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PS ARTS

SOCIAL MEDIA ANALYTICS FINAL REPORT



I

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EXECUTIVE SUMMARY

STATEMENT OF BUSINESS PROBLEMS

Throughout PS Arts' social media, there is a lack of engagement on their platforms. The overall goal of this report is to find and recommend ways in which PS Arts can increase their engagement with their followers and intended audience.

This report looks at PS Arts' owned and earned data, as well as those of their competitors and relevant topics. From these findings, recommendations are then made, based on the information and data collected from these social channels.

DATA OVERVIEW

PLATFORMS ANALYZED:

TWITTER, FACEBOOK, & INSTAGRAM

VOLUME:

OWNED DATA: 299 Tweets

EARNED DATA: 464 Tweets

COMPETITION: 13,051 Tweets

DATE RANGE:

OWNED DATA: Nov. 2020 - Sept. 2021

EARNED DATA: Jan. 2021 - Nov. 2021

PROGRAMS USED:

BRANDWATCH, EXCEL, INDESIGN

KEY PERFORMANCE INDICATORS (KPIs)

SHARE OF VOICE:

Looking at the volume of the organization's posts in comparison with their competition. Measuring how much of the conversation includes the organization.

SENTIMENT:

Recording the positive and negative attitudes that users have towards the organization and the conversation.

ENGAGEMENT:

Measuring Twitter replies, retweets, and mentions, as well as Instagram and Facebook mentions.

KPI GOALS

SHARE OF VOICE: Understand what the conversation surrounding the organization and relevant topics is about.

SENTIMENT: Determine the mood surrounding the conversations about the organization and relevant topics.

ENGAGEMENT: Determine which posts and topics gained the most engagement and why the high levels of engagement occurred.

RECOMMENDATIONS

1 SHARING POSTS THAT ARE ABOUT ART RATHER THAN EDUCATION

Continue increasing engagement by posting inspiration posts for art projects. The second most popular theme on the PS Arts twitter is project inspirations, getting an average of .21 retweets so we encourage the organization to continue to provide inspiration to their audience. (Page 12)

2 SHARING MORE CELEBRATORY POSTS

A suggestion is posting more tweets that highlight children's artwork in an image and using a hashtag to tag the artist that inspired the project. Posts that showcase children's artwork inspired by content from PS Arts activities in collaboration with artists, would receive larger levels of engagement. PS Arts tweets are twice as likely to get engagement if they contain images of children's artwork, and around 15% more likely to if they use a hashtag with an artist's name. (Page 10, 13)

3 CONTINUE TO PROMOTE THEIR BLOG POSTS ON TWITTER

Continue adding to the PS Arts blog, and share when new posts via Twitter. Their audience loves to see the work that they're doing, and by sharing more and more of it, their levels of engagement can increase greatly. There were high levels of engagement when the tweet was promoting a recent writing on their website, and by sharing these URLs more, PS Arts can really gain momentum with their audience. Tweets centered around recent PS Arts blog posts get the highest average retweets, at .41. (Page 12)

4 PARTNER WITH MORE ARTS EDUCATION AND ADVOCACY ORGANIZATIONS.

Network and reach out to any non profit that has a common interest with PS Arts. When partnering with these organizations, it's important that all parties promote the shared event and tag one another in the post. In the spike analysis, PS Arts had the most engagement with posts about a partnership. These mentions amounted to around 40, which is about twice as much as their average mention volume. (Page 17)

5 FOSTER A CONVERSATIONAL ATMOSPHERE ON THEIR TWITTER PLATFORM

Whenever there is an event, make sure to take pictures or save the work that their students are doing. Then later share this work onto their social media channels. When looking at spikes, there were higher levels of engagement on posts that had positive sentiments, especially those that featured the work that these organizations, and the children, were doing through the programs. High levels of engagement came from conversations from their audience. When fostering a conversational environment, their audience feels more compelled to respond with what they want to contribute, which in turn, will increase engagement levels. The conversation could be about student work, or just general art-based conversation. If PS Arts' audience feels addressed, they will want to share their opinions with the organization. (Page 17, 20)

RECOMMENDATIONS

6 CREATE GRAPHICS TO HELP ADVERTISE EVENTS AND SHARE SPECIAL NEWS

Make graphics advertising the events that the organization is putting on, then share these graphics onto social channels, so that the audience can share them as well. On the competitor's spike analysis chart, the highest levels of engagement occurred after a special event promotion, because the audience would share the event out of excitement. PS Arts could increase engagement by doing the same. Also, when looking at engagement, PS Arts had the highest levels of average retweets on tweets that contained a clipart/graphic. (Page 10)

7 PARTNER WITH LOCAL ARTISTS TO HELP PROMOTE THE BRAND

PS Arts should reach out and partner up with local artists. This partnership could include events with the artist as well as posts from artists promoting the organization. During these partnerships, PS Arts should include the artist's name in a hashtag within the post. This partnership would expand PS Arts' audience greatly. Our data surrounding PS Arts twitter engagement showed that the tweet that saw the most amount of shares mentioning PS Arts, was created by The Skylar Brothers, a comedy duo. The tweet was promoting an auction that benefited PS Arts. The PS Arts instagram's engagement peaked in May when they posted about this auction and used hashtags with artists names such as #gregroysiff and #dustinyellin. (Page 18,19)

8 POSTING MORE ART OPPORTUNITIES FOR CHILDREN

This would mean PS Arts would provide more opportunities and activities (such as zoom forums or classes) to their followers, and create graphics promoting these events. Our topic analysis showed that the theme of art opportunities and activities had the most engagement compared to any other theme. The mention volume was 167,527, whereas the topic with the second highest level of engagement (Art appreciation) only had a mention volume of 40,412 (4). Our competition's spike analysis also showed that the highest levels of engagement occurred after a special event promotion, because the audience would share the event out of excitement (3). Lastly, our data on The PS Arts twitter engagement shows that tweets with the PS Arts YouTube URL are getting the highest levels of engagement with an average of .38 retweets, so we encourage the organization to continue to provide fun new activities for their followers. (Page 11, 23, 35)

9 HIGHLIGHT WHEN CELEBRITIES OR PUBLIC FIGURES ENGAGE IN ART EDUCATION WITH CHILDREN.

Stay up to date with news surrounding arts education, and post when celebrities show an interest in the cause, and engage in posts highlighting these events. A huge spike in our data surrounding the topic of art education occurred when Prince Harry and Meghan Markle visited NYC elementary schools and empowered students to chase their arts dreams. Instances like this would likely garner engagement and bring eyes to the causes they support. (Page 35)

RECOMMENDATIONS

10 SHARE MORE CHILDREN'S ARTWORK ON THE PS ARTS TWITTER AND INSTAGRAM

Become more active on the PS Arts Instagram account and generate content that highlights their students' work that can also be posted on twitter. It was discovered that users on Instagram were talking about art education over 6,000 times within an eleven month time period, meaning that there are active users who care about the topic on this platform. When looking within the themes of what people were saying about PS arts on twitter, the theme of students saw the highest levels of positive sentiments (at 58%), these conversations mostly centered around student artwork specifically. (Page 21, 27)

11 USE A VARIETY OF HASHTAGS ON INSTAGRAM

We would like to see PS Arts utilize hashtags such as #artsed, #school, #preschool, and more. When doing the theme analysis for instagram, it was found that a large spike in engagement occurred in posts including various hashtags. Every theme's top spike was driven by the inclusion of the hashtag #artsed. Other themes also saw increases in volume with hashtags including topics surrounding school such as #preschool and #daycare. Including hashtags such as #artsed, #preschool, #daycare, and more will help increase engagement, as many people are using these hashtags on Instagram. (Page 27, 28)

12 SHARE MORE ABOUT PS ARTS' ADVOCACY FOR ART EDUCATION AND OPPORTUNITIES FOR CHILDREN

When looking at the topic spike analysis, it was discovered that the majority of the topic share fell under the "art advocacy and opportunities" topic. This shows that a large portion of their target audience is involved in the conversation about this topic. PS Arts could gain high levels of engagement if they become more vocal about the subject and their stance on it. If they share about their advocacy for increased art opportunities, they could get the attention from people in their target audience who feel similarly about the subject. Overall, by showing their passion for the topic, they could increase their engagement levels by gaining the attention from those who are just as passionate, but unaware of PS Arts as an organization before so. (Page 30, 34)

13 PS ARTS GET INVOLVED WITH LOCAL POLITICS

Reach out to local officials through social media to ask for help. Based on the Social Network analysis, the cluster with the best visuals and user-to-user interaction was the politics group where the main point of conversation was how elected officials plan to boost arts in school. Their graph by far was the best visually compared to the other groups shown. You can clearly see two groups interacting with each other on different sides rather than a few users interacting with a single tweet. Politics is always a subject that can garner eyeballs and drive interaction. (Page 38)

OWNED DATA



OVERVIEW

In this section, the data and trends found when looking through different categories are considered and mentioned below. Graphs and tables are included to visually show the varying levels of engagement throughout the tweets.

HASHTAG TYPE

The effects that different hashtags had on the average engagement of posts.

URL CONTENT

PS Arts included several different URLs across their tweets. Which types of URLs had the highest engagement were considered.

THEME OF TWEET

Which types of tweets were the most popular with PS Arts' audience.

IMAGE CONTENT

Image content of PS Arts' tweets, when and why an image was included, and what impact this had.

MENTION TYPE

When including a mention, how this affected the amount of retweets that PS Arts received.

Brandwatch was used as a tool in order to look at tweets from a specific timeframe to judge how much engagement PS Arts was getting. The timeframe included 300 total tweets from November 1st, 2020 to September 8th, 2021.

