



MUZEUM
SZTUKI WSPÓŁCZESNEJ
W KRAKOWIE

MOCAK

Museum Audience Engagement: Museum MOCAK

**Visegrad Summer School
Academy Lab**

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Some people from our team



Our fieldwork



Sources:

<http://mocakcafe.pl/>

https://pl.wikipedia.org/wiki/Muzeum_Sztuki_Wsp%C3%B3%C5%82czesnej_w_Krakowie



- Museum of Contemporary Art in Krakow
- Opened 1st February 2010
- Presentation of the latest international art, education as well as research and publication projects
- Visitors in 2011: 40.000 visitors
Visitors 2015: 120.000 visitors.
- Active on social media from the beginning
- Main partners: Germany, Austria, not so much with the Visegrad countries

Research question

- In what way does social media usage influence museum-audience engagement (case of MOCAK)?

Sub-questions

- What are social media, and how are they used in museums?
- Which modes of museum communication do social media facilitate, and what are their constraints?
- What forms of social connection can, and do, museums shape through the use of social media, and what are the implications of these connections for museum organization and practices on a daily basis?

- Survey: 40 visitors
- Interview with a Promotion Manager of MOCAK
- Analysis and evaluation of the collected data

Definitions

- The term social media encompasses a wide range of quite diverse Internet-based and mobile services that facilitate users' shaping and sharing of content and participation in online communities.
- Social media serve to advance museum presence where and when actual and potential visitors and their communicative networks are already active (Drotner, Schrøder 2013: 4)

- Interviewee: Ewelina Czechowicz - Promotion Manager at MOCAK
- no exact social media strategy
- concentrating on the non-written aspects of social media (Facebook in five years)
- activity and popularity on social media comparing to other museums

Institution	Facebook	Instagram
MOCAK	53 539	9636
<i>Selected institutions from Krakow</i>		
Muzeum Narodowe w Krakowie	40 033	2888
<i>Galeria Bunkier Sztuki</i>	20 105	7072
<i>Muzeum Armii Krajowej</i>	11442	brak
<i>Muzeum Historyczne Miasta Krakowa</i>	9404	brak
<i>Muzeum Sztuki Japońskiej Manggha</i>	9138	brak
<i>Cricoteka Ośrodek Dokumentacji Sztuki Tadeusza Kantora</i>	8223	462
<i>Muzeum Lotnictwa Polskiego</i>	8118	brak
<i>Fabryka Oskara Schindlera</i>	5810	brak
<i>Muzeum Historii Fotografii</i>	4645	587
<i>Muzeum Etnograficzne w Krakowie</i>	4241	150
<i>Żydowskie Muzeum Galicja</i>	4201	brak
<i>Muzeum Archeologiczne</i>	3625	brak

Institution	Facebook	Instagram
MOCAK	53 539	9636
<i>Selected art institutions from Poland</i>		
Narodowa Galeria	66 617	5052
<i>Muzeum Sztuki Nowoczesnej w Warszawie</i>	66 342	4994
<i>Centrum Sztuki Współczesnej Zamek Ujazdowski w Warszawie</i>	47 641	1592
<i>Muzeum Sztuki w Łodzi</i>	16 017	2289
<i>Muzeum Współczesne Wrocław</i>	11407	1270
<i>CSW Toruń</i>	11270	1584
<i>Centrum Sztuki Współczesnej Łaźnia w Gdańsku</i>	10709	brak
<i>Instytut Sztuki Wyspa w Gdańsku</i>	8533	390
<i>Centrum Sztuki WRO we Wrocławiu</i>	3475	92

Social Media Use

- Facebook: 54,041 likes
- Instagram: 10.100 followers
- Youtube: 660 followers
- Twitter: 2,385 followers
- Snapchat: linked to Facebook statistics
- Google+: 371 followers
- Wine: no information provided

