

Getty



Instagram and Web Analytics Report

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Executive Summary

Getty Museum is an art museum located in California with beautiful architecture and breathtaking views. Its rich resources include a wide range of art collections and an expert staff which distinguishes it from other museums. Getty Museum is making efforts to break the confines of a traditional museum by moving into a digital format and maintaining active presences on multiple social media platforms. It has had big successes in building interactive and audience-driven social media accounts. At the moment, Getty Museum is seeking opportunities to create engaging educational content to reach a broader audience who lack art expertises, especially the millenials. Based on google analytics of Getty website, Instagram is one of Getty's main channels for reaching out to the young audience and for interaction with users.

This project focused on three goals that are meaningful to Getty Museum's development:

1. To increase the reach of the audience, especially for the age group 18 - 24.
2. To build brand loyalty and increase audience retention rate.
3. Ultimately to increase traffic to Getty website and its physical site.

After a thorough analysis of Getty Museum's Instagram data of the past 7 years, researchers drew the following conclusions and made recommendations accordingly:

Findings

- Getty challenge posts have the most likes and comments
- Instagram has less referral clicks compared to other platforms
- Posts with location tags are more engaging
- Different engagement types between image and video posts

Recommendations

- Create inclusivity by maintaining relatable and empathetic posts
- Weekly routine stories that can direct users to the website
- Photogenic views of the museum would encourage more engagement
- Video post is informative and drive discussions between users

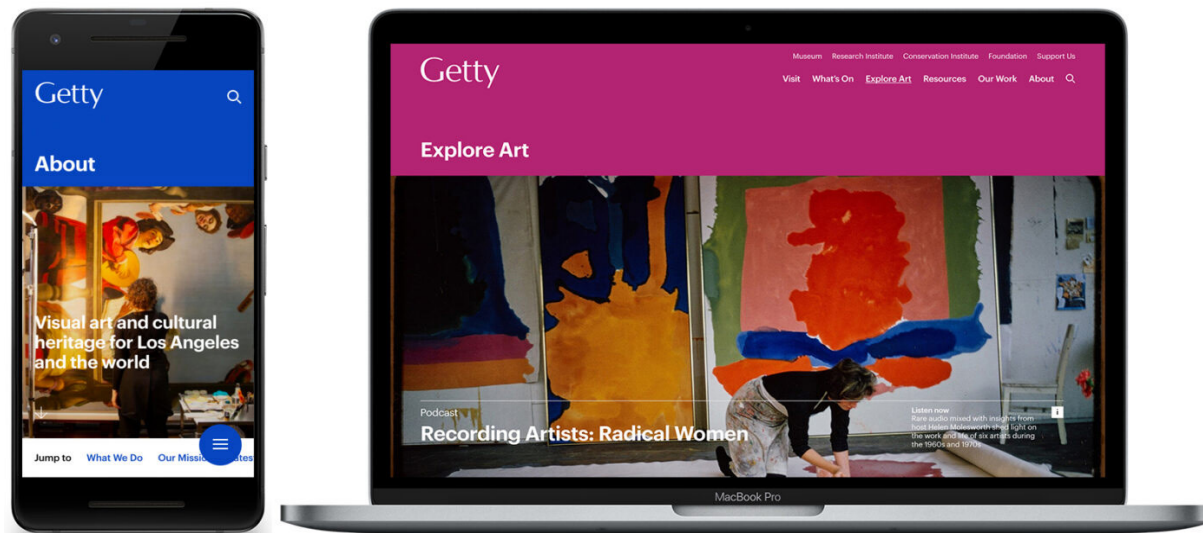
Introduction

Getty is a cultural institution dedicated to the presentation, conservation, and interpretation of the world's artistic legacy. Based in Los Angeles, California, it operates the J. Paul Getty Museum, which has two locations, the Getty Center in Los Angeles and the Getty Villa in the Pacific Palisades district of Los Angeles, California. Its other programs are the Getty Foundation, the Getty Research Institute, and the Getty Conservation Institute. Through the collective and individual work of its constituent programs, Getty serves both the general public and a wide range of professional communities in order to promote a vital civil society through an understanding of the visual arts.