IMAGE CONTENT

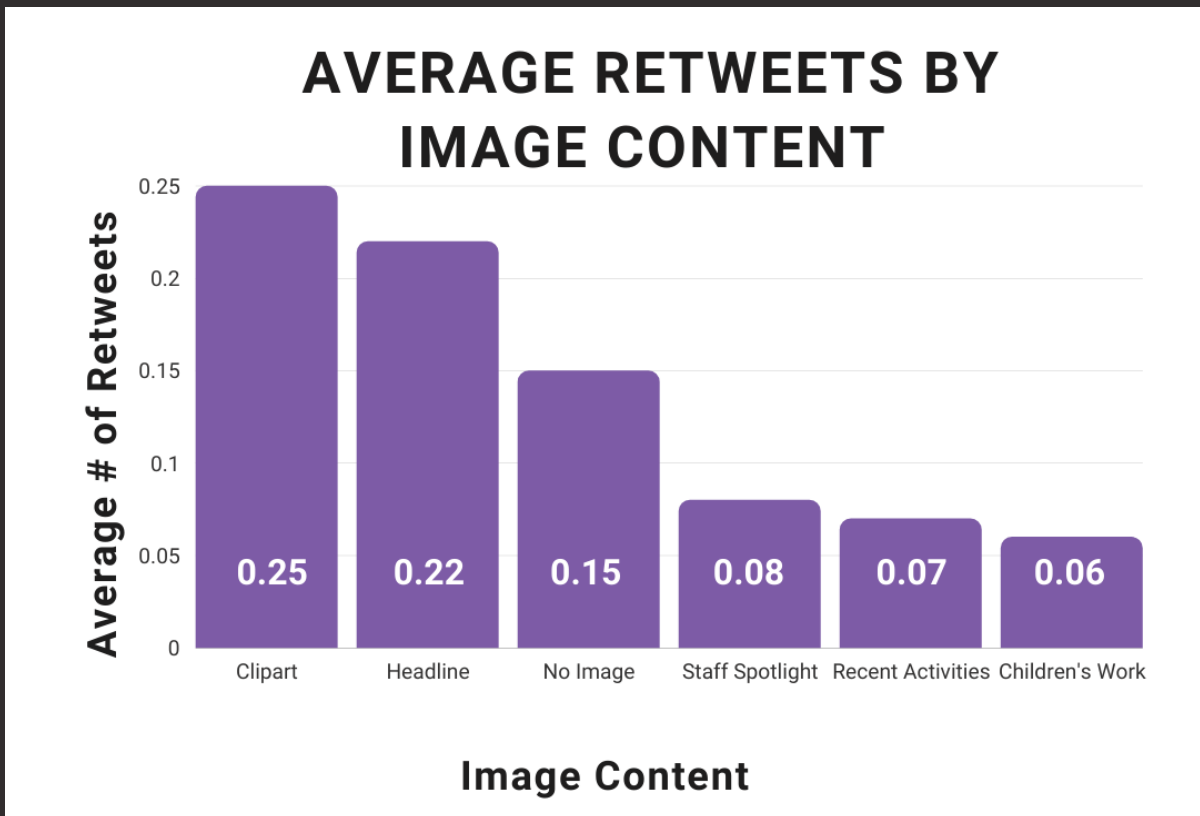
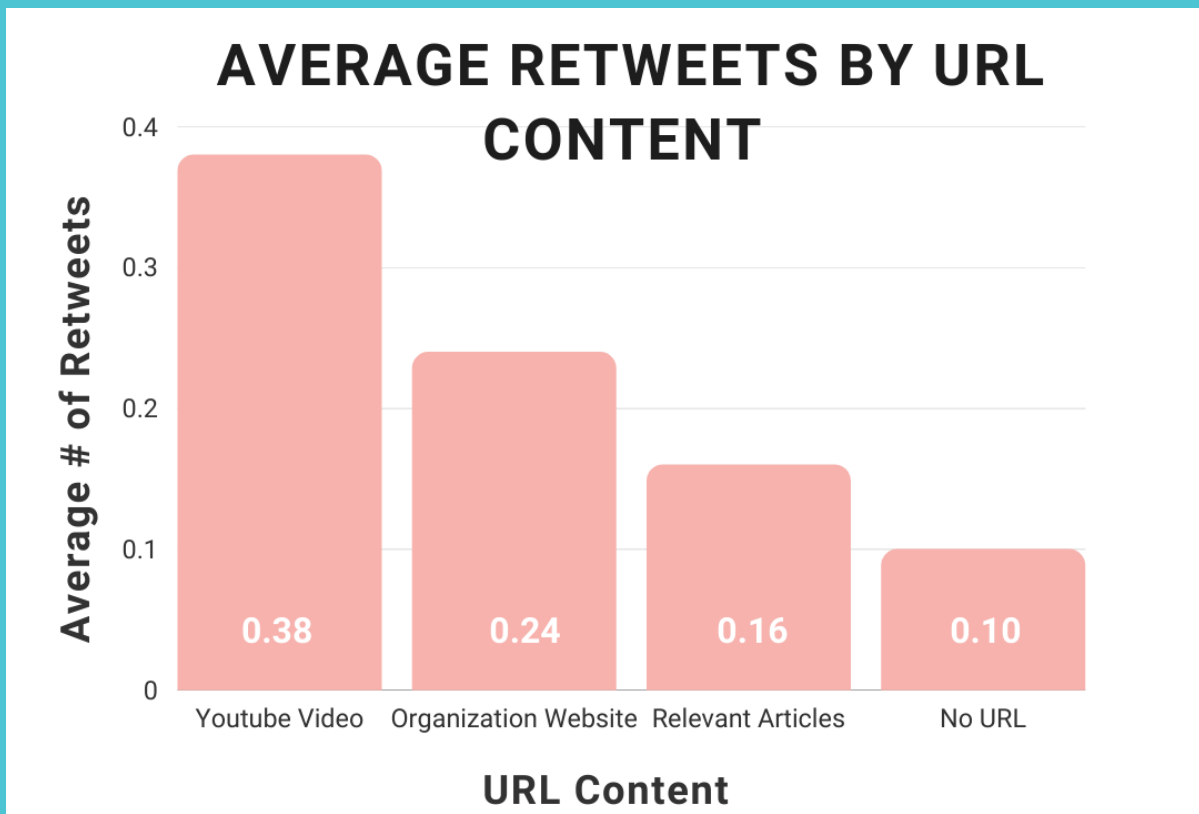


Image Content	Number of Posts
Clipart/Informative Graphics	76.00
Article Headline Photo	66.00
Other	46.00
No Image	45.00
Staff Spotlight	25.00
Recent Activities	22.00
Children's Artwork	18.00
Grand Total	298

As shown here, PS Arts' followers are at least twice as likely to retweet a post containing clip art or informative graphics and children's artwork. They already do a great job of pushing informative content as it is the most common image content type (n=76). However, children's artwork is second to last in total posts (n=18) but has the highest retweet average.

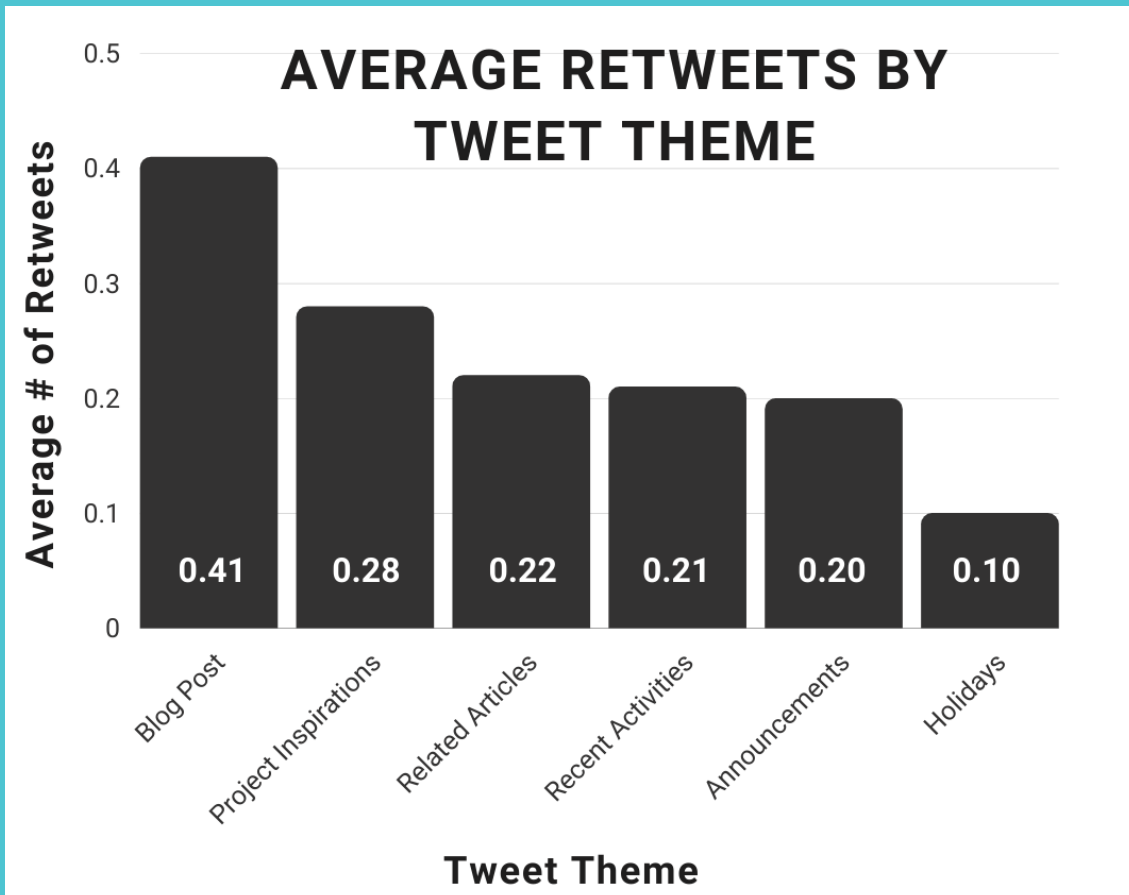
URL CONTENT



Looking at the relationship between URL content type used in a PS Arts tweet and the average number of retweets, it can be seen that they get much more engagement when linking to one of their YouTube videos. These videos are part of a series titled “PS Arts To Go.” Users also engage with the organization more when the tweet links to the organization website. These links can be to the PS Arts blog, giving recaps and announcements, and others will link to their merch store. Twitter users are 31% more likely to engage with a post if it links to a PS Arts site. This data shows us that users clearly like to share posts that are directly related to the PS Arts organization.

URL Content Type	Number of Posts
No URL	91.00
Organization Website	82.00
Relevant Articles	49.00
Other	41.00
YouTube Video	21.00
Relevant Studies	12.00
Educational Sources	3.00
Grand Total	299

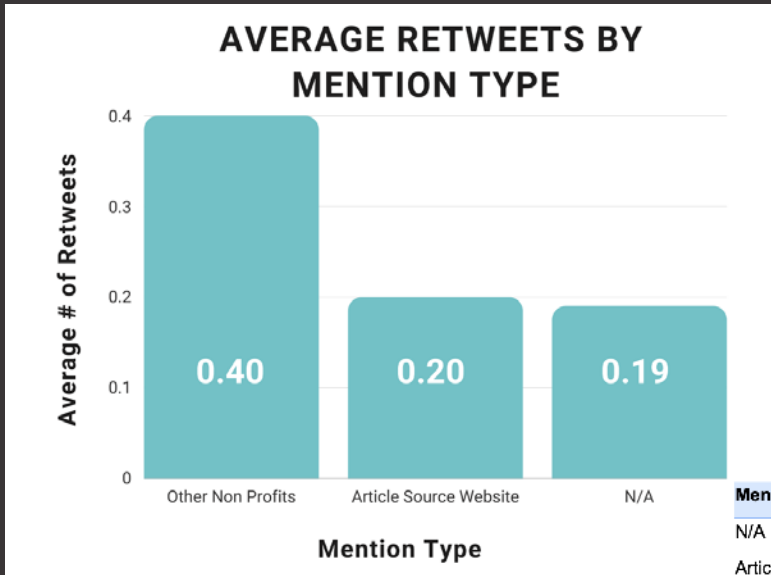
TWEET THEME



Looking at the relationship between tweet themes and the average number of retweets, it can be seen that they get much more engagement when they are using their Twitter to showcase a recent blog post that they have written. It is also seen that, on average, a blog post tweet is almost 30% more likely to get engagement through retweets. Project inspirations, related articles, recent activities, announcements, and other themes get about the same levels of engagement, while holidays receives the least. It can be believed that this could be because of the fact that PS Arts' audience is more likely to share work that the company itself has produced.

Tweet Theme	Number of Posts
Other	76.00
Announcements	75.00
Related Articles	60.00
Holidays	29.00
Recent Activities	24.00
Project Inspirations	18.00
Blog Post	17.00
Grand Total	299

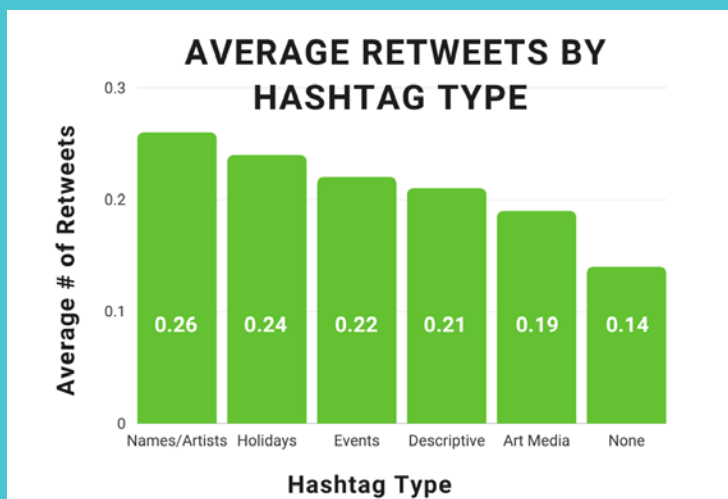
MENTION TYPE



This graph shows that users are much more likely to engage with a PS Arts tweet if it mentions another non profits organization. People are more likely to retweet if they are supporting and raising awareness for other nonprofits. The data also suggests that people are 16% more likely to engage with the post if it mentions the article source that is linked. The data suggests that users are not likely to engage with a post if a person is mentioned, rather than an organization.

Mention Type	Number of Posts
N/A	200.00
Article Source	50.00
Other Non Profits	15.00
Other	15.00
Artists	12.00
Supporters/Donors	4.00
Featured people/staff	3.00
Grand Total	299

HASHTAG TYPE



In comparison to other hashtags, PS Arts likes to include random descriptive hashtags in their tweets at a much higher rate (n= 95). However, in comparison to the other hashtag types, it is near the bottom in terms of engagement. PS Arts followers are about 13-21% more likely to retweet a tweet containing a hashtag of a famous artist, or a post celebrating a holiday in comparison to other hashtag types.

