FINAL REPORT

THE MET

ADPR5750 | SPRING 2022

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BACKGROUND

The Metropolitan Museum of Art, also known as the MET, is the largest art museum in the United States. Founded in 1870 with the goal of bringing art and art education to the public, the MET is located in New York City. This museum houses over 2 million pieces of art and history in its permanent collection from artists from all over the world; there are also temporary exhibitions that change from year to year. The MET is a non-profit organization whose doors welcome around 7 million visitors a year. It's one of the most popular and influential art museums in the world.

The MET also hosts an annual gala whose red carpet has become the pinnacle of fashion and fame in pop culture. The MET Gala supports the Costume Institute exhibit within the museum and helps financially support the MET.

By analyzing data from the MET's social media, using tools like Excel, Brandwatch, Brand24, and Hootsuite, we take a deep dive into conversations happening in and around the MET and related topics. Our Analysis seeks to boost the MET's social media activity and engagement while staying true to their values and mission.

@metmuseum   @metmuseum   @metmuseum

THE MET

EXECUTIVE SUMMARY

Data Overview

The data was pulled from 3 months: October 1, 2021 - December 31, 2021

- OWNED DATA: from Excel analytics

Tweets posted by the MET	345 tweets	On: Twitter

- EARNED DATA: from Brandwatch, Hootsuite, BRAND24

Conversation about the MET or related content by outside users	549,914 total posts	On: Twitter, Tumblr, and blogs

- TOPIC DATA: from Brandwatch

Conversation about an important topic related to the MET (EDUCATION) by outside users	618,223 tweets	On: Twitter

- EARNED COMPETITION DATA: from Brandwatch

Conversation about the MET's top competitors by outside users	352,173 tweets	On: Twitter

Limitations

Our analysis does not cover Facebook or Instagram due to a lack of data for these platforms.

Questions

- What relevant topics are consumers talking about and where/when are they talking about them?
- How can the MET engage with those conversations to increase social media activity?

KPIs

- we analyzed **engagement** by retweets, shares, mentions
- we analyzed what **types of media** were most effective by their engagement with the audience
- we analyzed **common themes** discussed among different social media platforms

Statement of Business Problems

The MET has a loyal following on most social medias, however, their engagement does not well represent this. There is inconsistency in likes, mentions, and retweets which can be improved with a few tweaks by catering their content towards their current audience. There are also conversations the MET has yet to engage with about topics that align with their values. This report deep dives into the MET's twitter and provides recommendations and supporting analytics to better it.

THE MET

RECOMMENDATIONS

THE MET | RECOMMENDATIONS

1 Increase engagement levels for posts highlighting events at the MET on Twitter. Continue to post about events, but if the event features art, include the artist hashtag (e.g., #monet, #surrealismbeyond). See page 13 for analysis.

2 Videos should be featured more on the MET's Twitter page. The MET should include more visual posts for artists that are featured in their museum and contemporary artist that are relevant to the art community. See pages 12 & 13 for analysis.

3 The MET should include more calendar celebration themed posts on Twitter and include the associated hashtags. The MET should post tweets relevant to the observed month celebrations or national holidays with associated hashtags (e.g., #indigenouspeoplesday, #diwali, #firstdayofwinter). See page 13 & 14 for analysis.

4 Reach out to the international community by highlighting other culture's art and history, specifically on Twitter. Start conversations that celebrate other cultures, especially if new exhibits feature international art to reach new audiences. Use hashtags that connect the culture to the art like #Islamicart or #artsofjapan. See page 17 for analysis.

5 Engage with current day topics, topics that are considered "woke" on Twitter. Associate content the MET posts with social and political issues that align with the MET's mission. Perhaps things like the War in Ukraine, Covid, Tik Tok culture, and so on to reach an untapped audience. See page 17 for analysis.

6 Expand various languages to reach a great worldwide social audience on Twitter. Even just using a simple greeting (ex: "¡Hola!"- Spanish or "안녕하세요"- Korean) would engage a large untapped audience. See page 19 for analysis.

RECOMMENDATIONS

7   Build better relationships with other museums and partner with organizations to host specific events and galleries. Post about these on social media, specifically Twitter. See pages 29 & 30 for analysis.

8   It would be beneficial for the MET to tweet about breaking art related stories and the pieces that they feature on Twitter. Focusing on art education and including information from relevant news sites would increase engagement. Using the appropriate hashtags, when it is not culturally insensitive, would help with engagement as well. See page 22 & 23 for analysis.

9   The MET should promote local and online workshops on social media, specifically Twitter. Including the theme of online teaching and the sources from which the workshops originate would cultivate highly positive sentiments. See page 24 & 25 for analysis.

10   Promoting in-person education on Twitter would be a benefit to the MET. Top hashtags for both genders mentioned in-person art activities, such as the hashtag #indianarmy that discussed an painting competition in India. Using the appropriate hashtags and showing support for these activities would garner attention from both genders. See page 26 & 27 for analysis.

11   Enter into the conversation surrounding Korean pop music and BTS on Twitter. The members of the world famous band have visited the MET to explore the Korean Exhibit and also attended the MET Gala. Use associated hashtags like #bts, #nct OR #nct127 and mention the members of the bands in the tweet. See page 18 for analysis.

12   Invest more in the local community and build a better presence within the New York scene. Highlight this on social media, specifically. See page 31 for analysis.
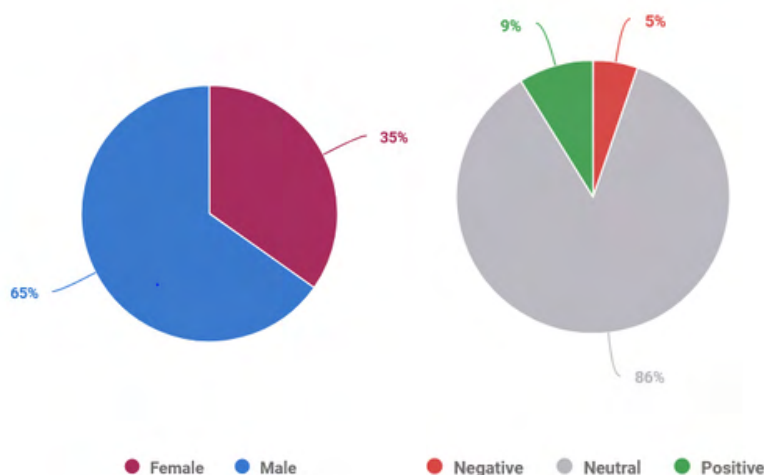
THE MET

OWNED
ORGANIZATIONAL
DATA

Dataset Overview

In this report, 345 tweets were analyzed and interpreted using Brandwatch over a time period of three months to determine the types of content that is best suited for the MET to share to their audiences. The findings were applied to how the MET's audience would engage with tweets and how the content is received.

Gender and Sentiment Breakdown

The sentient breakdown of the MET's owned data is highly neutral (86%), with positive sentiments being the second highest category (9%), and negative sentiments being the lowest category (5%). As far as the gender demographics, the breakdown is mostly male (65%) and a significantly lower portion being female (35%).
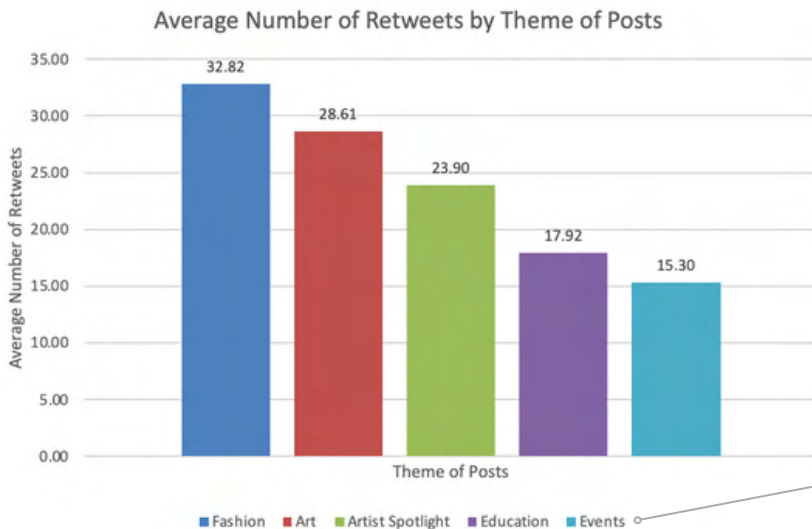

Platform Breakdown

Twitter had 108,941 (92%) relevant tweets to the MET's earned data, while Tumblr and blogs combined had 9,555 (8%) posts. We analyzed tweets in this data set because of the majority number and relevancy that the tweets had over blogs and Tumblr.