Among Getty's discrete programs, this research focused on the J. Paul Getty Museum, which is referred to as the Getty. Since its inception, the Getty has housed internationally gathered drawings, European paintings, sculpture, illuminated manuscripts, decorative arts, and photography. The Getty has different social media platforms including a blog, Facebook, Twitter, Youtube, and Instagram accounts. It has utilized social media as an important method to communicate with current and prospective audiences, putting a spotlight on the Getty's collections, exhibitions, and events. Each social media channel provides diverse opportunities for Getty to share its unique offerings to people around the world. This research concentrates on analyzing Getty's Instagram account ([@gettymuseum](https://www.instagram.com/gettymuseum)) because our researchers believe that Instagram is the best platform for visual storytelling to present Getty's various collections and communicate visually with the young audience.

The Getty launched its Instagram in June 2013 and has been actively using it with 2,269 posts and 479k followers as of April 24, 2020. Researchers analyzed data from the website and Instagram of Getty in order to understand how users engage with Getty's Instagram and how the Getty would leverage this channel to attract a greater audience into their official website and their physical space. With this data, researchers were able to investigate how Getty's Instagram has grown over the past six years and evaluate what content attracted the most user engagement. The data collected suggests that although Getty had several incredible milestones with their Instagram content thus far, there is still potential to build upon their current strategy and grow even stronger.





Project Objectives

A stakeholder meeting with the Getty's Communications team was conducted through video conferencing to understand their needs and concerns. The Getty team was curious about how to better engage with a younger audience, specifically 18 to 24 year old users on mobile devices in the context of their brand platform. Based on the ideas exchanged during this meeting, Getty's Instagram was selected as a primary subject of analysis for this research, because Instagram is a crucial outlet for reaching this audience, the 18 to 24 years olds (Pew Research Center, 2019).

This project is focused on three goals:

- To increase the reach and engagement of the younger audience (18 to 24 years old)
- To build brand loyalty and increase audience retention rate
- To ultimately increase traffic to the Getty website and its physical site

Methodology

The team aimed to provide verifiable insights and recommendations to the Getty museum. Based on the available resources and optimized workflow, the team developed the project through the stages of data collection, data visualization, insights collection and recommendation refinement. Researchers used Instaloadgram and Google Analytics to collect data, Python to filter data and Tableau to visualize data. The detailed descriptions about these digital tools are as follows:

Tools

1. Instaloadgram provided raw data for a targeting instagram account, including posting time, post content, comments, likes, etc. Since we did not have access to clients' instagram accounts, we thus use this 3rd party data crawler to obtain our needed data.
2. Google Analytics tracks the website traffic conditions and demographic information of users. Our team used it to find out the referral traffic condition for Getty's website and compare it with our insights from instagram data.
3. Python is the best tool to analyze large amounts of data to construct data frames. Thus, we decided to use Python. The full dataset of the Getty's Instagram includes a total of 2,253 posts from the first-ever post to the latest post from 6/3/2013 to 4/9/2020. Before evaluating and visualizing this massive data set, we cleaned and organized the data.
4. Tableau is a data visualization software which helps us to capture the noticeable data and insights. We created interactive graphs and charts to gain insights based on refined data.

Metrics

Researchers exported 23 Tableau visualization charts to indicate the user engagement and strategic performance of Getty Museum's Instagram account with the following measures: hashtags, average likes, posting time, number of words, number of comments, location information and format of the posts.

Overall Trends & Findings

Social Network ?	Age ?	Acquisition			Behavior		
		Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
		3,120 % of Total: 0.04% (7,008,988)	2,578 % of Total: 0.04% (7,022,984)	3,336 % of Total: 0.03% (10,767,535)	80.34% Avg for View: 60.16% (33.53%)	1.55 Avg for View: 2.90 (-46.30%)	00:00:39 Avg for View: 00:02:20 (-71.83%)
1. Instagram	25-34	932 (32.10%)	845 (32.78%)	1,062 (31.83%)	83.62%	1.33	00:00:39
2. Instagram	35-44	715 (24.63%)	715 (27.73%)	758 (22.72%)	74.27%	1.40	00:00:26
3. Instagram	18-24	585 (20.15%)	455 (17.65%)	628 (18.82%)	72.45%	1.38	00:00:53
4. Instagram	45-54	368 (12.68%)	325 (12.61%)	563 (16.88%)	84.72%	2.42	00:01:15
5. Instagram	55-64	303 (10.44%)	238 (9.23%)	325 (9.74%)	73.23%	2.13	00:00:34

Fig A. Google Analytics Instagram Traffic by age (Mar 1 - Apr 20, 2020)

