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Grady College of Journalism and Mass Communication
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@MuseumofModernArt
www.moma.org

ADPR 5750
THE MUSEUM OF MODERN ART

Ally Skoff, Preston Ni, Mahlon McLeroy

TABLE OF CONTENTS

MoMA

BACKGROUND INFO

Official Social Media Accounts

- Twitter: @MuseumModernArt
- Instagram: @themuseumofmodernart
- Facebook: facebook.com/MuseumofModernArt

What is The Museum of Modern Art and how did it get started?

The Museum of Modern Art, or otherwise known as the MoMA, started in 1929 when Miss Lillie P. Bliss, Mrs. Cornelius J. Sullivan, and Mrs. John D. Rockefeller, Jr., saw an opportunity to start a museum with modern art. This group intended the Museum to be dedicated to helping people understand and enjoy the visual arts of our time, and that it might provide New York with "the greatest museum of modern art in the world" (moma.org). In 1939, the museum finally was housed in the building in Manhattan that it still occupies today. Today, MoMA collection has grown to approximately 200,000 paintings, sculptures, drawings, prints, photographs, media and performance art works, architectural models and drawings, design objects, and films.

EXECUTIVE SUMMARY

The purpose of this report is to analyze social media data in order to generate actionable insights for the Museum of Modern Art. Our data analysis was broken down into three distinct sections: data relating to MoMA as an organization, topics of conversation surrounding MoMA and the art community as a whole, and organizations that compete with MoMA. Owned data (engagement with platforms owned by MoMA) and earned data (engagement related to the organization, related topics, and competition) are both included in this report. This analysis was conducted primarily using the program Brandwatch.

Additionally, social network analysis was conducted using the program Node XL. In short, all of these factors and programs were analyzed and aggregated to generate insights that can be used by MoMA's social media accounts in order to increase engagement.

Questions We Explored

1. What type of Twitter content provokes the most positive engagement from MoMA's current following?
2. What prompts the most conversation regarding the MoMA?
3. How can MoMA decrease negative sentiments from their potential consumers?
4. What are the interests of our potential consumers and how can we use this information to increase engagement?

KPIs

- Mentions
- Engagement
- Awareness
- Demographics
- Volume By Country
- Sentiment Breakdown

2

RECOMMENDATIONS:
OWNED DATA

1

Increase engagement through tweets that promote exhibits at the MoMA.

Tweets promoting exhibits at the museum net the third lowest amount of engagement from our included categories. However, exhibit promotion is one of the most important aspects of MoMA's Twitter. Posts that promote upcoming and current exhibits are the main way the Twitter account is able to attract potential customers to the museum. Therefore a recommendation is needed in order to increase the engagement of tweets promoting exhibits. The MoMA should continue to promote exhibits in tweets, but be sure to include images or videos as attached media. Also include hashtags related to the release event for the exhibit.

2

Increase the frequency of Twitter posts that tag other museums.

*T*here is significantly more engagement in their posts when they do tag other museums. The Museum of Modern Art does not do this frequently, so we recommend that it occur more often. If MOMA were to tag other museums in their posts, the followers of the other museums would also see MOMA's posts. It is likely that people following another museum would be interested in purchasing tickets to the MOMA. Therefore, a recommendation is needed in order to increase engagement. In order to do this, MoMA should interact with other museums on Twitter by tagging them and asking for a response. This would possibly create a friendship with a nearby museum, which would be beneficial to both parties.

3

Increase the engagement and submissions of #MoMAPhotoClub. Create more posts that call for user submission. Do this weekly instead of monthly.

To increase engagement, MoMA should post tweets that call for user submissions. A very important part of MoMA's brand is their desire to create dialogue and bring people together through art, so broadening their interactive community will increase engagement as well as strengthen the brand itself. If there is increased engagement with these posts, it will establish a stronger personal connection to the organization, which will build a more loyal customer base. Overall, this will create a more constant conversation surrounding MoMA.

4

Increase the frequency of #Monday Motivation

MoMA should increase the frequency of inspirational posts on the Museum of Modern Art Twitter page. Presently, the MOMA posts tweets with the hashtag #MondayMotivation , although not frequently. They tend to post these on a sporadic basis. These tweets specifically have the second highest engagement and retweets compared to our other categories. The Museum of Modern Art wants to present a friendly dialogue to the consumers so people have a positive connotation towards the museum itself. We believe that if the MOMA increases the frequency of these types of posts, they will receive more engagement and retweets to their Twitter account.

RECOMMENDATIONS:
TOPIC DATA

5

Reach out to potential new partners/sponsorships when announcing new exhibits.
Based on the MET's spike analysis, their announcement of their new Damascus Room exhibit resulted in a large spike in mentions of the MET. This is because of the MET's partnership with Bank of America and the creation of the hashtag #bofamasterpiecemoment. This hashtag alone received over four thousand mentions during the announcement of the new exhibit. The reason this partnership and partnerships in general are successful in increasing engagement is that they reach the partner's audience as well as our original audience. This example resulted in a Tweet volume that was 1062% higher than usual.

6

Admit to wrongdoings and listen to the audience.
The #strikeMoMa hashtag and correlating tweets contributed to the lower positive sentiment (8%). In order to combat this negative feedback, The Museum of Modern Art must admit to their ties with "toxic philanthropy" and make changes to those ties, as well as listen to their audience and make them feel heard. Their audience will see them making the effort to change, and this should increase positive sentiments of the museum as a whole.

7

Incorporate other topics into posts besides only art.
The topics of art museums' tweets obviously surround art, but the psychographic analysis shows the audience have other interests as well, such as music, fashion, etc. By adding and incorporating new topics into MoMA's posts, engagement could increase as it could broaden the audience and allow for new and unexpected consumers to join the market. This could help MoMA reach a wider variety of people, thus diversifying, expanding, and strengthening MoMA's audience as a whole.

RECOMMENDATIONS:
EARNED DATA

8

Continue to engage in the Twitter topic of educational/informational to spark conversation that correlates to the top interests of their audience.

Based on our custom classifier data, posts that fall under the educational/informational category spark high mention volumes and conversations. In terms of MoMA's Twitter account, many of MoMA's tweets fall under openings of new exhibits as well as information about the new exhibits. By continuing to engage in the Twitter topic of educational/informational, MoMA will align their posts with interests of their audience. This could help MoMA increase mention volume across the social media platform.

9

Promote museum programs, events, workshops, etc., that allow audiences to engage with MoMA.

Museum education was one of the sub-conversation buckets created via our custom classifiers. While the tweet volume in this sub-conversation was lower than the educational/informational sub-conversation, this lower volume also means lower amounts of tweet competition and higher potential for growth. Being that the topic of museum art education has a sizable audience on Twitter, we feel as though MoMA can expand their engagement in this sub-conversation. MoMA already promotes exhibits on their social media platforms. If they can expand to include educational events and interactive workshops, engagement has room to increase.