Predictive Analytics
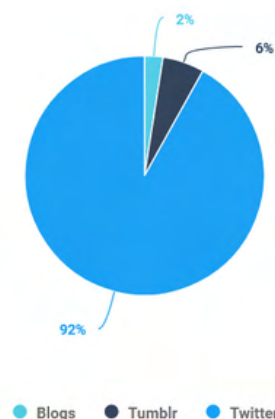
Average Number of Retweets by Theme of Posts

Not shown : MET Business (N=14), Other (N=8.40)

Row Labels	Count of Twitter Retweets
Art	145.00
Events	98.00
Artist Spotlight	30.00
Education	25.00
Fashion	11.00
Grand Total	**309.00**

KEY FINDINGS:
Themes in most retweets:
- fashion
- informational posts about either art or history

Themes with least retweets:
- events at the met

IMPLICATIONS:
The data shows us that users retweet more informational posts about either art or history.

KEY FINDINGS:
Media with most retweets:
- videos
- photos

Media with least retweets:
- text only

IMPLICATIONS:
The data shows us that users retweet more visual media posts than those with little or no visual media.

Row Labels	Count of Twitter Retweets
Photos	247.00
Hyperlinks	39.00
Quote Tweets	30.00
Videos	11.00
Text Only	7.00
Animations	2.00
Grand Total	**336.00**

Twitter Retweets by Media Type

Predictive Analytics

Average Engagement by Media Type

KEY FINDINGS:
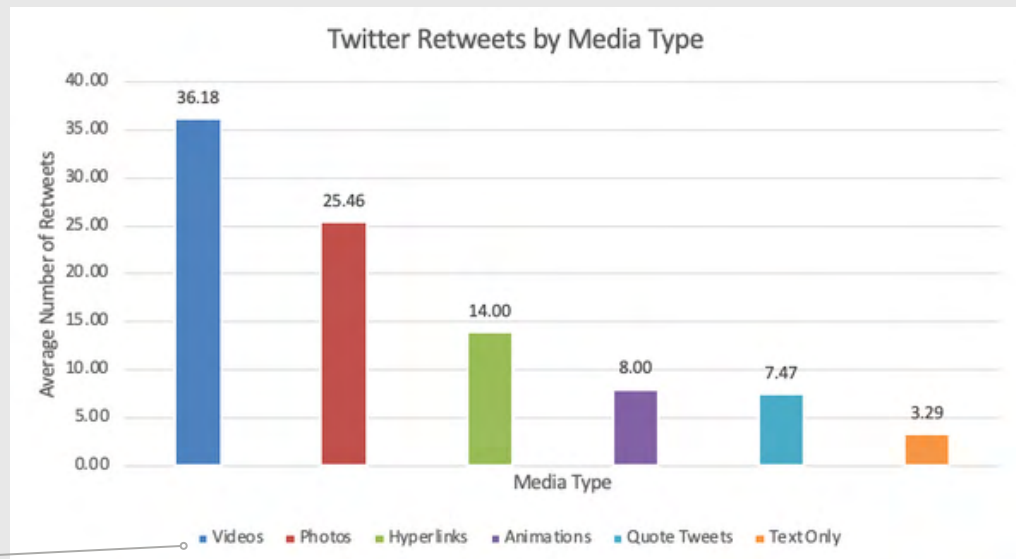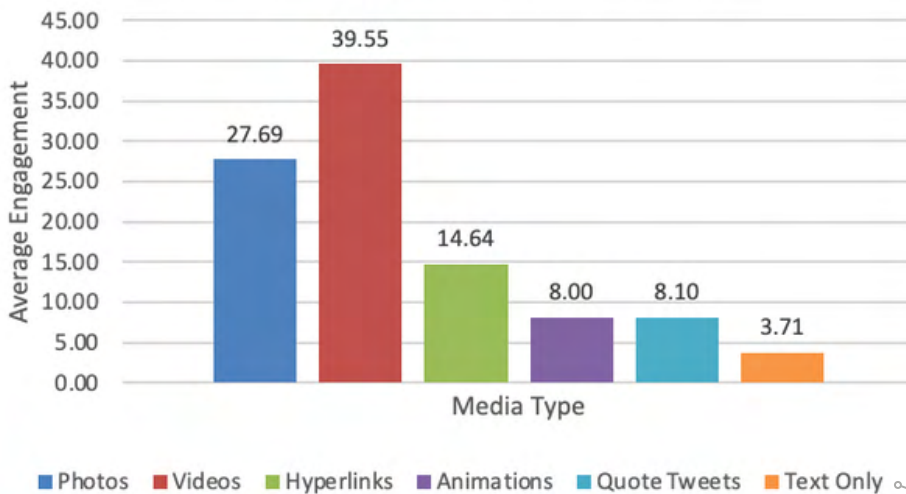Media with most engagement:
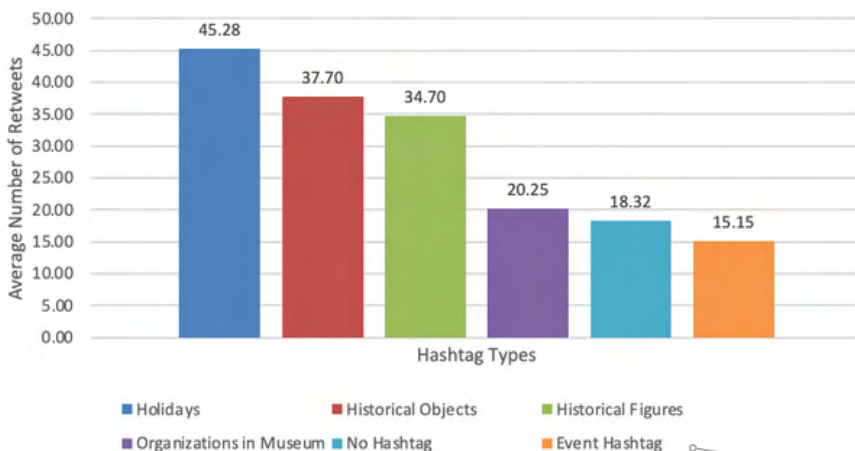- videos
- photos

Media with least engagement:
- text only

IMPLICATIONS:
The data shows us that users engage more with visual media posts than those with little or no visual media.