Social Network ?	Age ?	Acquisition			Behavior		
		Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
		626 % of Total: 0.05% (1,229,971)	568 % of Total: 0.05% (1,191,201)	708 % of Total: 0.04% (1,700,289)	85.90% Avg for View: 63.51% (35.25%)	1.66 Avg for View: 3.12 (-46.79%)	00:00:33 Avg for View: 00:02:27 (-77.43%)
1. Instagram Stories	25-34	243 (38.82%)	212 (37.32%)	257 (36.30%)	89.11%	1.33	00:00:18
2. Instagram Stories	35-44	113 (18.05%)	103 (18.13%)	123 (17.37%)	86.18%	1.76	00:00:16
3. Instagram Stories	18-24	99 (15.81%)	89 (15.67%)	113 (15.96%)	84.96%	2.45	00:01:28
4. Instagram Stories	55-64	65 (10.38%)	65 (11.44%)	89 (12.57%)	76.40%	2.08	00:01:08
5. Instagram Stories	45-54	62 (9.90%)	58 (10.21%)	75 (10.59%)	82.67%	1.32	00:00:08

Fig B. Google Analytics Instagram Stories Traffic by age (Mar 1 - Apr 20, 2020)

From Google Analytics, we learned that Instagram is the youngest traffic channel. Using Google Analytics, we analyzed the age group for different traffic channels. Within a fixed time frame (Mar 1st, 2020 - April 20th, 2020), we discovered that the top 3 age groups for twitter were 25 - 34, 35-44, 45-54; for facebook were 25-34, 65+,55-64 and for instagram were 25-34, 35-44, 18-24.

Overall Trends & Findings

By visualizing the posts of @GettyMuseum from 2013 to 2020, we learned that it had a steady increase in engagements, with an exponential growth after 2017. We created data visualization for all Getty's Instagram posts from 6/3/2013 to 4/9/2020. Overall, we can see a steady increase for the average engagements (likes & comments) from 2013 to 2017, with a slight decrease for average comments in 2017. After 2017, the average engagement increased exponentially. In 2020 (up until 4/9/2020), the average engagements reached twice in comparison to 2019.

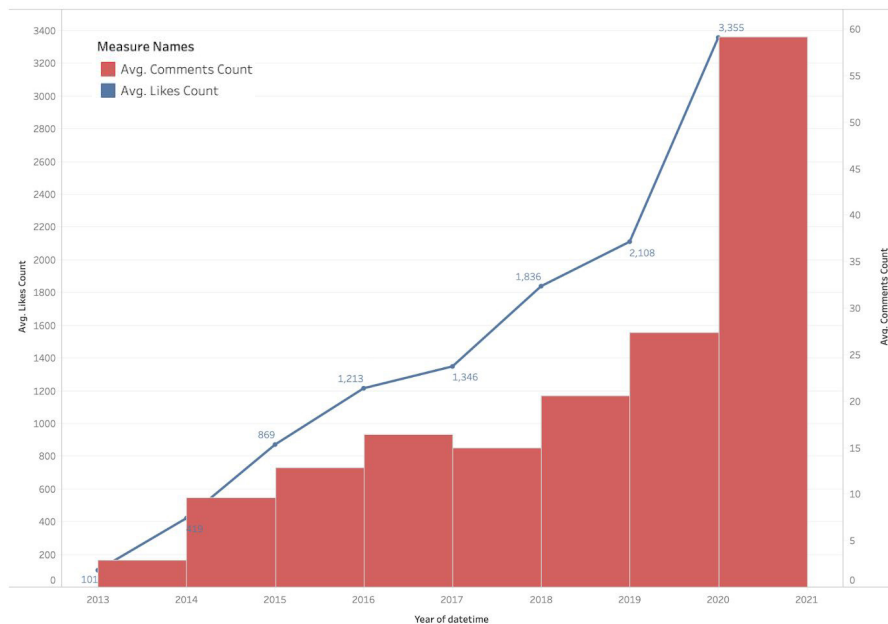


Fig C. The Average Instagram Engagement (2013 - 2020)

Overview of the Data (2013 - 2020):