10

Increase positive sentiment by emphasizing the importance of art education not only for MoMA, but for society in general through social media campaigns

Based on the sentiment analysis, most posts surrounding art education is neutral because they were informative and had neither positive or negative attitudes behind it. Implementing campaigns on social media to explain why art education should be more extensive can evoke positive feelings about the topic, thus decreasing the neutral sentiment and increasing the positive sentiment. If MoMA's efforts are for the museum itself as well as the general public (including schools, jobs, media), it will show the audience they care about the topic outside of their organization and it is not simply performative.
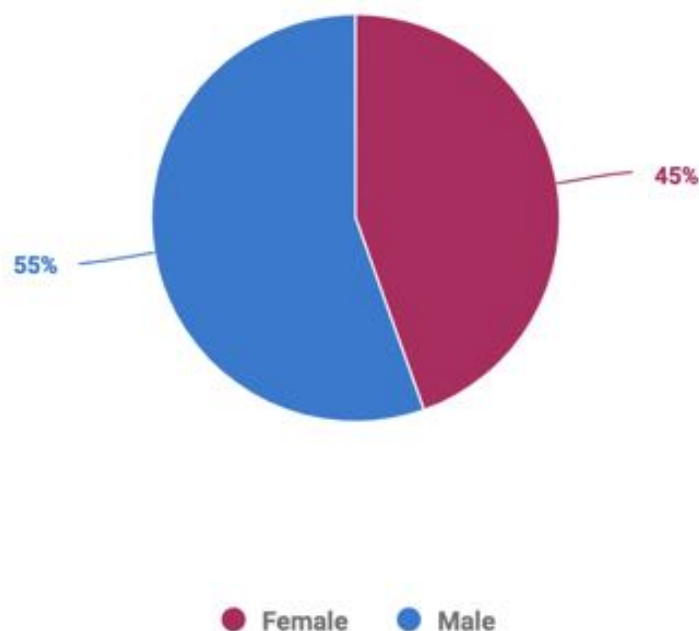
EARNED DATA

ORGANIZATION EARNED DATA:

Our organization data is centered around a dataset that was generated via a boolean query that aimed to identify conversations surrounding our organization, the Museum of Modern Art. Our query was as follows:

@museumofmodernart OR MOMA OR "Museum of Modern Art" OR #MOMA OR #Museumofmodernart OR #MOMANYC OR #NYCMOMA OR #momacollection OR #momafilm OR (moma AND (exhibit OR painting OR sculpture OR photo OR photography OR exhibition OR statue OR film OR movie OR photograph OR kids OR visitors)) OR (moma AND (visit OR trip OR "went to" OR "going to"))

Our organization dataset resulted in a Tweet volume of 1.94M total mentions and 1.34M unique authors during a timespan from February 2021 to September 2021.
Based on this data, we are able to analyze the the context in which people are talking about our organization, as well as gain demographic and psychographic insights into our audience. With that information, patterns can be identified and applied to actionable insights that aim to increase engagement for our organization. Below is a graphic that breaks down the gender ratio of mentions of MOMA in out organization dataset.
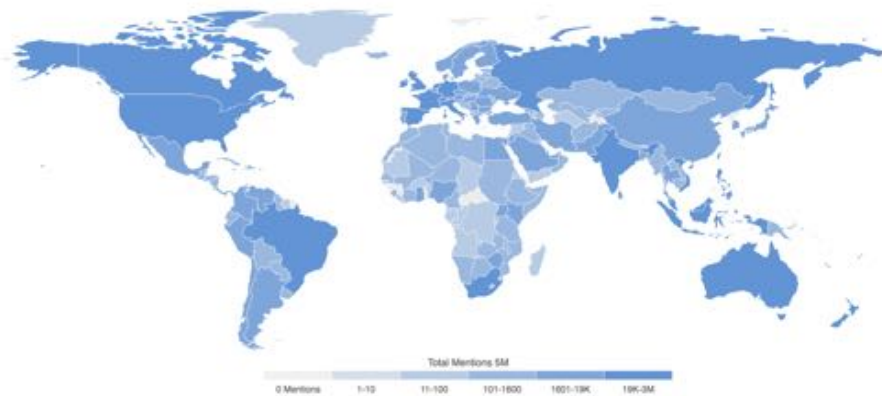

45%

55%

● Female   ● Male
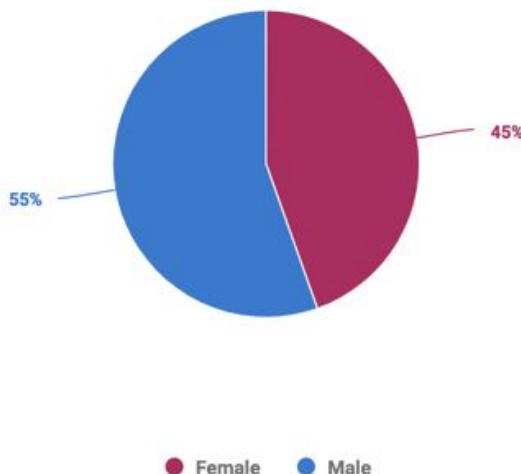
Top Mentions:

During and 8 month timespan from February 2021 to September 2021, Twitter was the largest content source for mentions of MOMA, followed by Tumblr and Reddit.
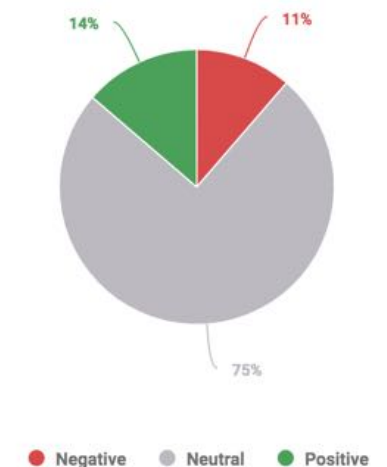
Volume by Country:

The above graph illustrates the geographical breakdown of MOMA's mentions. The United States has the largest proportion of MOMA's mentions, followed by the UK and Canada.

Sentiment:

● Negative ● Neutral ● Positive

The sentiment analysis of MOMA's mentions reveal mostly neutral sentiment (75%) with 14% positive sentiment and 11% negative sentiment.

Volume by Gender:

The gender breakdown of MOMA's mentions reveal men consisting of 55% of the authors while women consisted of 45%.

● Female ● Male

TOPIC DATA

TOPIC EARNED DATA:

Our topic data is centered around a boolean query that aimed to identify conversations surrounding the topic of art education, and specifically, art education in the context of museum curation and displays. Our query was as follows:

("Art education" OR "Museum education" OR #artmuseumeducation OR #museumeducation OR art OR museum) AND (workshops OR scholarship OR learning OR education OR history OR exploration OR research OR curation OR communication OR "art scholarship" OR workshops OR scholarship OR study OR scholarships OR workshop OR program OR programs)

Based on this data, we are able to analyze the themes and sentiment of conversations on social media surrounding art education. After analyzing specific posts, many of the posts surrounding the topic of art education surround school and museum programs and workshops that seek to engage younger audiences in getting involved with educational and informational programs. As can be seen by the infographics below, most of the authors are males, with main topics of conversation being programs of study, art history, and art students.