Row Labels	Count of Twitter Retweets
Photos	247.00
Hyperlinks	39.00
Quote Tweets	30.00
Videos	11.00
Text Only	7.00
Animations	2.00
Grand Total	336.00

Average Number of Retweets by Hashtag Type

Not shown: Other (N=28.38)

KEY FINDINGS:
Hashtag types with most retweets:
- holidays
- historical objects

Hashtag types with least retweets:
- events hashtags

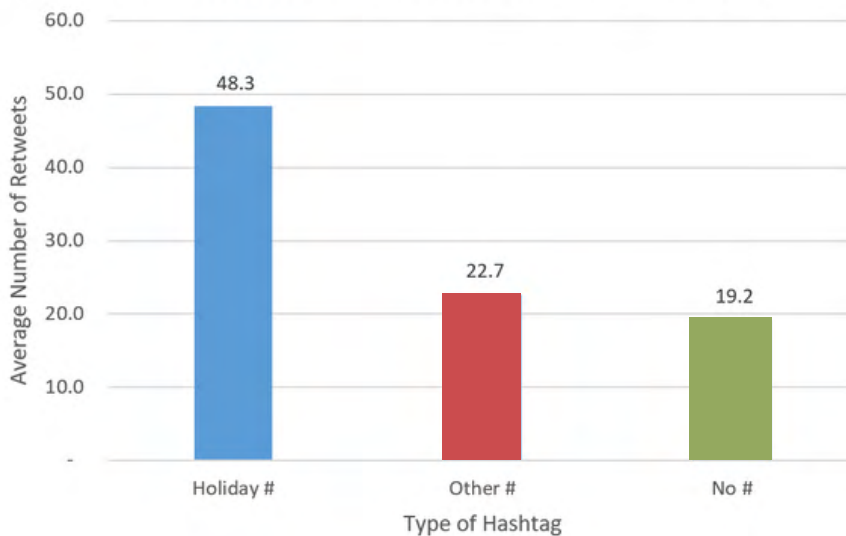**IMPLICATIONS:**
The data shows us that users retweet more holidays and historical posts than events and organizations within the MET.

Row Labels	Count of Twitter Retweets
No Hashtag	128.00
Organizations in Museum	76.00
Event Hashtag	62.00
Historical Figures	27.00
Holidays	25.00
Historical Objects	10.00
Grand Total	328

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Predictive Analytics

Average Retweets By Hashtags (Holiday Emphasis)

holiday?	Count of Twitter Retweets
Holiday #	15
Other #	173
No #	148
Grand Total	**336**

KEY FINDINGS:

- Post with a hashtag relating to a national holiday or national heritage month have almost 50% more retweets then those without them.

IMPLICATIONS:

User retweet more tweets that are connected or centered around a national holiday or national heritage month.

GOOD EXAMPLE:

The Metropolitan Museum of Art @metmuseum

Made by Jodi Archambault in 2005 with family and friends using Lakota regalia-making techniques, this beaded yoke dress comes to life among the songs, voices, drumming, and gathering of family and community.

Learn more: met.org/306aHdb

#IndigenousPeoplesDay

5:28 PM · Oct 11, 2021 · Sprout Social

136 Retweets   **6** Quote Tweets   **633** Likes

THE MET

EARNED ORGANIZATIONAL DATA

Dataset Overview

- From: October 1, 2021 - December 31, 2021

- The Metropolitan Museum of Art's earned data consists of content posted about the MET or related content by outside users.

- In order to analyze this data, we used a database software called Brandwatch to capture the online conversation about the MET and related topics.

- We collected data on geographic location, sentiment, emotion, themes, and gender based on our aggregated data. Additionally, we also looked at engagement spikes to discern any themes in the conversation.

- Conversation surrounding the MET is fairly constant, covering topics like history, art, and fashion; however, its social media activity spikes during current day and political events, celebrity visits, and covid incidents.

- Its mainly happening on Twitter, and the audience is diverse but leans into the intellectual type.

197,741
Total posts

Conversation about the MET or related content by outside users
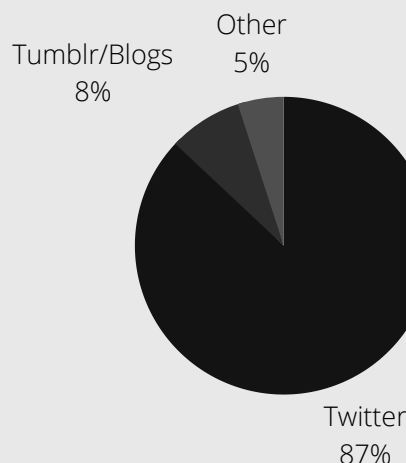
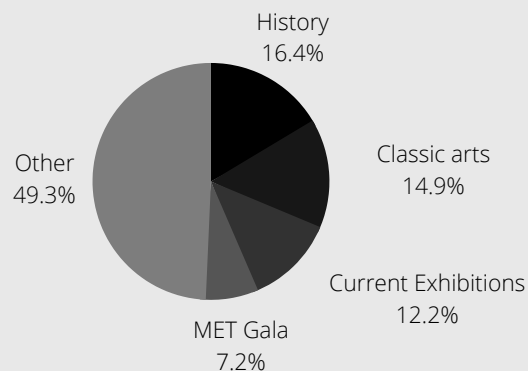Twitter, Reddit, blogs, forums, Tumblr

The MET

Most Popular Platforms
(where is the convo happening?)

The conversation about the MET is mainly happening on Twitter (around 90%, n=109,963) with Tumblr/blogs making up nearly the entire remaining content (8%, n=9,700).
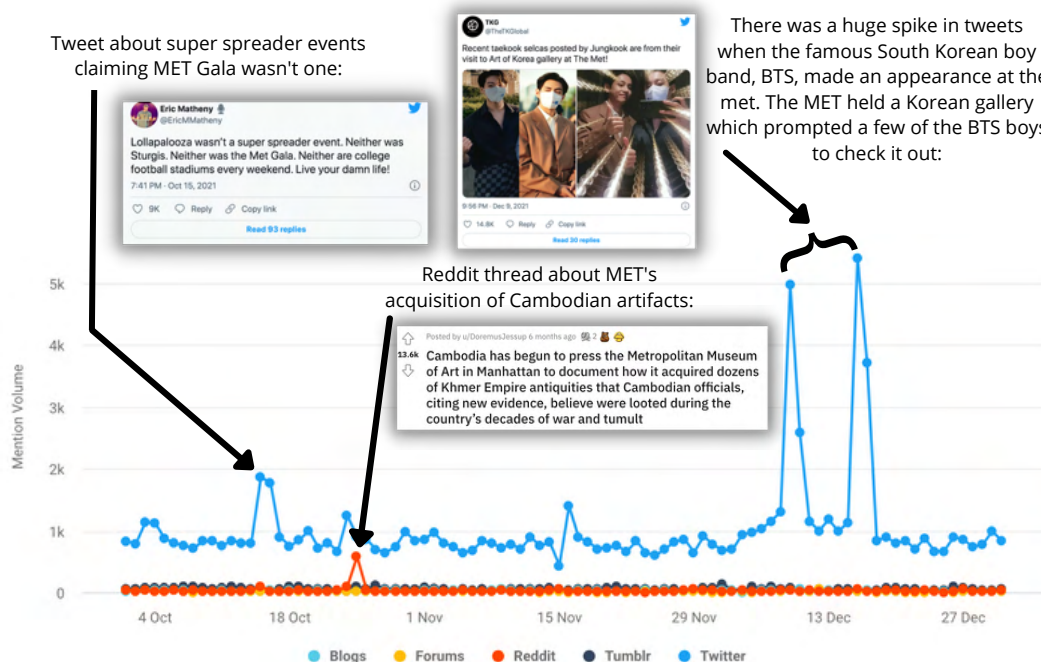
Other 5%
Tumblr/Blogs 8%
Twitter 87%

Popular Topics Within This Conversation

History 16.4%
Classic arts 14.9%
Current Exhibitions 12.2%
MET Gala 7.2%
Other 49.3%

History (n= 16.4%, 32,512), classical arts (14.9%, n=29,580), and current exhibitions (12.2%, n=24,097) make up nearly 45% (43.5%, n=86,189) of the conversation so engaging in these conversations is important.