- A total number of post: 2,253 posts
- Average number of posts per month: 27.47
- The most popular posting time: 14:00 - 14:59 (PT)
- Posts by Likes & Comments
 1. The most average comment month: April 2020
 2. The most average liked month: April 2020
 3. The most commented post : Mar 31, 2020
Carousel of #betweenartandquarantine (C: 580)
 4. The most liked post: Apr 6, 2020
Carousel of #betweenartandquarantine (L: 20,650)
- Most tagged location: Getty (825),
Getty Center (492 posts), Getty Villa (144 posts)
- Most hashtagged: #regam (91times) /
#GettyInspired (37 times) / #FrameFriday (31 times)

Insights and Recommendations

Insight 1: Getty challenge posts have the most likes and comments

By looking at Tableau chart we created from Getty's Instagram insights, researchers found out that the post with the most likes and comments belonged to a recent content about #BetweenArtandQuarantine challenge. This was proven in Fig 1.1, a total of 20,650 likes on a post on April 6, 2020. Top three posts with the most comments are also about the quarantine challenge, following the fourth most commented post which is #dollypartonchallenge (Fig 1.2).

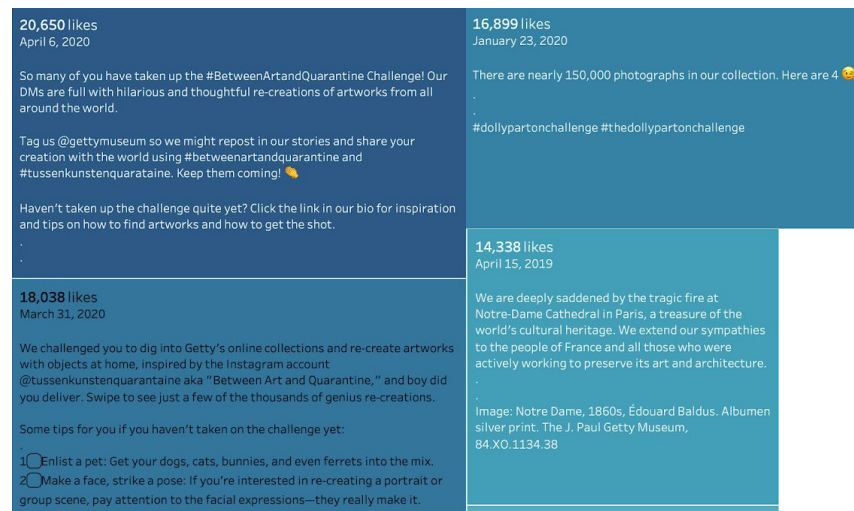


Fig 1.1 Most Liked Posts

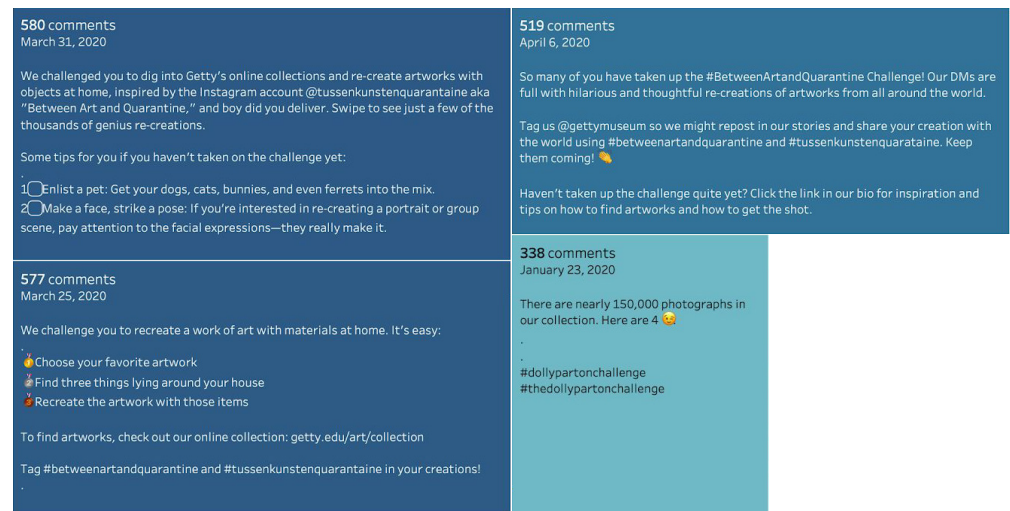


Fig 1.2 Most Commented Posts

Recommendation 1: Create inclusivity by maintaining relatable and empathetic posts

From Insight 1, we observed that posts that are relatable and empathetic with the present situation and mental state of the users will attract a broader audience and create more engagement. #BetweenArtandQuarantine and #DollyParton challenges are great ways to interact with users. Getty also re-posted some of the best artworks that are done by users during quarantine challenges and it is proven to have the most likes and comments. We recommend Getty Museum to continue educating users with artworks while empathizing with them to create an inclusive environment for the users. Posting content that is relevant and up-to-date on digital trends can help engage millennials, for example the Make Art Relatable and Game of Thrones video posted on their IGTV.

