist.com   ◯ Born 1965
🗓 Joined February 2009

18.1K Following   **16.3K** Followers

Theme Analysis

Culture

% Culture Posts by Sentiment

- Makes up the least volume of posts within the dataset with 540,170 (5%) but has the second-highest proportion of positive sentiment out of the four themes (21%).
- Skewed more towards males (58%) and is overwhelmingly individual accounts (94%)
- Users located in the U.S. and the U.K

Unique Items: Top shared URL

A top shared URL under the culture category was for the National Gallery in London's website sharing a story by one of the members of BTS on an exhibit about William Turner with 8109 mentions, which was also one of the most engaged posts in the whole dataset.
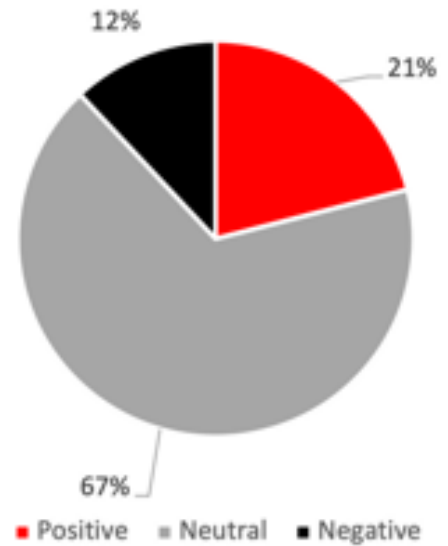
Conversation

The conversation around the culture theme is largely based on historical appreciation of art, sharing influential artists and specific moments in history. Also, lots of Tumblr and blog posts involved discussions about art from different cultures
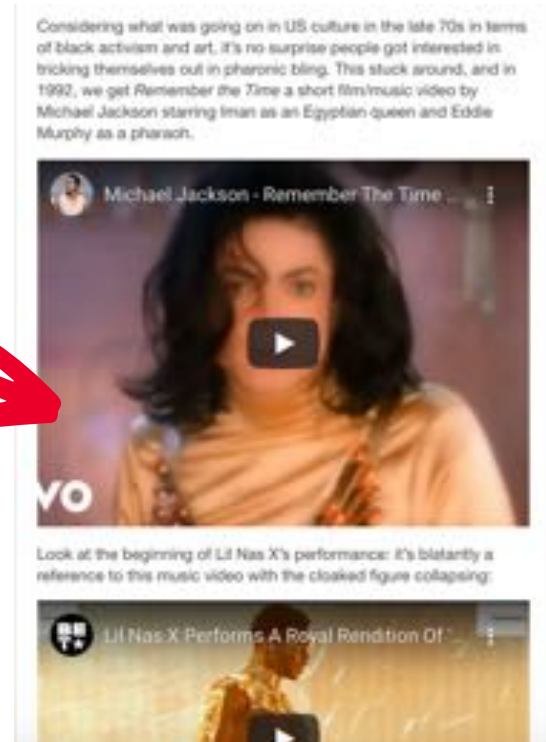
Negative conversation example:

Drawing

% Drawing Posts by Sentiment

- Has the second-highest volume of posts in the dataset, but still significantly less than Artist,
- N = 759,320 (6.5%)
- Has a very high amount of neutral posts (80%) but the proportion of positive posts is close behind culture at 19%.
- Has the largest percentage of males over females out of the four themes (62%)

■ Positive   ■ Neutral   ■ Negative

BeautTube
@BeautTube2

click on the link to view my channel on youtube!!
youtube.com/channel/UCnkbB... #Caricaturist
#Sketches #TerryArtService #Credle #TerryCredle
#Terrance #Terry #Art #Artwork #LiveEvent #Events
#Event

youtube.com
Terry Credle

10:31 PM · Jun 12, 2021 · IFTTT

Unique Items: Top shared URL

Many of the top shared URLs under drawing were links to artists' YouTube channels, where they have videos showing their drawing process and sketches.

Conversation

Much of the conversation around drawing is more personal and informal with users sharing their own sketches and artwork on social media.

Positive conversation example:

Lisa - Pet Portrait & Animal Artist
@studio22arts

Not much drawing for me this week as I'm taking a bit of time off as hubby is on holiday. Doing a bit tonight, just to take my mind off things for a bit. #drawing #art #hares

3:11 PM · Aug 11, 2021 · Twitter for iPhone

Theme Analysis

Painting

- Painting has the lowest percentages of positive and negative sentiment, with 92% neutral.
- Negative sentiment makes up <1% of painting posts (N = 555)
- Painting content makes up 6% of the dataset with 724,270 posts.
- Has more males (60%) than females (40%) and users are mainly individual (88%) but has the highest percentage of organizational users in the dataset (12%)

% Painting Posts by Sentiment

■ Positive ■ Neutral ■ Negative

Unique Items: Top shared URL

Top shared URLs were often linking to places to buy art or artists selling specific paintings, like this artist linking to her website.

Conversation

The conversation is a mix of personal and educational content, with many posts sharing historic paintings from galleries and others sharing where to buy paintings or promoting their own art.

Influential Users

Many influential users are accounts for art organizations like galleries or museums like this Tumblr page for the Cleveland Museum of Art sharing works from their collection.