Spike Analysis

All of the main spikes theme around a culture other than the United States, except for the Covid reference. "Woke" topics like Covid and cultural appropriation are part of the spikes as well.

Tweet about super spreader events claiming MET Gala wasn't one:

Eric Matheny
@EricMMatheny
Lollapalooza wasn't a super spreader event. Neither was Sturgis. Neither was the Met Gala. Neither are college football stadiums every weekend. Live your damn life!
7:41 PM · Oct 15, 2021
♡ 9K   ♡ Reply   ⧉ Copy link
Read 93 replies

TKG
@TheTKGlobal
Recent taekook selcas posted by Jungkook are from their visit to Art of Korea gallery at The Met!
9:56 PM · Dec 9, 2021
♡ 14.8K   ♡ Reply   ⧉ Copy link
Read 30 replies

There was a huge spike in tweets when the famous South Korean boy band, BTS, made an appearance at the met. The MET held a Korean gallery which prompted a few of the BTS boys to check it out:

Reddit thread about MET's acquisition of Cambodian artifacts:

Posted by u/DoremusJessup 6 months ago
13.6k Cambodia has begun to press the Metropolitan Museum of Art in Manhattan to document how it acquired dozens of Khmer Empire antiquities that Cambodian officials, citing new evidence, believe were looted during the country's decades of war and tumult

(Mention Volume chart with dates 4 Oct, 18 Oct, 1 Nov, 15 Nov, 29 Nov, 13 Dec, 27 Dec)

● Blogs   ● Forums   ● Reddit   ● Tumblr   ● Twitter

Influential User:

The New York Times
@nytimes
Breaking News: The Metropolitan Museum of Art announced that the Sackler name would be removed from seven exhibition spaces over the family's ties to the opioid crisis.

THE SACKLER WING

nytimes.com
Met Museum Removes Sackler Name From Wing Over Opioid Ties
The museum and the Sackler family announced that the name would be removed from seven exhibition spaces, including the wing that houses the Temple of ...
12:34 PM · Dec 9, 2021 · SocialFlow
810 Retweets   220 Quote Tweets   5,877 Likes

@nytimes is by far the most influential user for the MET. Their tweet relating to the MET has much higher engagement than the tweets from the MET itself. They usually engage with "woke" news topics.

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Hootsuite®

A LOOK INTO A CURRENT CONVERSATION SURROINDING THE MET

1. Using HootSuite's board function, we were able to set up a few different incoming streams of information. As opposed to our data from Brandwatch, these conversations are happening very recently (5,192 tweets from April 1st-April 30th).
2. Since content posted about other cultures has received some of the highest engagement, we used HootSuite to monitor the current conversation happening around other cultures.
3. We found that the conversation around Kpop and BTS (their Twitter is @BTS_twt) is not only huge, but has multiple associations with the MET. Joining in this conversation could increase engagement within younger audiences, since mostly Gen Z and younger are engaging in this conversation (having the fanbase nickname "the army"). This conversation will also increase engagement from international audiences.
4. We found a few very important hashtags and influential users important to the conversation below. It would also be a good idea to engage or collab with the influential users below since they have either a huge or niche audience:

Influential hashtags:

Use these hashtags:
- #bts
- #ntc, #ntc127 (these represent the hometown of the bands' members
- member specific hashtags like: #JOHNNY, #JAEHYUN, HENDERY, #TAEYONG, #TEN, #DOYOUNG
- #SkyForNamjoon (ONLY when posting photo of the sky)

Queries used:

1. bts OR #nct OR #nct127 OR #SkyForNamjoon
2. ("the met" OR met OR "metropolitan museum") AND (bts OR #nct OR #nct127 OR #SkyForNamjoon)

Influential Users:

@agustrada is a smaller fan account which has 83.3K followers, Reach 10,323 - 7 Posts. They consistently use the hashtag #SkyForNamjoon in which user post a photo of the sky in honor of a band members quote about loving the sky. More niche accounts have loyal followings and high engagements.

@NCTsmtown is a fan account for the kpop band BTS which has over 9 million followers, Reach 46,287 - 2 Posts. They cover happenings in and around BTS.

BRAND24

A LOOK INTO A CURRENT CONVERSATION SURROINDING THE MET

1. Using BRAND24, we were able to run the project under "The MET." Because all of our data was coming from within the past month, we had to make sure that we excluded any "gala" or "red carpet" keywords within our search. Our original query also showed a large amount of negative sentiment toward the British MET police, so we quickly updated our project to exclude the topics outside of our research.

2. Within our analysis, we found that BRAND24 gave us access to a thorough yet simple summary of our data and query. Through this summary, we found that other than Twitter, YouTube was one of the most active sites within the past month when it comes to conversations regarding The Metropolitan Museum of Art." The positive sentiment (796 mentions) outweighed the negative sentiment (347 mentions) throughout the social platforms.

3. Through this anlayis and examining the most influencial Twitter users from the past month, the MET would benefit from reeaching out and really diving into the community. Learning different languages and expanding on current cultures would also help them connect with their audience.
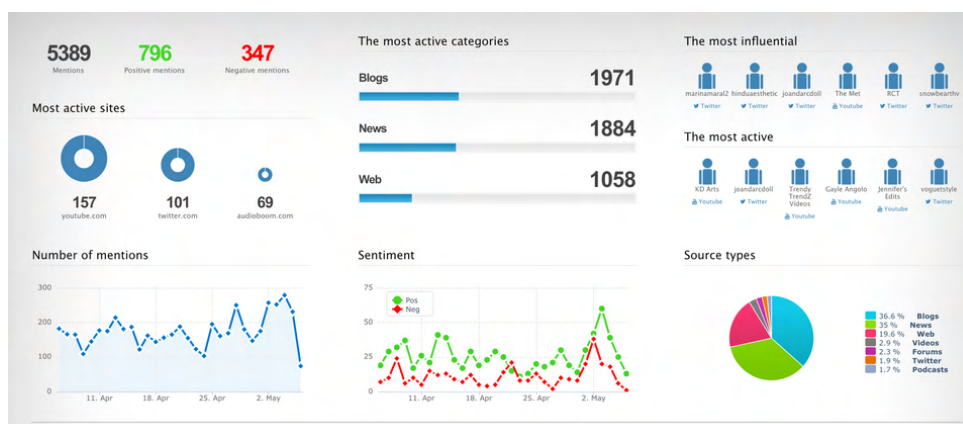
Queries used:

1. (@metmuseum OR "The MET" OR "The Metropolitan Museum of Art") NOT (gala OR police OR british OR "red carpet")

Influential hashtags:

It is important to note that most of the top tweets from within the past month regarding the MET, did not have a hashtag within the post. However, the following hashtags were the ones that we found to be the most useful.

- #TheMET
- #ArtoftheDay
- #Paintings

Influential Users:

@marinamaral2 is a historian and a writer with 270.2K followers on Twitter. They consistently post content about historical figures and artifiacts. This tweet earned 72 retweets, 35 quote tweets, and 654 likes.
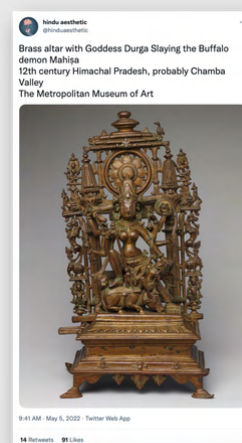
@hinduaesthetic is a Twitter account dedicated to posting artifacts, history, and art pieces dedicated to the Hindu culture. They have 15.9K Twitter followers. This tweet earned 14 retweets and 91 likes.

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THE MET

EARNED TOPIC DATA

Dataset Overview

The dataset was created under the category of **education** and was studied over the time period of October 1st 2021 to December 31st 2021. Our custom classifiers are subsets of the theme of education. The classifiers are In Person Teaching, Online Teaching, Art Education, and Irrelevant Tweets. 618,223 tweets were analyzed.

