

Smithsonian

FINAL REPORT
ADPR 5750/7750



SEE > Suite

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and Mass Communication*

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EXECUTIVE SUMMARY

The purpose of this report is to analyze data from Smithsonian's top social media platforms (Instagram, Twitter, and Reddit) to determine tangible ways to achieve an increase in levels of engagement across all platforms. The forms of data that will be analyzed are Smithsonian's owned, earned organization, earned topic, and earned competition data.

COMPANY OVERVIEW

About Smithsonian

The Smithsonian is a nonprofit organization with a grand total of 19 museums. As stated on their website, "The Smithsonian Institution was established by an act of Congress in 1846 as an independent federal trust instrumentality, a unique public-private partnership that has proven its value as a cultural and scientific resource for more than 170 years"

Mission Statement: "To promote understanding of the natural world and our place in it."

DATA OVERVIEW

Overall Timeframe

August 31, 2021 - September 15, 2022

Owned Data

Total Volume: 300 tweets

Platforms Analyzed: Twitter

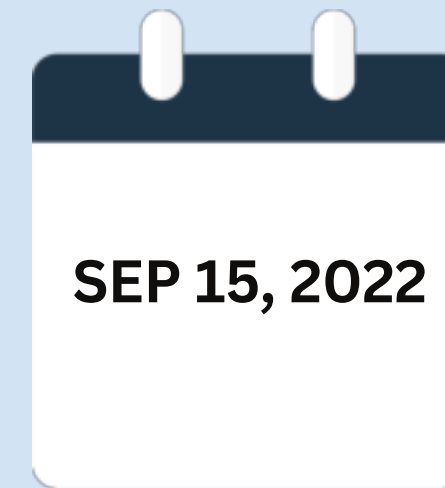
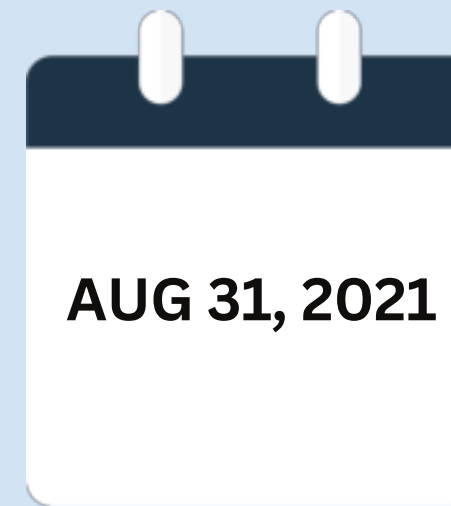
Earned Data

Total Volume: 25.43m mentions

Platforms Analyzed: Instagram, Twitter, Reddit

Themes: Art, History, Museum

Top Competitors: National Geographic, The Metropolitan Museum of Art, The Louvre, Cleveland Museum of Art



Topic Analysis

Total Volume: 28.44k mentions

Platforms Analyzed: Twitter

Themes: History, American Politics, International Affairs



DATA OVERVIEW

Business Problem

Smithsonian has a strong following of over 2.5M followers on Twitter, but struggles to obtain consistent levels of engagement within posts limiting their potential reach within social media.

Key Performance Indicators (KPI)

Sentiment: Measured to determine the user's general opinion or feelings within a dataset.

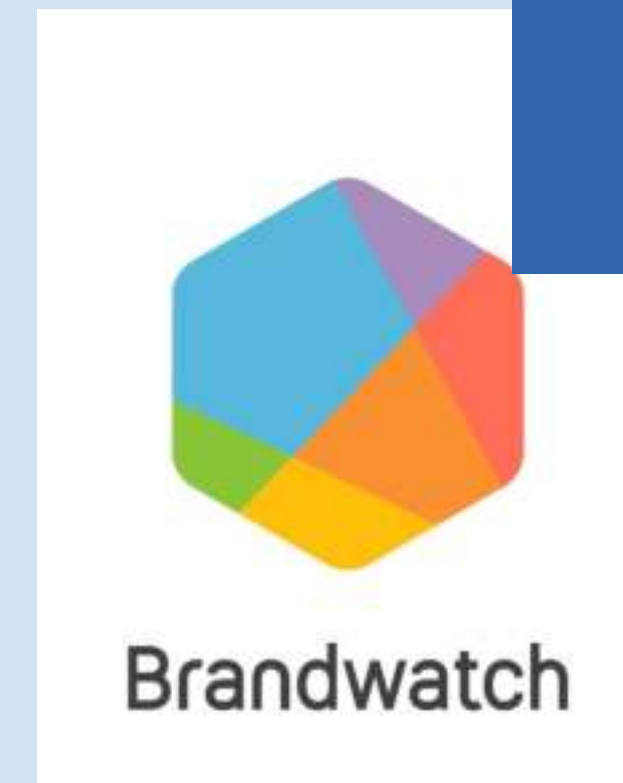
Engagement: Amounts of retweets, likes, mentions, etc. measured to determine a Tweet's level of success.

Share of Voice: Measured to determine each organization's level of control of conversation in comparison to one another.

Software Used:

Brandwatch

Buzz Sumo



The background image shows a museum interior. A large, detailed skeleton of an ostrich is the central focus, with its long neck and head reaching towards the top left. To the left, a sign reads 'Dinosaur Day' with a small dinosaur icon. The museum has high ceilings, columns, and other exhibits visible in the background. There are blue and yellow circular graphic elements in the corners.

RECOMMENDATIONS

WHAT TO DO? >>> HOW TO DO IT? >>> WHY?

Smithsonian should collaborate/partner with a comparable organization in order to strengthen and build their audience.	National Geographic dominates the share of voice within the comparable competitors of the Smithsonian. Establishing a partnership with NatGeo would be beneficial.	High share of voice allows for an organization to dominate the conversation in their industry.
Smithsonian should continue the use of location hashtags on Instagram.	Smithsonian should continue to utilize location hashtags such as, "washingtondc" on Instagram in order to increase reach and engagement.	Instagram data revealed a total of 461 mentions using the hashtag "washingtondc," and implementing this strategy in future posts will make them easier to discover.
Smithsonian should engage their audience through use of trending hashtag slogans on Twitter.	Posting on Twitter using the slogan hashtag type, such as "#onthisday."	When analyzing engagement based on hashtag type, the slogan category generated the highest levels of average engagement on Instagram.

WHAT TO DO? >>> HOW TO DO IT? >>> WHY?

Smithsonian should share popular Reddit stories on other social media platforms such as Instagram or Twitter.

Take popular Reddit stories with high engagement and mention volume and share them on other social platforms (Twitter and Instagram)

The stories on Reddit garner many mentions and sharing them to other platforms would expand their reach and result in more engagement.

In order to increase overall positive sentiment, the museum theme should be used more frequently.

Incorporate museum information in posts including links, hashtags, and event updates.

Based on our findings the museum theme has the highest positive sentiment (8%) out of all three themes so increasing museum theme through out posts with increase positive sentiment.

A negative topic for Smithsonian can be the figures they choose to represent in their various museums. Smithsonian should respond to backlash and reaffirm to their followers that the organization as a whole is not politically affiliated.

Respond to negative retweeted posts of opposing profiles targeting Smithsonian's activity and initiatives. Also increase posts addressing issues presented against them that might be negative sentiment.

Smithsonian can be associated with sensitive subjects relating to politics, rights, and major events that lead to negative responses from audiences that can lower engagement. Not addressing these matters can influence their audiences engagement.

WHAT TO DO? >>> HOW TO DO IT? >>> WHY?

Smithsonian should share more posts with relevant media and captions using the hashtag **#BecauseOfHerStory** on Twitter.

Share commemorative posts about influential women in history, including relevant images and media using the hashtag **#BecauseOfHerStory**

According to the Earned Data Spike Analysis, @Smithsonian generated **809 retweets** and a **112%** spike in **mention volume** using the hashtag **#BecauseOfHerStory** and including relevant media and content. Twitter has the highest positive sentiment and largest female audience compared to other platforms, therefore by increasing the use of this hashtag, Smithsonian can look to increase their positive sentiment and female engagement on Twitter.

Smithsonian should continue collaborating with the Star Trek franchise and post more often relating to the series.

Share posts relating to the Star Trek series. This can include commemorative posts about actors/actresses from the movie, photos of memorabilia worn in the movie, or informative posts about the series. Include relevant hashtags and media within these posts.

Mentions of the Star Trek series caused a **112%** spike in **mention volume** in August of 2022. Top posts included mentions of actress **#NichelleNichols** and the release of 1978 archival footage at the Smithsonian. In addition, a post containing the costume worn by Nichelle Nichols garnered **809 total mentions**. Increasing the amount of posts mentioning Star Trek could increase overall engagement and bring in the Star Trek audience.

Smithsonian should continue making informative posts regarding nature and the environment with the inclusion of relevant visual media and hashtags.

Share posts regarding the endangerment of relevant species, posts regarding the care of species owned by the Smithsonian, share relevant hashtags such as **#animals**, **#nature** or **#birds**, and include relevant media and photos.

Smithsonian saw a **416%** spike in **mention volume** with the top post mentioning the endangerment of the American Bumblebee. Additionally included in the spike were **3,168 mentions** of a Tumblr link including "The benefits to being a bird keeper at the **Smithsonian** Conservation Biology Institute." Sharing more posts including these topics, hashtags, and media will boost overall engagement.

WHAT TO DO? >>> HOW TO DO IT? >>> WHY?

Smithsonian should increase the use of media contents within Twitter posts.

Include relevant media in Twitter posts. Tweets containing media regarding “architecture” (n=7) has higher overall engagement compared to “no media” (n=57).

Tweets with media content have higher average engagement than tweets with no media, therefore including relevant media in Twitter posts will increase overall engagement.

Smithsonian should maintain an open and honest dialogue on their social platforms in order to reduce overall negative sentiment.

Smithsonian should use their multiple Twitter accounts to update their followers. The information they share should be as transparent as possible.

Smithsonian can find themselves in a lot of controversy as they handle rare artifacts. The best way to combat a negative sentiment is to give their followers all of the information they can.

Smithsonian should use hashtags more consistently within posts to generate higher levels of engagement.

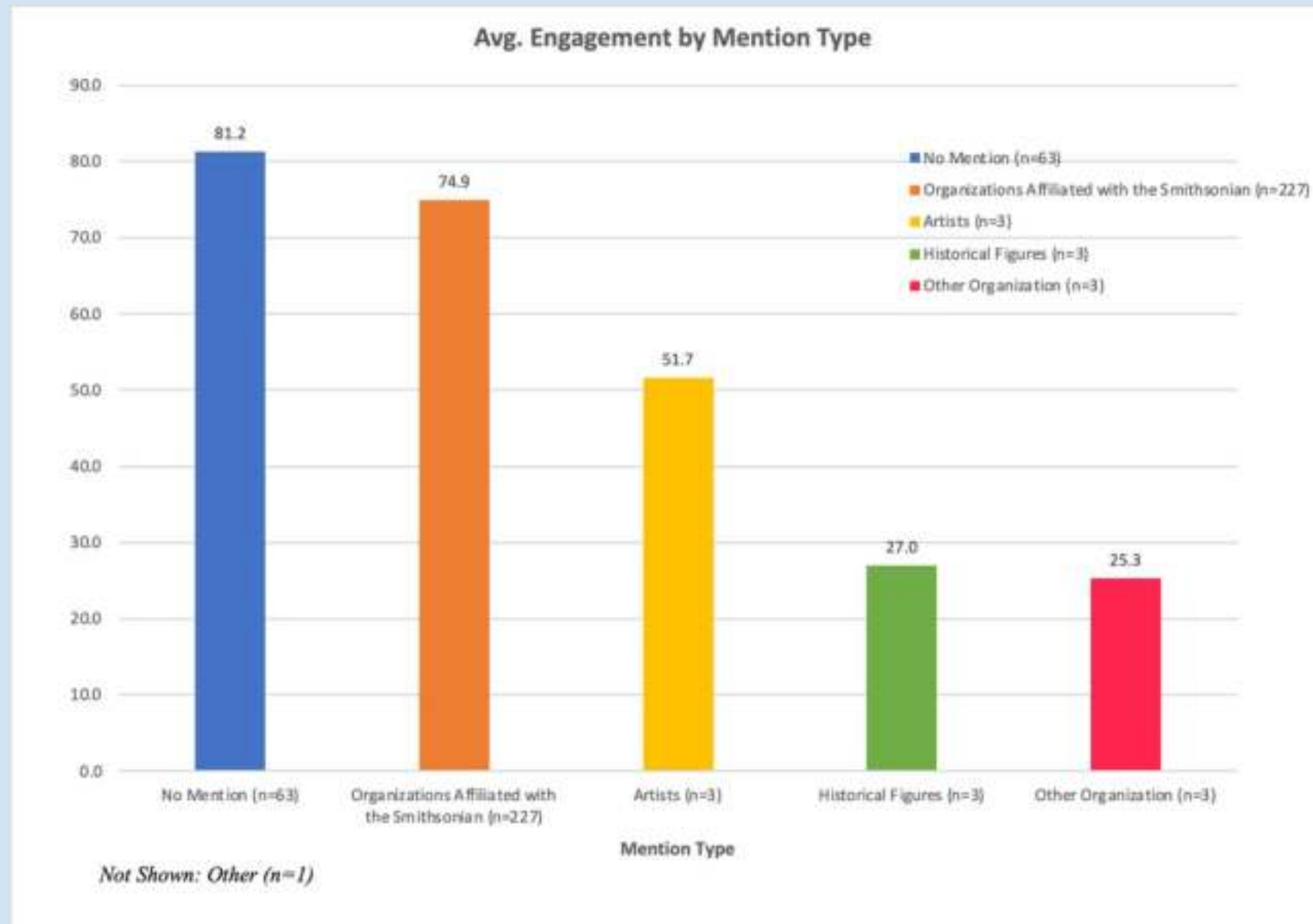
When posting on Twitter, Smithsonian should include relevant hashtags.