Hashtag Type	Number of Posts
Random Descriptive	95.00
No Hashtag	64.00
Famous Names/Artists	38.00
Holidays	37.00
Other	26.00
Art Media	21.00
Events	18.00
Grand Total	299

EARNED DATA

ORGANIZATION & COMPETITION



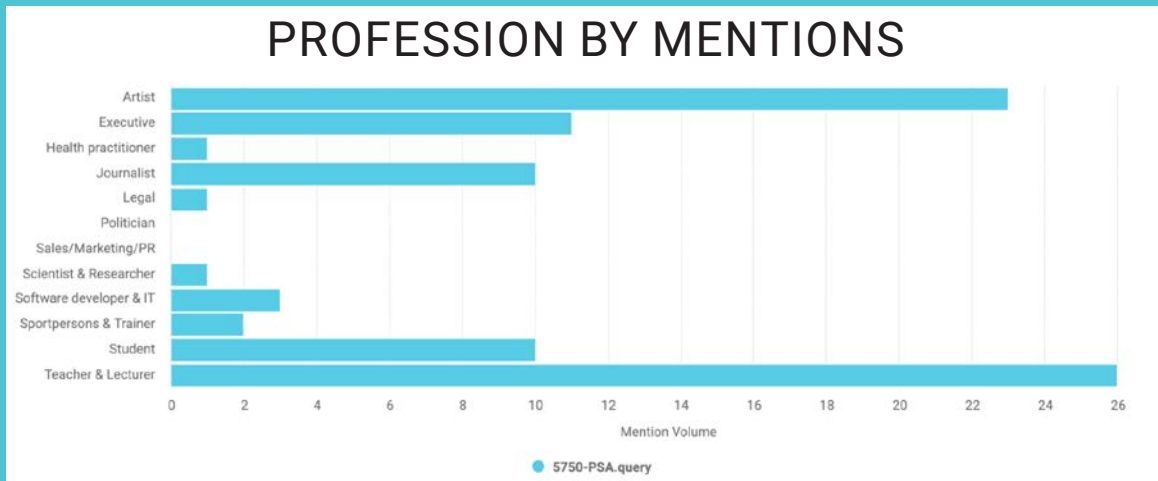
CONVERSATION OVERVIEW

The goal of this portion of the report is to look at earned data, from November 2020 to September 2021, and different topics across various platforms in order to better serve PS Arts. The objective is to discover different engagement patterns across different demographics, and find the reasoning behind these differences. Additionally, the goal is to discover the instances in which there were spikes in engagement, and understand why they occurred, and what topics were trending within these spikes. Sentiments will be analyzed to judge overall attitude about the organization and their themes, in order to comprehend what resonates well with the intended audience. Comparisons between competing organizations will be studied, and this data will be used to gain a better understanding of the conversation related to PS Arts and their surrounding topics. Lastly, recommendations were made based on these findings, with the hopes that PS Arts could implement them to increase conversation and engagement across their platforms.

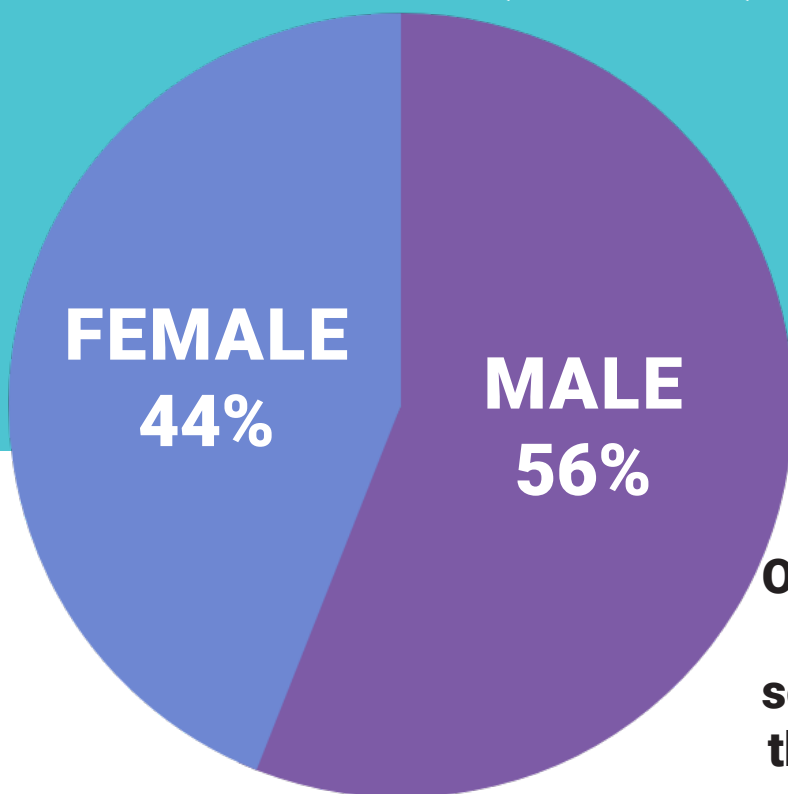
Questions aiming to answer:

1. What differences can be observed between PS Arts' mentions, and that of their competitors?
2. How can PS Arts change their social strategy to reach the engagement level of their competitors?
3. Where does most of the conversation concentrated, and how can PS Arts adjust to reach higher levels of engagement?

TWITTER DATA DESCRIPTION



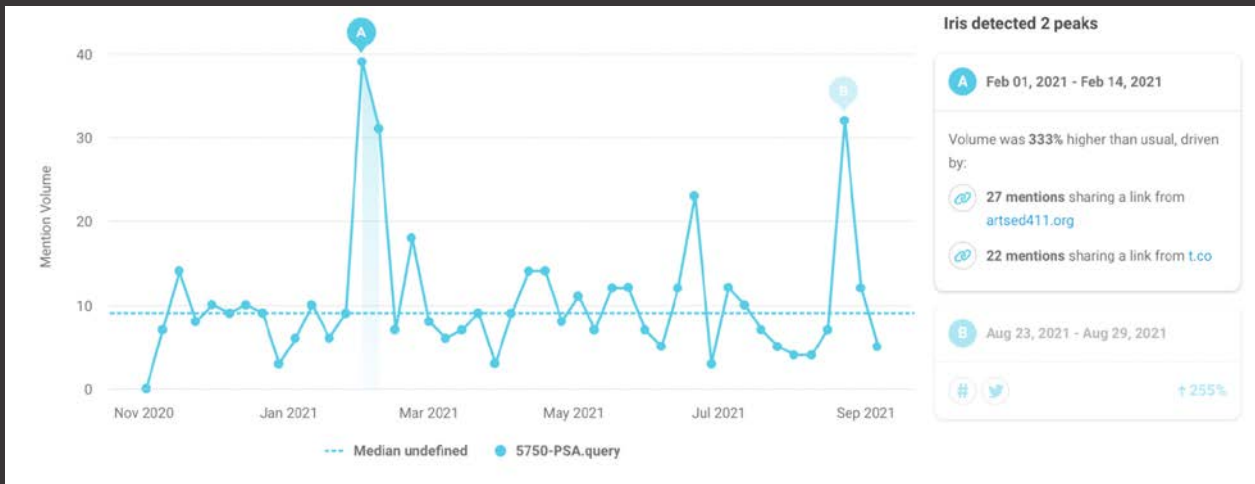
Most professions included Teachers and Artists, however, there was a large representation of Executives, Journalists, and Students too.



Most mentions were based in the US, with some mentions from the UK.

SENTIMENTS:
Overall, sentiments were mostly neutral. However, there were some positive sentiments, while there were virtually no negative sentiments.

I SPIKE ANALYSIS



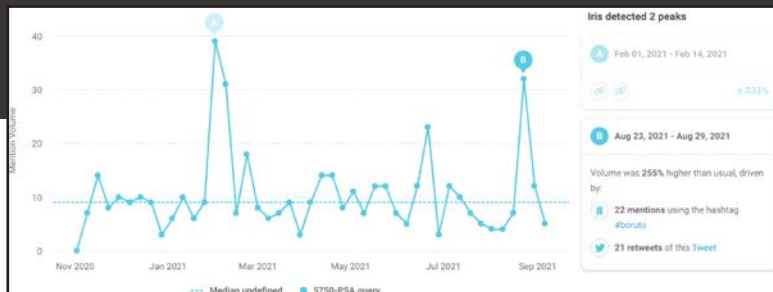
362 **PGHArtsCouncil (Greater Pittsburgh Arts Council) @PGHArtsCouncil** 1 Feb

RT @ArtsEd411 Join us, @PS_ARTS, and @CaptaEd on Feb 10 as we present findings from a two-year study examining the relationship between social-emotional learning and participation in inclusive arts programs among students with disabilities and without disabilities. <https://t.co/CGOPUKroOn> <https://t.co/osdz4YgBTs>

Retweets: 0 Replies: 0 Impressions: 11693

← Reply ↻ Retweet ❤ Like ↗ Engage

Tweets about a zoom info session about special education and the arts, partnered with ArtsEd411 and the California PTA Education leadership.



The second spike is unrelated to PS Arts.

TOP TWITTER ITEMS

TOP USER:

@thisispirend

TOP URL:

artsed411.org

TOP HASHTAG:

#artseducation

TOP RETWEETED:



TOP SHARED:



KEY INFLUENTIAL USERS:

@SklarBrothers

@HouseBeautiful

@ERobbPrincipal

WHY ARE TOP INFLUENCERS IMPORTANT?

Top influential users are important to know because they are potential connections for the brand to collaborate with, or even tag simply to expand on their audience, and so that we can study them to see what posts are popular and why.

NARRATIVE BY SENTIMENT

POSITIVE:

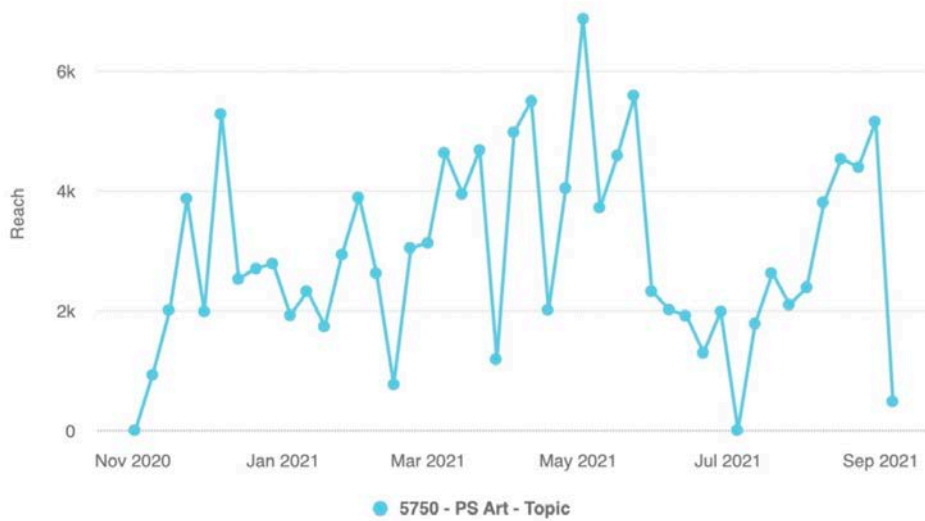
The positive sentiments include conversations about:

- Congratulations for successful events
- Supporting PS Arts financially
- Excitement about making art

NEGATIVE:

There were no negative sentiments reported.