Platform Breakdown

Twitter had 618,223 (62.88%) relevant tweets to art education, while Tumblr and blogs had 364,997 (37.12%) posts. We analyzed tweets in this data set because of the majority number and relevancy that the tweets had over blogs and Tumblr.

Gender and Sentiment Breakdown
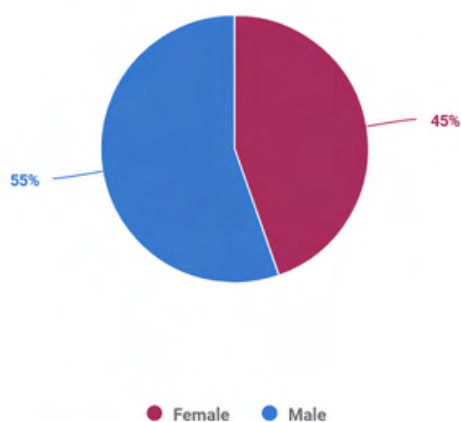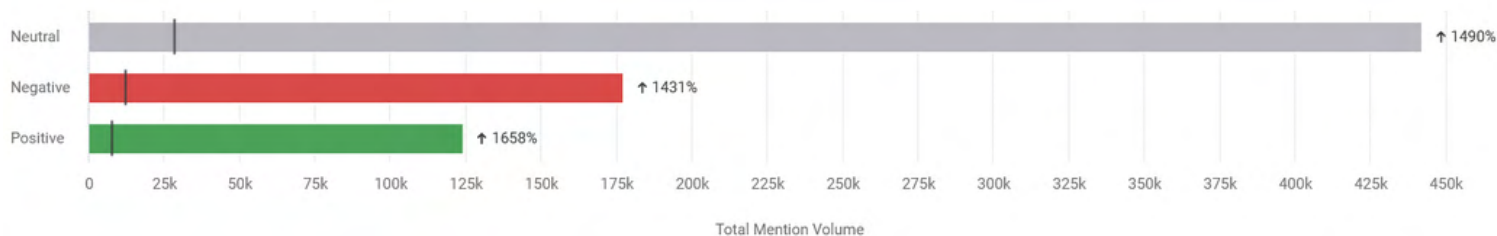
The positive conversations are centered around schools and their art programs and positive sentiment for student art.
The negative conversations are centered around censorship and the failures of public and private education.

The twitter audience is 55% male and 45% female.

Insights

The sentiment for tweets concerning Art Education are overwhelmingly neutral, with negative sentiments being the second highest category.
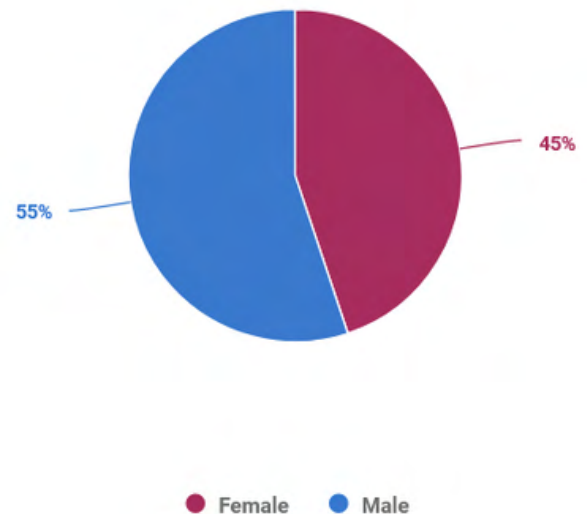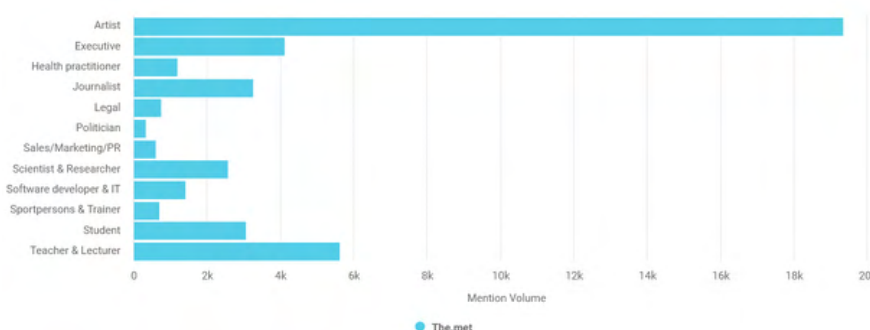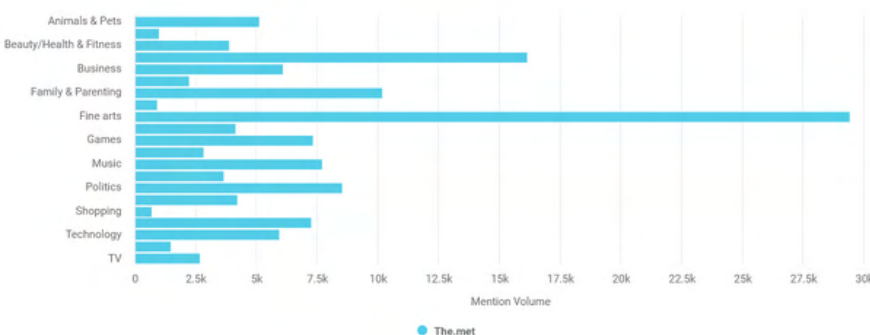
18%
30%
52%

● Negative ● Neutral ● Positive
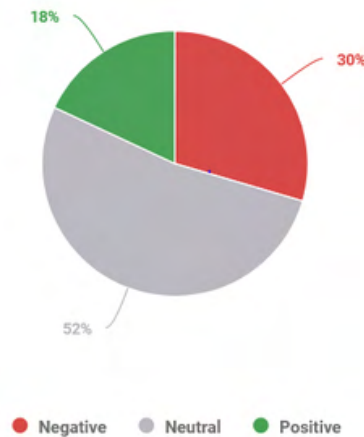
Top URLs:
The Daily Signal, The Guardian, Ko-fi.com

**Top Unique Hashtags:**
#breaking, #drawing, #art4peace

Top demographics for Art Education include a 55% male and 45% female population of tweets, professions that are mostly artists and teachers, and interests that are a majority in fine arts and books.

Animals & Pets
Beauty/Health & Fitness
Business
Family & Parenting
Fine arts
Games
Music
Politics
Shopping
Technology
TV

0   2.5k   5k   7.5k   10k 12.5k 15k 17.5k 20k 22.5k 25k 27.5k 30k
Mention Volume

● The.met

45%
55%

● Female ● Male

Artist
Executive
Health practitioner
Journalist
Legal
Politician
Sales/Marketing/PR
Scientist & Researcher
Software developer & IT
Sportpersons & Trainer
Student
Teacher & Lecturer

0   2k   4k   6k   8k   10k   12k   14k   16k   18k   20k
Mention Volume

● The.met

Insights

The conversations surrounding the Art Education theme are mostly that of breaking news and topics surrounding helping artists with financial support. Many of the articles and hashtags associated with art education are discussing current art news, such as the controversy surrounding a painting depicting George Floyd as Jesus. Many Venmo and PayPal links are also shared under art education as a way to help support struggling artists.
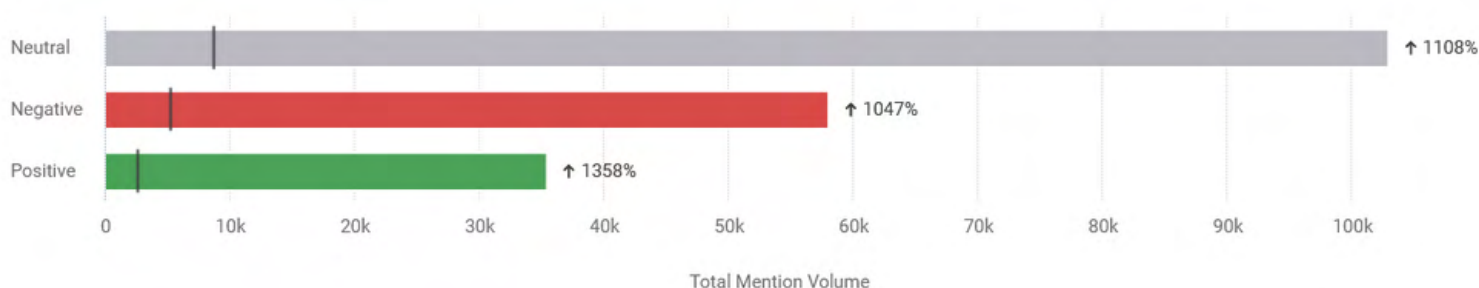

The **negative conversations** are mostly surrounding school funding issues, the negative aspects of art school, and self deprecating comments from artists about their art.