Our graph analyzing the effectiveness of each hashtag type shows that while the "no hashtag" category had the largest amount (n= 129), it generated the second to least amount of engagement. Using a mixture of slogans, event, and holiday related hashtags will increase engagement.

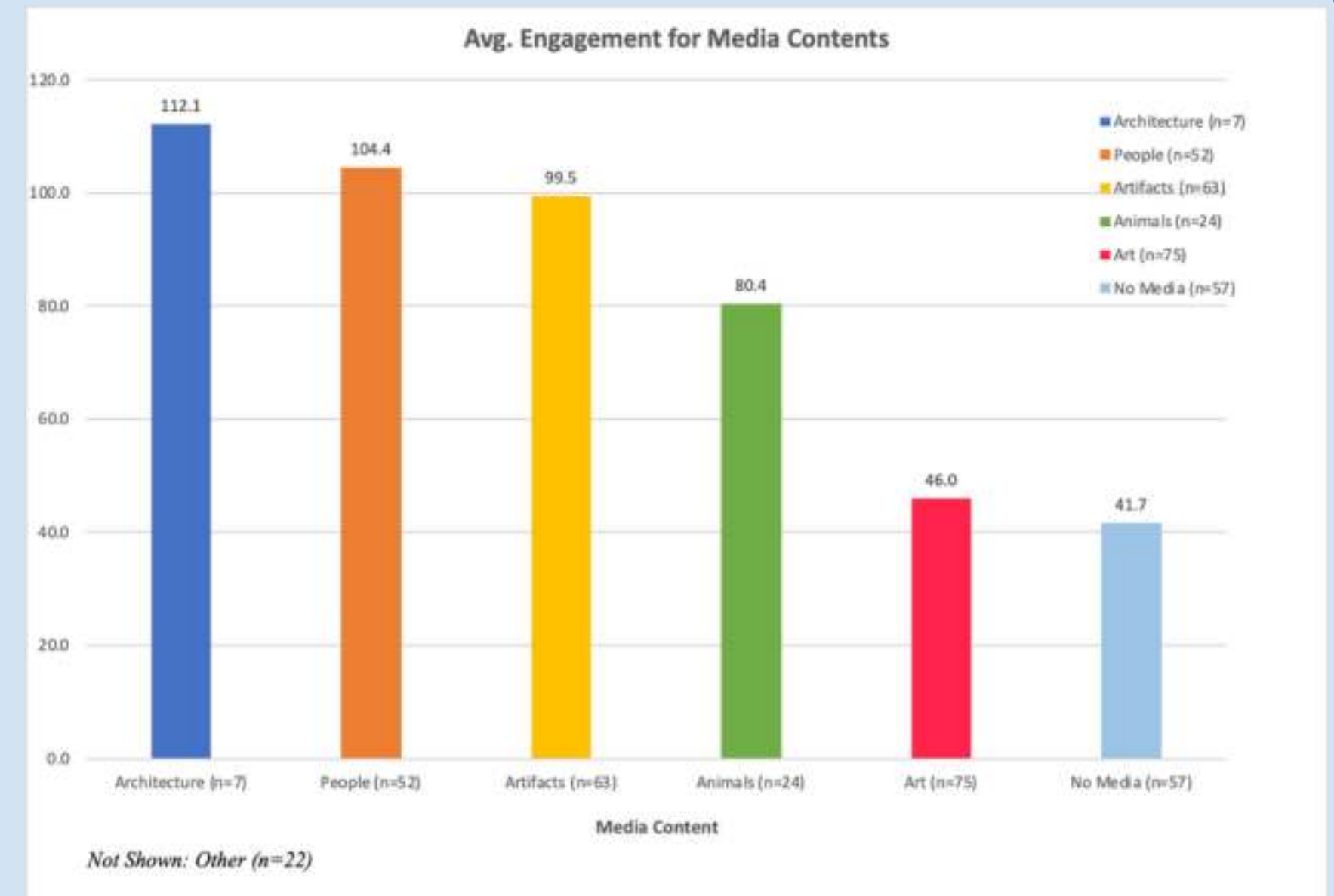


SMITHSONIAN OWNED DATA

AVERAGE ENGAGEMENT BY MENTION TYPE & MEDIA CONTENT

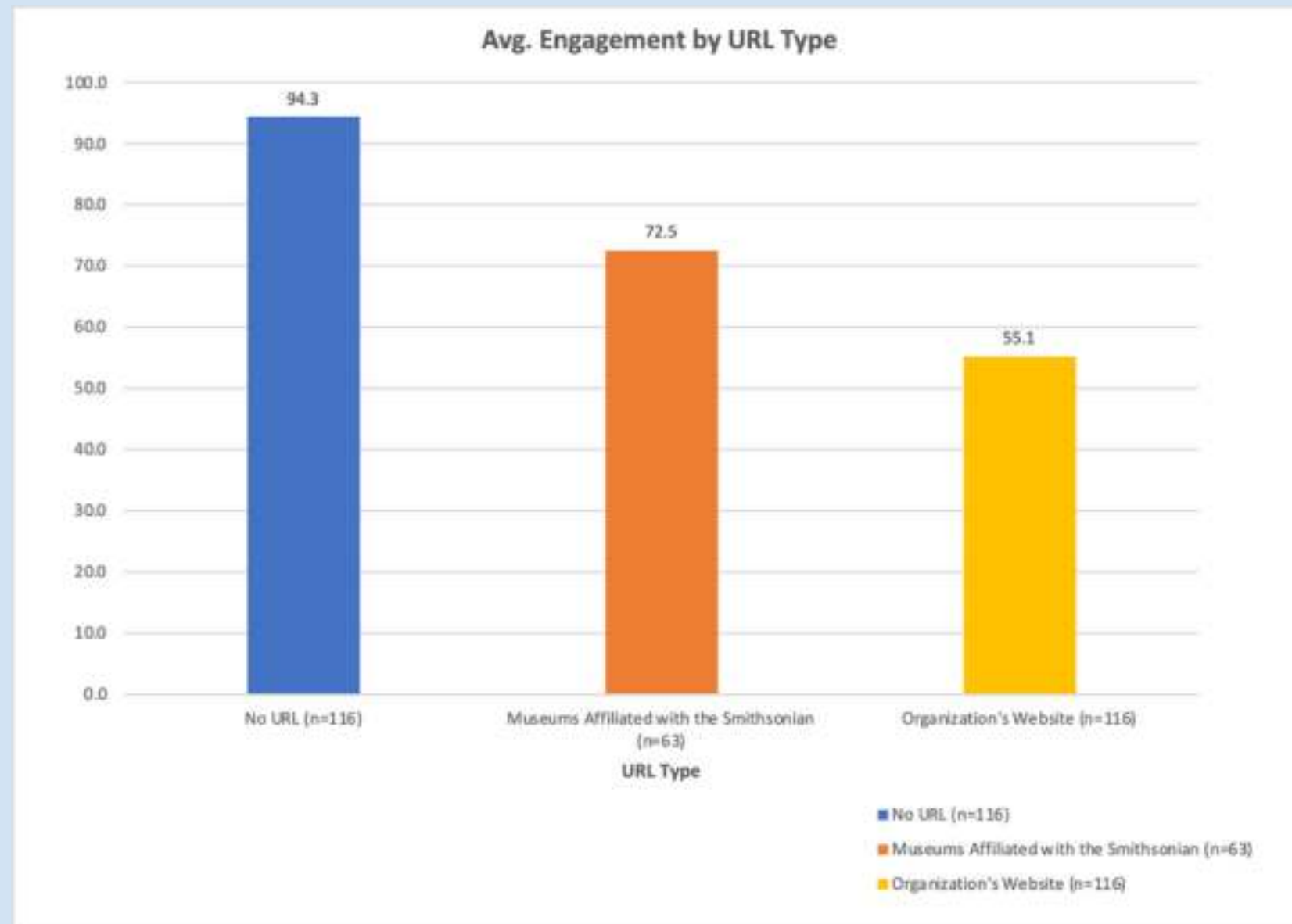


According to the data in our graph of average engagement by mention type, tweets containing no mention received the highest levels of engagement. Tweets containing mentions of organizations affiliated with the Smithsonian received the second highest levels of engagement but had a significantly higher amount of tweets than those with no mention.