Insight 2: Instagram has less referral clicks compared to other platforms

The traffic data from Google Analytics (Fig 2.1) indicates that referral clicks in Getty museum's websites from Instagram are fewer than that from Twitter, Facebook and Pinterest. By analyzing different social media platforms, it is evident that there are less opportunities for users to access website links on Instagram, except via Instagram bio and its story swipe-up feature. By comparing the average session duration for each platform, the researchers found that people coming from Instagram are more engaged with the website in comparison to the other social platforms. This evidently shows that there is still a huge room to attract and engage new users from Instagram.

Social Network ?	Acquisition			Behavior			Conversions eCommerce ▾		
	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Ecommerce Conversion Rate ?	Transactions ?	Revenue ?
	22,046 % of Total: 9.48% (232,577)	18,606 % of Total: 9.00% (206,777)	25,928 % of Total: 8.71% (297,606)	72.05% Avg for View: 63.85% (12.85%)	2.71 Avg for View: 3.38 (-19.68%)	00:01:33 Avg for View: 00:02:39 (-41.32%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	\$0.00 % of Total: 0.00% (\$0.00)
<input type="checkbox"/> 1. Facebook	9,343 (42.28%)	7,892 (42.42%)	10,418 (40.18%)	74.63%	2.22	00:01:15	0.00%	0 (0.00%)	\$0.00 (0.00%)
<input type="checkbox"/> 2. Twitter	6,709 (30.36%)	5,262 (28.28%)	8,655 (33.38%)	67.50%	3.32	00:01:56	0.00%	0 (0.00%)	\$0.00 (0.00%)
<input type="checkbox"/> 3. reddit	1,965 (8.89%)	1,953 (10.50%)	1,985 (7.66%)	96.22%	1.09	00:00:09	0.00%	0 (0.00%)	\$0.00 (0.00%)
<input type="checkbox"/> 4. Instagram	1,206 (5.46%)	1,015 (5.46%)	1,518 (5.85%)	71.54%	3.44	00:02:02	0.00%	0 (0.00%)	\$0.00 (0.00%)
<input type="checkbox"/> 5. Pinterest	806 (3.65%)	642 (3.45%)	939 (3.62%)	73.06%	2.03	00:01:44	0.00%	0 (0.00%)	\$0.00 (0.00%)

Fig 2.1 Traffic by Social Network

Recommendation 2: Weekly routine stories that can direct users to the website

To direct more audiences to the website, we suggest Getty's Instagram account should keep posting interactive stories while adding features such as swiping up to redirect traffic from Instagram. To lure audiences to their website for more information, we also suggest posting interactive stories in the form of quizzes and polls on a regular basis besides the artifact imitation activities. Moreover, Getty could also tag users in the stories which could encourage them to re-share the post and thus increase the reach.

Insight 3: Posts with location tags are more engaging

By examining the tableau chart of Getty's Instagram (Fig 3.1), posts that have marked locations like Getty and Getty Center have more likes and comments compared to those without location tags. We have also found out by analyzing the data provided by the Getty team (Fig 3.2) that there is more interaction with posts that highlight the museum's physical spaces.