TOP INSTAGRAM REACH



Peaked in May with a reach of 6,885 from this post:



47 likes

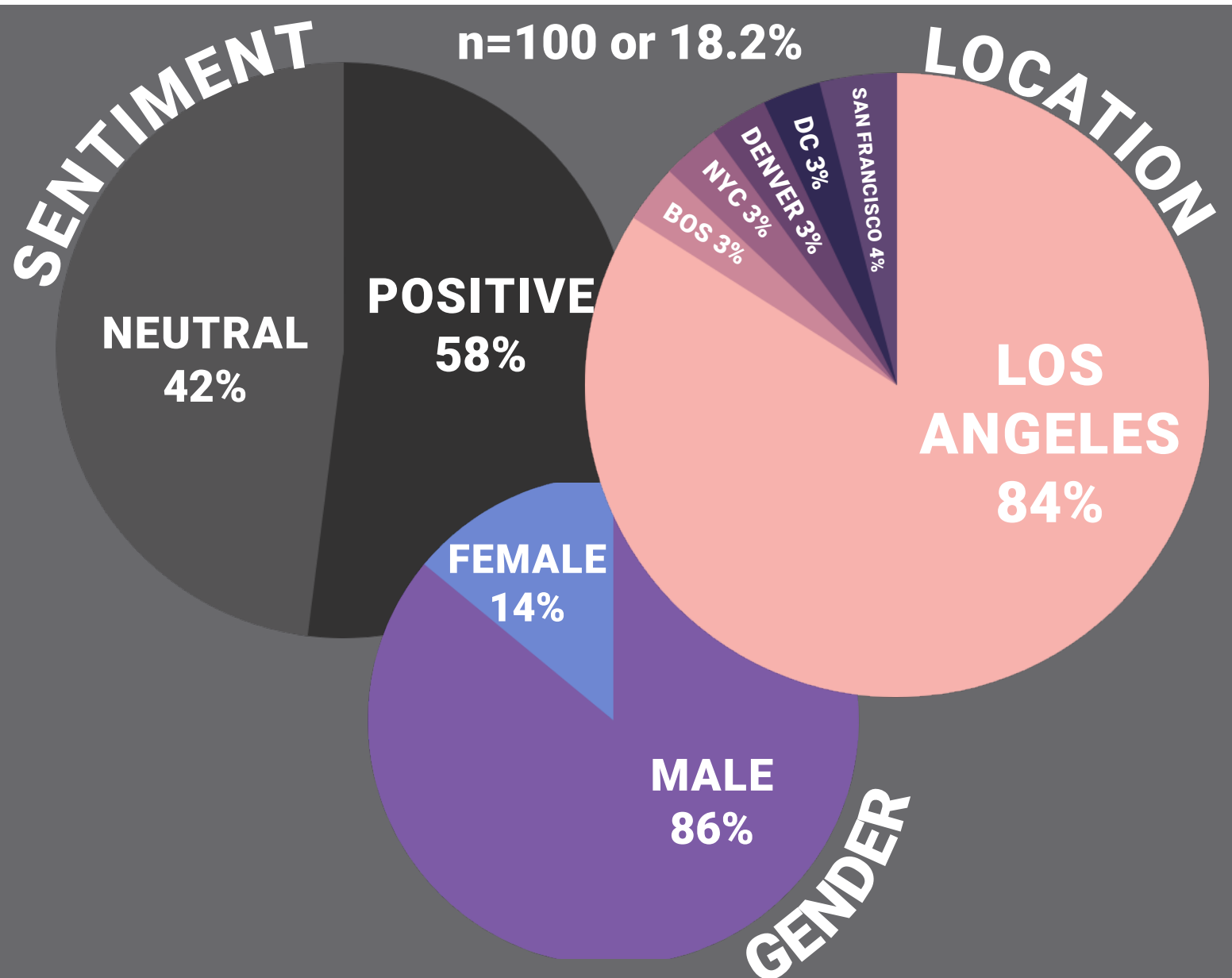
ps_arts

Our art auction is live with [@artsy](#) 🎨 Collect works from artists like Kenny Scharf, Ed Ruscha, Gregory Siff, & more all in support of P.S. ARTS arts education programs! Now through May 20, see the amazing works and place your bid at [artsy.net/ps-arts-benefit](#) or through the link in our bio. 📌

#PSARTS #artsted #artauction #artsy #artseducation #supportthearts #colesternberg #jasonmclean #gregorysiff #dustinyellin #swoon #edruscha #umarrashid #kennyscharf #toferchin #patrickmartinez #cartermull

THEME: ARTS ED

artseducation OR #artseducation

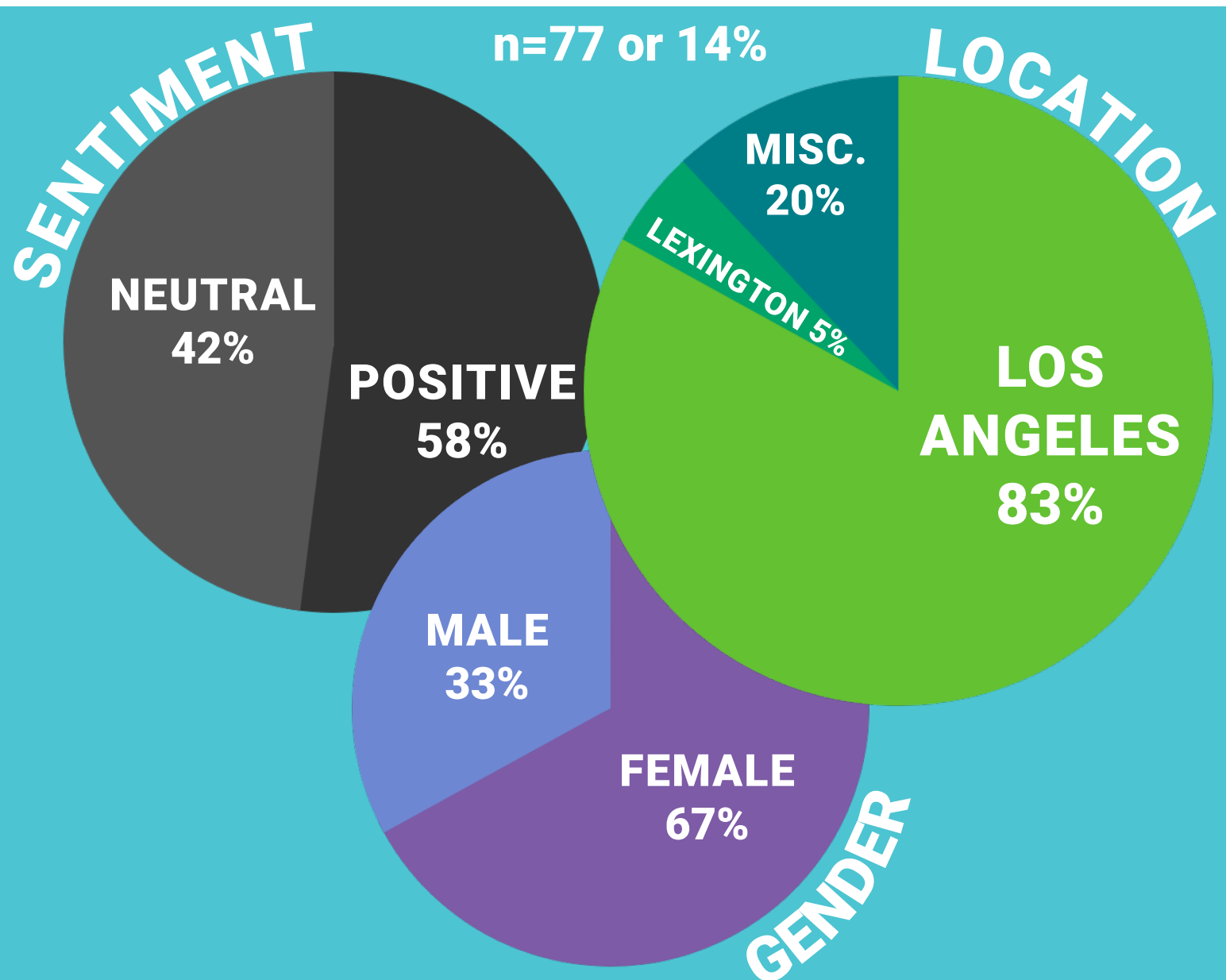


CONVERSATION:

A common conversation with ArtsEd includes PS Arts' monthly recaps. This includes sharing what events they put on, the art that was produced as a result, and highlights from participants. There are also several mentions that showcase audience support of art education and advocacy. The positive sentiments include the celebratory posts about art education, while neutral sentiments include information about events.

THEME: STUDENTS

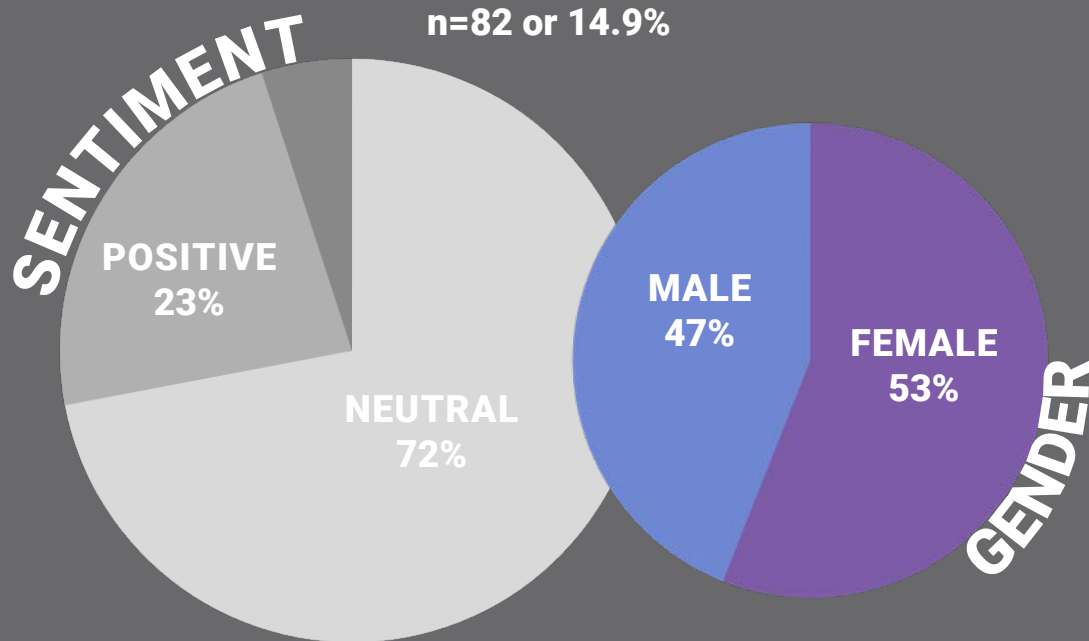
Students OR students OR student OR #student OR #students



CONVERSATION:

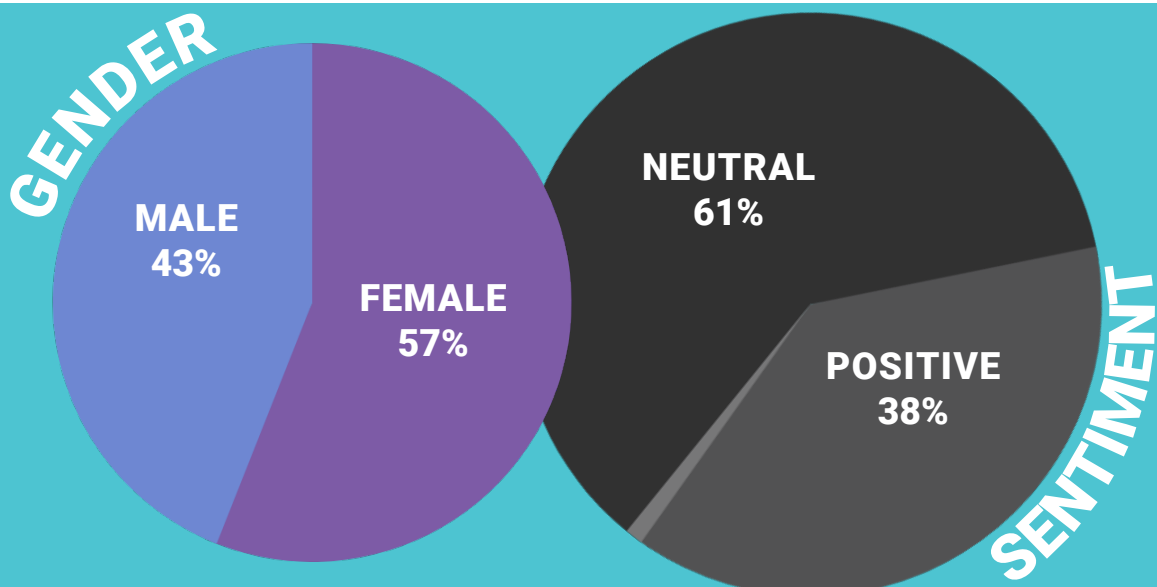
Under the student theme, there is a lot of varying conversations. Some of the most popular conversations include highlighting student work. Most of the positive sentiment comes from the excitement that comes from sharing student works. The neutral sentiments are about any information that includes students

THEME: LEARNING



CONVERSATION: Within the learning theme, most of the conversation was geared towards opportunities for students to learn more about the arts while participating in distanced learning. The conversations within the neutral sentiment just include informing their audience of learning opportunities. The positive sentiments are celebrating the learning that students are doing through the programs.