Gender-Based Differences Across Themes
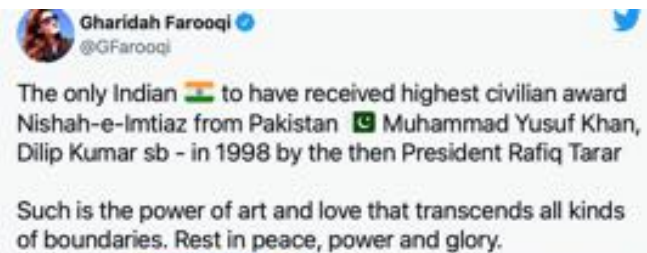
Artist
W= 857,615; M=1 mil
The conversation surrounding this topic mainly centered around the "art vs the artist" trend on twitter. The highest level of positive response for both men and women was a sponsored post by McDonalds using the Kpop band BTS.

Culture
M= 362,436; W=264,097
Conversation for women and men is about the Louis Vuitton men winter collection. Men were more focused on art history of photographs and writing whereas women were more focused on fashion and pop culture such as Halsey's album art and its art history references. The negative sentiment came from critique on cultural appropriation lack of accurate depictions. Positive sentiment came from inspiring works of diverse artists.

McDonald's @McDonalds

the art   the artist

7:04 PM · Jun 11, 2021

Gharidah Farooqi @GFarooqi

The only Indian 🇮🇳 to have received highest civilian award Nishah-e-Imtiaz from Pakistan 🇵🇰 Muhammad Yusuf Khan, Dilip Kumar sb - in 1998 by the then President Rafiq Tarar

Such is the power of art and love that transcends all kinds of boundaries. Rest in peace, power and glory.

In the link below you can view the work in high definition and download it for free, like all my works, which I posted in this gallery.

flic.kr/p/2mdzgpk

Painting
M = 15,321; F= 10,323: In this theme, men were mainly focusing on talking about paintings that are being posted on social media as well as street art, with positive reactions. Women were more focused on female artists specifically but same general conversation as men. Negativity for both genders came from critical conversations online about approaches with fine art v "hobbyists"

Drawing: M= 297,819; W= 182,083: The conversation surrounding this theme had mainly neutral sentiment. There was negative sentiment when it came to conversations about diversity in art with the criticism towards queer art of not being wholesome enough.The positive conversation centered around hashtags about love, nature, and photography. Admiration for art that is being shared on social media. The main difference between men and women in this category is the art they were interested in.

Alariko @Alariko_

This was really fun to paint #art #drawing

8:31 AM · Aug 13, 2021 · Twitter for Android

1 Strategic Topic Placement

The Strategy: The Met should filter their posts to different platforms based on the topic of each post. They should continue to place posts about art history appreciation and education mostly on Twitter, while focusing posts that go more in depth about specific artists in history more heavily on Tumblr, and focusing posts about LGBTQ+ art expression/events more heavily on Instagram.

The Why: In the analysis of the dataset broken down by platforms, it was found that the majority of conversations with positive sentiment included discussion around appreciation for art history towards individual users and organizations on Twitter, defining the word "artist" throughout history and examples of the best on Tumblr/Blogs, and LGBTQ+ empowerment and expression through art individually and in schools on Instagram. By strategically placing their topic posts on specific platforms, in a way that matches these patterns, they will be able to better access their target audiences.

2 Pop Culture

The Strategy: Although The Met is focused on history they should employ tactics and trends of pop culture into their social media regime.

The Why: It is clear from the response to different themes that the use of art references by musicians and art trends on social posts gain high engagement. If The Met were to work with celebrities and pay attention to trends that young people are starting on posts then they will increase engagement and relevance in media.

3 Notable Days in Art History

The Strategy: The Met can identify relevant days in art history like birthdays of artists/influential figures, holidays, observance days, etc., and craft special posts for them that are also educational.

The Why: Some of the posts in the observation of themes with the highest engagement were recognizing specific moments in art history on specific days like "on this day" posts. These could be a great way to easily share art history facts and recognize artists and art The Met has in its collection.
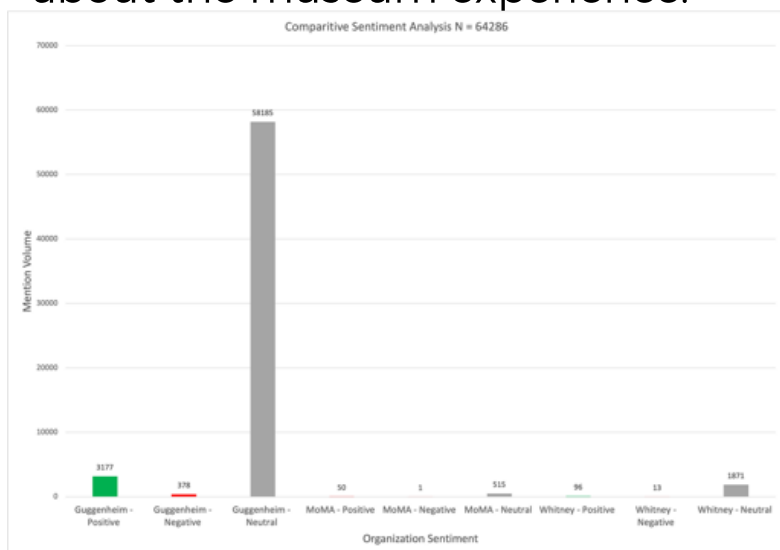
Earned Competition

Earned Competition

Overview:
- Museum of Modern Art (MoMA)
- Guggenheim Museum,
- Whitney Museum of American Art
- May 1, 2021 - September 1, 2021
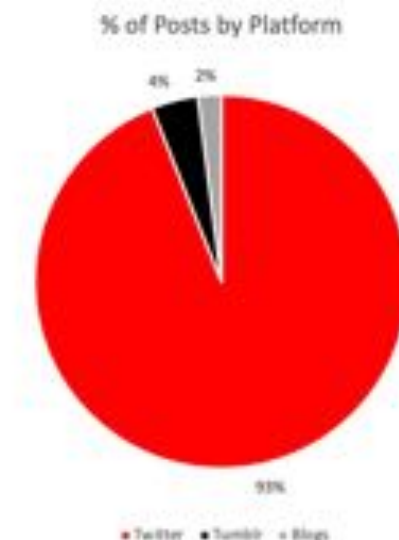- n=64,286 Twitter posts