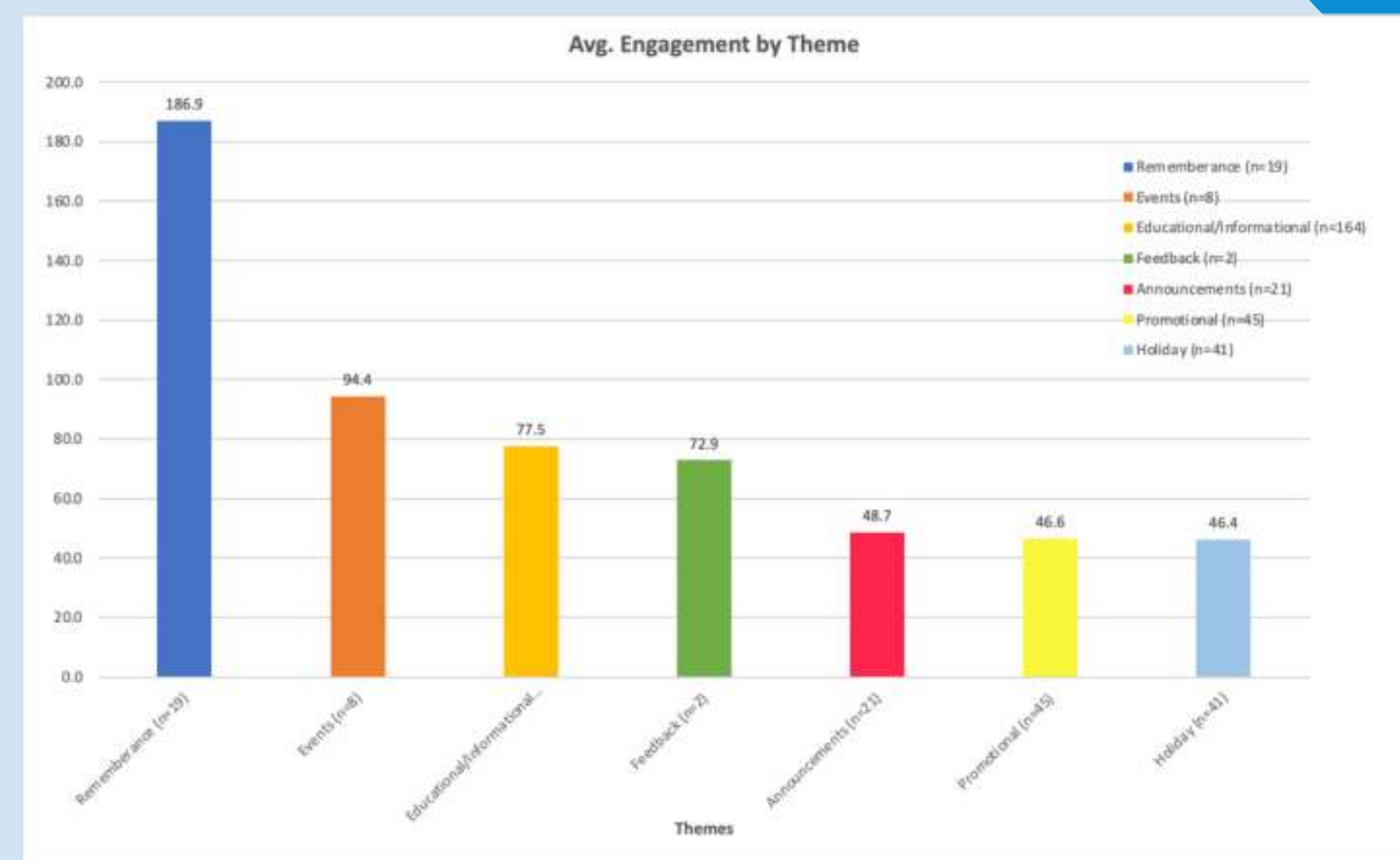


According to the data in our graph of average engagement by media content, the tweets with architecture as had the highest average engagement, followed by people. This is significant because there were only 7 tweets in architecture compared to the other content categories with substantially more tweets and lower engagement. Tweets containing art or no media received the least amount of engagement but contained 75 and 57 tweets. Based off this information, a recommendation for the Smithsonian would be to increase the amount of architecture and people in their posts instead of tweets with no media to increase their average engagement.

AVERAGE ENGAGEMENT BY URL & THEME

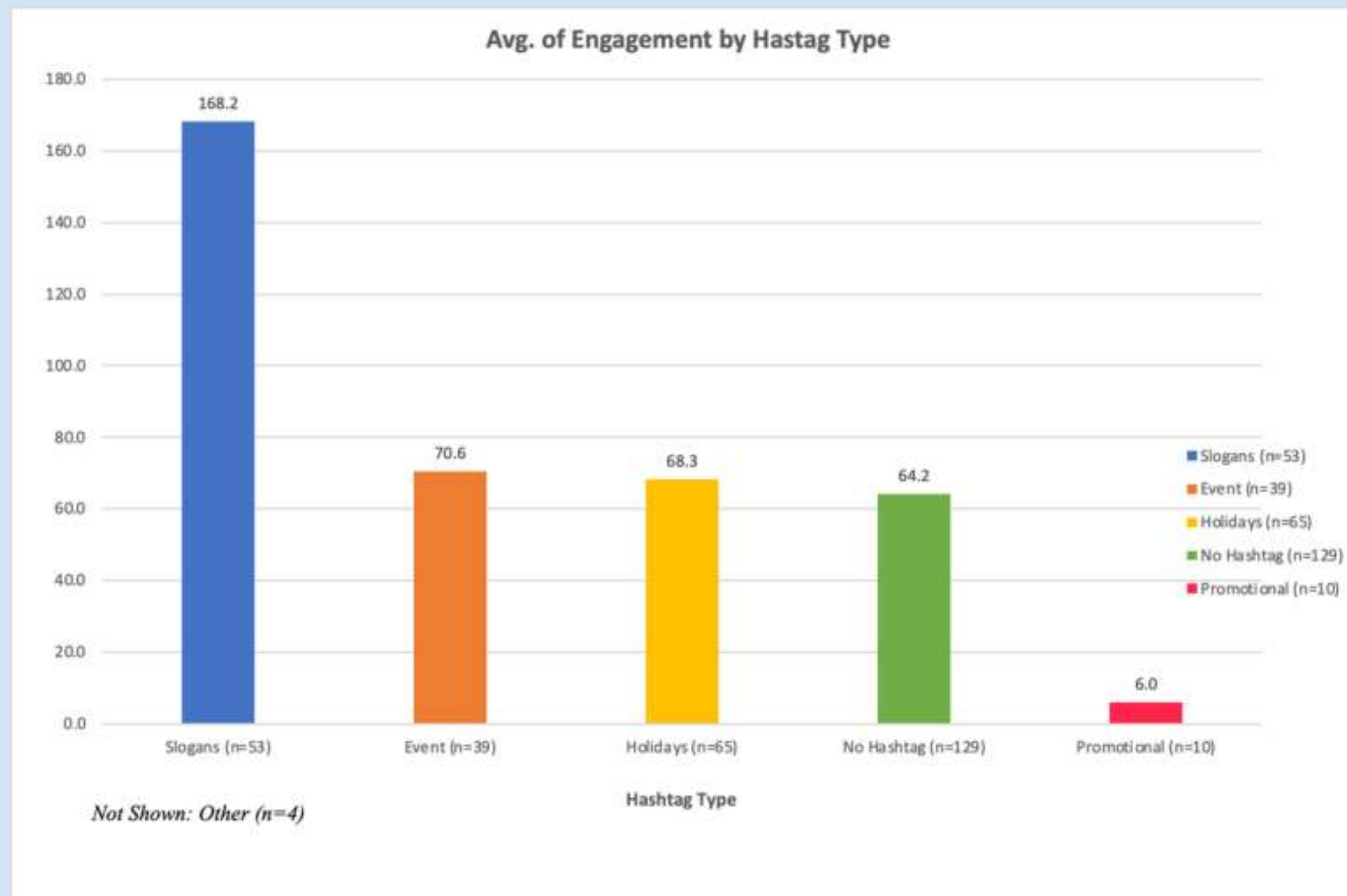


According to the data in our graph of average engagement by URL type, tweets containing no URL received the highest levels of engagement. Tweets containing URLs leading to organizations affiliated with the Smithsonian received the second highest levels of engagement and had almost half as many tweets posted in this category. Tweets containing URLs leading to the organization's website ultimately received the lowest levels of engagement.



According to the data in our graph of average engagement by theme, tweets with a remembrance theme had the highest levels of engagement. Tweets with an event theme had the second highest levels of engagement. Promotional and Holiday themed tweets had the lowest levels of engagement. The event themed tweets are significant because there are only 8 tweets in that category but they have the second highest level of engagement.

AVERAGE ENGAGEMENT BY HASHTAG TYPE

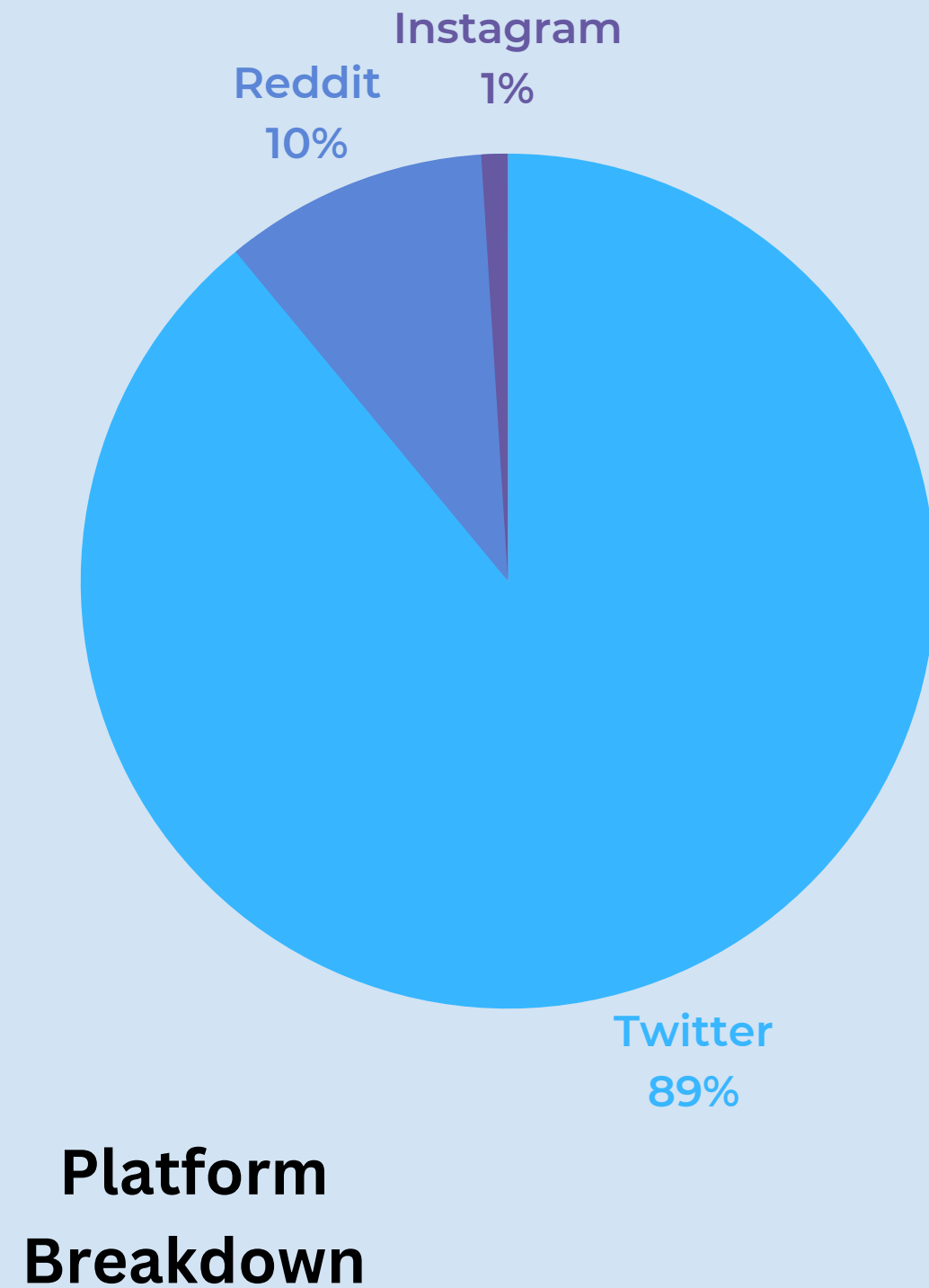


According to the findings in this graph, hashtags that fell under the slogans category generated the highest levels of average engagement on Twitter. Event related hashtags followed with the second highest, but with a significantly lower level of average engagement than slogans did. Posts that did not use any form of hashtags came in with the second lowest levels of engagement. Promotional hashtags ultimately provided the lowest levels of engagement.