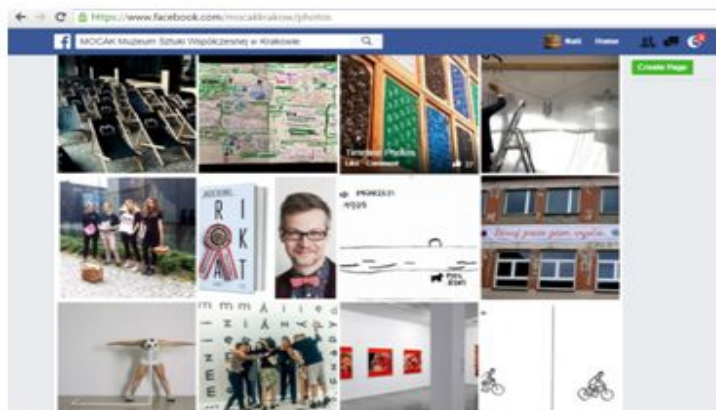


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Types of Messages

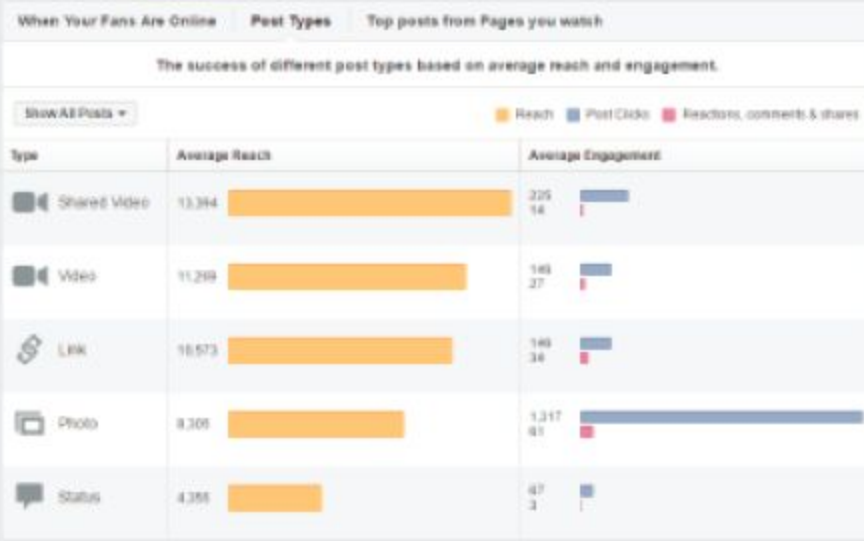
- Video (extra employee) <https://www.youtube.com/watch?v=nzQ2SzQH9YM>

- Photos

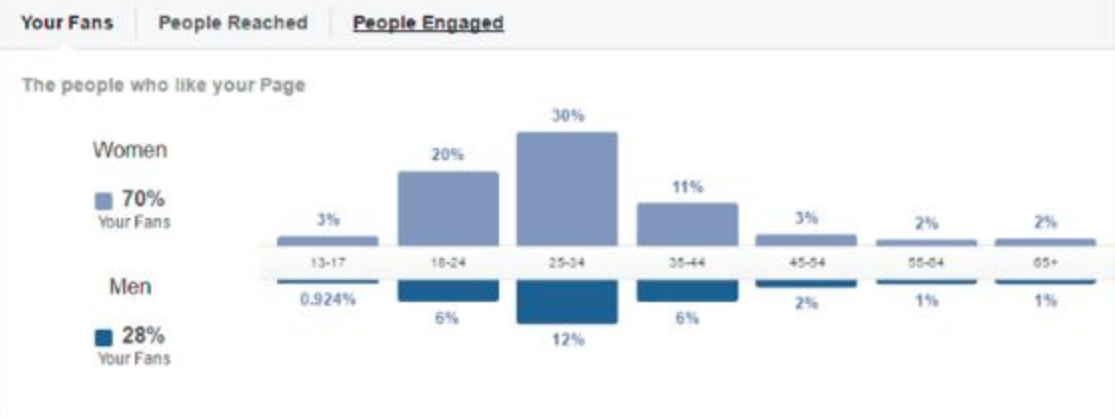


- Fliers
- Posters
- Questionnaires (every three month on: gender, age, education)

- Overview
- Likes
- Reach
- Page views
- Actions on Page
- Posts**
- Events
- Videos
- People
- Local
- Messages



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Social Media Use

Social Media and Museum - our questionnaire

About the survey

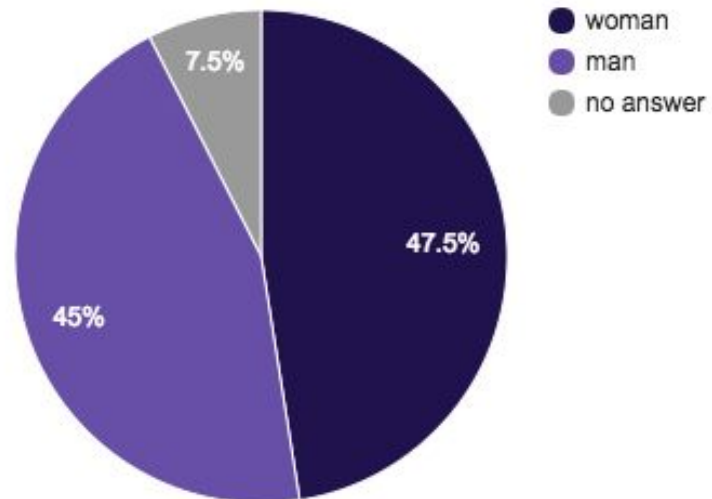
- We were speaking to the people in hall in front of the main entrance and in MOCAK Cafe.
- It took us 1 hour to collect the data.
- People were very friendly and helpful - only a few refused to fill in the questionnaires.
- Half of the questionnaires were addressed to Polish-speakers and half for the non-Polish speakers.