Sentiment Analysis

The majority of content is neutral. Negative spikes were complaints about the museum experience.
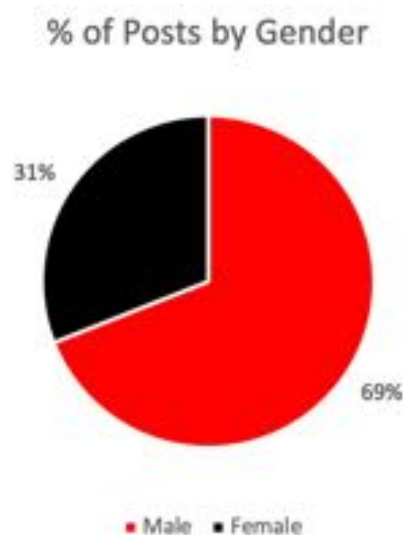

Negative sentiment tweet example: Guggenheim

chrisjohn
@chrisjohn_12345

Replying to @Noah_Kirsch @thedailybeast and @CheyenneUbiera

Has anyone been to the Guggenheim Museum? I went a few years ago and the ramp barriers/walls seemed incredibly low. I couldn't believe there hadn't been accidental deaths or suicides there.

8:48 PM · Jul 29, 2021 · Twitter for iPhone

Platform Breakdown:

% of Posts by Platform

Gender Breakdown:

% of Posts by Gender
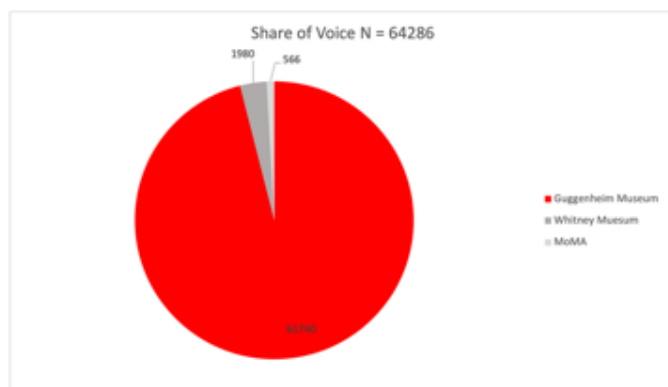
Share of Voice

The Guggenheim has a significantly higher volume of tweets. These are mainly shares/retweets and original posts.

Spike Analysis

Tweet from May 18 spike

Conversation spike on May 18, 2021, due to high volume of mentions sharing a link from MoMA's website to a page about artist Paul Klee whose surrealist art was denounced by Nazis in the 1930s, but eventually stood the test of time.

Top Shared URLS

URLs are frequently shared by the three organizations. Most-shared tweets with URLs contained links to the organizations' websites featuring famous art.

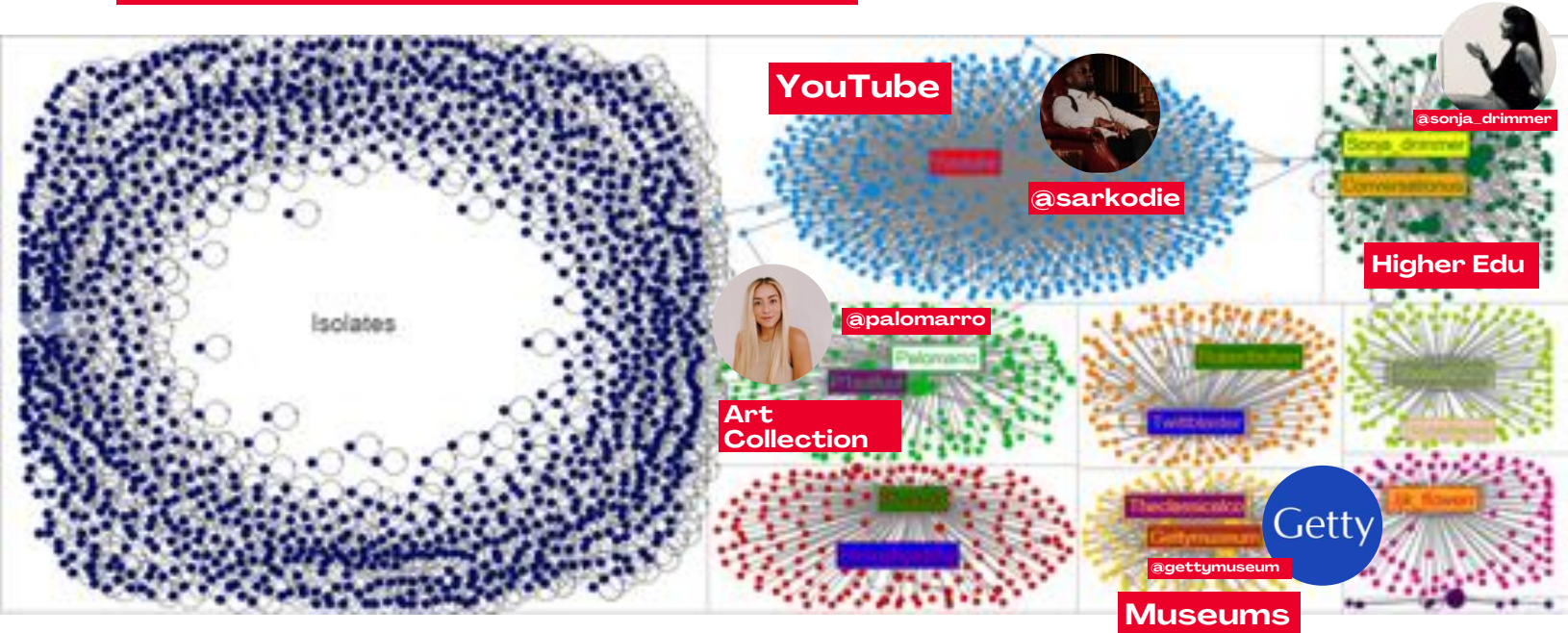Link to interactive video walkthrough of a Guggenheim gallery