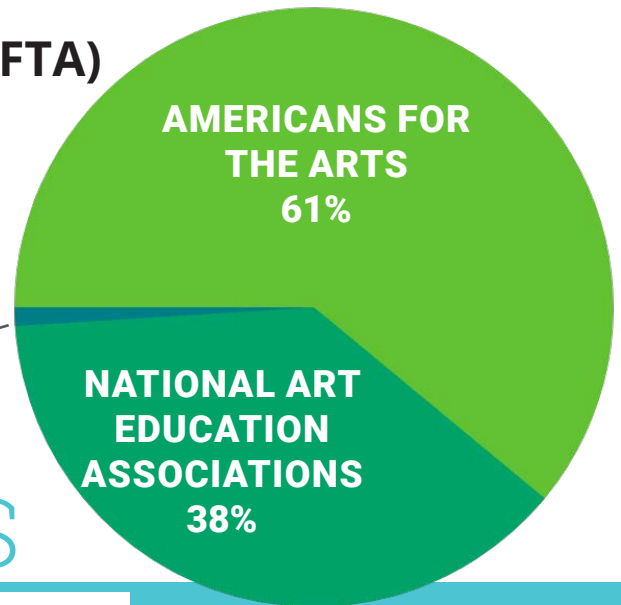
THEME: SCHOOL



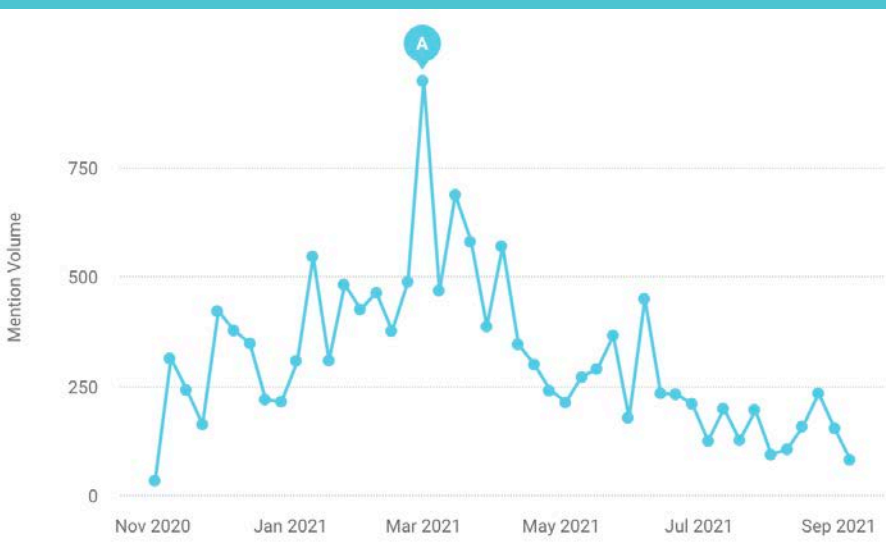
CONVERSATION: A main component of the conversation involving schools is when PS Arts shares their plans for the school year. This is where a lot of the neutral sentiment comes from, when they share information. Positive sentiment is detected when there is celebration of the accomplishments of PS Arts during the school year. Although 1% negative sentiment was reported, the Tweet volume was 0.

COMPARABLE ORGANIZATIONS

AMERICANS FOR THE ARTS (AFTA)
NATIONAL ART EDUCATION ASSOCIATION (NAEA)
CENTER FOR ARTS EDUCATION (CFAE)
CENTER FOR ARTS EDUCATION 1%



SPIKE ANALYSIS



This March spike is due to @NAEA posting about Youth Art Month, as well as @Americans4Arts advertising about Arts Advocacy season, with an event on March 24th.

@NAEA:

 **LauraLaQuaglia (Laura LaQuaglia)** @LauraLaQuaglia
 Excited for the @NAEA conference this week!! So lovely to be included in this year's virtual awards ceremony over the weekend. #cobbarocks #artsedga #NAEA21 <https://t.co/BpGejOyrEq>

 **MissLongsArtRm (Liz Long)** @MissLongsArtRm
 Celebrating March for the Arts! #YouthArtMonth #daea #ArtsAREducation #ArtsAreEssential @NAEA <https://t.co/RIVGwMDkAK>



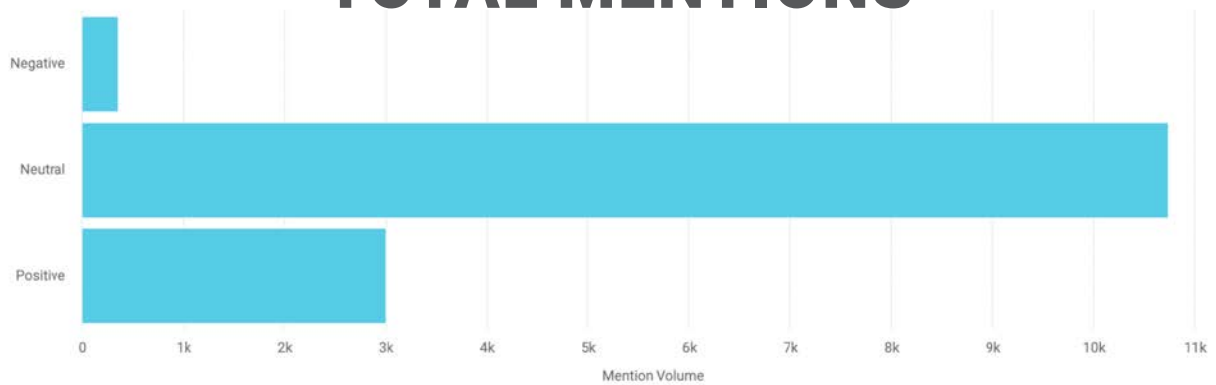
@Americans4Arts:

 **oliveracora (olivera)** @oliveracora
 RT @Americans4Arts #ArtsAdvocacy season is here! Join us 3/24 on #ArtsU with @ArtsInfoGuy to discuss updates to his annual "10 Reasons to Support the Arts" & get 10 case-making arrows for your arts advocacy quiver to convince anyone to support the arts. Register now: <https://t.co/OhfzPf5qO1> <https://t.co/lOyqq5lR8A>

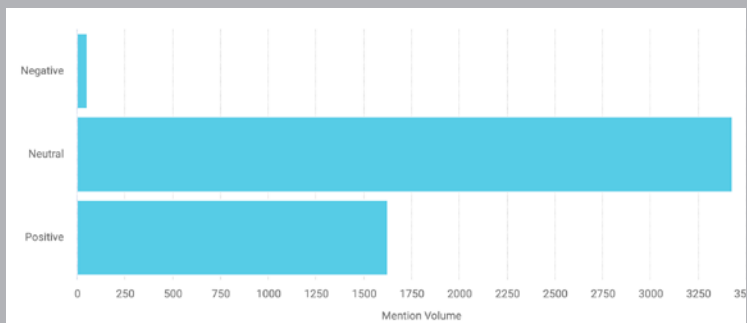


SENTIMENT BREAKDOWN

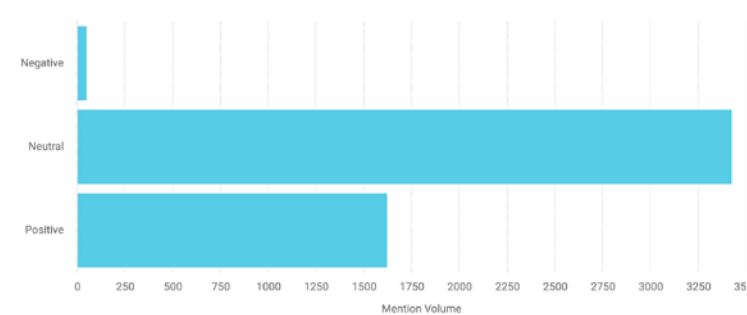
TOTAL MENTIONS



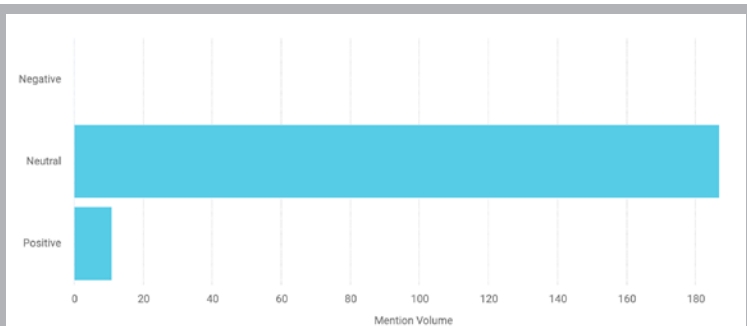
AMERICANS FOR THE ARTS



NATIONAL ART EDUCATION ASSOCIATION



CENTER FOR ARTS EDUCATION



EARNED DATA

TOPIC



TOPIC OVERVIEW

The goal for this portion of the report is to see what people are saying about art education in general, rather than about the PS Arts organization specifically. This data will help see people's opinions on children's involvement with art and education. Although this information is not directly related to PS Arts, it will allow insight on what people are engaging with on a larger scale, and show how PS Arts should contribute to the conversation about arts education. The objective is to look for spikes in certain topics within this theme of art education. Within those topics, the goal is to see what the sentiment is around that topic, and who is talking about it.

Questions to be answered:

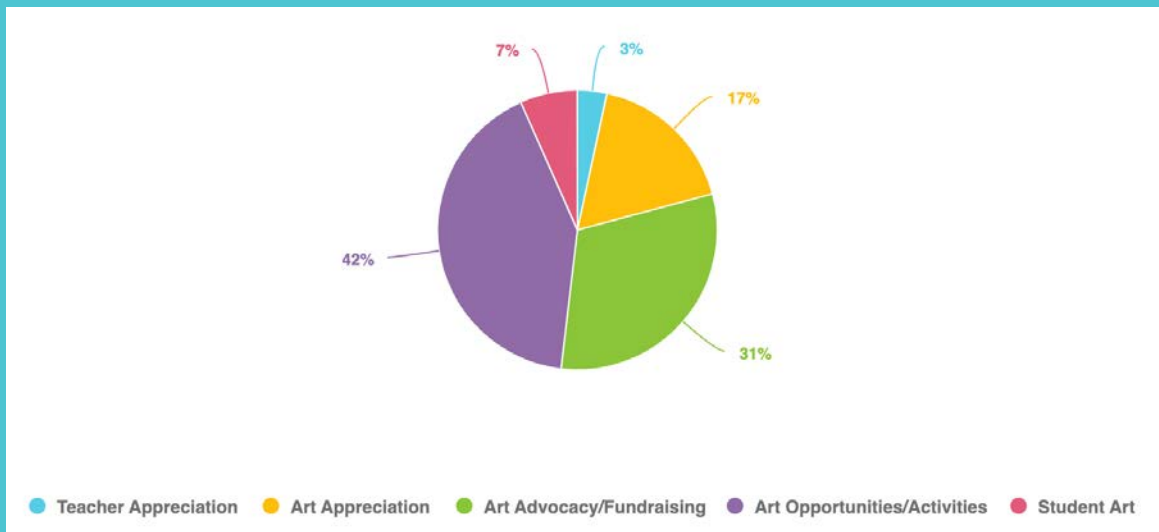
1. What topics have the highest levels of engagement?
2. What is the conversation surrounding arts education about?
3. Are there any areas that PS Arts can engage in, in order to increase their engagement?

THE DATASET

In this report, the dataset was full of posts gathered from January of 2021 until early November 2021, about art education. There were over 544,000 tweets about this topic on twitter. 47% of these tweets came from male users, and 53% female users. The majority of the data were coming from artists and teachers (both making up for over 30,000 tweets individually). For the most part, these tweets came from California, New York, Texas, and the UK. The most relevant, engaged posts for this time period of ten entire months were typically surrounding the theme of art opportunities and activities. The tweet with the most engagement of 32.9 retweets, was from a woman who was writing about what she thought children needed after the pandemic and the lockdown-which was children's centers, music and drama groups, and more. The dataset also found 6,299 Instagram posts speaking about our theme of art education. 68% of these Instagram posts were of positive sentiment, and the post with most engagement was a post celebrating arts education week. The dataset only found eight posts on Facebook, so there was no further analysis on this platform.

INSTAGRAM DATA

Topic Share of Total Mentions



Instagram had a more balanced representation of themes, with only 41% of the data being recorded as irrelevant. Art advocacy has the largest share in theme data on the platform.

Spike Analysis via Instagram



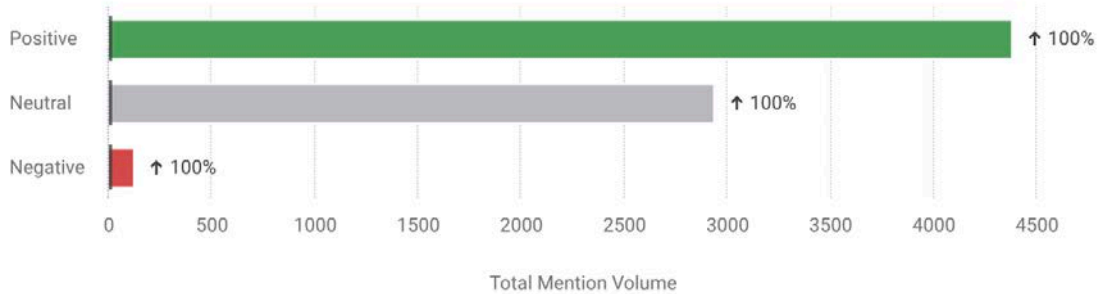
Largest spike seen on Instagram occurred in the art advocacy and fundraising theme. Content volume was 17600% higher than usual, driven by 306 mentions using the hashtag #childcare, 1389 mentions using the hashtag #artsed, 179 mentions using the hashtag #preschool, and more.