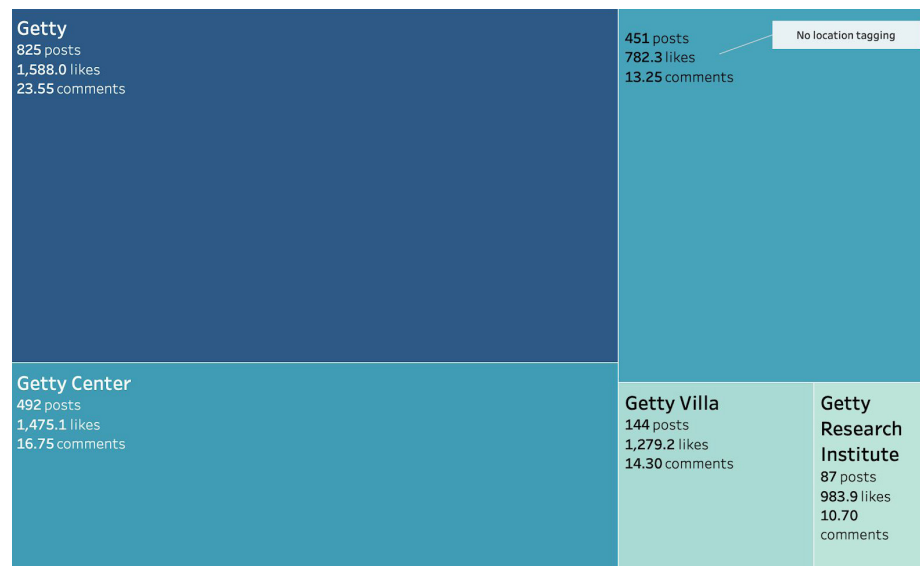


Fig 3.1 Posts with Tagged Location

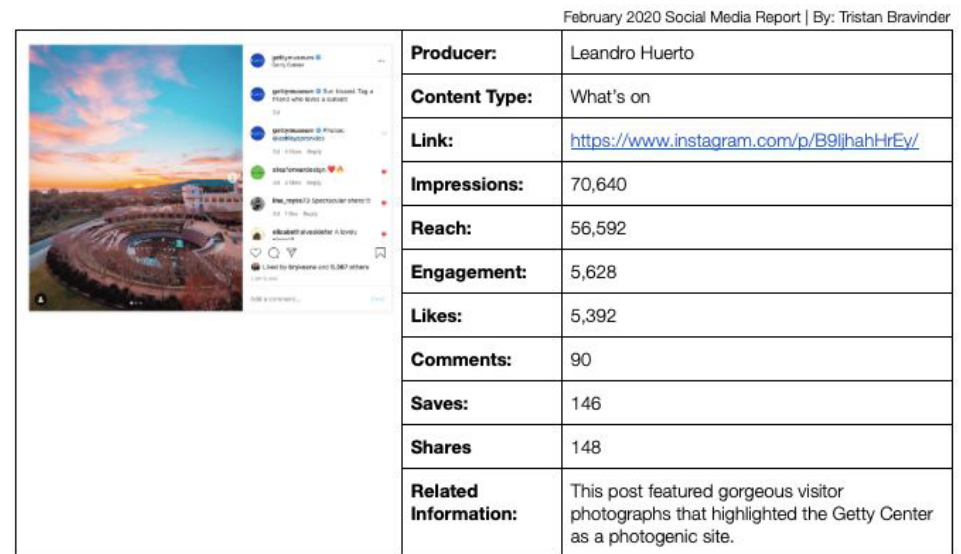


Fig 3.2 Instagram Post Results from Feb 2020 Social Media Report

Recommendation 3: Photogenic views of the museum would encourage more engagement

We recommend tagging locations on all the future posts. Also, it will be helpful and engaging to view information about the museum, such as the museum address, visiting hours, and ticket information on the Instagram profile section. Not only does this information allow users to see Getty's Instagram as a creative platform but also an insightful platform. Posting images and videos of the physical spaces of the museum would inspire users to visit the museum where they can take photographs which then they can post on their profiles. This would encourage their followers to visit the museum.

Insight 4: Different engagement types between image and video posts

Image and video are the most popular types of posts on the Instagram platform. According to Fig 4.2, there are more average likes count on image posts than video posts. Researchers believe that users often skim through their Instagram feed when looking at static posts. Therefore, the most common reaction for users is to like the picture. On the other hand, because videos draw users to view the content for a longer duration than image posts, it encourages thoughtful interactions and builds real connections between users and Getty Museum. Fig 4.3 also explains why video contents have more average comments count than average likes count. (Fig 4.1 Number of posts 2,084: 1583 carousel images, 501 single images, 169 videos)