Link to informative MoMA article about artist Edward Hopper

Social Network Analysis

Social Network Analysis

YouTube

@sarkodie

@sonja_drimmer

Higher Edu

@palomarro

Art Collection

Museums

@gettymuseum

Getty

Isolates

The Data:

For this analysis, Twitter data in the form of edges (tweets, retweets, mentions, mentions in retweets, and replies, n=11695) and vertices (individual users in the network, n=8389) was gathered by NodeXL using the Boolean search query "art OR "art history". The data was pulled from October 26, 2021, to November 3, 2021. NodeXL took this data to form the above graph of clusters which guided the analysis.

Key Metrics:

- **Degree Centrality:** the number of connections a node has in a network, measuring the importance of users in a network
  - **In-degree Centrality:** number of users initiating a relationship with a given user (# of mentions, replies, etc.)
  - **Out-degree Centrality:** umber of users one has initiated a relationship with (# of users it has mentioned, replied to, etc.)
- **Betweenness Centrality:** how much a node connects others and how much others rely on this node to connect them; nodes that form bridges between clusters
- **Reciprocity:** if users are forming mutual relationships talking about the topic
- **Density:** how interconnected a group of users is
- **Modularity:** how far apart clusters are spread from each other
- **Total Edges:** the number of ties in the network, with and without duplicates

Network Analysis
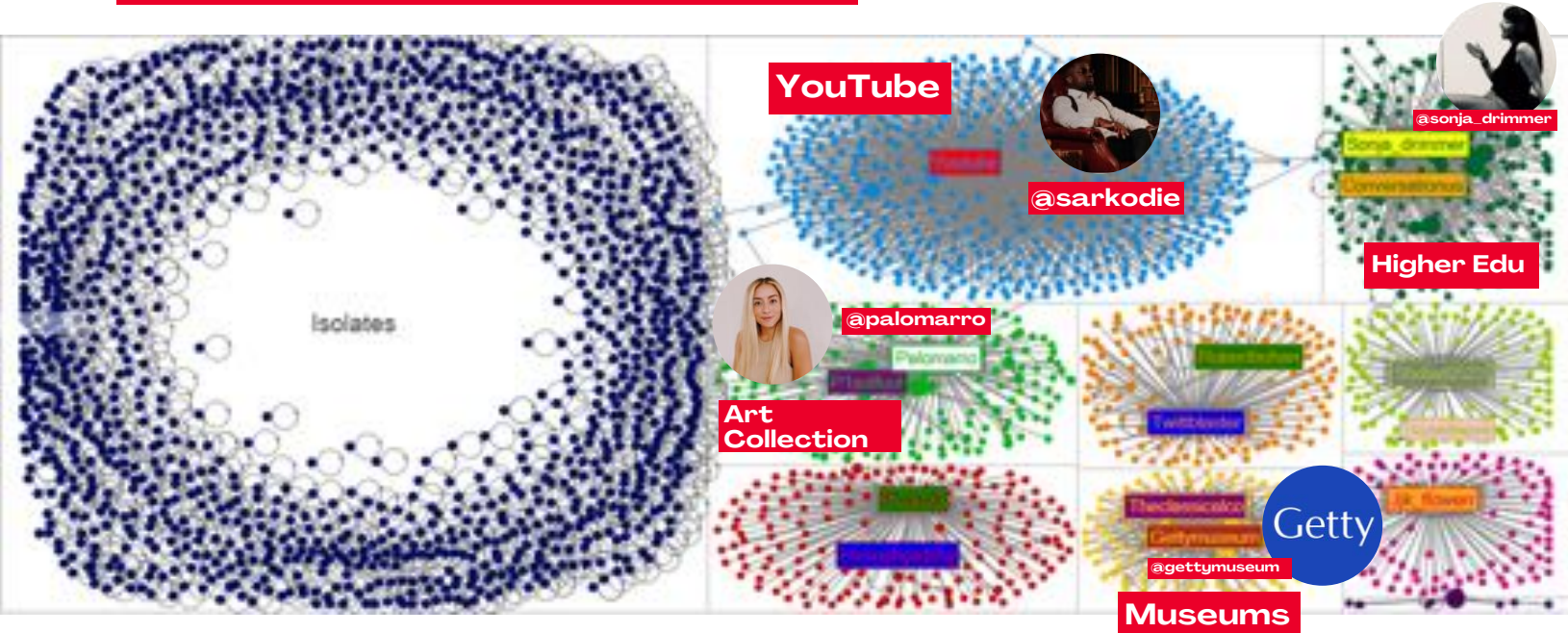
Graph Density:

The graph density has a value of 0.00013. Since this network is large, its density value is lower, meaning that the network is less densely interconnected. This is shown by the presence of many clusters. The graph shows several of the largest clusters, leaving out the many smaller clusters. The large number of isolates also reflects the low graph density (users not connected to others) with 1304 vertices, as seen on the left side of the map.