SMITHSONIAN EARNED DATA

DATA DESCRIPTION

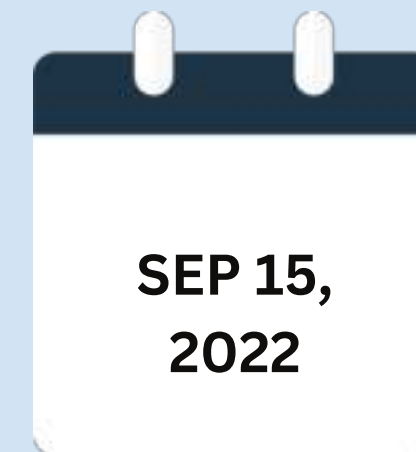
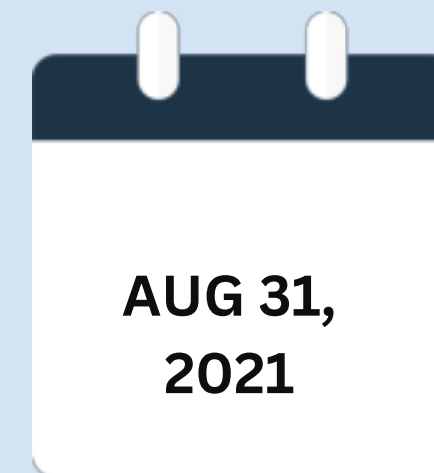


Overall Timeframe

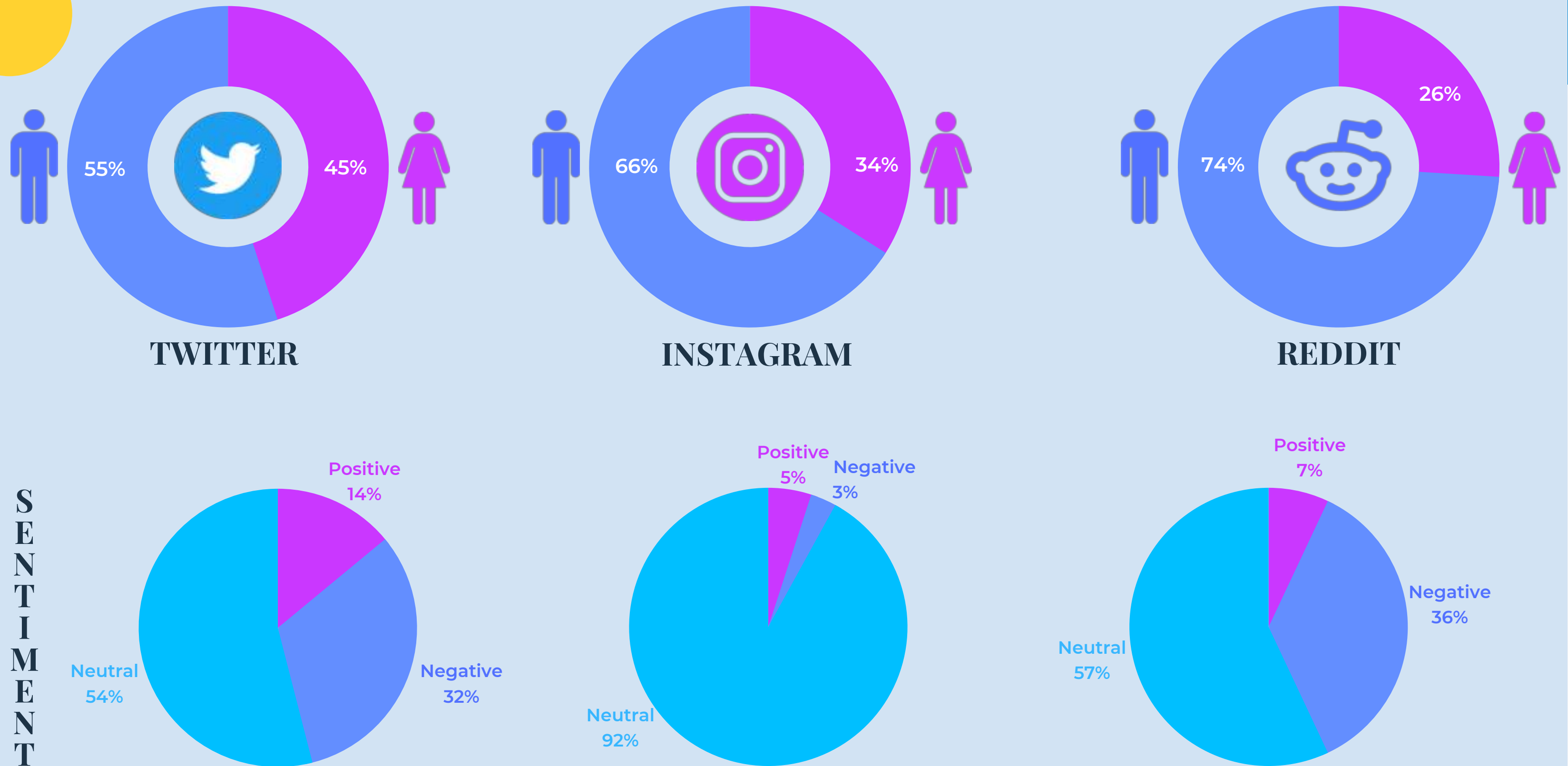
August 31, 2021 - September 15, 2022

Total Volume: 25.43m mentions

Platforms Analyzed: Instagram, Twitter, & Reddit



SENTIMENT + GENDER BREAKDOWN



EARNED DATA SPIKE ANALYSIS



TIMELINE

AUG 31, 2021 - SEP 15, 2022

Spike A

- Volume was **416% higher** than usual with **3,168 mentions** using the link 64.media.tumblr.com
 - via **Tumblr** - "There are many benefits to being a bird keeper at the **Smithsonian** Conservation Biology Institute"



Image via @Smithsonian on Twitter.

Spike B

- Volume was **112% higher** than usual with **809 retweets** and **438 mentions** of the hashtag [#smithsonian](https://twitter.com/Smithsonian)
 - via **Twitter** - [@Smithsonian](https://twitter.com/Smithsonian) - "Today we remember Nichelle Nichols. She starred as Lieutenant Uhura on "Star Trek" wearing this uniform now in our [@NMAAHC](https://twitter.com/NMAAHC), making history for African American women in TV and film. Nichols also volunteered to recruit women and people of color for NASA. [#BecauseOfHerStory](https://twitter.com/Smithsonian)"

EARNED DATA SPIKE ANALYSIS

Top Tweets



A



October 7, 2021

Judd Apatow - @JuddApatow - 2,405,178 followers - 287 likes - 200 retweets - 2,817,486 impressions

B



August 7, 2022

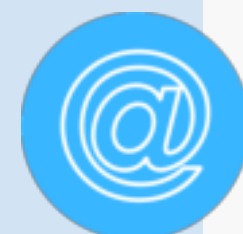
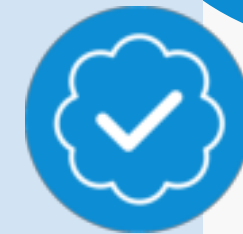
Sonya Clark - @syclarkart - 1,901 followers - 39 likes - 4 retweets - 33,521 impressions

C



August 26, 2022

Yin Leong - @kampungkreepy - 3,673 followers - 21 likes - 15 retweets - 130,902 impressions

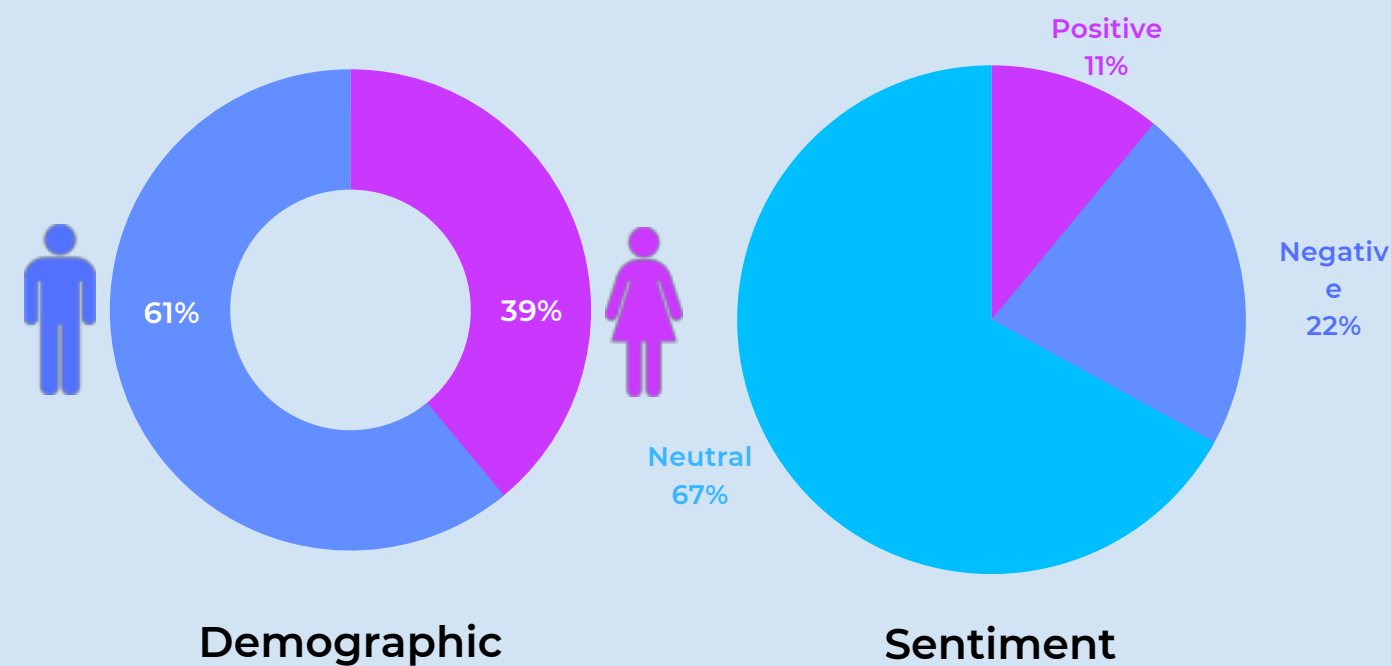




THEME + GENDER ANALYSIS

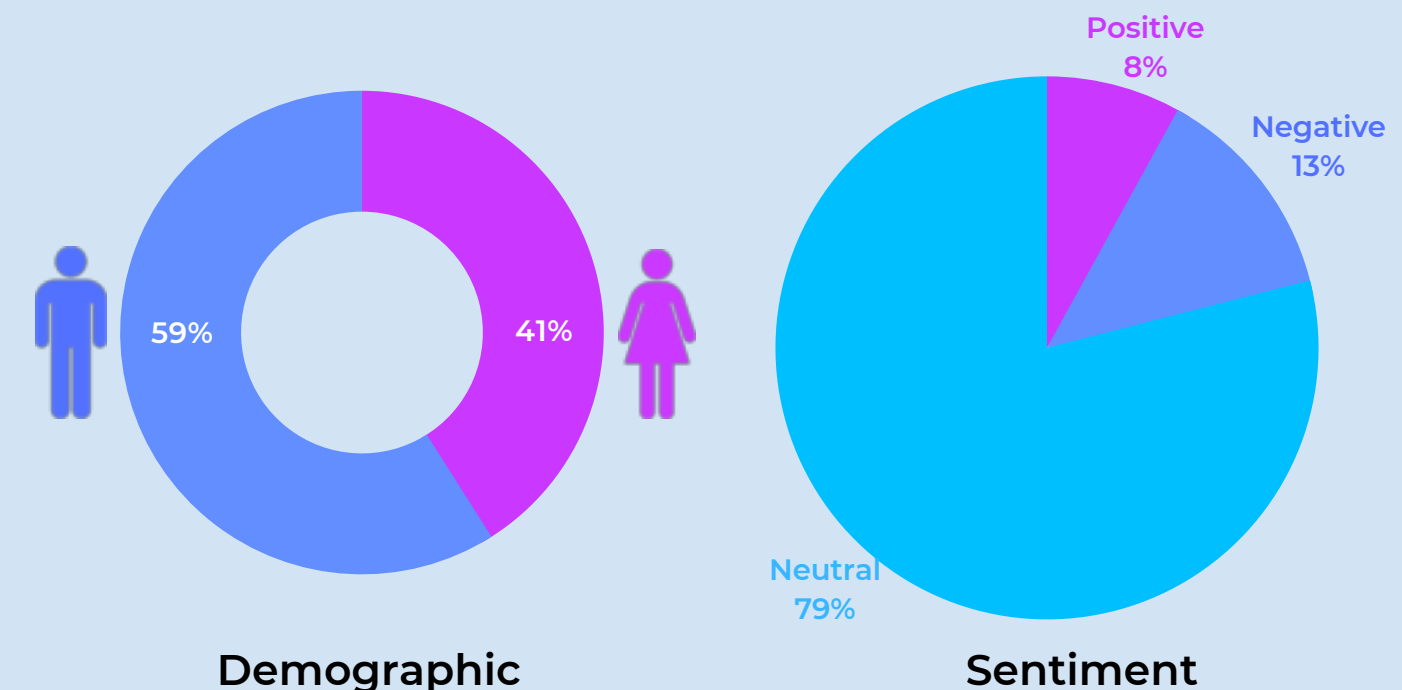
HISTORY + AMERICAN POLITICS

History



The top emotion for this theme is sadness. The majority of the overall conversation under the history theme is specifically American history. It also includes several remembrance posts and "on this day" posts for milestones or significant dates.