Second largest spike seen was under the theme of art opportunities and activities theme. This spike saw a volume of content that was 13900% higher than normal. This spike was driven by 1268 mentions using the hashtag #artsed, 694 mentions using the hashtag #childcare, 279 mentions using the hashtag #daycare, 373 mentions using the hashtag #preschool, and more.

Other spikes: volume was 81% higher than normal in the student art theme, driven by 345 mentions using the hashtag #artsed. Volume was 49% higher than normal in the teacher appreciation theme, driven by 65 mentions using the hashtag #artsed.

TOP USERS: @natgeo @metmuseum @unicef

Sentiments by Total Mention (Instagram)



NARRATIVE BY SENTIMENT

POSITIVE: Positive Instagram posts included students sharing how their art turned out, and organizations celebrating art.

02 ★ @instagram.com (Instagram) 15 Sep

Kinda loving how my last minute Dot Day collaborative drawing came out!! I didn't originally plan anything for Dot Day this year but then thought of this as sort of an "early finisher" activity today on my drive to work and it was a total hit! It was such an awesome exercise in creativity and collaboration! 🌟👏

"Kinda loving how my last minute Dot Day collaborative drawing came out!! I didn't originally plan anything for Dot Day this year but then thought of this as sort of an "early finisher" activity today on my drive to work and it was a total hit! It was such an awesome exercise in creativity and collaboration! 🌟👏 [#artsed]"

07 ★ @instagram.com (Instagram) 14 Sep

It's just magnificent to have all of our talented teaching artists together again for NDI's Teaching Artist Retreat! As we look forward to this new school year, we celebrate the brilliance of each other's artistry and the expertise that each teaching artist brings to NDI. As Jacques always said, "May you always have joy in your life." ... we live by that mantra. Here's to a joyous school year!

"...by that mantra. Here's to a joyous school year! [#artsed]"

NEGATIVE: Negative Instagram posts included posts that were not speaking negatively about art education, but rather have negative words because of the topic of the art (ie traumatic events, etc), or are simply miscategorized as the tweets were.

03 ★ @instagram.com (Instagram) 7 Sep

On the first day of art class when I talk about our class expectations, I ask my students a question: "Would anyone in here tell their friend that their artwork is bad or looks terrible?" All the kids shake their head, exclaim "nooooo" and look at me like I've just asked them a ridiculous question. Then I ask- "So would anyone in here ever say your own artwork looks bad or terrible?" The room goes quiet and I see hands go up- especially in the older grades I teach. That's when I tell them one of

"...Teaching kids to talk to themselves kindly is just as important as teaching them to be kind to others. It's only been two weeks of school, but already I hear students reminding each other "if you wouldn't say it to a friend don't say it to yourself" and it just makes my heart so happy. How do you deal with negative self talk in the art room?..."

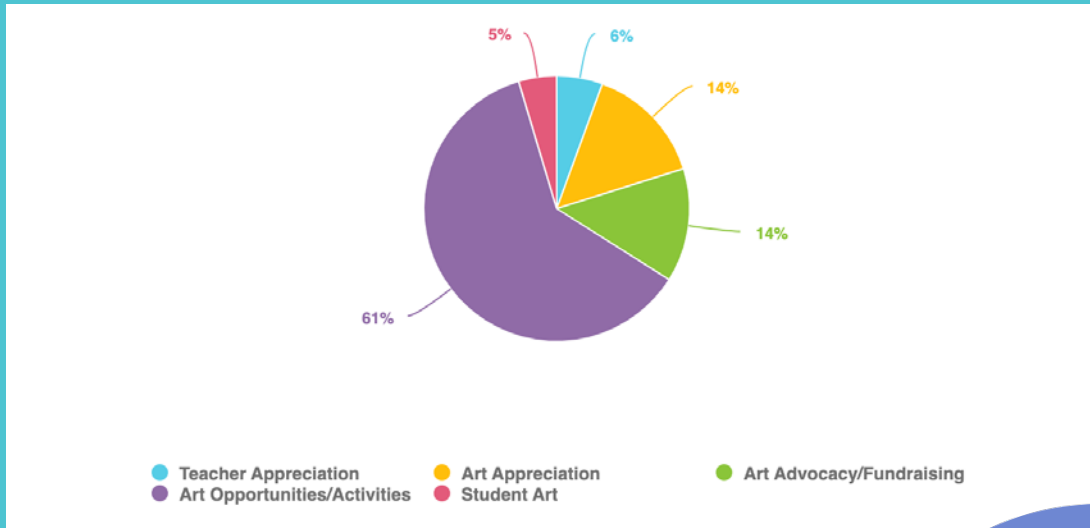
06 ★ @instagram.com (Instagram) 11 Sep

On September 11, 2001, firefighter Brenda Berkman was called to duty and went to the Twin Towers after the terrorist attack. Ten years later, she began to create lithograph prints about her experience. Tap the link in our bio to learn more about Berkman, her art and life-story, and for classroom discussion topics that encourage students to process painful and difficult emotions through art and ultimately find healing.

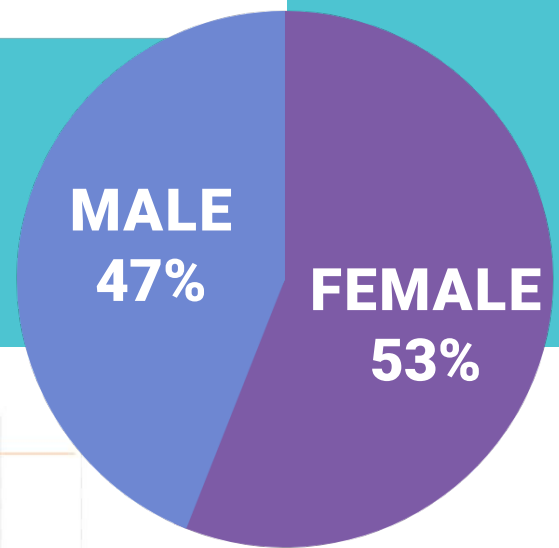
"...process painful and difficult emotions through art and ultimately find healing. [#artsed]"

TWITTER DATA

Topic Share of Total Mentions



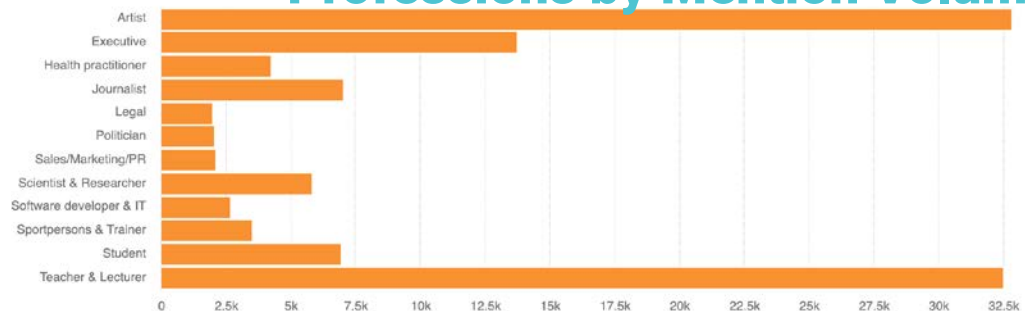
It was discovered that most of the themes relevant to the discussion included conversations about art opportunities and advocacy for art education.



Regions by Mention Volume

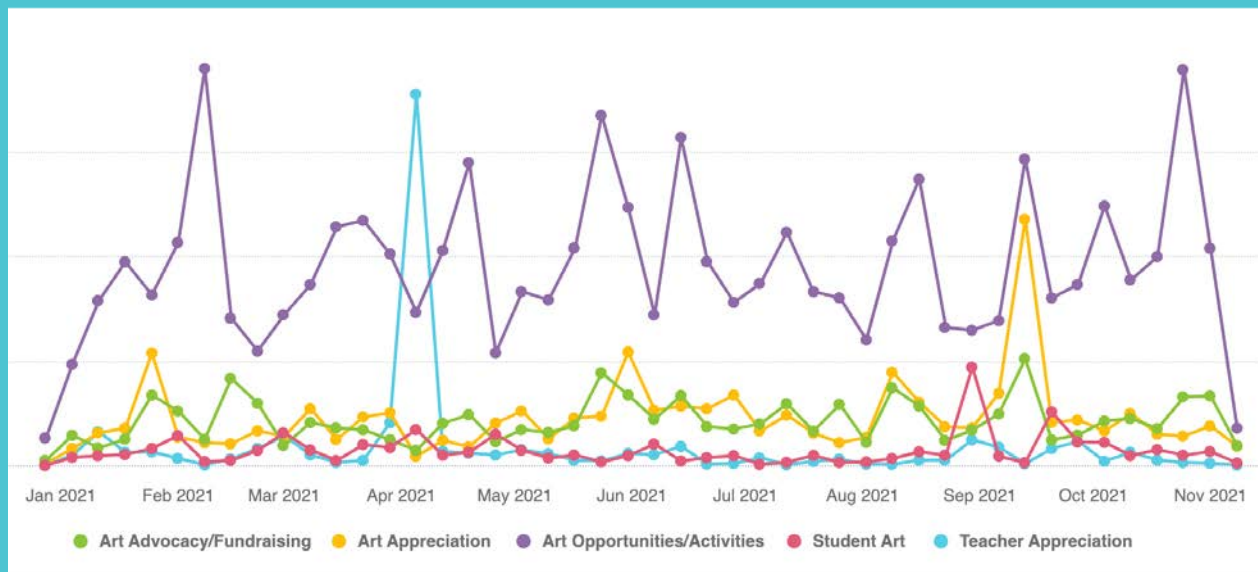


Professions by Mention Volume



SPIKE ANALYSIS

Largest Spike Recorded



The largest spike that was relevant to us existed in the Art opportunities and activities theme. This was a tweet that got over 4,000 retweets. Here is the tweet:



Lorraine Heath
@LorraineMHeath



What children need when the pandemic is over: children's centres, playgroups, youth clubs, sports clubs, swimming, music & drama groups, days out, birthday parties, visits to museums, the theatre, cinemas, residential, outdoor ed. What they don't need: more maths and English.

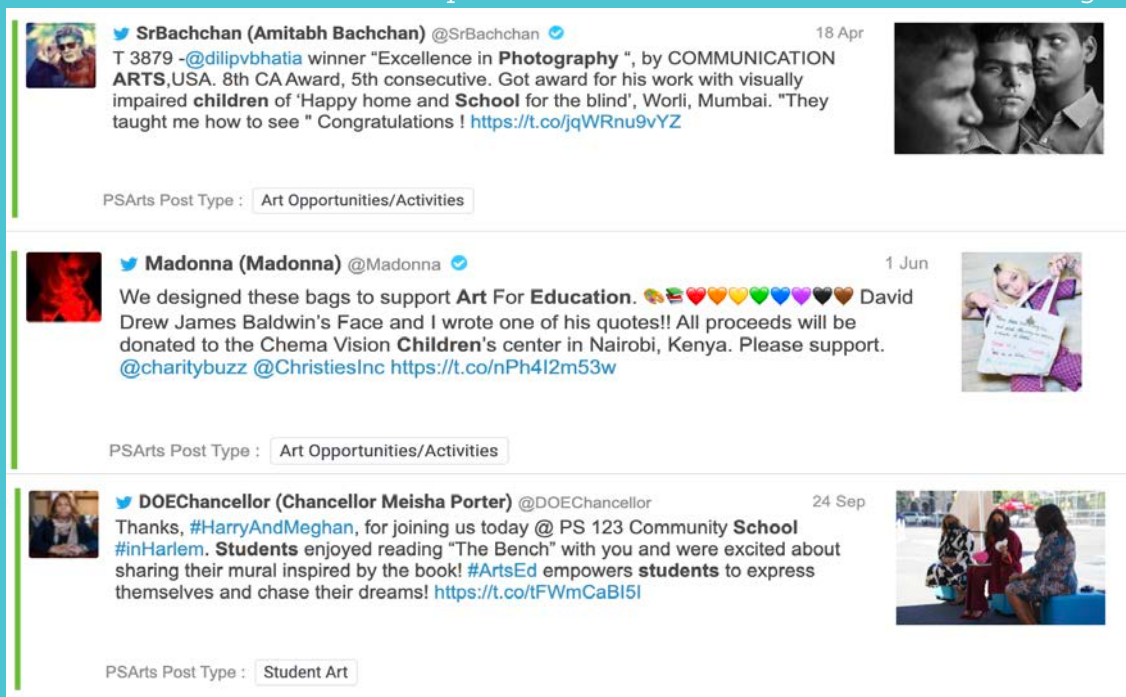
8:36 AM · Feb 9, 2021

Spike annotation by theme is recorded later in the report beginning on page 14.

