ABSTRACT

CREATIVE PROJECT: Analyzing the Twitter Usage of the Metropolitan Museum of Art, Tate Modern, and Musee d’Orsay: How art museums connect with user over social media to increase communication and information exchange

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Art museums rely on being able to reach audiences. In order to stay in the public eye, it is important for them to adopt various forms of social media. Twitter has proven to be an effective tool, as it is one of the most easy and accessible ways to reach a broader audience. This research answers the questions of how an art museum may utilize this social media tool in order to prompt a greater amount of user responses: likes and retweets of tweets. Coding 1,639 tweets produced by the Metropolitan Museum of Art (Met), Tate Modern, and Musee d’Orsay, the research studies what types of messages and add-on media forms are the most effective in garnering a response from followers on Twitter. The research shows that a museum will garner a greater amount of results if it produces educational tweets that include a photograph.