45% 339935 authors

55% 417464 authors
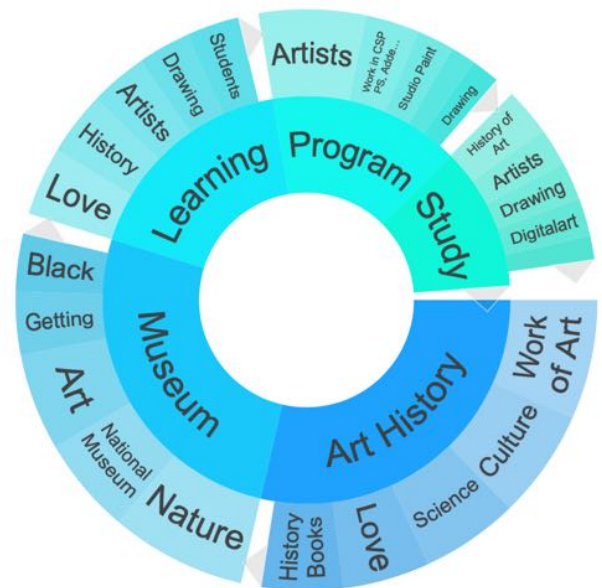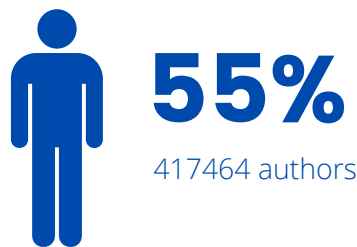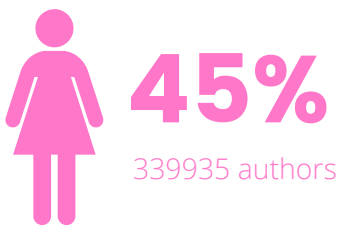
TOPIC EARNED DATA:
MoMA Spike Analysis
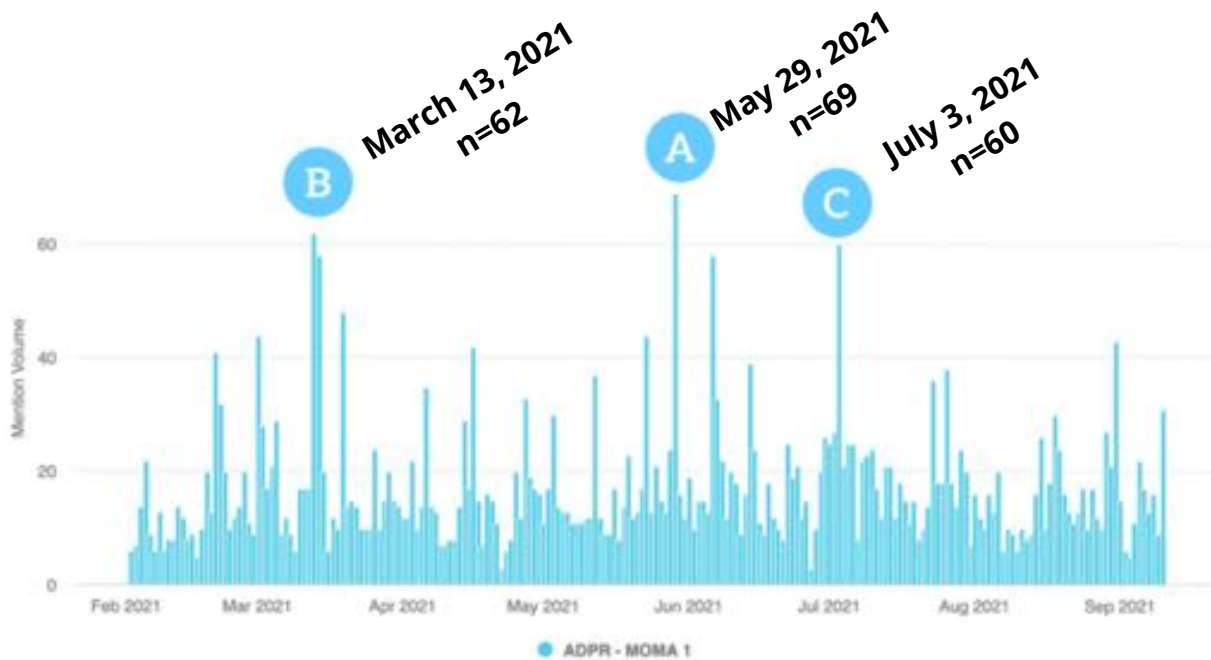
March 13, 2021
n=62

May 29, 2021
n=69

July 3, 2021
n=60

The graph shown above, shows spikes in Twitter activity associated with The Museum of Modern of Art.

A) May 29: This highest spike results from the #StrikeMoMA hashtag. The tweets had a lot of negative sentiment as it took place in the middle of a 10 week protest against MoMA and their "toxic philanthropy". Most of the volume consisted of mentions and retweets addressing MoMA and their discontent towards the organization.

B) March 13: This spike was due to the conversation around planning one's next visit to MoMA. There was promotion for the reconstruction which interested many people. The sentiment was positive/neutral as most of the tweets were people hoping to be able to make it to MoMA.

C) July 3: This last spike was near the beginning of the summer which opens up new opportunities for consumers. It was around the time of the opening of one of MoMA's biggest and most popular exhibits, Automania. The tweets surrounding the Automania opening garnered many retweets.

TOPIC EARNED DATA:
Custom Classifier Spike Analysis
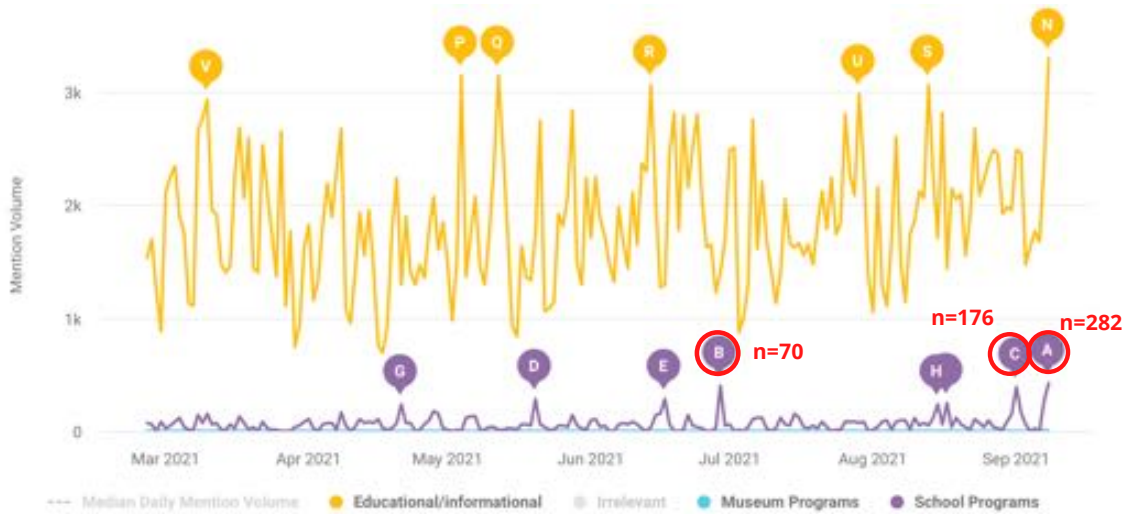
The graph shown above, shows spikes in Twitter activity categorized by our custom classifiers.


Spike A

Spike B

Spike C

A) September 7, 2021, n=282: On this day, mention volume of tweets categorized under "School Programs" was 800% higher than usual. Moreover, the tweet with the highest engagement (n=282) was speaking about a charity that "empowers children in need through art, to give them tools to create their own reality. They provide art tutoring, food and water, educational expenses and more." (seen top right)

B) June 29, 2021, n=70: This spike was due to conversations and retweets about a newly released book about Native American encounters in the UK museum sector. The mention volume was 751% higher than usual which caused the significant spike. By mentioning the British Museum, we see this tweet relevant to the MoMA because it is another museum sharing history.

C) September 1, 2021, n=176: This last spike was due to retweets of the Auschwitz Memorial tweet about a study visit. The mention volume of tweets was 725% higher than usual. This tweet and correlating activity fall under the "School Programs" category due to the fact it is about a European College visit earlier that year.