The **positive conversation**s are discussing people praising artist's work and the outcomes of going to art school.

Insights

The sentiment for tweets concerning online teaching are overwhelmingly neutral, with positive sentiments being the second highest category.


13%   6%
81%

Negative   Neutral   Positive
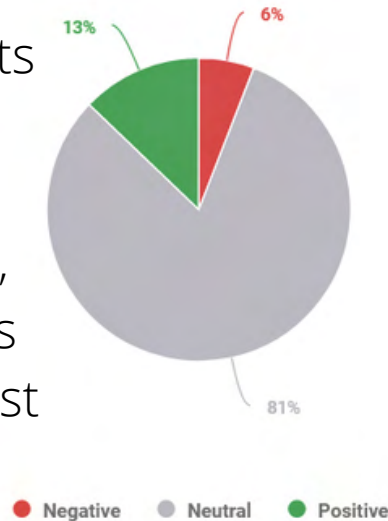
Top URLs:
theshipmanagency.com,
viewconference.it,
gallerysitka.com

Top Unique Hashtags:
#jaibahim,
#whatshappeninginmyanmar
#workshop

Top demographics for online Teaching include a 56% male and 44% female population of tweets, professions that are mostly artists and teachers, and interests that are a majority in fine arts and books.

44%
56%

Female   Male
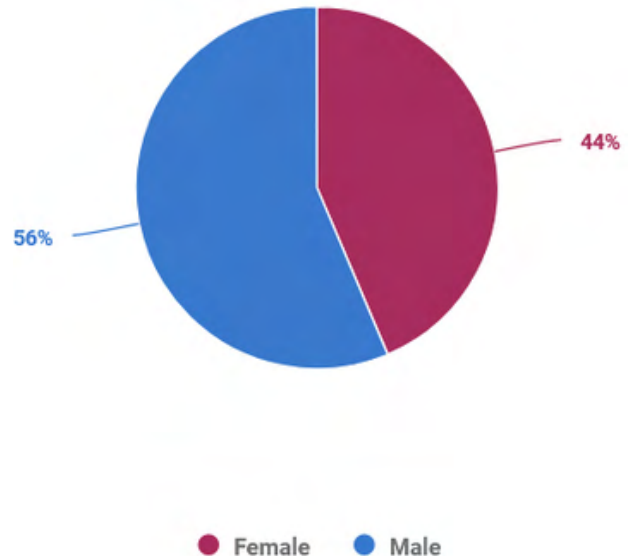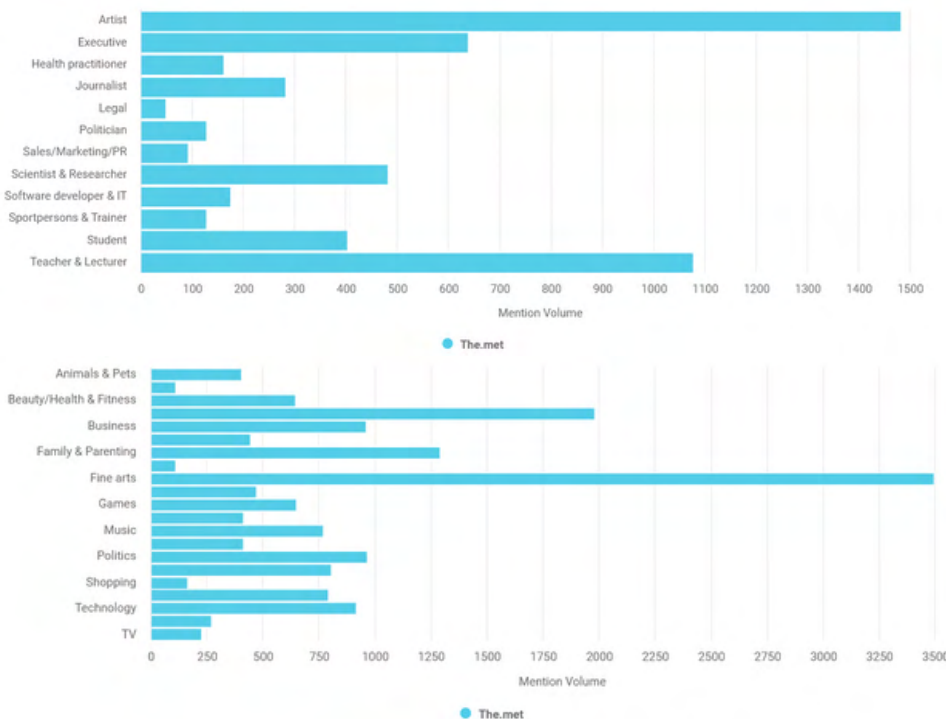
Insights

The conversations about Online Teaching have to do mainly with physical schooling and why online schooling is or is not feasible. A lof of the conversations discuss digital art as well. Discussions also feature conversations about art class and how it was influential.
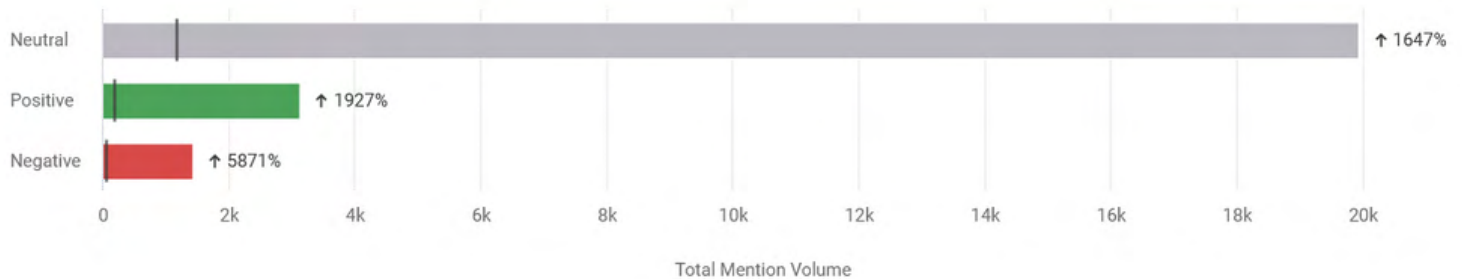
The **negative conversations** are surrounding the downfalls of education in general and how education can be increasingly difficult for those with mental health issues.

The **positive conversations** follow students posting digital art and online workshops that are being offered.

Insights

Top Shared URLs by gender:

Males' top URLs are articles from The Guardian, The Daily Signal, and Reddit.

Females' top URLs are articles from The Guardian, The Daily Signal, and a blog from Mary L. Trump.

Top Hashtags by gender:

Males' top hashtags are #science with 710 tweets, #love with 754 tweets, and #indianarmy with 71 tweets.