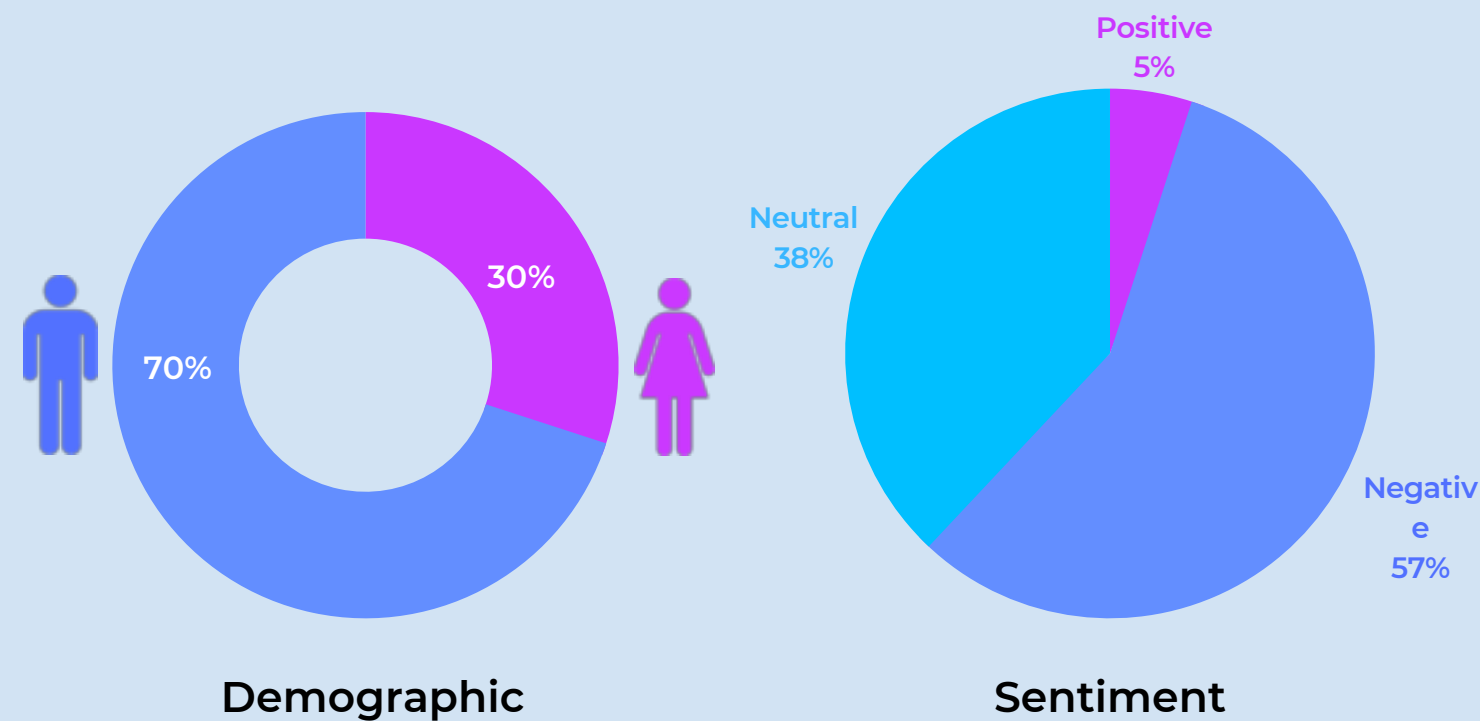
American Politics



The majority of the conversation about American Politics is critical. Key topics of conversation being the president and the Democrat and Republican parties. The leading emotion under this category is overwhelmingly sadness.

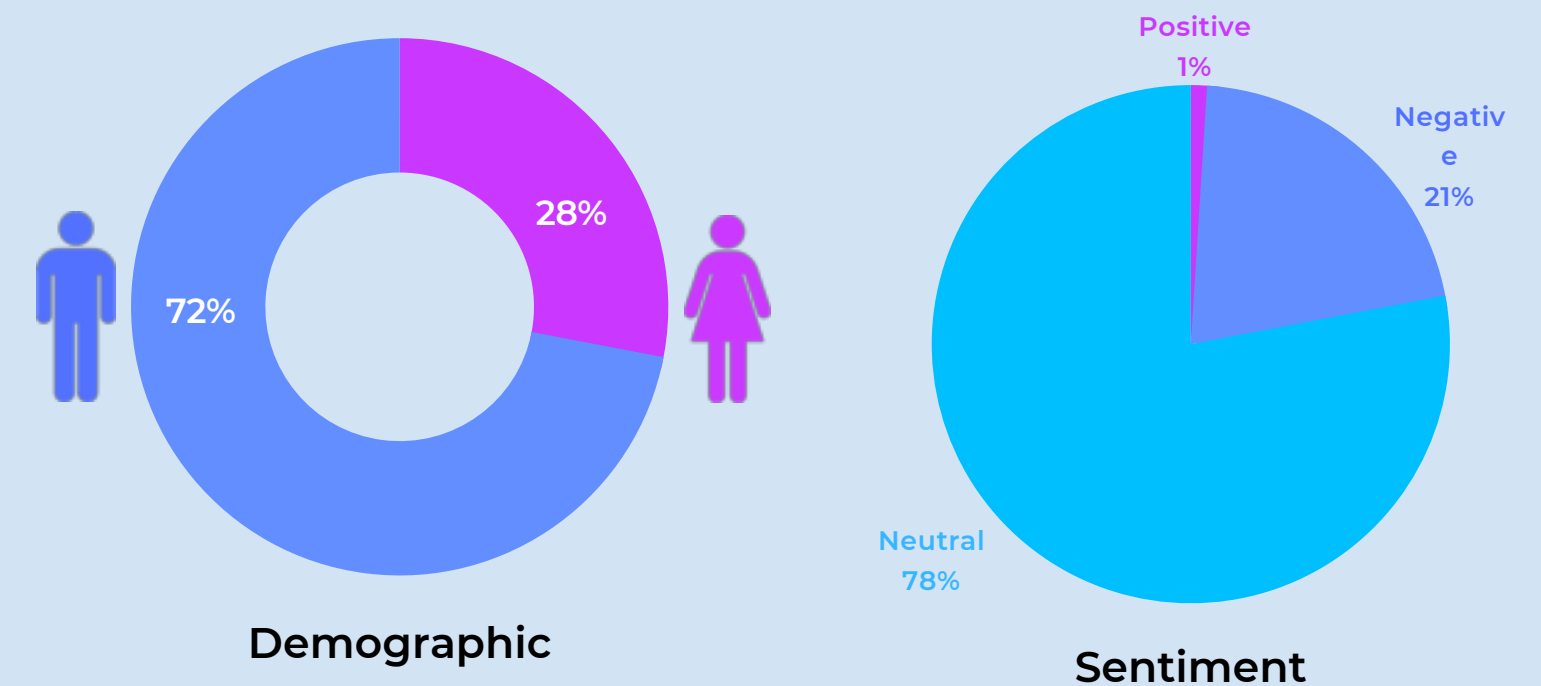
INTERNATIONAL AFFAIRS + LGBTQ

International Affairs



The common topics underneath the International Affairs category are Ukraine, Russia, and Europe. Most of the conversation being had is from the perspective of Americans. The top two leading emotions are sadness and joy.

LGBTQ



The common topics underneath the LGBTQ theme are gay pride and reflecting on the history of what the LGBTQ community has faced. The leading emotion is joy.

NETWORK ANALYSIS: EARNED DATA

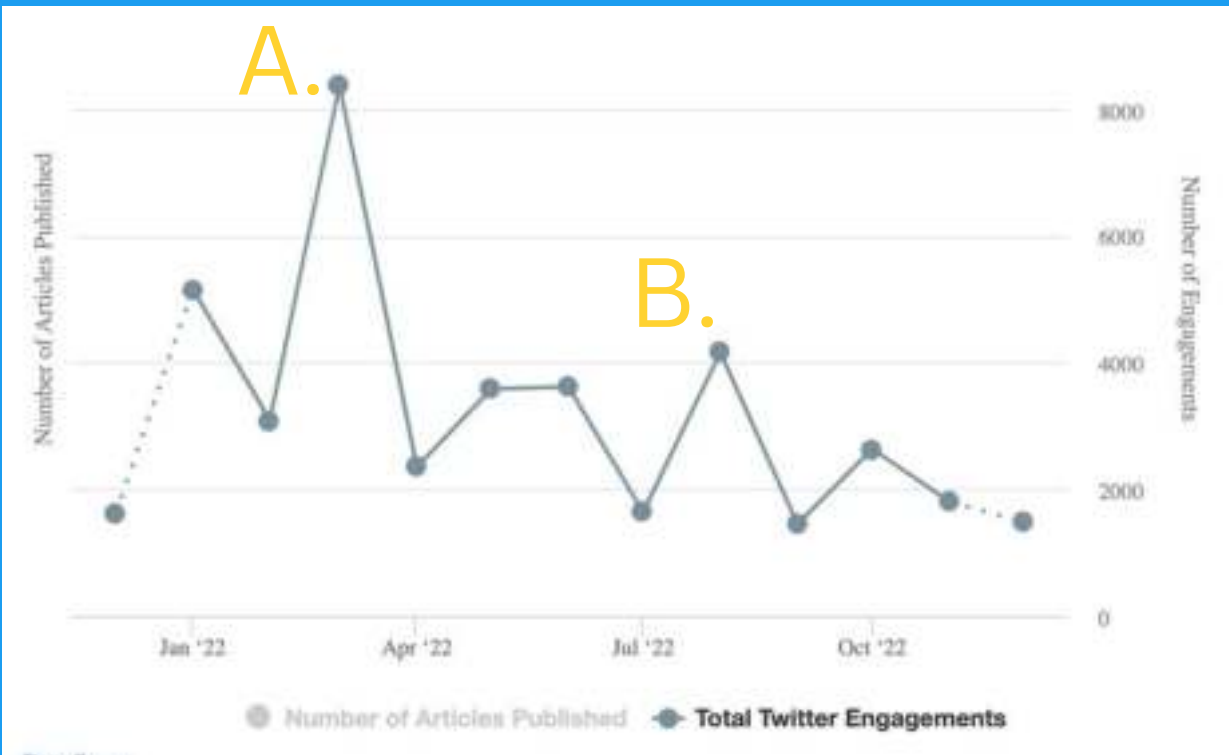
USING BUZZSUMO

Twitter Insights

Dec 5, 2021 - Dec 5, 2022

Top Articles with most Engagement

- A. 807 articles were published in Mar 2022, with total engagement of 8,377
 - Top article with 762 shares: *Smithsonian Celebrates Women's History Month with 120 Statues of Women in STEM*, By Joyann Jeffrey, Mar 4, 2022, from **today.com**
- B. second highest in Jan 2022, 697 articles were published with total engagement of 5,156
 - Top article with 434 shares: *First Native woman to lead Smithsonian Indian Museum*, by Kalle Benallie, Jan 19, 2022, from **indiancountrytoday.com**



Buzzsumo provided analysis for social content related to 'Smithsonian'. The two periods with the most articles posted and highest engagement were Mar 2022 and Jan 2022. The top articles from these periods that had the highest engagement both related to women. This related to our previous data collected from brandwatch that the topic of 'women' is a popular subject and causes engagement.

The top articles with the most shares on twitter both surround sensitive topics which lead us to believe a lot of Smithsonian related articles harbor important issues or actions involving serious subjects. The top sharers support the articles topics and give reason for why they lead to more shares. This was also evident in our data from Brandwatch that revealed the high engagement levels of content connected to political issues, events, and figures.