TOPIC EARNED DATA:
Mention Volume By Profession
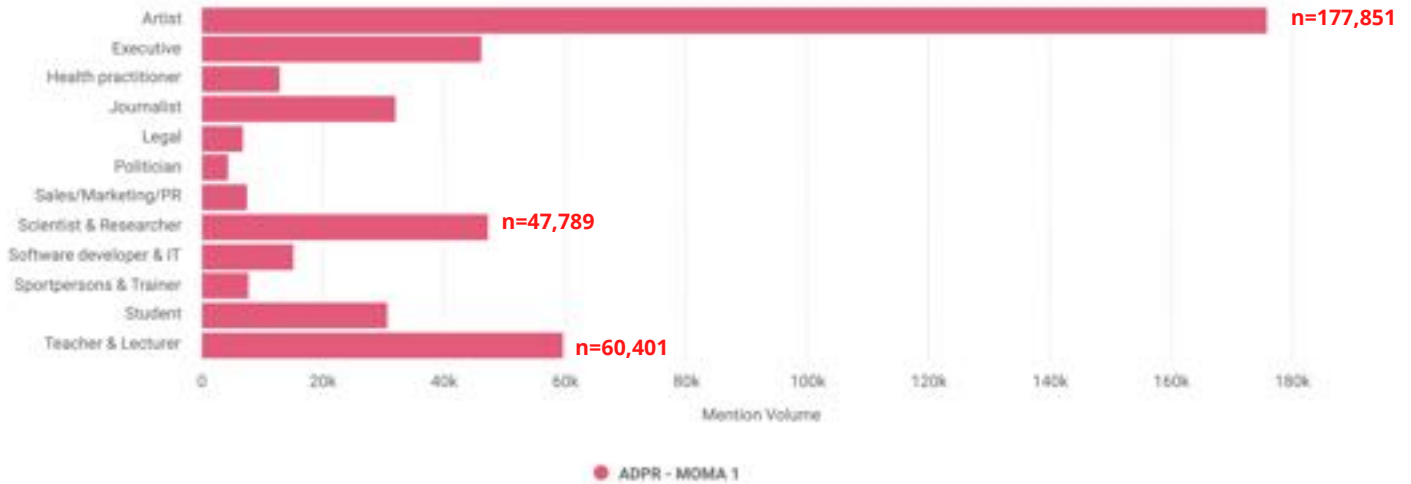
This bar graph shares mention volume by profession. The top profession was "artist" (n=177,851). This profession had significantly higher mention volume thanany other professions. This aligns with The Museum of Modern Art and related classifiers, due to the fact that the MoMa is a modern art museum. Following artists, "teacher and lecturer" (n=60,401) were the next highest in terms of mentions. This coincides with our custom classifier "educational/informational." The third highest mention volume was "scientist and researcher" (n=47,789). Similarly, the "educational/informational" custom classifier falls into this professional category.

Sentiment Analysis

This chart is presenting sentiment data of the topic data surrounding MoMA.
Majority of the sentiment regarding art education is neutral which could be due to the fact that people may just be talking about art education in an informative or academic manner.

The negative sentiment could be due to the fact that the programs and conversation around art education is minimal and there is not enough being done to combat it. It is imperative that the positive sentiment stays higher than the negative which MoMA has as of now. Positive posts are crucial to further push the agenda of art education and why it is important to implement in different settings.

THEME ANALYSIS:
Custom Classifiers

Custom classifiers were created to utilize Brandwatch's AI algorithm that has the ability to classify posts by theme and assign them to buckets that are organized by topic. This means that sorting data can be accomplished much more efficiently, meaning we have the ability to organize and analyze much larger datasets. Our custom classifiers had the intention of sorting tweets relating to art education, and were designated into four different sub-comversations based on the theme of the information included in the social media post. The categories were as follows: educational/informational, museum programs, school programs, and irrelevant. After manually sorting 10 tweets for each of these sub-conversations, Brandwatch then automatically sorted the rest of our "art education" boolean query results into the existing buckets. Now we have the ability to analyze the sentiment, topics, and user breakdowns of each of our sub-conversations individually.

The above screenshot illustrates the process of creating our custom classifiers. The categories are listed on the bottom left, and the tweets resulting from our topic boolean query are on the right. When these custom classifiers were applied to our dataset, the graph included on the following page is the result.

Custom Classifiers (cont.)
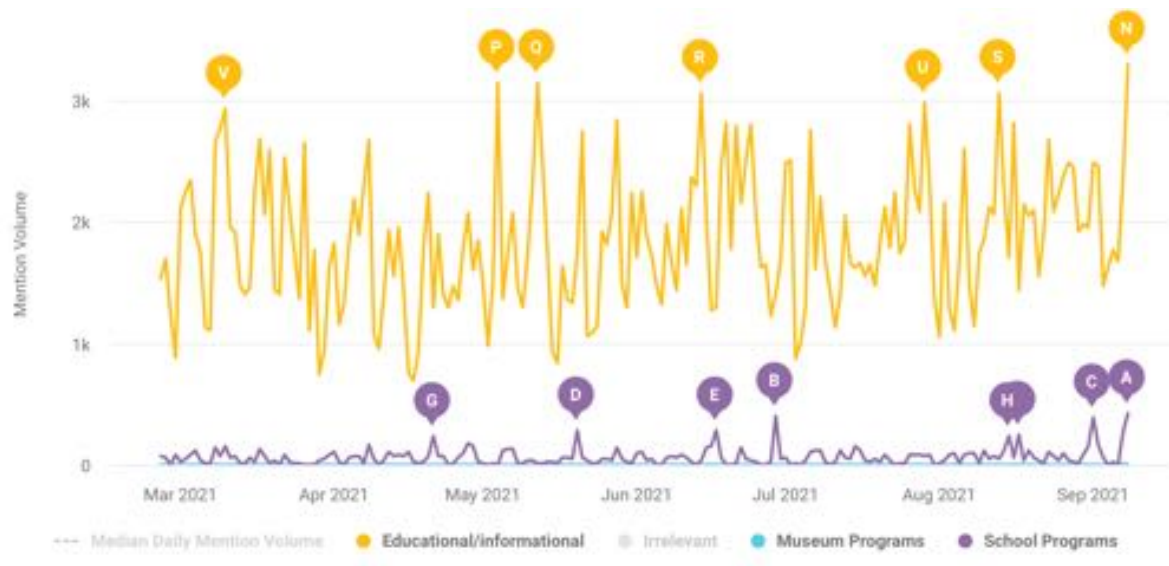
The above graph illustrates mention volume for each of our custom classifier sub-conversations. As can be seen, the "Educational/Informational" category has the highest Tweet volume, with "School Programs" sub-conversation being the next highest category. Educational and informational content in the art education topic of conversation could be an opportunity for growth for MoMA.

Sub-conversation Analysis:

- **Educational/Informational:** This sub-conversation bucket consists mostly of information regarding new exhibits being opened at museums and and the background information of those exhibits. In terms of MoMA's account, many of MoMA's tweets fall under this same category, with exhibit promotion being a main content category for MoMA.
- **Museum Programs:** This sub-conversation bucket consists mostly of the promotion of programs, workshops, and educational events that museums have to involve their target audiences. We wanted to include this sub-conversation because we wanted to identify whether programs run by museums are a valid way of generating engagement among target audiences.
- **School Programs:** This sub-conversation consists mostly of programs run by schools to get students involved in art museum activity. We aimed to narrow this sub-conversation down to only include art museums as opposed to other types of museums. Including all museums would result in too broad of a conversation.

INFLUENCERS

@emineerdogan
1.0M Followers - Reach: 111,890 - 74 Tweets

Emine Erdogan is the current first lady of Turkey and the wife of Turkish president Recep Erdogan. First lady Erdogan is very active on social media with over one million followers on Twitter alone. Her support of the art community is clearly voiced via her social media channels and public appearances. One of her most engaged with Tweets was one announcing UNESCO's designation of November 18th as the International Day of Islamic Art.