Modularity:

The modularity value for the network is 0.792445. Since this value is higher than 0.6 (the threshold for high modularity) it is known the clusters in the graph are more spread apart and less connected, reflecting the lower density value and the large size of the network.
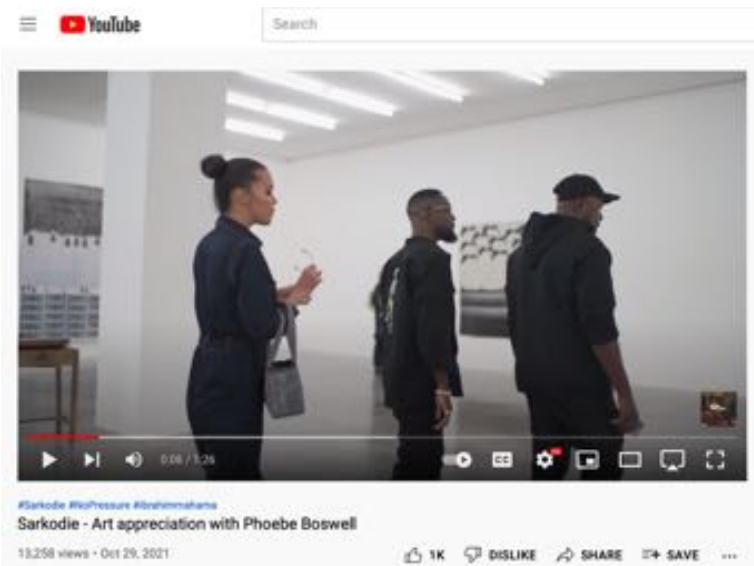
Total Edges:

The network has **11695 total edges**, with 10030 unique edges and 1665 edges with duplicates. Edges represent the number of ties between users that make up the network through mentions, tweets, retweets, replies, etc.

Social Network Analysis

Cluster Analysis: YouTube
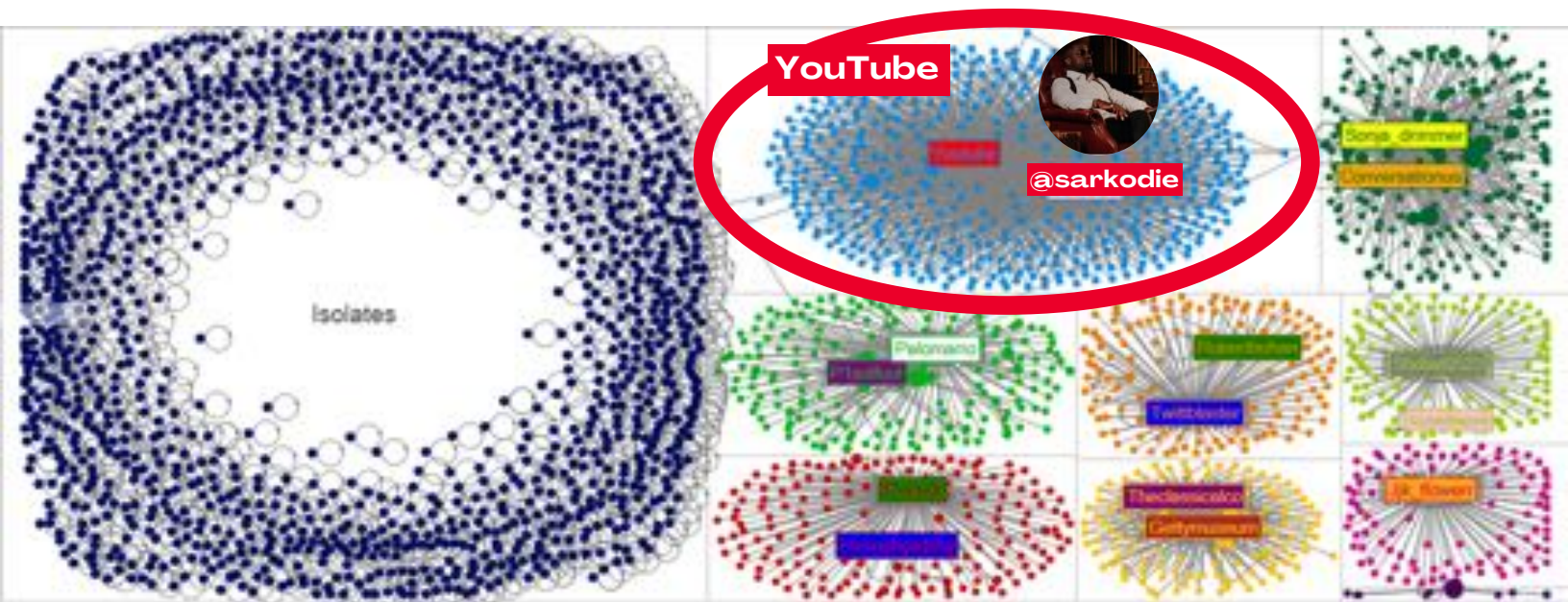
Most Retweeted Links:

Art appreciation video by musician Sarkodie
508 retweets

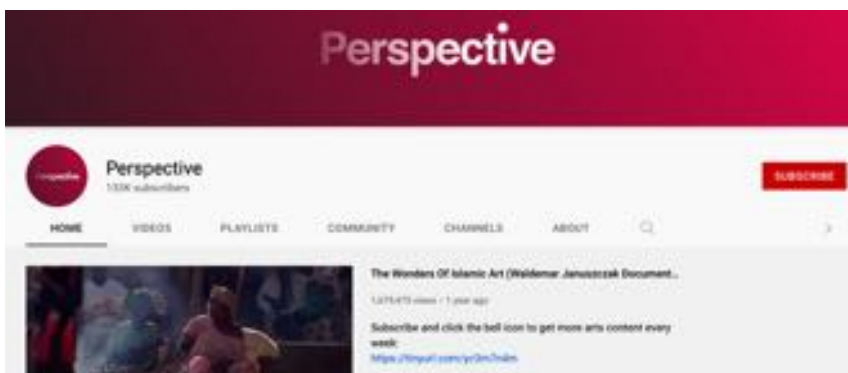"Perspective": global art YouTube channel, 6 retweets

Social Mediator:

Sarkodie (@sarkodie) is a musician from Ghana with 4.8 million followers who uses Twitter to link to his music and videos on YouTube

In-degree centrality: 501, Sarkodie and YouTube have the highest in-degree values in the dataset
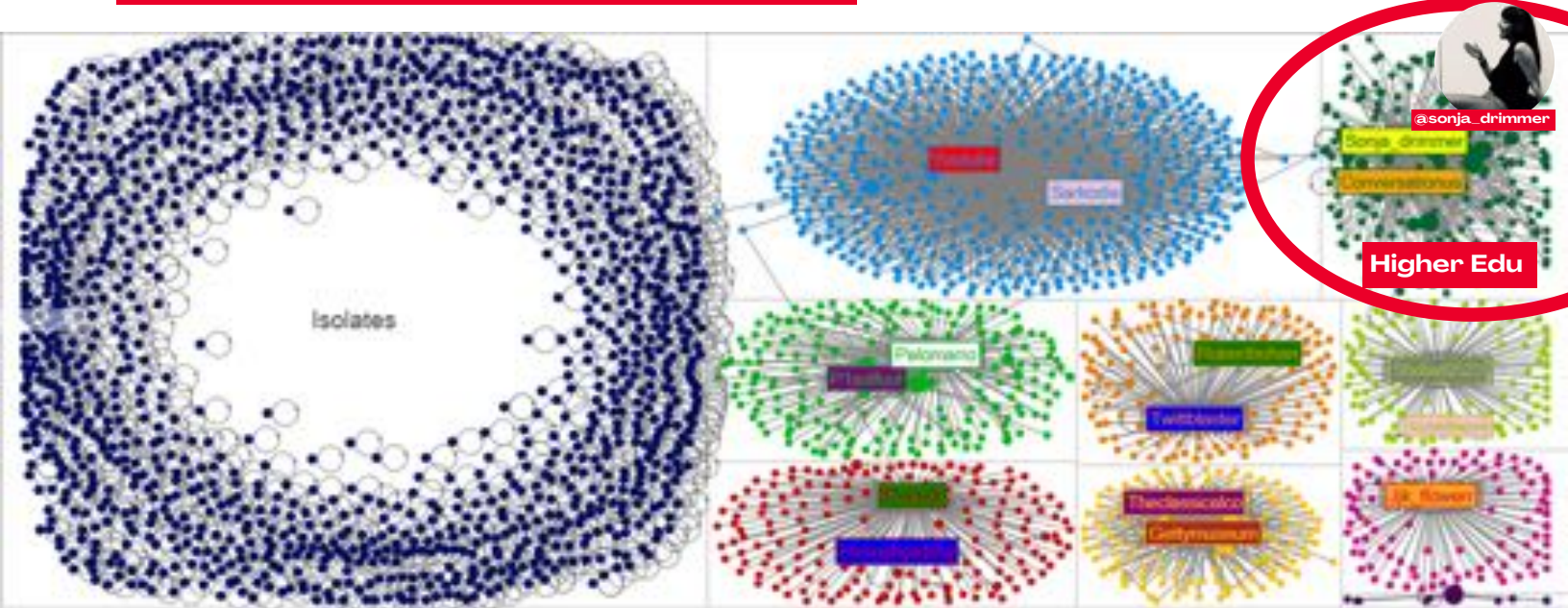**Betweenness centrality: 125250**

Theme: using video to combine mediums like art and music and reaching global audiences

Social Network Analysis

Cluster Analysis: Higher Education

Most Retweeted Links:

Article by The Conversation U.S. about art history and AI, 101 retweets

Newsletter post on Substack about creative direction in concept videos, explained as art history, 51 retweets

Social Mediators:

Sonja Drimmer (@sonja_drimmer) is a professor at UMass Amherst with 8.2k followers who uses Twitter to share the collections she works with
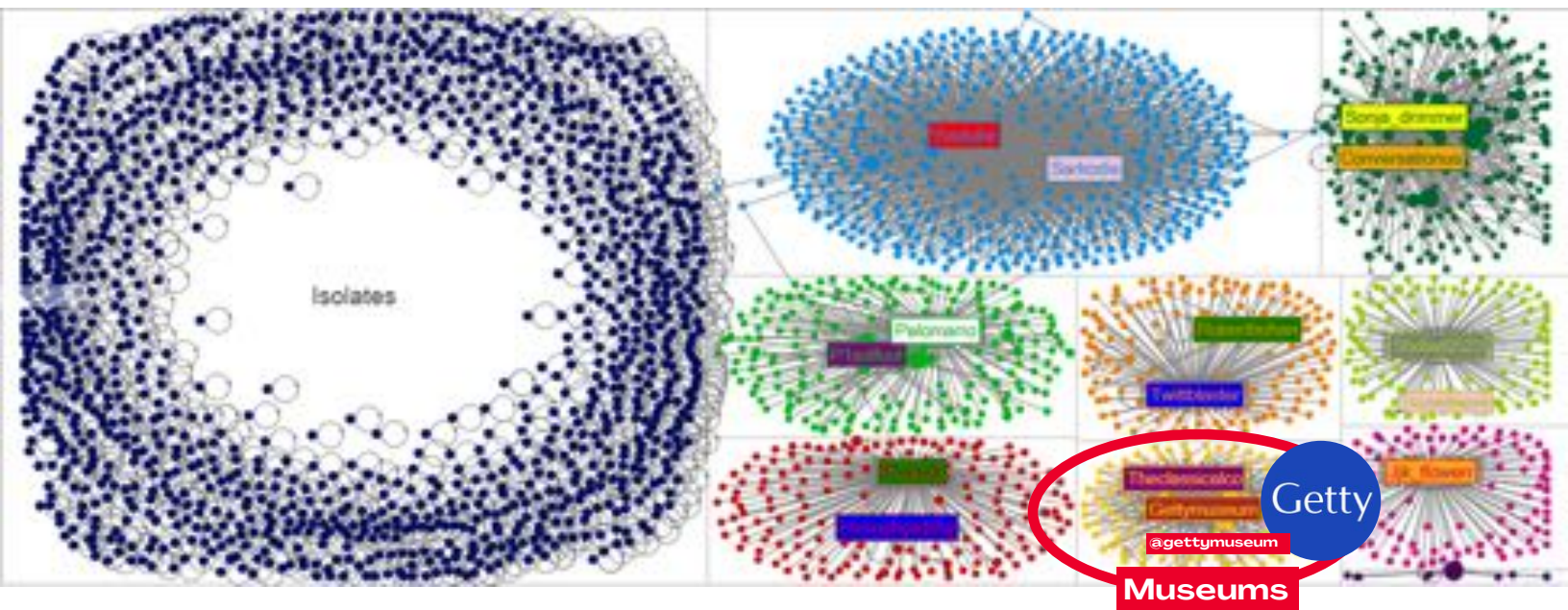
In-degree centrality: 125
Betweenness centrality: 492152.929

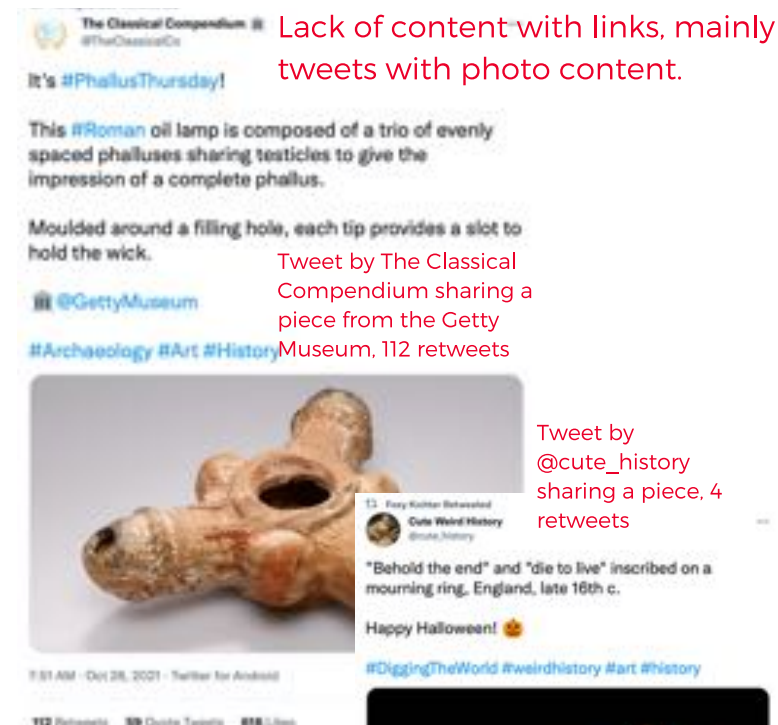**Theme:** learning about art history by applying modern themes and issues to it

Museums

Most Retweeted Content:

Lack of content with links, mainly tweets with photo content.

Tweet by The Classical Compendium sharing a piece from the Getty Museum, 112 retweets