Females' top hashtags are #giveaway with 11 tweets, #drawing with 245 tweets, and #whatshappeninginmyanmar with 335 tweets.

Theme Analysis

In-Person Teaching n=151,131 24.44%

The sentiment for tweets concerning In-Person teaching are overwhelmingly neutral, with negative sentiments being the second highest category, followed very closely by positive sentiments.
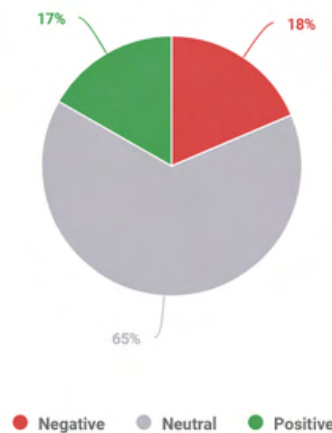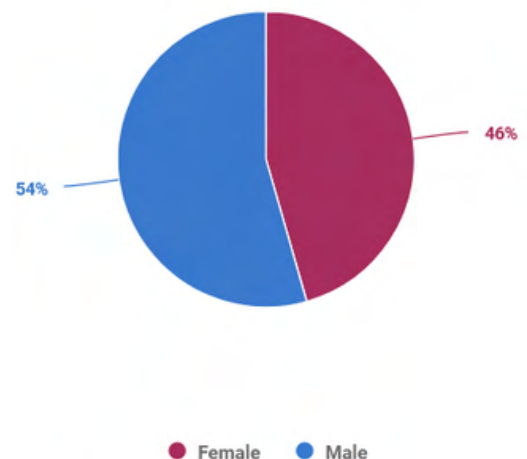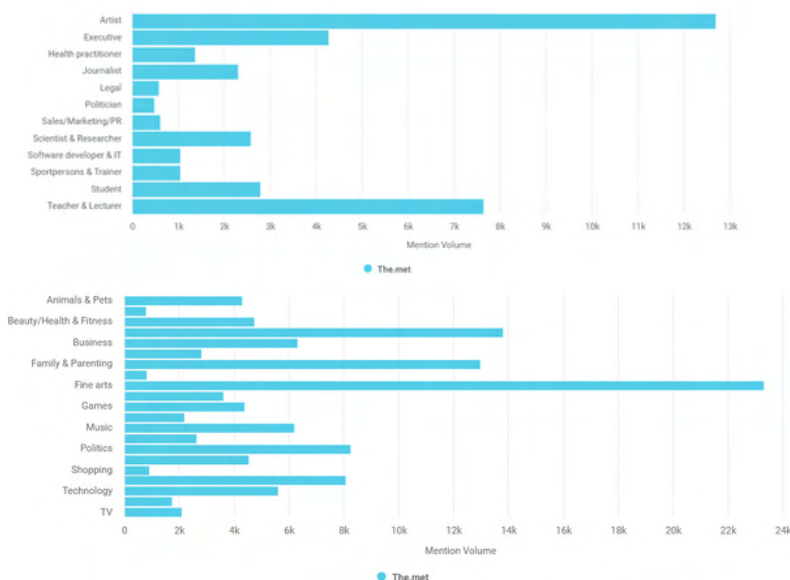
Top URLs:
Reddit, YouTube, blog from Mary L. Trump

Top Unique Hashtags:
#indianarmy, #drawing, #kashmir

Top demographics for In-Person Teaching include a 54% male and 46% female population of tweets, professions that are mostly artists and teachers, and interests that are a majority in fine arts, books, and family and parenting.
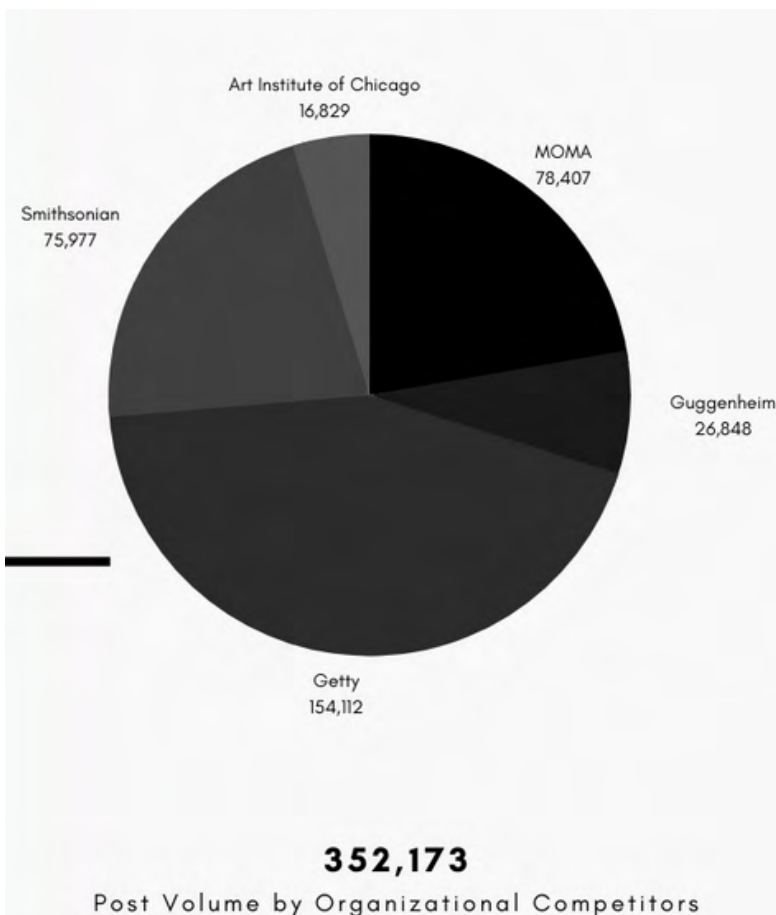
THE MET

EARNED COMPETITION DATA

Dataset Overview

- Conversation surrounding the MET's competitors (The Museum of Modern Art, The Solomon R. Guggenheim Museum, Smithsonian Institution, and The Art Institute of Chicago, is fairly similar to the MET, covering topics like history, art, and fashion
- Each competitors' Social Media pages consists of less posts than that of the MET'S

352,173
Total posts

Share of Voice

Art Institute of Chicago
16,829

MOMA
78,407

Smithsonian
75,977

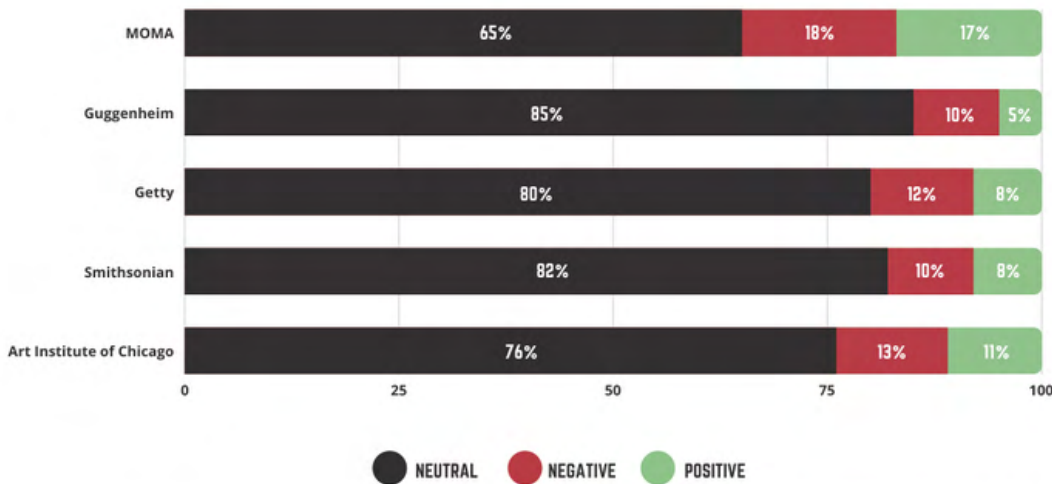Guggenheim
26,848

Getty
154,112

352,173
Post Volume by Organizational Competitors

This graph shows the share of voice across The Met's competitors'. the tweets are from October 2021 - December 2021. The getty museum has the largest share of voice with 44% (n=154,112). The organization with the least amount of volume among the competitors is the Art Institute of Chicago with 5% (352,173)