@friel
6.3k Followers - Reach: 1,122 - 32 Tweets

John P. Friel is the director of the University of Alabama Museum of Natural History. The UAMNH is a part of the larger University of Alabama museums group. The museums are operated under the university's College of Arts and Sciences, and are dedicated to utilizing their reach to expand the academic reach of the university through art and natural history research. Dr. Friel regularly tweets about topics of conversation and events within the art/museum curation community, with more of a focus on ecological topics.

@osmich
4.1k Followers - Reach: 252 - 28 Tweets

Ossie Michelin is a freelance journalist from North West River, Labrador. He graduated from Concordia University in Montreal, Canada with a BA in Journalism. The focus of Ossie's journalism is northern and Indigenous issues. The goal of the majority of his tweets are to help people understand the Indigenous world.
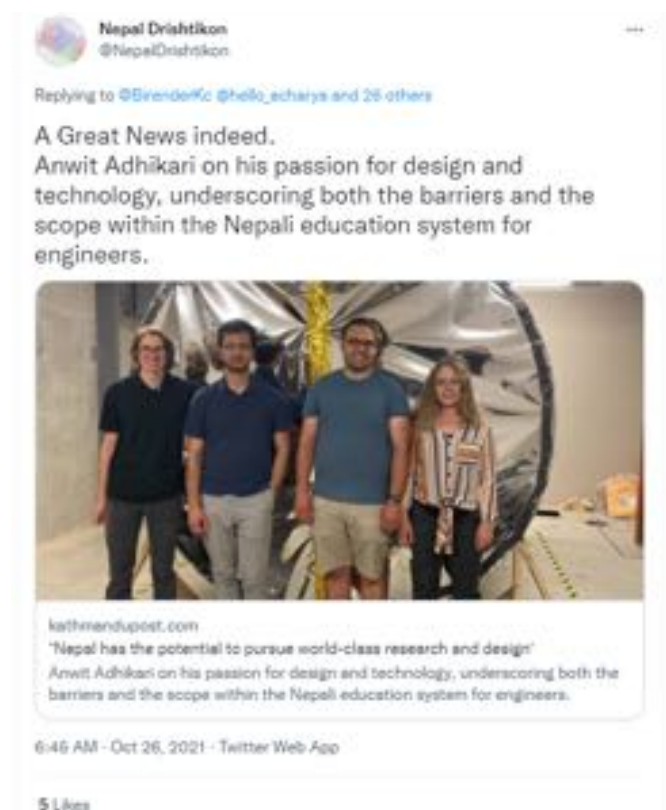
RELEVANT TWEETS

@emineerdogan tweets out about how collections at certain museums, the Capitolini in this case, can offer information and insight about current issues in the world. This tweet gained much engagement due to the fame of the account as well as the comprehensive material about education through art. It had an in-degree centrality of 336 which means there was a large number of users initiating a relationship with this account, proving she has a lot of influence on the topic of art education.


@friel announces that The Department of Museum Research and Collections needs a new manager. This tweet shows how museum research is a growing industry and is becoming important in the context of universities and education in general. This tweet had a betweenness centrality of 1122 which means there is a good amount of people relying on this account to connect with other users.

@nepaldrishtikon shares how Nepal is set to develop research on design and technology in the engineering world. This was one of the only tweets where the out-degree centrality was higher than the in-degree centrality. This may be because they are trying to spread the word more and aim to do that by initiating links with other users instead of waiting for the users to come to them first. This shows that art education can be widespread and an important topic in many different contexts.

SOCIAL NETWORK ANALYSIS: NODE XL

In-degree is a metric that is used to measure the importance of users within a network. It is defined as the number of users initiating a relationship with a given user. As can be seen in our included screen shot of our diagrams from NodeXL, First Lady of Turkey (influencer #1 on PG. 17) is highlighted as the user with the highest in-degree (highest level of users initiating a relationship with the given user) within her cluster. According to Node XL, @emineerdogan generated an in degree of 336, the highest among our influential users from our topic data analysis in Node XL. This high in-degree illustrates that First Lady Erdogan is source of information for the topic of art education in the cluster that she is in.

Another critical metric generated by our Node XL social network analysis was betweenness centrality. Betweenness centrality measures how important a node (a user) is acting as a "bridge" between clusters in a network. "Bridges" are nodes that connect clusters to other clusters within a network that, when removed, would cause the clusters in the network to become disconnected. In other words, betweenness centrality is a critical factor in identifying users that are directly responsible for the existence of a network. Without users with high betweenness, clusters would remain independent of each other.
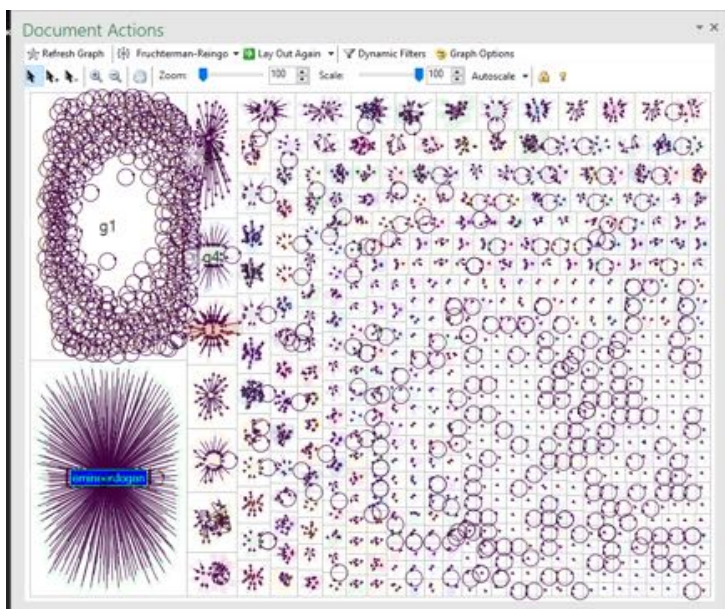
	Vertex	In-Degree	Out-Degree	Betweennes	Closeness
1					
2	emineerdogan	336	1	111890	0.003
3	friel	35	1	1122	0.029
4	osmich	29	0	252	0.032
5	mandichop	29	0	252	0.032
6	nickbertrand9	28	2	252.069	0.033
7	pablostanley	23	1	714	0.026
8	metamarauders	19	1	236	0.05

The chart above displays the top users sorted from highest to lowest in-degree centrality. It also shows the betweenness centrality which explains who holds the most power in information flow surrounding the topic of art education.