Top Twitter Shares by Articles

- 1. *Smithsonian to give back its entire collection of Benin bronzes*, by Peggy Macglone, from **washingtonpost.com**; Mar 8, 2022
 - 3.9k shares
- 2. *Trump PAC's \$650,000 Contribution to Smithsonian Will Fund Donald and Melania Portraits*, by Dave Levinthal, from **businessinsider.com**; Aug 22, 2022
 - 984 shares

Jon Cryer
@mrjoncryer audiobooks.com/audiobook/so-that-ha...
Gravity always wins. also on Mastodon @mrjoncryer@mastodon.world
Page Authority: 43 | Domain Authority: 66 | Twitter Followers: 372.3K | Retweet Ratio: 91%
Reply Ratio: 1% | Avg Retweets: 604.0

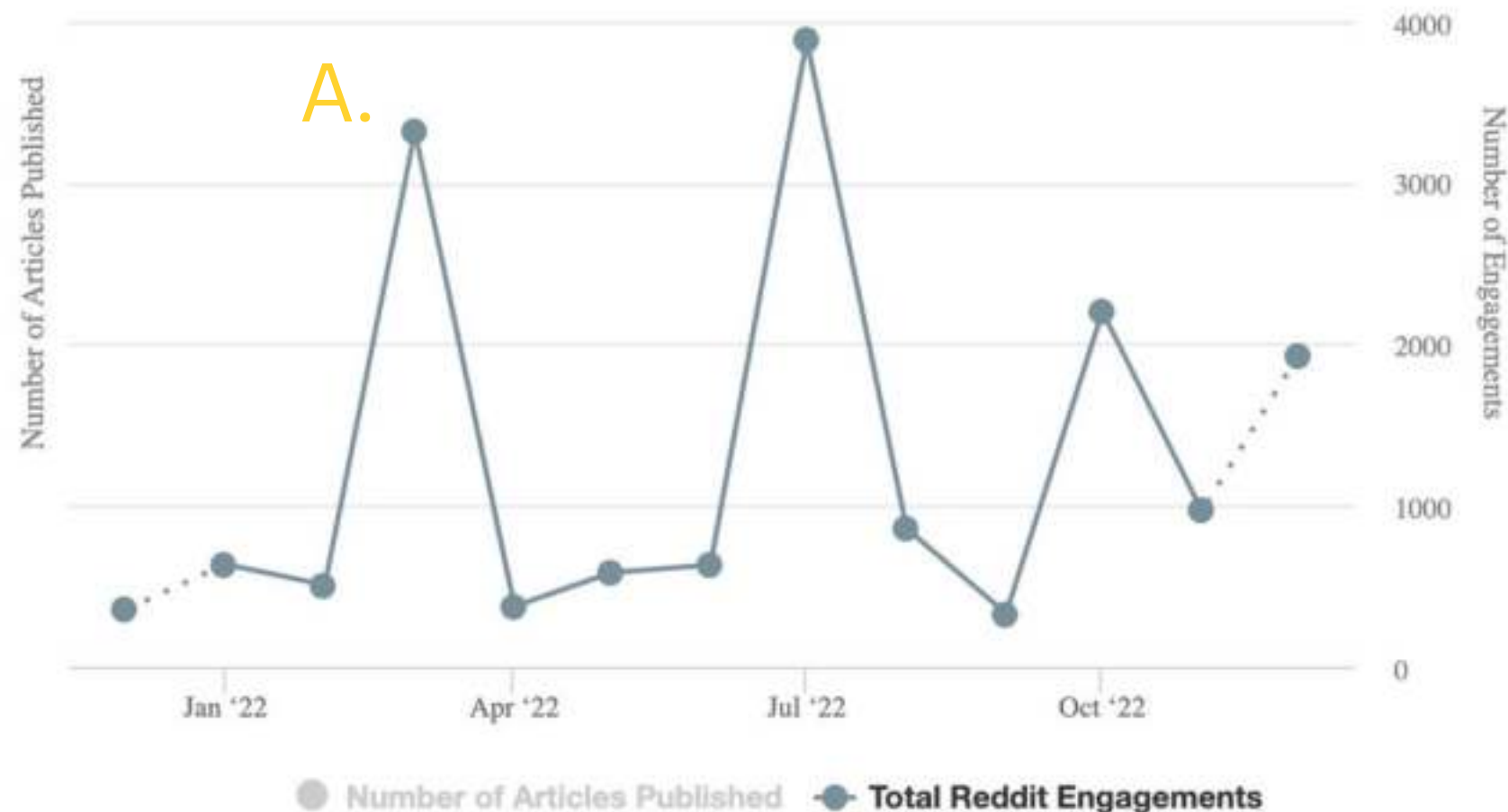
Ron Filipkowski
@ronfilipkowski ronfilipkowski.com
Attorney, Marine, Historian. Fmr Fed Prosecutor & Repub; now Defense Att & Democrat. Track & Report on the Right-Wing. Seen on BBC, CNN, MSNBC, CBS
Page Authority: 15 | Domain Authority: 9 | Twitter Followers: 581.1K | Retweet Ratio: 22%
Reply Ratio: 6% | Avg Retweets: 727.5

NETWORK ANALYSIS: EARNED DATA

USING BUZZSUMO *Reddit Insights*

High Points Engagement Over Time

- A. 807 articles were published in Mar 2022, with total engagement of 3,317
 - Top article: *Smithsonian Celebrates Women's History Month with 120 Statues of Women in STEM*, By Joyann Jeffrey, Mar 4, 2022, from **today.com**
 - **Reddit engagement of 509**



Articles with Highest Engagement

- *Smithsonian's traveling Green Book exhibit opens in Jackson*, July 2, 2022, **apnews.com**
 - 3.4k
- *Smithsonian gives back 29 Benin bronzes to Nigeria: 'We are not owners'*, by Kelsey Ables, **washingtonpost.com**
 - 1.4k

Twitter and Reddit also both had one of the same articles as with the highest engagement on that platform (washingtonpost.com). This connection reveals the article produced similar levels of popularity and the important subject lead it to have more engagement.

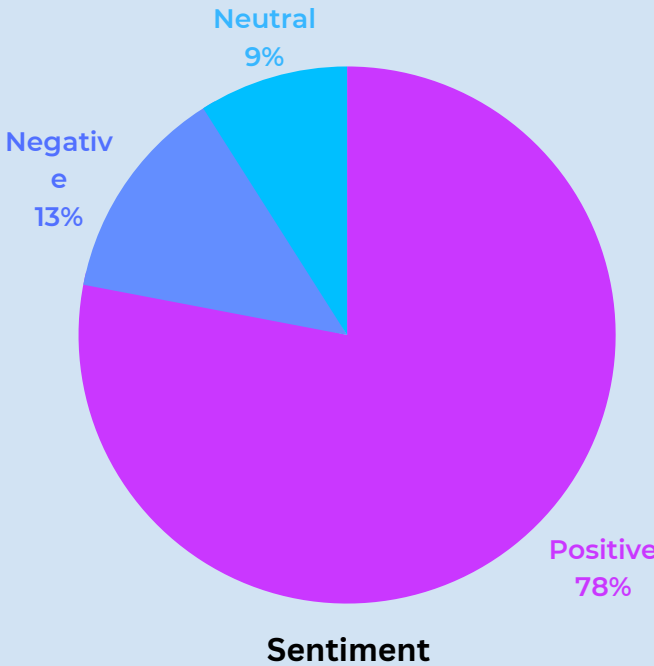
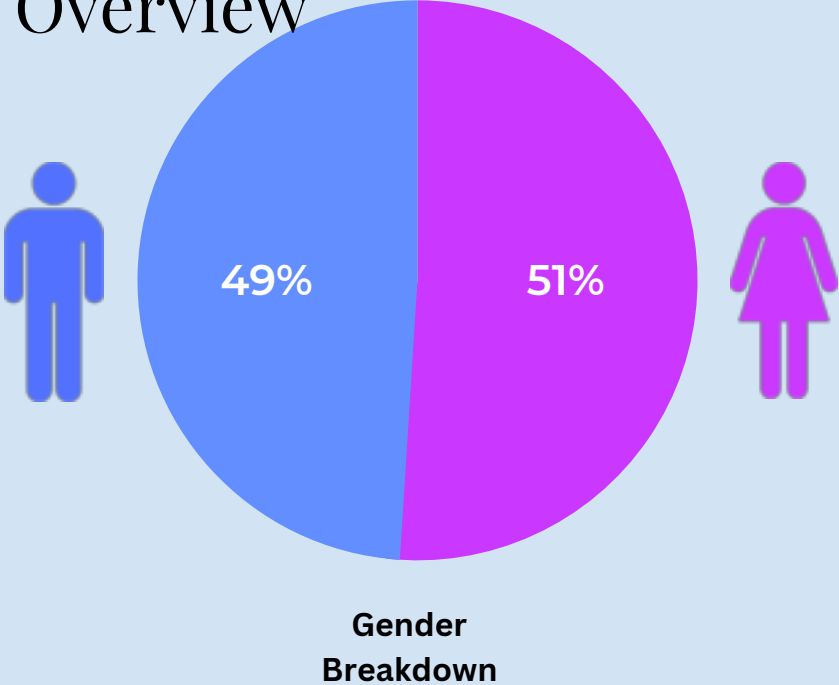
For one of the top spikes of engagement for articles posted, Mar 2022 was the same period for Twitter, with one of the highest total engagements. Both platforms had the same spikes with the same top article related to Women's History Month. We can infer that current events surrounding history and remembrance are key points in producing high levels of engagement with Smithsonian.

NETWORK ANALYSIS: EARNED DATA USING KEYHOLE

Twitter Insights

Dec 5, 2021 - Dec 5, 2022

Data Overview



Influential Users



Dawn N. Walker, Esq.

@dawnnwalker

AVG ENG	FOLLOWERS	IMPRESSIONS	EXPOSURE
4,281	2,544	2,544	744,441



ArchaeoHistories

@histories_arch

AVG ENG	FOLLOWERS	IMPRESSIONS	EXPOSURE
1,684	182,919	182,919	267,967

NETWORK ANALYSIS: EARNED DATA FROM KEYHOLE

Twitter

Dec 5, 2021 - Dec 5, 2022

Most Engaged Tweets

- Dawn N. Walker - @dawnwalker - 2,519 followers - 3,366 likes - 714 retweets - 4,080 engagement
- ArcheoHistories - @histories_arch - 182.5k followers - 1,406 likes - 262 retweets - 1,587 engagement



Both of these tweets had high levels of engagement and included content related to key historical figures or historical artifacts. Each tweet contained a source of media which we can infer from our previous findings in Brandwatch that this brings higher levels of engagement than ones without. These tweets are from the two top influencers who have a substantial following and retweets.