Lorraine is an average twitter user with over 2,700 followers, simply using this platform to express her opinions.

NARRATIVE BY SENTIMENT

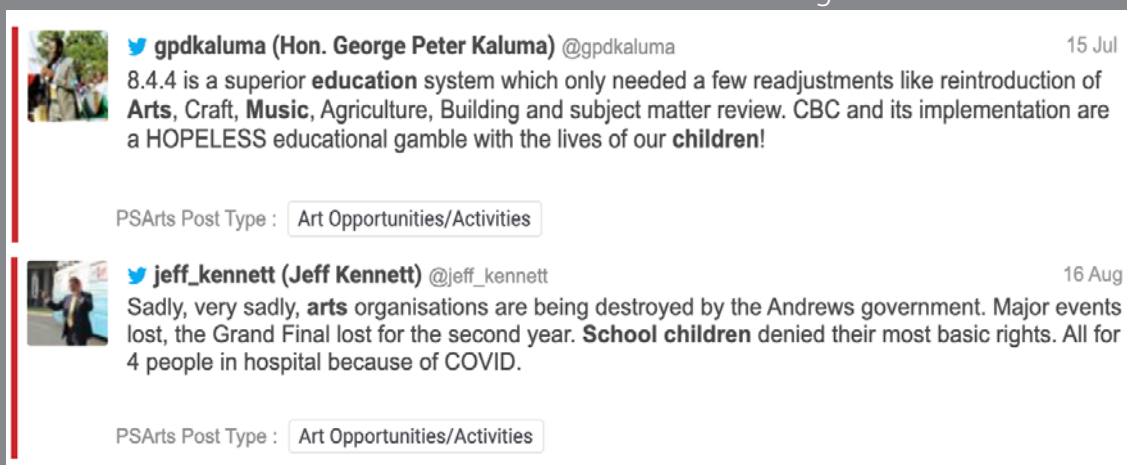
POSITIVE: The positive sentiments were celebratory posts about children's work, as well as support for increased art education funding.



The image shows three tweets from PSArts, each with a profile picture, name, handle, date, text, and a small image. Below each tweet is a 'PSArts Post Type' label.

- Tweet 1:** SrBachchan (Amitabh Bachchan) @SrBachchan, 18 Apr. Text: "T 3879 -@dilipvbhatia winner 'Excellence in Photography', by COMMUNICATION ARTS, USA. 8th CA Award, 5th consecutive. Got award for his work with visually impaired children of 'Happy home and School for the blind', Worli, Mumbai. 'They taught me how to see' Congratulations! <https://t.co/jqWRnu9vYZ>". Image: Three young boys looking at the camera.
- Tweet 2:** Madonna (Madonna) @Madonna, 1 Jun. Text: "We designed these bags to support Art For Education. 🇺🇸🇨🇦🇮🇪🇩🇪🇦🇪🇩🇪🇦🇪🇩🇪🇦🇪🇩🇪🇦🇪🇩🇪🇦🇪 David Drew James Baldwin's Face and I wrote one of his quotes!! All proceeds will be donated to the Chema Vision Children's center in Nairobi, Kenya. Please support. @charitybuzz @ChristiesInc <https://t.co/nPh4I2m53w>". Image: A person holding a bag with a portrait on it.
- Tweet 3:** DOEChancellor (Chancellor Meisha Porter) @DOEChancellor, 24 Sep. Text: "Thanks, #HarryAndMeghan, for joining us today @ PS 123 Community School #inHarlem. Students enjoyed reading 'The Bench' with you and were excited about sharing their mural inspired by the book! #ArtsEd empowers students to express themselves and chase their dreams! <https://t.co/tFWmCaBI5I>". Image: A group of people sitting on a bench outdoors.

NEGATIVE: Many of the negatives seen are either an irrelevant topic or someone complaining about lack of funding for arts!



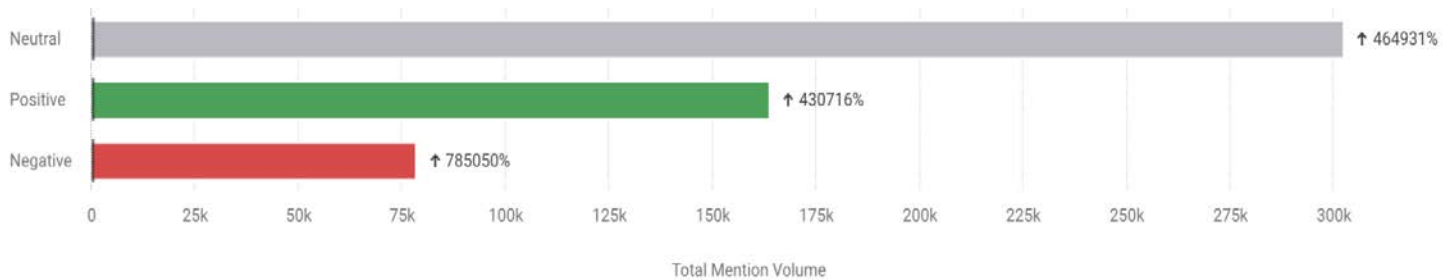
The image shows two tweets from PSArts, each with a profile picture, name, handle, date, text, and a small image. Below each tweet is a 'PSArts Post Type' label.

- Tweet 1:** gpdkaluma (Hon. George Peter Kaluma) @gpdkaluma, 15 Jul. Text: "8.4.4 is a superior education system which only needed a few readjustments like reintroduction of Arts, Craft, Music, Agriculture, Building and subject matter review. CBC and its implementation are a HOPELESS educational gamble with the lives of our children!". Image: A person in a suit walking.
- Tweet 2:** jeff_kennett (Jeff Kennett) @jeff_kennett, 16 Aug. Text: "Sadly, very sadly, arts organisations are being destroyed by the Andrews government. Major events lost, the Grand Final lost for the second year. School children denied their most basic rights. All for 4 people in hospital because of COVID.". Image: A person in a suit walking.

SENTIMENT BREAKDOWN:

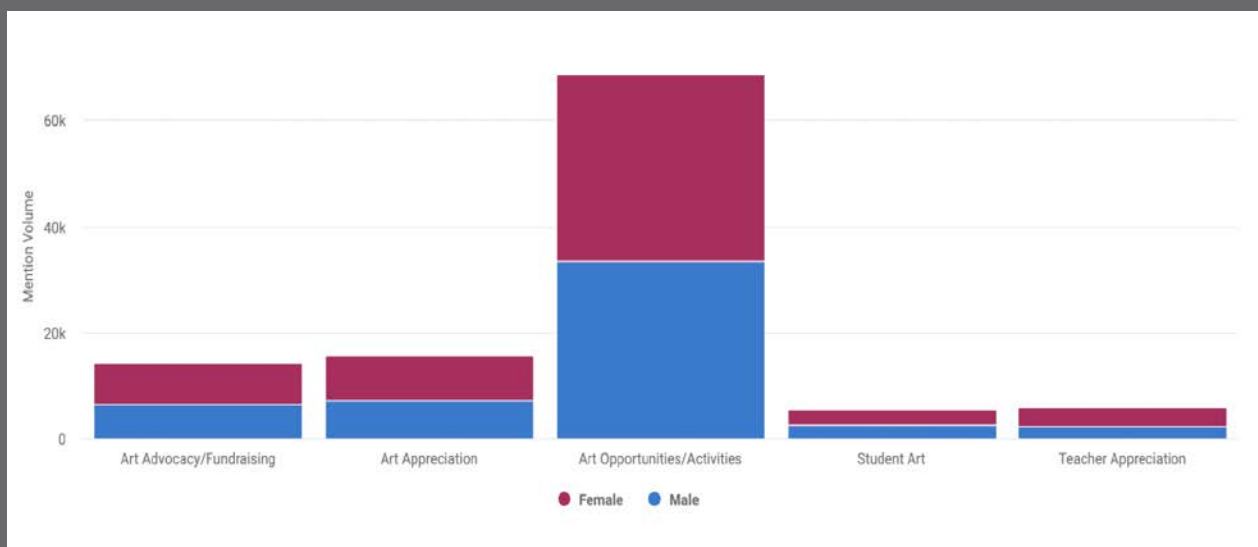
Most sentiments were found to be neutral, followed by a large amount of positives. While there are negatives, they were discovered to mostly be about lack of funding for the arts.

Sentiment by Mention Volume



GENDER & VOLUME

Gender Split by Mention Volume



It was found that the gender differences across themes had an almost 50/50 split between male and female.

TOP TWEETS BY CLASSIFIERS

After looking at the general earned media, the data was then sorted into varying themes through custom classifiers. From there, five different themes were analyzed.

FIRST SPIKE FOR:
TEACHER

APPRECIATION

4443 TWEETS AT PEAK, 12,944 TOTAL



Bridey Hicks
@BrideyHicks

Being vaccinated does NOT mean it's ok to pose as a substitute music teacher at an elite private elementary school, expose the students to hard rock legends, secretly form a band, compete in a local Battle of the Bands and lose to No Vacancy!!!

9:23 AM · Apr 8, 2021 · Twitter for iPhone

VOLUME WAS 4936% HIGHER THAN USUAL,
DRIVEN BY: 6157 RETWEETS OF THIS TWEET,
296 MENTIONS USING THE HASHTAG
#PIMLICOACADEMY, AND 113 MENTIONS
SHARING A LINK TO WWW.COMPLEX.COM

FIRST SPIKE FOR:

ART OPPORTUNITIES

8015 TWEETS AT PEAK, 167,536 TOTAL



Lorraine Heath
@LorraineMHeath

What children need when the pandemic is over: children's centres, playgroups, youth clubs, sports clubs, swimming, music & drama groups, days out, birthday parties, visits to museums, the theatre, cinemas, residential, outdoor ed. What they don't need: more maths and English.

VOLUME WAS 118% HIGHER THAN USUAL, DRIVEN BY: 4682 RETWEETS OF THIS TWEET (TOP), 347 RETWEETS OF THE BOTTOM TWEET.

TOP HASHTAGS:

#TEACHING #ILLUSTRATION
#ARTISTS



일 SLOW
@inniefinity

Stray Kids will appear on NHK's Hyada x Physical Education One Room ☆ Music

"One Room ☆ Music" is a music program hosted by Hyadain and Taiiku Okazaki which proposes a new way to enjoy music by casually creating music from your smartphone or computer in your own room

LARGEST SPIKE FOR:

ART ADVOCACY

6487 TWEETS AT PEAK, 35,940 TOTAL



Celeste George
@ciel947

Pairs of children's shoes are being lined up on the steps of the Vancouver Art Gallery as part of a growing memorial to honour students that died at a former BC residential school.



VOLUME WAS 170% HIGHER THAN USUAL IN SEPTEMBER DUE TO: 479 MENTIONS USING THE HASHTAG #ARTSED, 171 MENTIONS USING THE HASHTAG #BECAUSEOFARTSED, 139 MENTIONS USING THE HASHTAG #ARTSEDWEEK, ETC.

TOP HASHTAGS:

#ARTSED #ARTSEDUCATION
#TEACHERS #ARTSEDWEEK
#BECAUSEOFARTSED

FIRST SPIKE FOR:

ART APPRECIATION

5295 TWEETS AT PEAK, 40,413 TOTAL



VOLUME WAS 544% HIGHER THAN USUAL, DRIVEN BY: 2306 MENTIONS USING THE HASHTAG #BALCKPINK, 2305 RETWEETS OF THIS TWEET.

TOP HASHTAGS:

#BLACKPINK #CHILDREN
#PAINTING

STUDENT ART

2909 TWEETS AT PEAK, 12,997 TOTAL



VOLUME WAS 861% HIGHER THAN USUAL IN SEPTEMBER DUE TO: 1202 RETWEETS OF THIS TWEET, ALONG WITH 25 MENTIONS USING THE HASHTAG #DIGITALART, 20 MENTIONS USING THE HASHTAG #BACKTOSCHOOL, AND MORE.