18
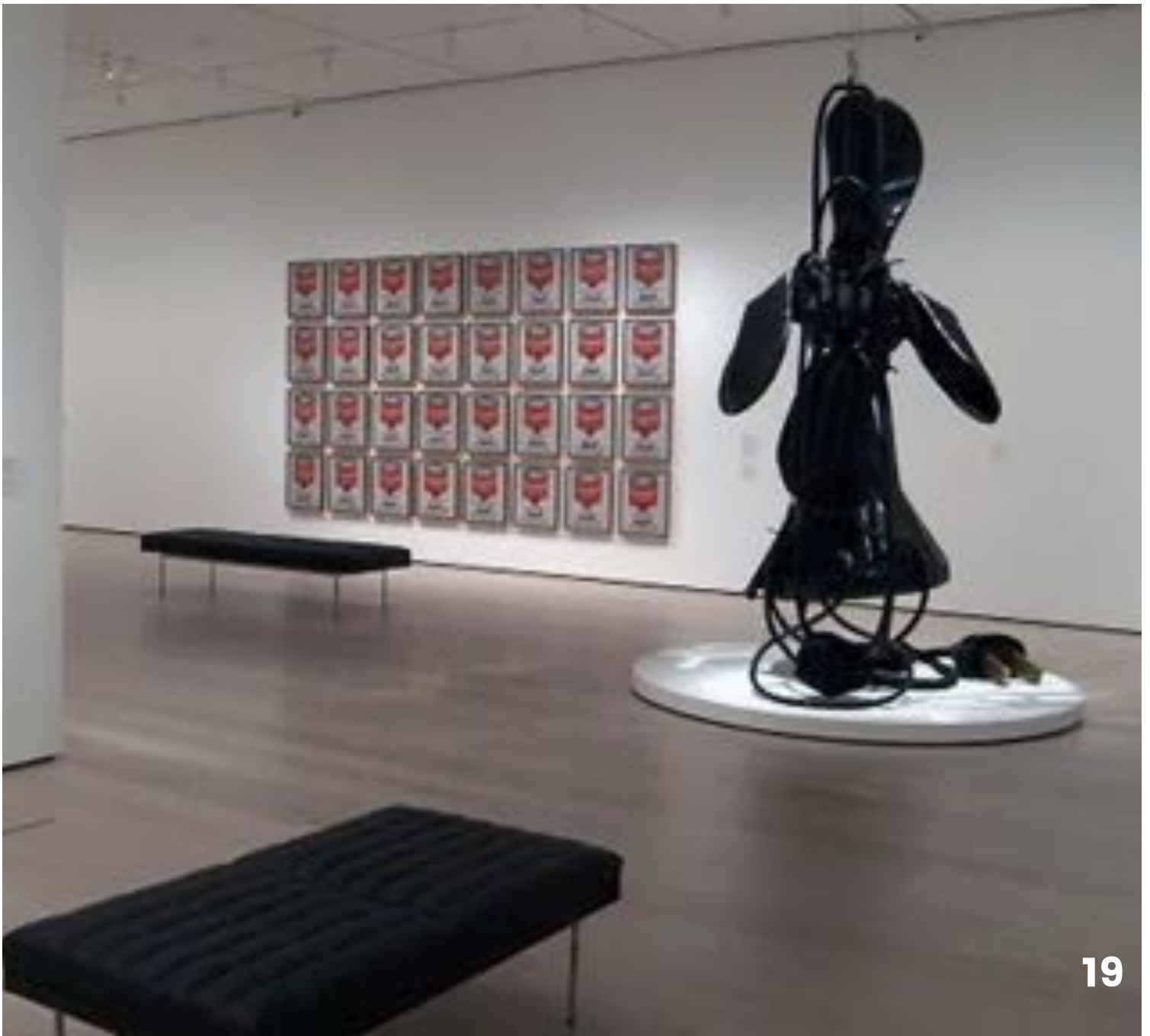
COMPETITION DATA

COMPETITION EARNED DATA:
Share of Voice

This chart shows the share of voice among MoMA's competitors on Twitter from February 2021 to September 2021. After entering a boolean query to get our competitor's dataset, we then conducted a mini boolean query to get the percentages for each individual organization.

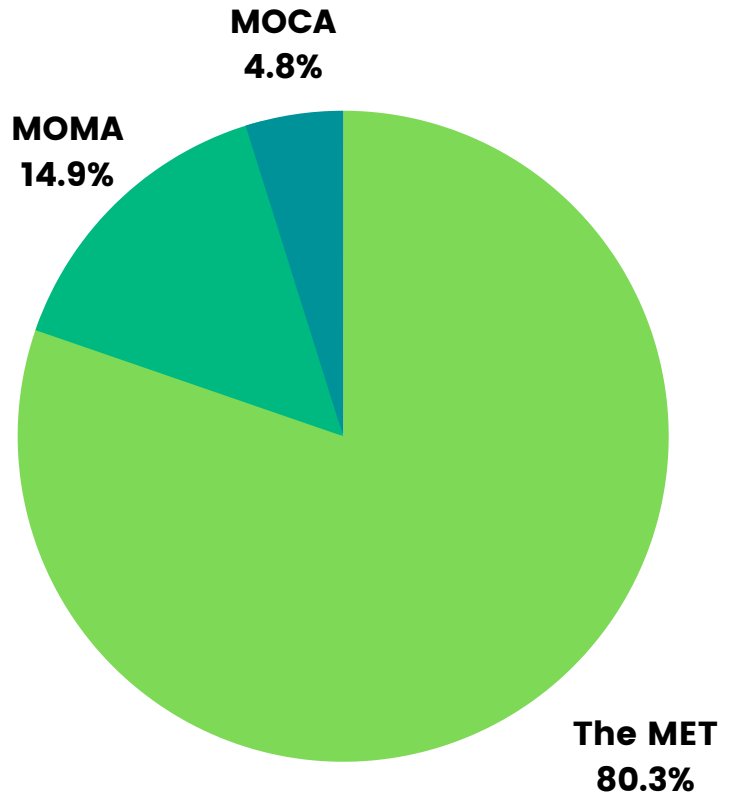The MET had the largest share of voice with 80.3% of the SOV
  - n=1.15M

MoMA had the next largest share of voice with 14.9%
  - n=212.97k

MOCA had the smallest SOV with 4.8%
  - 69.42k


MOCA 4.8%
MOMA 14.9%
**The MET 80.3%**

Sentiment Analysis

This chart is presenting sentiment data of MoMA, The Met Museum, and MoCA Los Angeles. MoMa has the smallest positive sentiment percentage of 8%, whereas The Met Museum has the largest positive sentiment percentage of 19%.

The Met Museum is a very well known museum that also hosts the Met Gala each May, which gets a lot of positive. press. This would heavily contribute to the positive sentiments that The Met receives throughout the year.

The Museum of Modern Art's low positive sentiment percentage could be contributed to a 10-week strike that occurred against MOMA in 2021. Protesters claim to have protested due to the museum's ties to "toxic philanthropy".

Sentiment Analysis

	Positive	Negative	Neutral
MoMA	8	2	90
MoCA	14	1	85
The Met	19	2	79
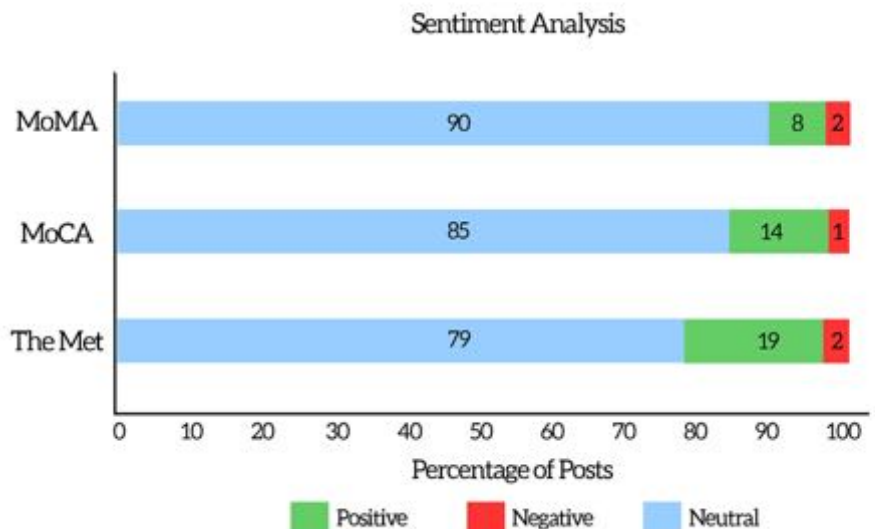
COMPETITION EARNED DATA:
The Met Spike Analysis
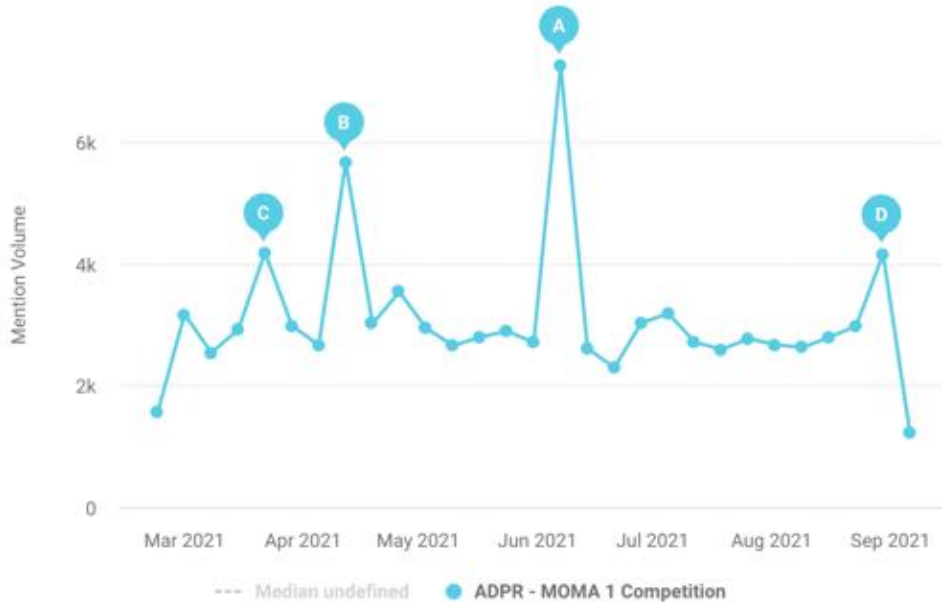
The graph shown above, shows spikes in Twitter activity associated with The Metropolitan Museum of Art.