COMPARABLE ORGANIZATION DATA

COMPETITION DATA

Cleveland Museum of Art

National Geographic

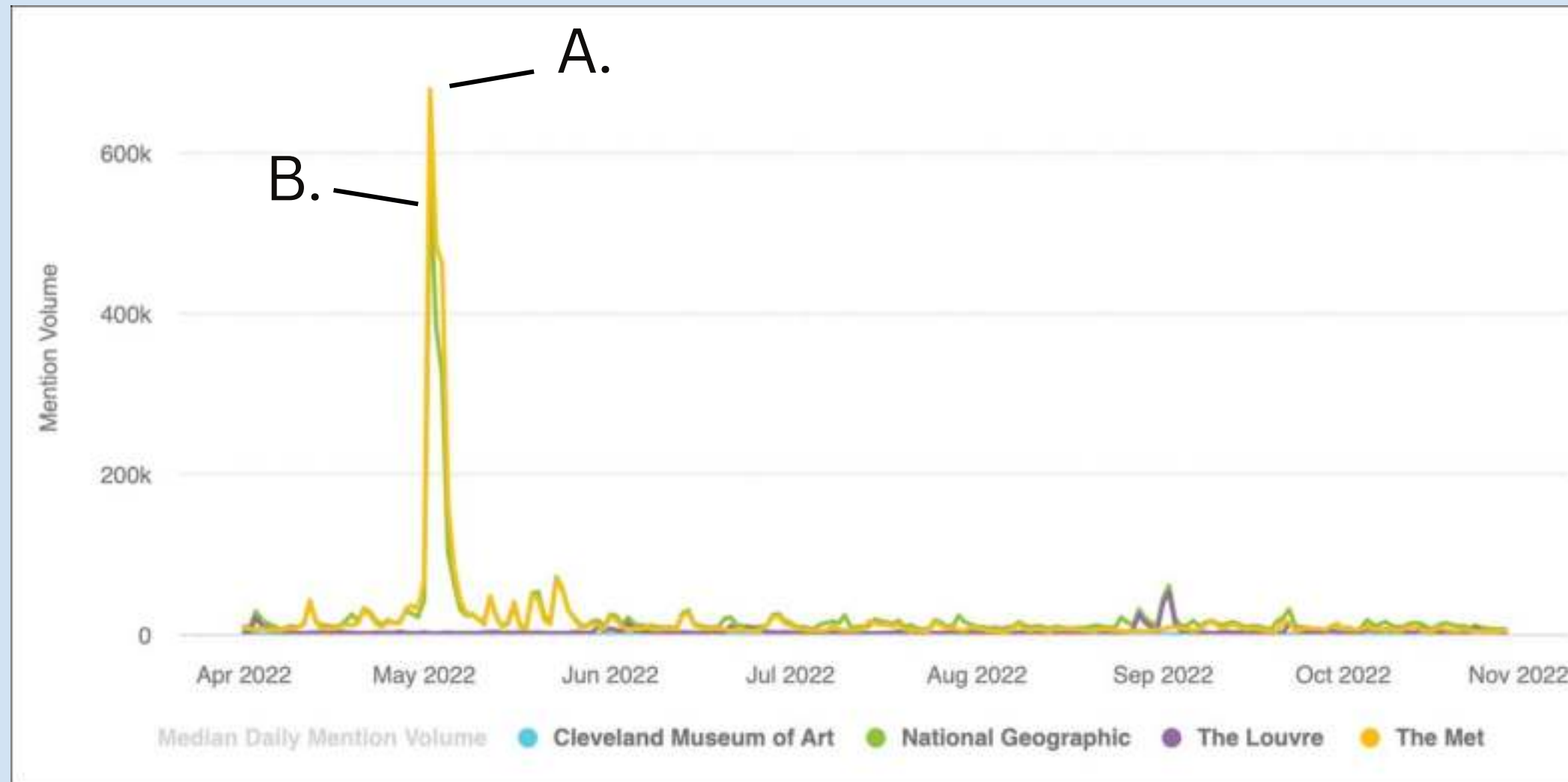
The Louvre

The Met

"National Geographic" OR (National AND Geographic) OR (Nat AND Geo) OR #nationalgeographic OR #NatGeo OR @NatGeo OR "Cleveland Museum of Art" OR @ClevelandArt OR #clevelandmuseumofart OR (Cleveland AND Museum AND Art) OR (Cleveland AND Museum) OR (Cleveland AND Art) OR "Musée de Louvre" OR Louvre OR #thelouvre OR @MuseeLouvre OR #museedelouvre OR (Louvre AND Museum) OR (Louvre AND Art) OR (Paris AND Museum) OR (Paris AND Art) OR #louvre OR "Metropolitan Museum of Art" OR (Met AND Museum) OR "The Met" OR (Metropolitan AND Museum) OR #metgala OR (Met AND Gala) OR #themet OR #metmuseum



COMPARABLE ORGANIZATION SPIKE ANALYSIS



A. The Met Apr 28, 2022 - May 09, 2022

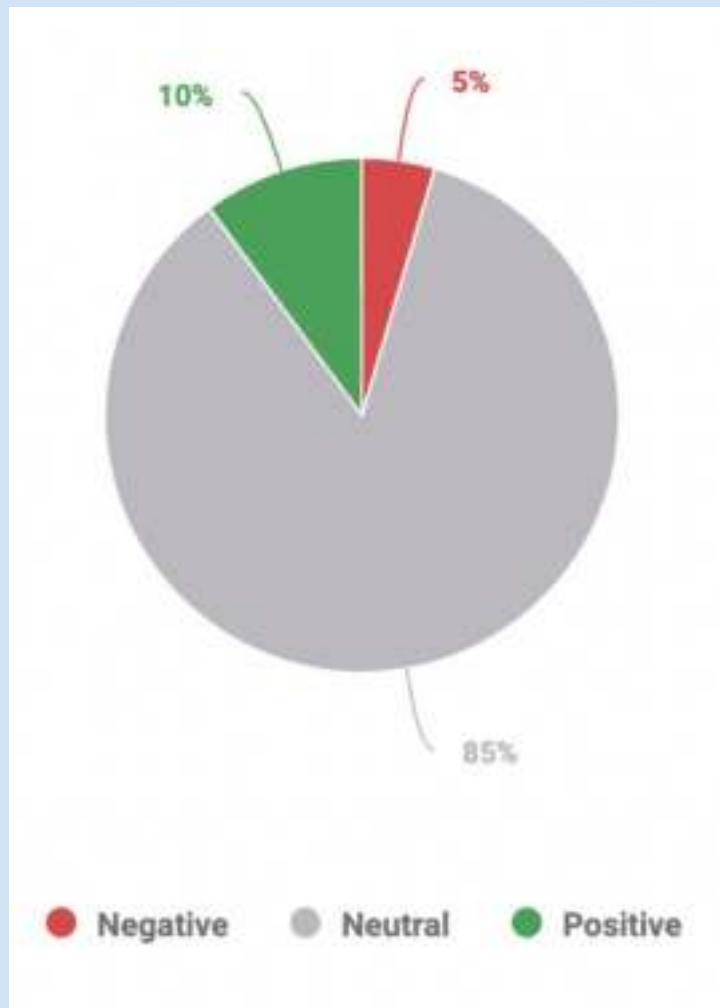
- 10247 % higher than usual
- 928,145 mentions using #metgala
- 238,008 mentions using #metgala2022
- 5079% higher than usual
- 908,492 mentions using #metgala
- 225,374 mentions using #metgala2022

For the spike analysis of comparable organizations the highest spikes came from The Met and National Geographic. Both of these spikes were during a close time frame surrounding a large event related to one. This reveals the reach an event like the Met Gala that The Met hosts attracts other organizations and increases audience engagement among multiple profiles.

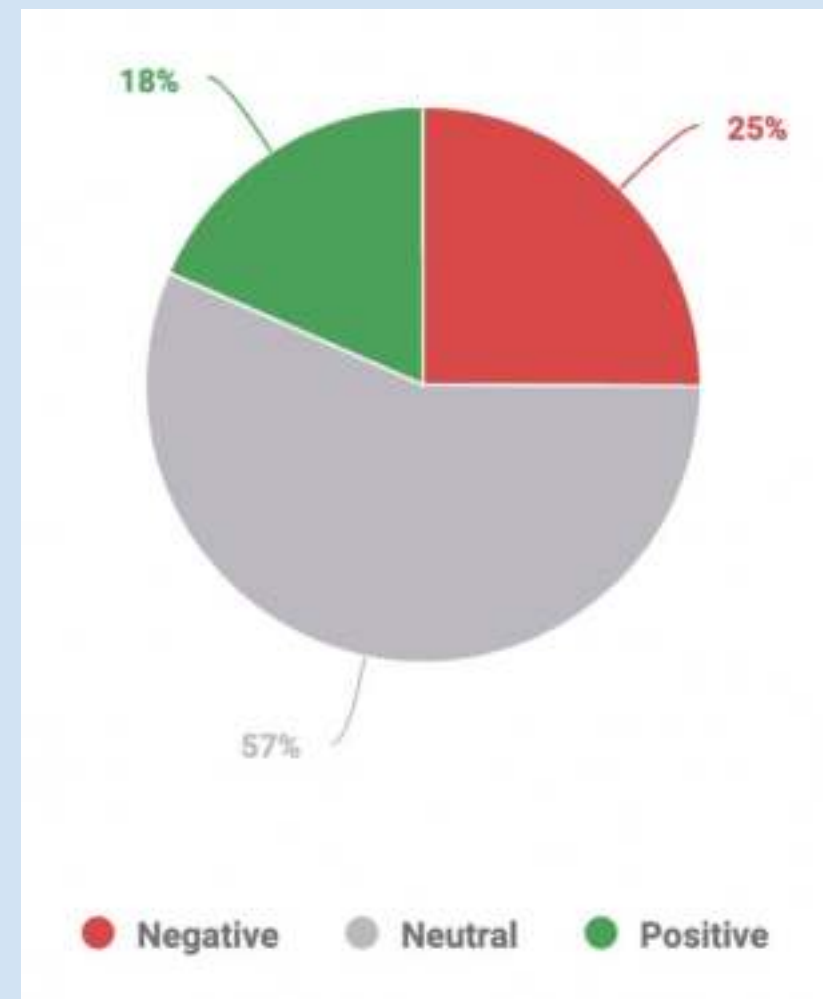
From these insights, we could recommend the Smithsonian get involved with a major event either related to their organization or partnered with a similar organization. This would help promote their brand and platform to a large group of people either involved with other nonprofits that are similar to theirs or ones that are currently following their platform.