TOP HASHTAGS:

#HARRYANDMEGHAN #MUSIC
#KIDSART

THEME: ART OPPORTUNITIES

Top Female Tweet:

CAMontgomery1 (Catherine Montgomery) @CAMontgomery1 22 Aug
RT @Villa_Charities It is time to embrace your musical side! Learn from home with the Columbus Centre **School of Music**. We offer affordable and effective online lessons for all instruments to **kids**, teens, adults, seniors or groups. Contact cultural@villacharities.com to join. <https://t.co/iinEvdwtN> <https://t.co/eQDUpH7E6i>
Retweets: 0 Replies: 0 Impressions: 1670 Reply Retweet Like Engage

PSArts Post Type : Art Opportunities/Activities

Top Male Tweet:

diasfluis (Luis Dias) @diasfluis 21 Aug
RT @chryselled Thanks to donors like Nissim Kanekar, we're building a wonderful **music** library for our **children** at @childsplayindia. Our library will have books on classical **music** for all ages, providing **kids** with a well-rounded **education** on all things classical. ❤️ #musiceducation #elsistema
Retweets: 0 Replies: 0 Impressions: 144 Reply Retweet Like Engage

PSArts Post Type : Art Opportunities/Activities

CONVERSATION: Overall, the sentiments in this theme were very encouraging and positive towards the art opportunities. There were differences between males and females in the sense that females tended to encourage students and their hard work, while males were encouraging the organizations that were participating in these activities.

THEME: ART ADVOCACY

Top Female Tweet:

marwilliamson (Marianne Williamson) @marwilliamson 29 Jan
Meanwhile, while the wealth of American billionaires has been growing, we have been cutting **funding** for **arts education** in our public **schools**. Stupid us. <https://t.co/FsnHM69AEh>
Retweets: 149 Replies: 29 Impressions: 3015876 Reply Retweet Like Engage

PSArts Post Type : Art Advocacy/Fundraising

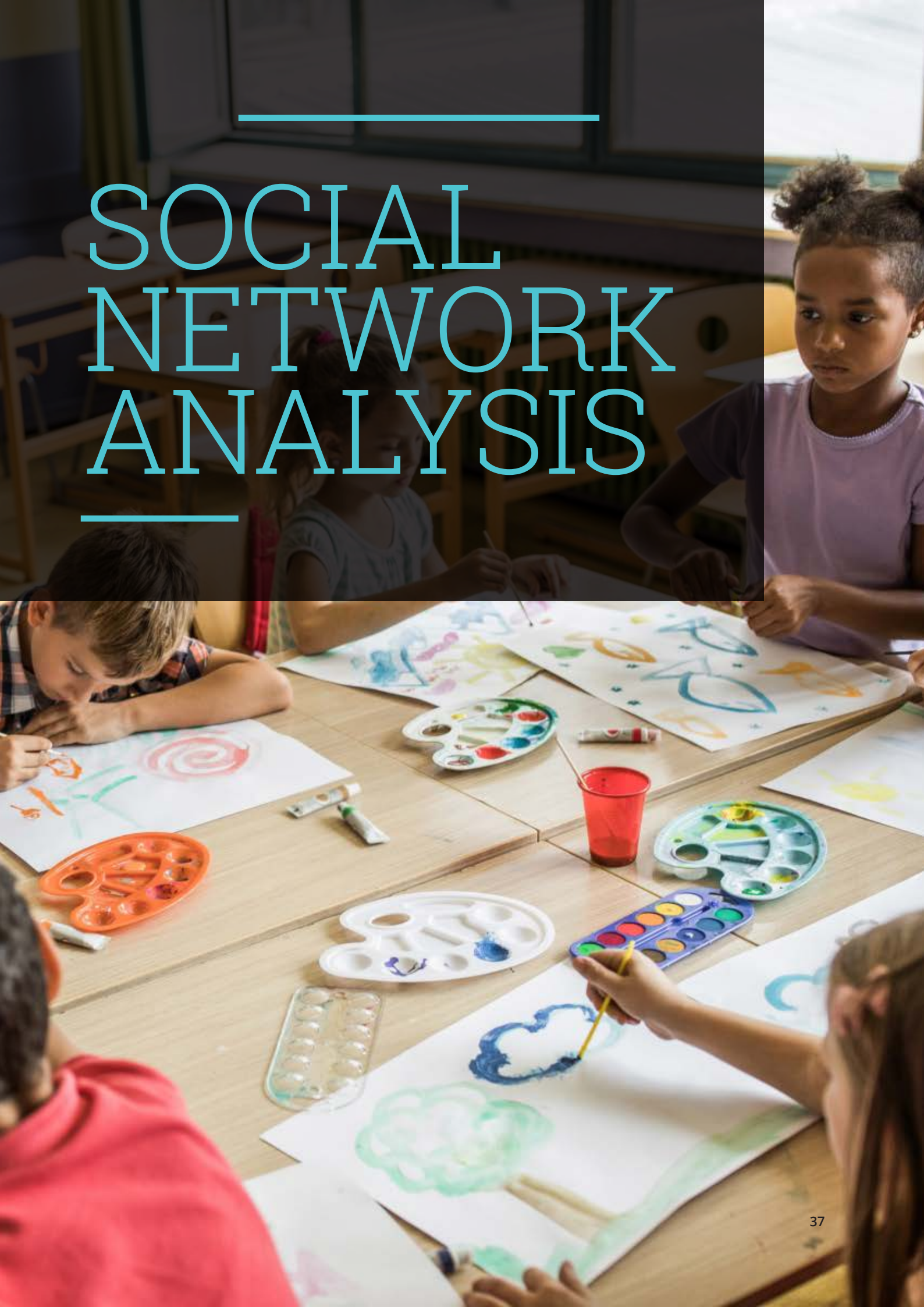
Top Male Tweet:

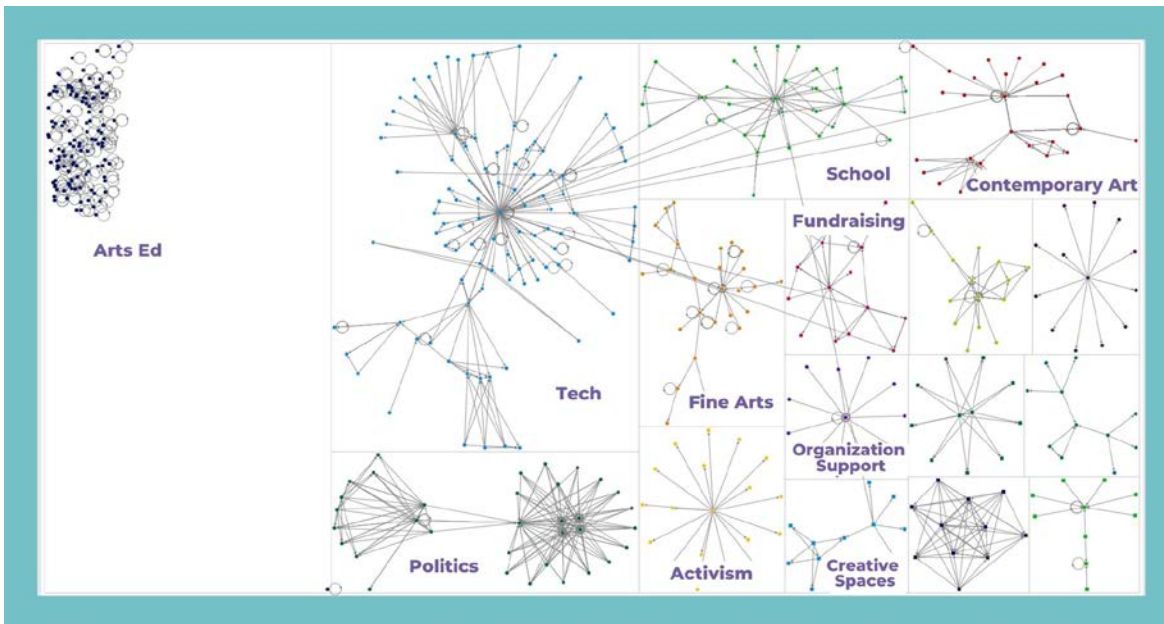
RepVernonJones (Vernon Jones) @RepVernonJones 29 Jan
I want @JoeBiden to sign an executive order to allow US **children** trapped in failing **schools** caused by democrat policies to attend **performing schools**. Legalize #SchoolChoice for America's **children**! Sign the same EO you did to legalize 11 million illegals! <https://t.co/84Q60hnFTI>
Retweets: 397 Replies: 66 Impressions: 659691 Reply Retweet Like Engage

PSArts Post Type : Art Advocacy/Fundraising

CONVERSATION: In the art advocacy theme, there were higher rates of negative sentiments due to the fact that these tweets most often featured wanting changes for art education. The difference in male and female tweets included males having stronger call to actions, while females were just sharing their thoughts and opinions.

SOCIAL NETWORK ANALYSIS





In-Degree: high number of edges coming into a vertex; or measure of how much a user receives replies from others

Out-Degree: a measure which represents how much a user who with others and sends out replies

Arts Ed

Highest In-Degree: @stmarys_visarts and @capa_california

Highest Betweenness Centrality: N/A. No users are interacting with each other

Top Hashtags: #artseducation #artsed

Top Words: learn, more

Tech

Highest In-Degree: @americanacad and @johnlithgow

Highest Betweenness Centrality: @martinezmau and @houartspartners

Top Hashtags: #artsed #arthistory

Top Words: art, lesson

Activism

No top user, data stems from 1 tweet

Top Hashtags: #signthepledge #artsednow

Top Words: pledge, assert

School

Highest In-Degree: @kencen and @malissashriver

Highest Betweenness Centrality: @sbsdbs and @cathedralarts

Top Hashtags: #arts #musiceducation

Top Words: school, students

Fine Arts

Highest In-Degree: @nidacommunity and @crayola

Highest Betweenness Centrality: @ehogaroto and @turnarndartsca

Top Hashtags: #painting #modernart

Top Words: modern art, photography

Politics

Highest In-Degree: @artsreducation and @thisispired

Highest Betweenness Centrality: @turnarndartsca and @lewieb99test

Top Hashtags: #artiswork #mapoli

Top Words: importance, join, commission

In our data, there are a number of clusters that lack high interaction between all users. For example, the politics group looks very different in comparison to the arts ed and activism groups. In the politics group, the graph shows two groups are interacting with each other and making a cluster. Compare that to the arts ed group, where there is seemingly zero interaction with each user and the activism group where all the users are interacting with one tweet rather than each other. There are also groups and clusters that clearly did not have much interaction with others, which is why only a portion of the data is analyzed.

APPENDIX

Owned:

("PS Arts" OR @ps_arts OR "PSARTS" OR #PSARTS OR #PS_ARTS OR "Arts PS") NOT (@americans4art OR @PSArtskc OR @DurhamPSArts OR @Arts_PS OR @PSARTS)

Earned Data:

Organization: ("PS Arts" OR @ps_arts OR "PSARTS" OR #PSARTS OR #PS_ARTS OR "Arts PS") NOT (@americans4art OR @PSArtskc OR @DurhamPSArts OR @Arts_PS OR @PSARTS)

Competition: "Americans for the Arts" OR @americans4arts OR #AmericansForArts OR #Americans4Arts OR #AmericansfortheArts OR "National Art Education Association" OR @NAEA OR #NationalArt EducationAssociation OR #NAEA OR "Center for Arts Education" OR "Center for Arts Ed" OR @centerforartsed OR #centerforartsed OR #centerforartseducation

Earned Data:

Topic: Artsed OR #artsed OR arteducation OR #arteducation OR artseducation OR #artseducation OR artfunding OR #artfunding OR artteachers OR #artteachers

OR

((arts OR #arts OR art OR #art OR drawing OR #drawing OR painting OR #painting OR performing OR #performing OR #performingarts OR performingarts OR photography OR #photography OR illustration OR #illustration OR theatre OR #theatre OR dance OR #dance OR music OR #music OR singing OR #singing)

AND

(education OR #education OR ed OR #ed OR teachers OR #teachers OR supplies OR #supplies OR students OR #students OR funding OR #funding OR school OR schools OR programs OR #programs)

AND

(children OR #children OR kids OR #kids OR elementary OR #elementary OR youth OR #youth OR 1stgrade OR #1stgrade OR firstgrade OR #firstgrade OR 2ndgrade OR #2ndgrade OR 3rdgrade OR #3rdgrade OR thirdgrade OR #thirdgrade OR 4thgrade OR #4thgrade OR fourthgrade OR #fourthgrade OR 5thgrade OR #5thgrade OR fifthgrade OR #fifthgrade))