A) June 7, 2021: Mention volume with the hashtag #bofamasterpiecemoment
was 1062% higher than usual. There were 4208 total mentions with this hashtag on this day. This was due to Bank of America sponsoring the new exhibit, "The Damascus Room" at the Met Museum.

B) April 13, 2021: The second notable spike in The Met's data was due to the hashtag #googledoodle on The Met's 151st anniversary, and Google created a sketch for their search page. The mention volume was 448% higher than usual, with a total volume of 2,234.

C) March 22, 2021: The third notable spike for The Met Museum was 975 retweets of the tweet (bottom right) about a 3400-year-old Ancient Egyptian Painting Pallette that is held at the museum. The volume was 4,170, which is 50% higher than usual.

Spike A: June 7, 2021 4208 total mentions of #bofamasterpiecemoment on Twitter. The MET partnered with Bank of America for the announcement of their new Damascus Room exhibit.
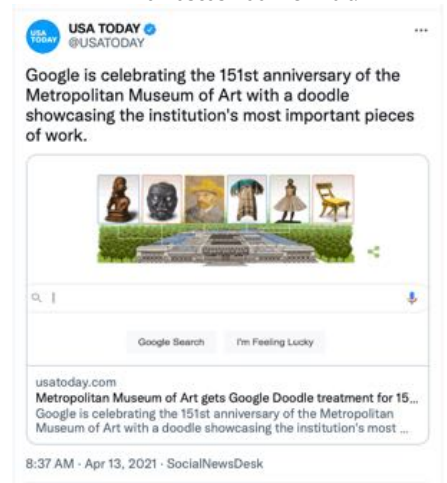

Spike B: April 13, 2021 The MET partners with Google to celebrate their 151st Anniversary. The partnership resulted in 2234 mentions of #googledoodle.

Spike C: March 22, 2021 This spike differentiates itself from the others in that it is not the result of a partnershi, but rather is just an exhibit promotion. The tweet netted 975 retweets.
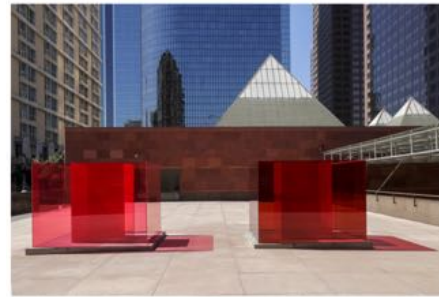
COMPETITION EARNED DATA:
MOCA Spike Analysis
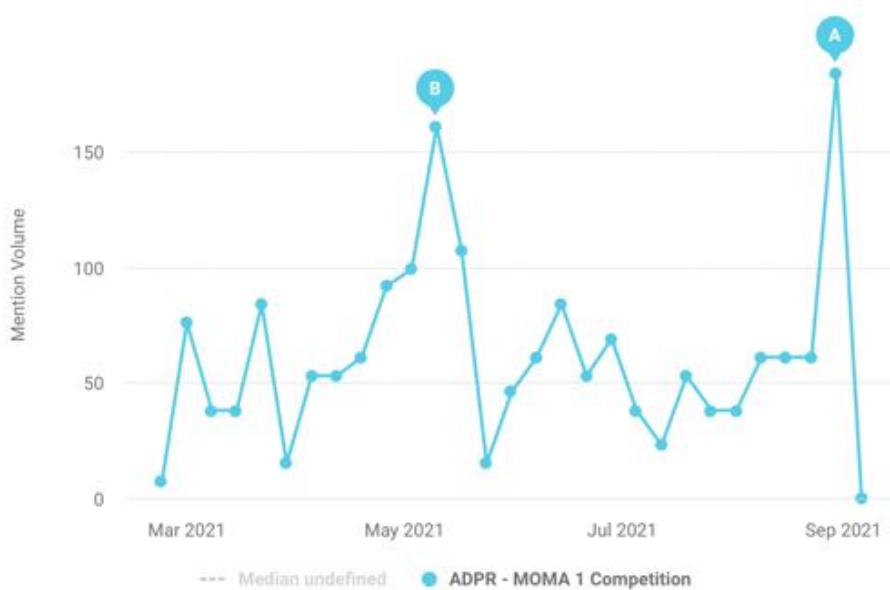
The graph shown above, shows spikes in Twitter activity associated with The Museum of Contemporary Art in Los Angeles

ENTERTAINMENT & ARTS

Commentary: Why this bizarre email represents larger problems at MOCA

Spike A: August 30, 2021 both of MOCA's spikes are the result of leadership uncertainty at the museum. This spike was the result of an email chain being leaked from the higherups of the museum, with 184 mentions.

A) August 30, 2021: This LA Times Article sparked mention volume that was 247% higher than usual, with a total volume of 184. This article is speaking about problems that are occurring at MOCA regarding their new director.

B) May 10, 2021: The second notable spike in MOCA's data was also due to the news surrounding a new museum director. The mention volume was 203% higher than usual with total mentions of 161.
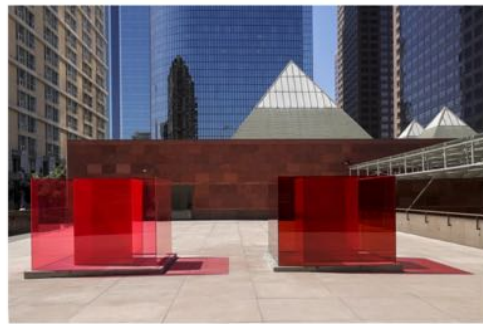

ENTERTAINMENT & ARTS

The MOCA mystery: Who will be in charge of L.A.'s beloved art museum?

Spike B: May 10, 2021This spike was the result of another LA Times article about the change of leadership at MOCA. The spike netted 161 total mentions.