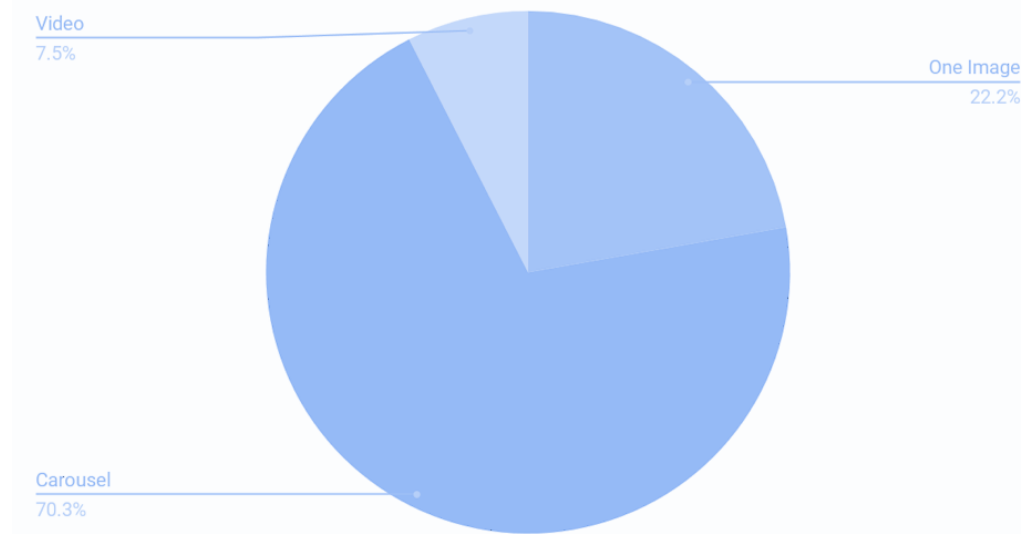


Fig 4.1 Percentage of post types by Getty

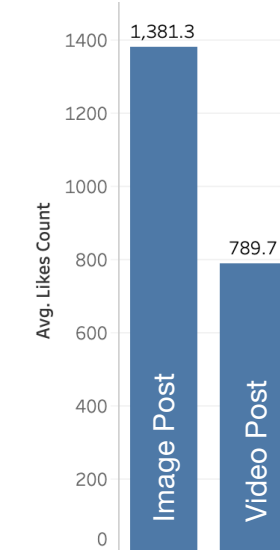


Fig 4.2 Average Likes Count

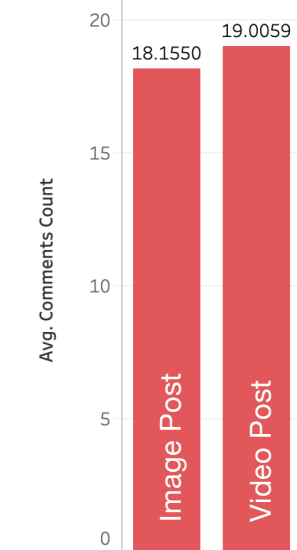


Fig 4.3 Average Comments Count

Recommendation 4: Video post is informative and drive discussions between users

By looking at Insight 4, researchers recommend Getty to use video posts and IGTV for more informative content, whereas visually appealing content that doesn't need any heavy text should be posted as a regular image post. We realized that creating video content is time-consuming, therefore we recommend Getty to be very selective with what content should be posted in a video format.

Conclusion

Getty Museum has **great resources** that would benefit the public. Through this project, researchers observed that Getty Museum is making great efforts in conveying its value to a broader audience by creating engaging and informative content on its Instagram account. The findings and recommendations from this research hope to serve as a reflection of the past journey of @GettyMuseum to show what worked and what didn't.

Overall, the researchers recommend the Getty team **to keep posting engaging content that is relevant and up to date with digital trends, using interactive instagram stories, such as quizzes and polls to lure the audience to gain more information from its blog or website. Engaging with Getty Museum's physical sites and photogenic views to increase audience interest and lastly, keep up its posting frequency and explore different media (image or video) with its varied goals such as generating impressions or initiating conversations.**

References

Perrin, A., & Anderson, M. (2019, April 10). Share of U.S. adults using social media, including Facebook, is mostly unchanged since 2018. Retrieved from <https://www.pewresearch.org/fact-tank/2019/04/10/share-of-u-s-adults-using-social-media-including-facebook-is-mostly-unchanged-since-2018/>

System, K. (2020, January 25). Medical & Healthcare Digital Marketing Agency. Retrieved March 4, 2020, from <https://www.omnicoreagency.com/instagram-statistics/>

Appendix

Data Visualization Dashboard (Tableau)
<https://tabsoft.co/2KT8J50>

Google Data Studio Dashboard
<https://datastudio.google.com/s/qpnsNWPUTA0>