Sentiment Analysis by % of Post

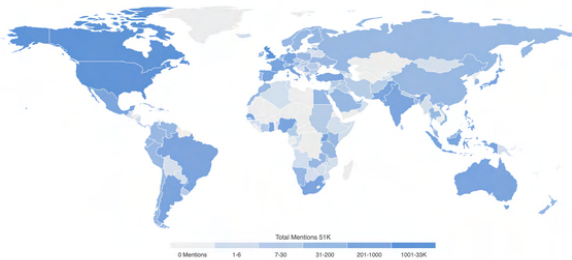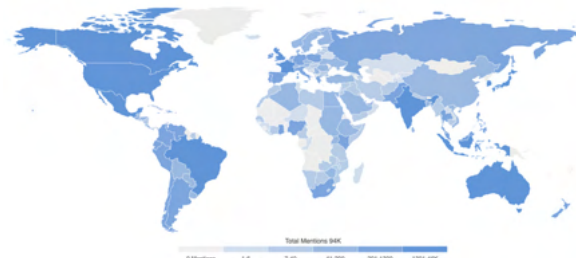|	NEUTRAL	NEGATIVE	POSITIVE
MOMA	65%	18%	17%
Guggenheim	85%	10%	5%
Getty	80%	12%	8%
Smithsonian	82%	10%	8%
Art Institute of Chicago	76%	13%	11%

OCTOBER 1ST - DECEMBER 31ST

The sentiment of these organizations' tweets consists of majority neutral. The Guggenheim has the largest number of neutral tweets with 85%. negative sentiment is the next largest. MoMA has the largest amount of negative sentiment at 18%. Lastly, positive sentiment takes up the least of the organization's tweets. MoMA has the largest amount of positive sentiment at 17%

Volume by Country

Museum of Modern Art (MOMA)

Total Mentions 51K

0 Mentions | 1-6 | 7-30 | 31-200 | 201-1000 | 1001-33K

Top 3 countries w/ highest mention volume

- United States : 65%
- United Kingdom : 5%
- Canada : 3%

Getty Museum

Total Mentions 94K

0 Mentions | 1-6 | 7-40 | 41-200 | 201-1300 | 1301-46K

Top 3 countries w/ highest mention volume

- United States : 50%
- India : 10%
- United Kingdom : 7%

Spike Analysis

1. ON NOVEMBER 17TH, 2021, A TWEET STARTED TO GRAB THE ATTENTION OF USERS AND BEGAN TO INCREASE ENGAGEMENT. A PHOTO (RIGHT) WAS POSTED UNDER THE ACCOUNT WITH THE USERNAME @THESKIPPINGKING. THE TWEET CONSISTED OF THIS PHOTO AND THE CAPTION "HANG THIS IN THE MOMA." IT GAINED **2,167** RETWEETS, **252** QUOTE TWEETS, AND **10,000** LIKES.

2. ON OCTOBER 20TH, 2021, A TWEET STARTED TO GRAB THE ATTENTION OF USERS AND BEGAN TO INCREASE ENGAGEMENT. A HYPERLINK (RIGHT) WAS POSTED UNDER THE ACCOUNT WITH THE USERNAME @DINESHDSOUZA. THE TWEET CONSISTED OF THIS HYPERLINK AND THE CAPTION "CHICAGO ART INSTITUTE FIRES ALL OF ITS VOLUNTEER MUSEUM GUIDES BECAUSE MOST WERE WEALTHY WHITE WOMEN: REPORT" IT GAINED 574 RETWEETS, 71 QUOTE TWEETS, AND 965 LIKES

3. ON DECEMBER 16TH, 2021, A TWEET STARTED TO GRAB THE ATTENTION OF USERS AND BEGAN TO INCREASE ENGAGEMENT. A PHOTO (RIGHT) WAS POSTED UNDER THE ACCOUNT WITH THE USERNAME @ESSENCE. THE TWEET CONSISTED OF THIS PHOTO AND THE CAPTION "THERE ARE PICTURES AND THERE ARE PHOTOGRAPHS. THIS IMAGE OF SIMONE BILES IS OUR FAVORITE THING ON THE INTERNET TODAY.#ESSENCE" IT GAINED 473 RETWEETS, 46 QUOTE TWEETS, AND 2,987 LIKES

APPENDIX

BOOLEAN QUIERIES

ORGANIZATION

("The Met" OR @themet OR #themet OR "The Metropolitan Museum of Art" OR "metropolitan of art") AND (exhibition OR exhibitions OR gallery OR art OR arts OR nyc OR NYC OR "New York" OR "New York City" OR met.org OR music OR event OR photo OR history OR museum OR #museum) NOT (baseball OR mets OR "New York Mets" OR "new york mets" OR score OR game OR @mets OR mets.com OR "cressida dick" OR metropolis OR "met police" OR "Boris Johnson" OR officers OR killer OR sarah OR allegations OR cases OR crime OR crimes)

COMPARABLE ORGANIZATIONS

(MoMA OR MOMA OR moma OR #moma OR "The Museum of Modern Art" OR @museummodernart OR moma.org OR guggenheim OR Guggenheim OR #guggenheim OR @Guggenheim OR "The Solomon R. Guggenheim Museum" OR guggenheim.org OR getty OR Getty OR @gettymuseum OR getty.edu OR #getty OR "Smithsonian Institution" OR Smithsonian OR smithsonian OR @smithsonian OR #smithsonian OR "The Art Institute of Chicago" OR ("Art Institute" AND Chicago) OR @artinstitutechi OR artic.edu OR #theartinstituteofchicago)

TOPIC

(education OR "art teachers" OR seminar OR workshop OR "public school" OR school OR university OR educators) AND (art OR "art history" OR drawing OR "fine arts" OR "fine art" OR painting OR draw OR paint OR sculpture OR ceramics OR #art OR #finearts OR #painting OR #arthistory)

REVIEW OF Hootsuite AND BRAND24

Hootsuite	BRAND24
• Hootsuite is a social media management tool with an emphasis on managing and scheduling posts for a variety of platforms • It can track different streams of information based on certain filters in real time (ex: we followed a stream with the query: "the met" AND bts) • It has a great analytics option which offers a whole host of insights like post engagement rate, brand awareness, and platform overviews like Instagram overview REVIEW • The interface was a little clunky and in order to see the best analytics you needed the full login information to the account you want to analyze • Overall I'd recommend this to someone incharge of managing multiple social medias for a small-medium business. It offers great management techniques, but relatively basic analytics	• BRAND24 is an online media monitoring tool that specializes in brand sentiment. • It can track mentions, media reach, post sentiment, and specific post demographics • BRAND24 gave us a feature unique to any other social media analytic tool that we have used so far. Under each Twitter account, we were able to see relevant users by looking at the "Influencer Score." The influencer score is a rating between 1-10 and is measured by the user's engagement rate on Twitter. This enabled us to quickly see the impact and higher engagement rate that certain users have over others. REVIEW • BRAND24 has a lack of customizability and you can only dive so deep with your research and analysis of tweets. • Overall, BRAND24 is a great resource that is user-friendly and helps layout your social analysis in a well-thought-out interface. I would recommend this platform!