COMPETITION EARNED DATA:
## PSYCHOGRAPHIC ANALYSIS
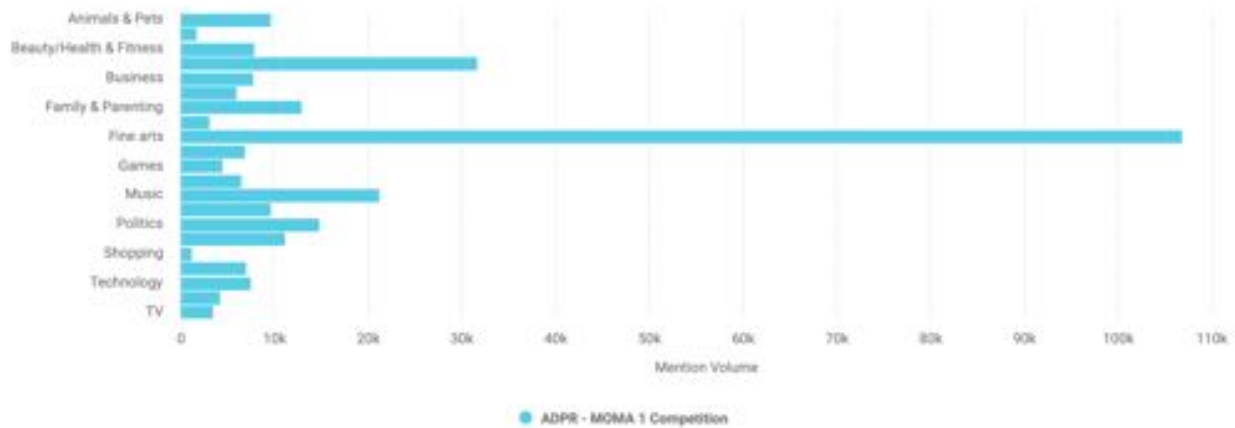
The above chart illustrates Twitter mention volume broken down by interests for all of MoMA's competitors. As can be seen in the graph, fine arts is the largest interest category amongst the content of MoMA's competitors on Twitter. In terms of insights, the health and beauty as well as the music categories are topics of interest that can be leveraged to increase engagement for MoMA. It is obvious that MoMA and all of its competitors will be publishing content relating to fine arts. However, expanding content topics to increase the scope of audience could result in more engagement.

Mention Volume by Profession

Profession	Mention Volume	Data / Outcome
Artist	27.3k	As expected, the profession with the highest mention volume for MoMA's competitors are artists.
Scientist/Researcher	7.6k	Scientists and researchers could be an opportunity for MoMA to cater their content towards.
Student	6.4k	Educational and informational content, as well as content on how students can get involved with programs at MoMA present another opportunity.

COMPETITION EARNED DATA:
GEOGRAPHIC ANALYSIS

MET Museum
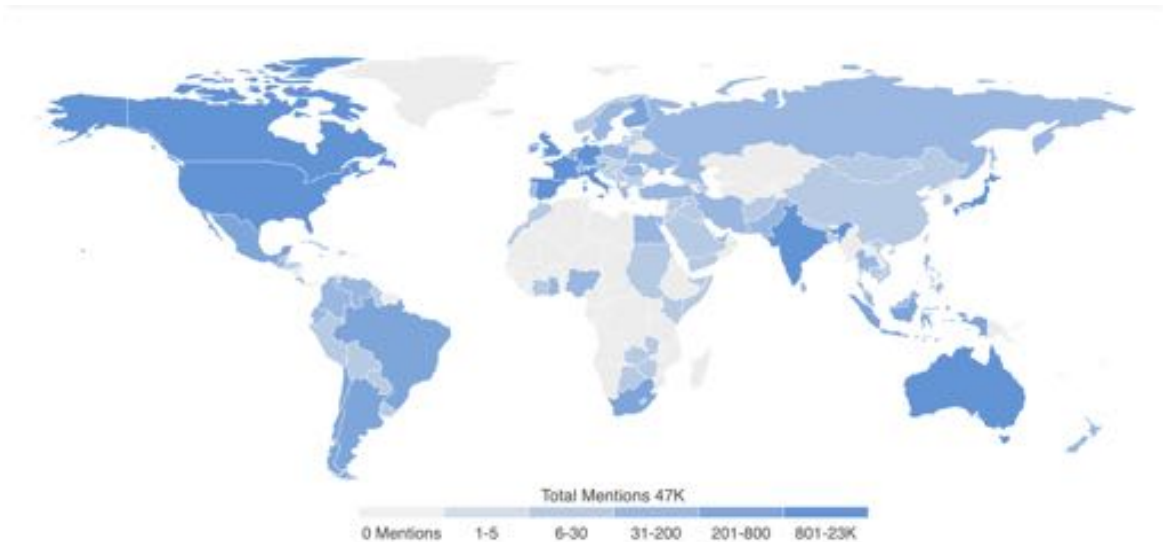
The above map illustrates mentions of @metmuseum, #metmuseum, or "Metropolitan Museum of Art" based on country. The majority of the mentions come from the United States, with 65% of the mentions. The rest of the mentions result from other English-speaking countries like Canada, the United Kingdom, Australia, as well as the countries of Western Europe.

The majority of the MET's geographic interaction comes from English-speaking countries.

Museum of Contemporary Art

The above map illustrates the mentions of "Museum of Contemporary Art," MOCA, @mocalosangeles, or #mocalosangeles based on country. As was the case with the MET, most of the Museum of Contemporary Art's interactions came from English speaking countries, but with significantly lower volume when compared to the MET.

MOCA has a significantly lower mention volume than MoMA and the MET.

MENTOR FEEDBACK

Our mentor was Kim Nguyen who was very helpful throughout our process and offered us suggestions to take away from this class to help us in the future. We communicated with her via email and zoom calls.

Provided us with formatting suggestions for our infographics to make the story more clear for the reader

- For assignment 2, we redesigned our charts by sorting them from highest to lowest and alternated the colors of the bars in the bar graphs between average engagement and average retweets to be able to compare easier

Suggested ways to make the text and visuals more intuitive through the order of information

- For assignment 4, we stuck a lot of information into one page about gender based differences and which made it look disorganized thus making it hard for the reader to understand the point we were trying to get across. We had a heading "males" where we described male's sentiments about our dataset but also put a graph under the heading that showed the female and male comparison. We ended up putting the female and male comparison graph and explanation into its own page to keep the categories separate. This made our project more coherent overall

Proposed ways to make our recommendations more specific

- At first, our recommendations were vague and did not specifically lay out how MoMA was supposed to accomplish certain goals. Our main goal was to increase engagement so we would recommend things like reach out to other partners or change topics of posts, but did not explain how to achieve those objectives. With our feedback, we were able to elaborate more and clearly explain certain steps that can be taken to increase engagement.

Organization

@museumofmodernart OR MOMA OR "Museum of Modern Art" OR #MOMA OR #Museumofmodernart OR #MOMANYC OR #NYCMOMA OR #momacollection OR #momafilm OR (moma AND (exhibit OR painting OR sculpture OR photo OR photography OR exhibition OR statue OR film OR movie OR photograph OR kids OR visitors)) OR (moma AND (visit OR trip OR "went to" OR "going to"))

Topic

("Art education" OR "Museum education" OR #artmuseumeducation OR #museumeducation OR art OR museum) AND (workshops OR scholarship OR learning OR education OR history OR exploration OR research OR curation OR communication OR "art scholarship" OR workshops OR scholarship OR study OR scholarships OR workshop OR program OR programs)

Competition

"The metropolitan museum of art" OR "perez art museum miami" OR "san francisco museum of modern art" OR "museum of contemporary art" OR "museum of natural history" OR #themet OR @metmuseum OR @sfmoma OR @pamm OR @mocalosangeles OR #metmuseum OR #sfmoma OR #pamm OR #mocalosangeles