Tweet by @cute_history sharing a piece, 4 retweets

Theme: sharing specific museum collection pieces and the history behind them
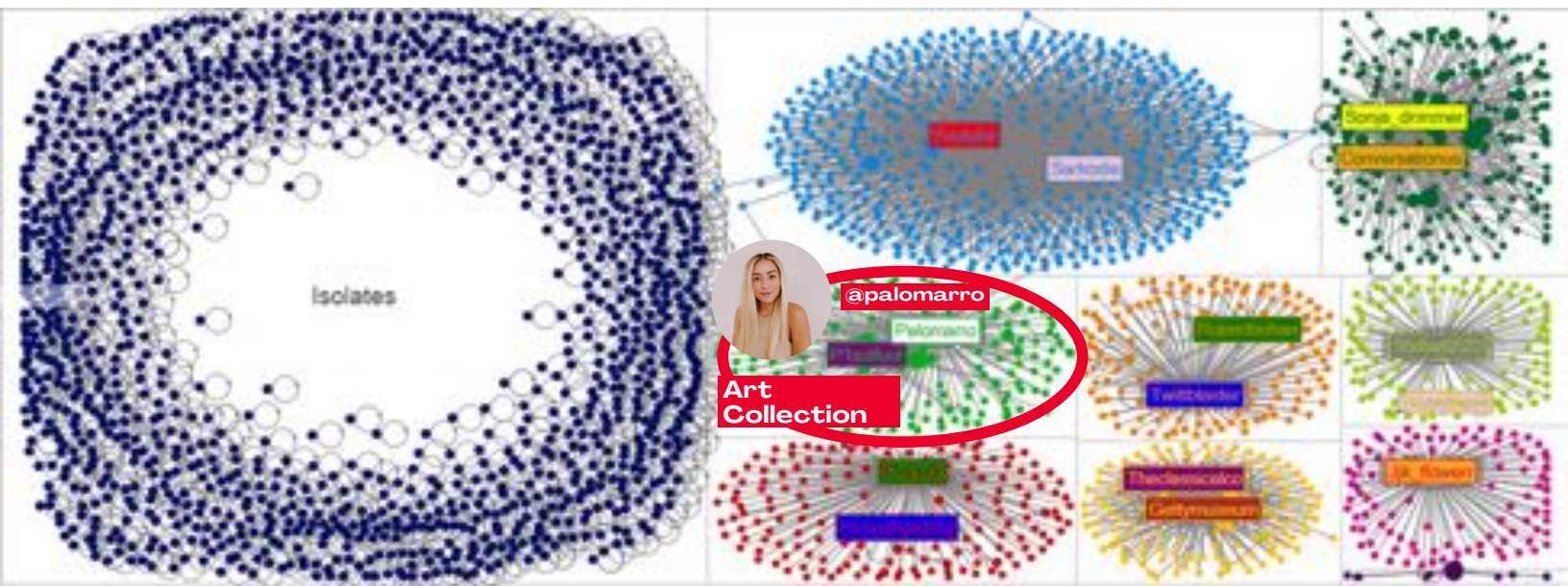
Social Mediators:

The Getty Museum (@gettymuseum)
In-degree centrality: 104
Betweenness centrality: 6488

The Classical Compendium (@theclassicalco)
In-degree centrality: 104
Betweenness centrality: 7416

Most Retweeted Links:

Shot by a talented group of SuperRare photographers, each photograph captures unique moments and emotions from varying perspectives.

Link to digital art collecting group SuperRare's website promoting an NFT event, 9 retweets

Theme: conversations around NFTs, the future of art collecting and appreciating and buying digital art

Social Mediators:

Paloma (@palomarro) shares auction pieces, NFTs and industry updates, 4.8k followers

In-degree centrality: 141
Betweenness centrality: 445119

1 Intersect Multiple Art Forms

The Strategy: The Met, being one of the premier cultural institutions in America and having its annual gala attract the most exclusive group of celebrities, has the opportunity to work with some of the biggest artists. The Met can collaborate with musicians to reach more audiences and create an appeal for people with a variety of interests.
The Why: In the earned data analysis, it was found that collaborating with popular musicians like BTS drove engagement up significantly and from the owned content, The Met received good engagement when they collaborated with the DJ Dubfire. In the social network analysis, musician Sarkodie's YouTube content shared via Twitter appreciating and celebrating art in his music received high engagement and brought more audiences into the discussion of art appreciation.

2 Cater to Students

The Strategy: The Met should employ social campaigns that target college art students and universities.
The Why: From the social network analysis, searching for data on art history content on Twitter brought up lots of students, universities, and people involved in higher education. College students are extremely active on social channels and art students represent the future of the industry. Tapping into their interests and providing opportunities for them could be a way to greatly increase engagement.

3 Get Posted on Niche Art Accounts

The Strategy: Gain shoutouts and posts of The Met's collection on more niche art accounts.
The Why: One of the main social mediators from the social network analysis was The Classical Compendium, an art account with 13.6k followers for those with a passion for classical art. Niche accounts like these have strong followings, and promotion of Met collections via accounts like this would be a great way to help reach even more audiences.

4 Tap In to NFTs

The Strategy: Start incorporating NFTs into The Met's collection and promote on social.
The Why: NFTs have blown up on social channels and the conversation around art on channels like Twitter at the moment largely revolves around the new art form. They represent new ways of experiencing art and art collection which The Met could incorporate into their virtual museum experiences and promote on social to tap into the new trend.

Appendix

Boolean Searches:

Organization:

(("The Met" OR "The Met Museum" OR @metmuseum OR "Metropolitan Museum of Art") AND ("Lexicon of Fashion" OR "Alice Neel") NOT ("Met Gala" OR #MetGala OR #MetGala2021 OR Mets OR "The Mets" OR "New York Mets"))

Comparable Organizations:

("Guggenheim Museum" OR @Guggenheim OR #Guggenheim OR "Whitney Museum" OR @whitneymuseum OR #WhitneyCollection OR "MoMA The Museum of Modern Art" OR @MuseumofModernArt OR #MuseumofModernArt)

Topic:

(Art OR #art OR "Art history" OR #arthistory OR "art preservation" OR #artpreservation OR "Art museum" OR #artmuseum OR "art appreciation") AND ("On this day" OR #onthisday OR artist OR artists OR culture OR #artteacher OR #art OR "did you know" OR #DYK OR "Alice Neel" OR #AliceNeel OR "Edward Hopper" OR "learn more" OR OR "18th Century" OR #18century OR "19th Centruy" OR #19thcentury OR "20th Century" OR #20thcentury OR Chinese OR "Native American" OR "Indigenous Peoples" OR Lainx OR Queer OR Intersectional OR Hispanic OR European OR British OR Indian OR "African American" OR African) NOT ("Fan Art" OR Fanart OR #fanart OR "Fanart Art" OR NFT OR "NFT Art" OR #NFT OR #NFTArt)

NodeXL Boolean Search:

art OR "art history"