SENTIMENT BREAK DOWN BY ORGANIZATION

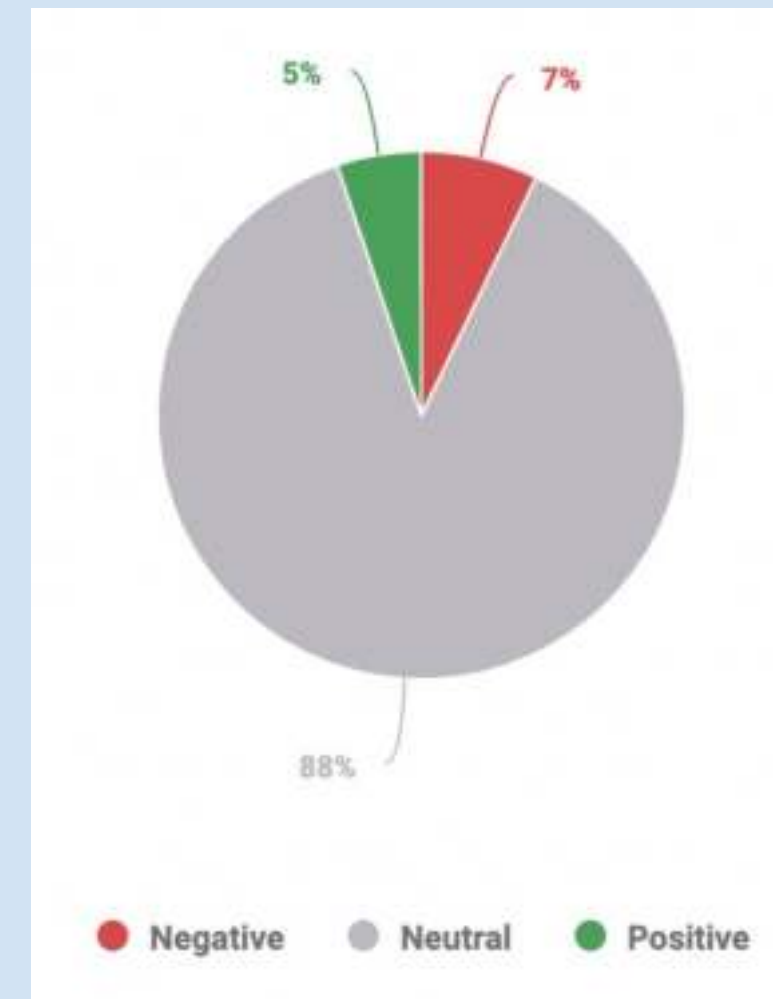
National Geographic



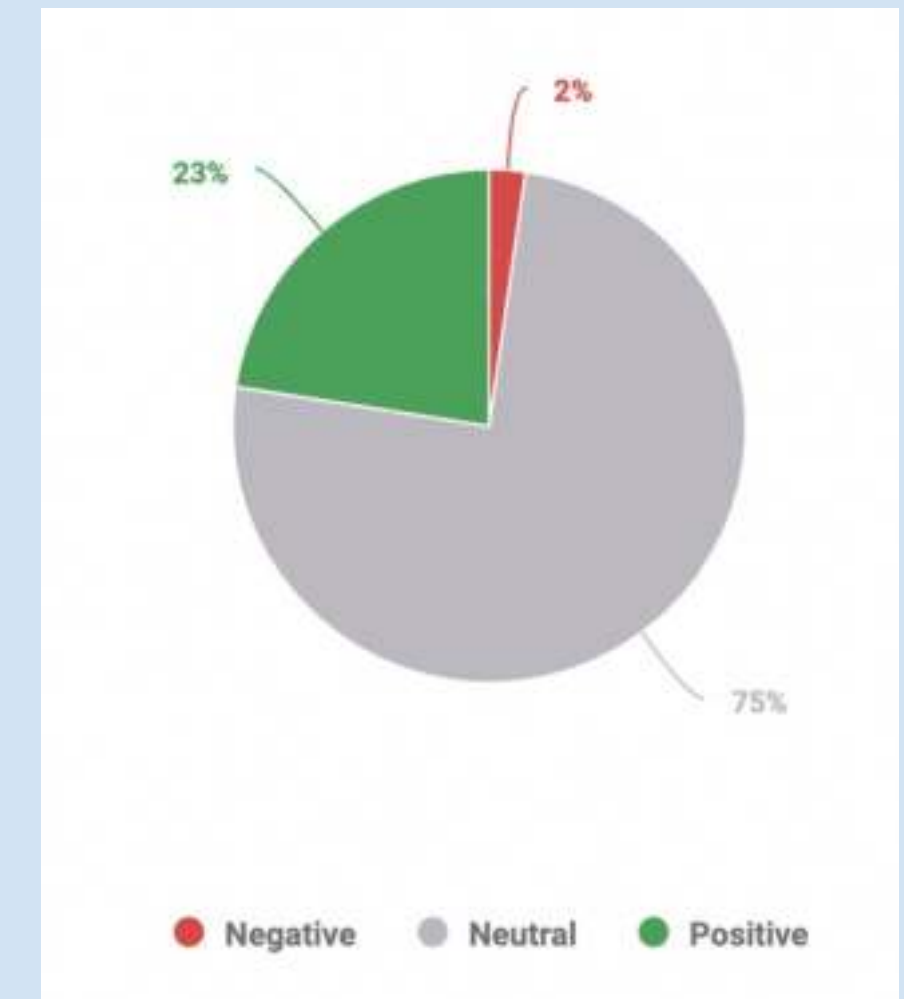
The Met



The Louvre



Cleveland Museum of Art

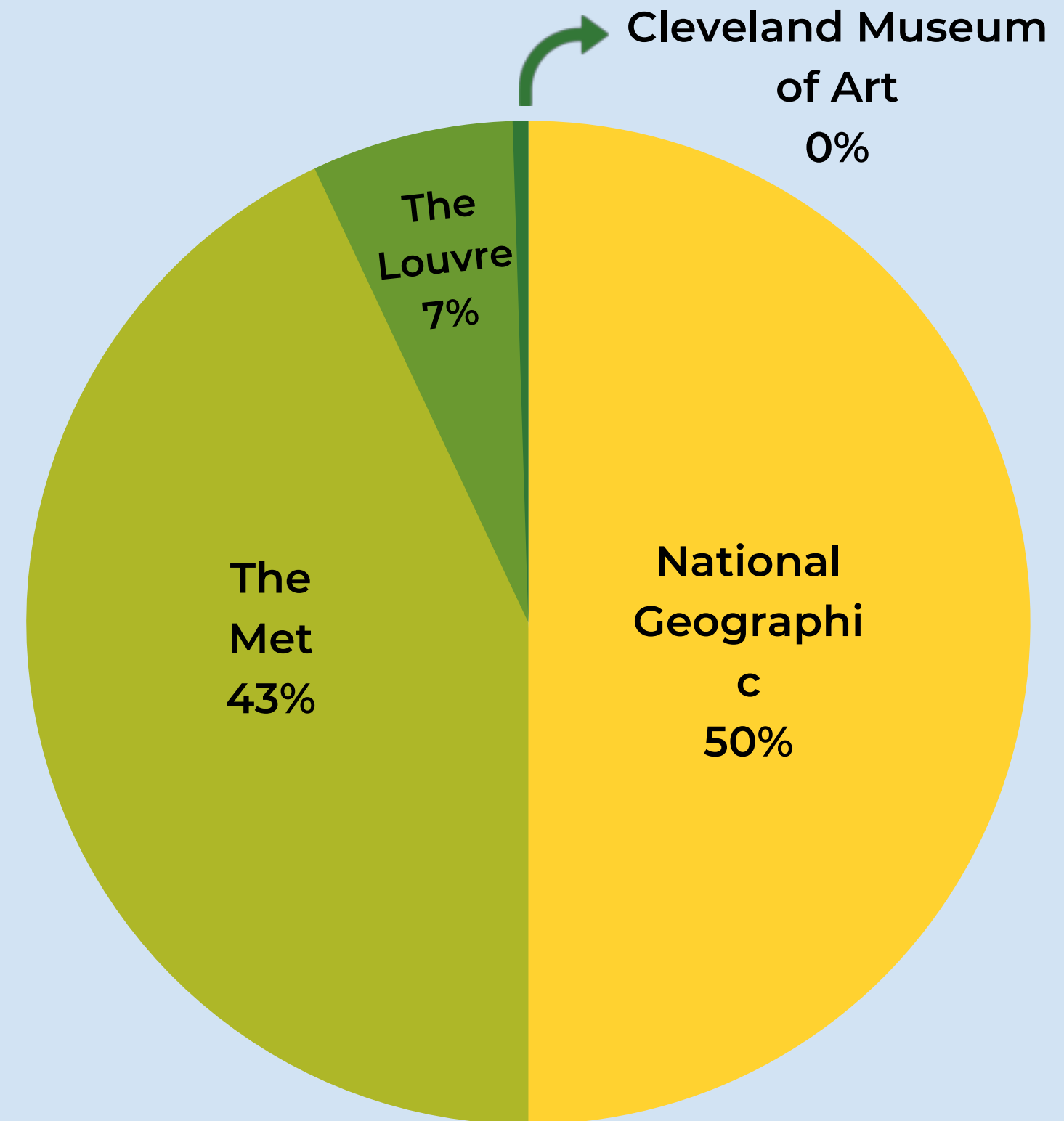


From the competitors sentiment analysis it is evident that the majority of their posts are neutral. One observation to make known is that The Met has the largest negative sentiment while the Cleveland Museum of Art has the largest positive sentiment out of the other competitors.

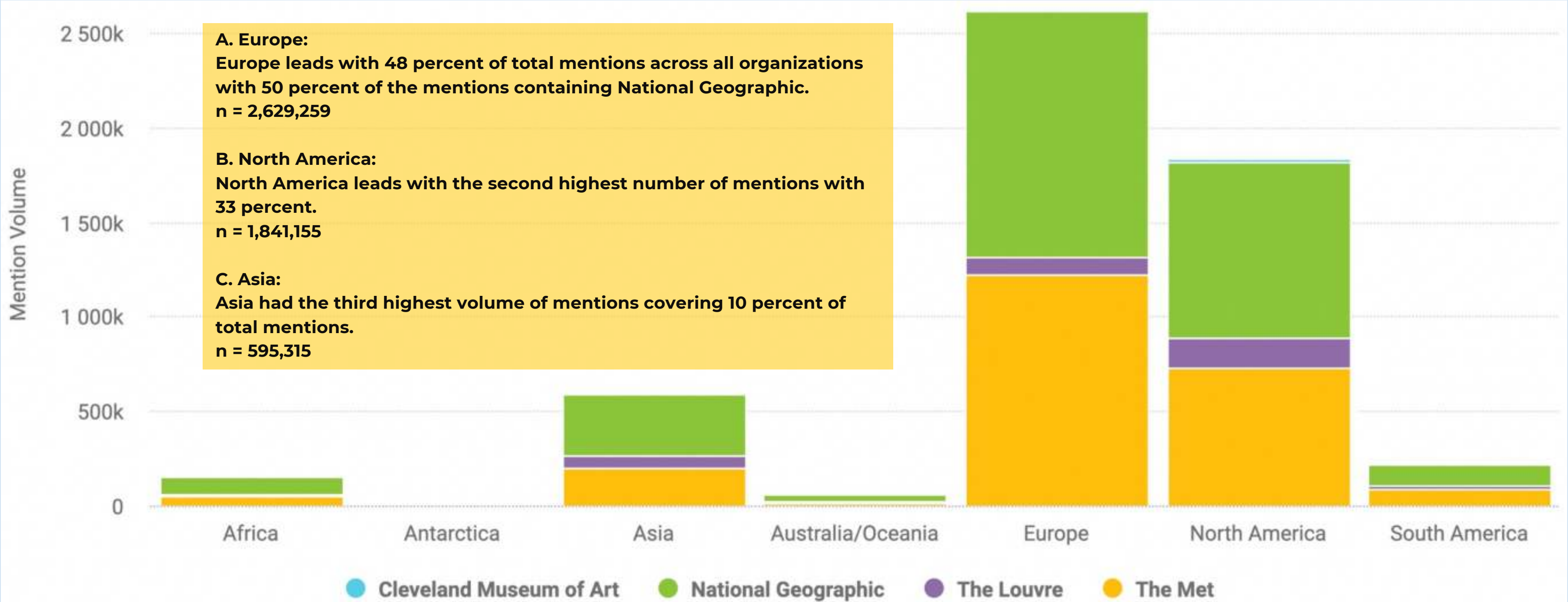
SHARE OF VOICE BREAKDOWN

National Geographic dominated share of voice among the Smithsonian's competitors with roughly 50 percent of the total earned posts.

Following with the second highest share of voice is The Metropolitan Museum of Art earning 43 percent.



COMPARISONS OF GEOGRAPHY





APPENDIX

Organization

Smithsonian OR #Smithsonian OR (Smithsonian AND Museum) OR (Smithsonian AND Institution) OR (Smithsonian AND Institute) OR (Smithsonian AND Research) OR Smithsonian OR "Smithsonian Zoo" OR (Smithsonian AND Zoo) OR (Smithsonian AND Gardens) OR (Smithsonian AND Garden) OR (Smithsonian AND Air AND Space) OR "Smithsonian Affiliate" OR (Smithsonian AND Affiliate) OR #SmithsonianDC OR #SmithsonianNY OR Smithsonians OR (Smithsonian AND National) OR "Smithsonian National Museum" OR (Smithsonian AND National AND Museum) OR #Smithsonianinstitute OR #Smithsonianinstitution

Competition

"National Geographic" OR (National AND Geographic) OR (Nat AND Geo) OR #nationalgeographic OR #NatGeo OR @NatGeo OR "Cleveland Museum of Art" OR @ClevelandArt OR #clevelandmuseumofart OR (Cleveland AND Museum AND Art) OR (Cleveland AND Museum) OR (Cleveland AND Art) OR "Musée de Louvre" OR Louvre OR #thelouvre OR @MuseeLouvre OR #museedelouvre OR (Louvre AND Museum) OR (Louvre AND Art) OR (Paris AND Museum) OR (Paris AND Art) OR #louvre OR "Metropolitan Museum of Art" OR (Met AND Museum) OR "The Met" OR (Metropolitan AND Museum) OR #metgala OR (Met AND Gala) OR #themet OR #metmuseum

APPENDIX

Network Analysis Review

We used Buzzsumo and Keyhole for our alternative social listening tools. Each one was free or used from a free trial. Neither had to actually insert a payment option so this was one positive the programs had. Each of these had a time limit for only observing data for up to a year unless we had the premium option which cost money. Each tool provided multiple social platforms but only certain ones were available to us without paying. We viewed mostly Twitter data and Reddit, and we were not able to access information from Instagram. For Buzzsumo it evaluated articles with Smithsonian mentions which was different than Brandwatch and Keyhole. It was limited in the filters and was harder to separate the data gathered in comparison to Brandwatch. The articles provided did have a lot of insight and information as to why they either had high engagement or not high engagement. Some similar characteristics it offered included figuring out top influencers or users, spike analysis of engagement overtime, and being able to see top twitter shares. For Keyhole, it was able to provide insights to Twitter but not Reddit or Instagram. Keyhole did provide better charts for sentiment, demographics, and content types. Both of these tools were missing the extensive services that Brandwatch provided and only offered surface area content that could be analyzed. Many of the graph options that Brandwatch provided were not available so it limited the areas we could analyze. I would recommend either of these to a friend if they just want to gauge limited information about a brand and are not looking for something extensive. Without paying for the upgraded plans, these two networks would not be a great option for an agency or business owner looking to improve their social presence in all aspects.