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GENDER

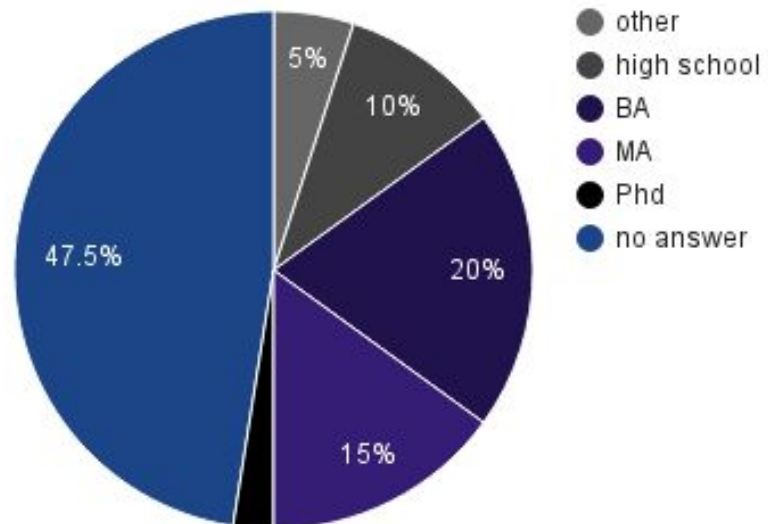




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EDUCATION

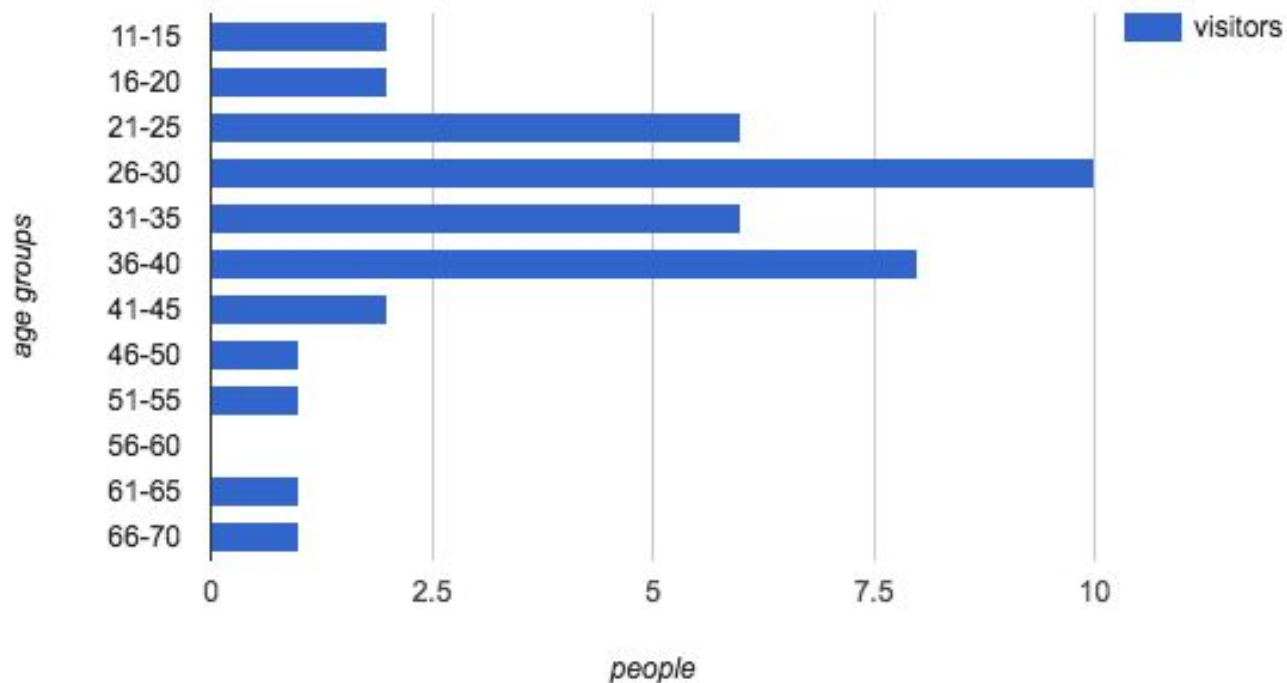




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Visitors

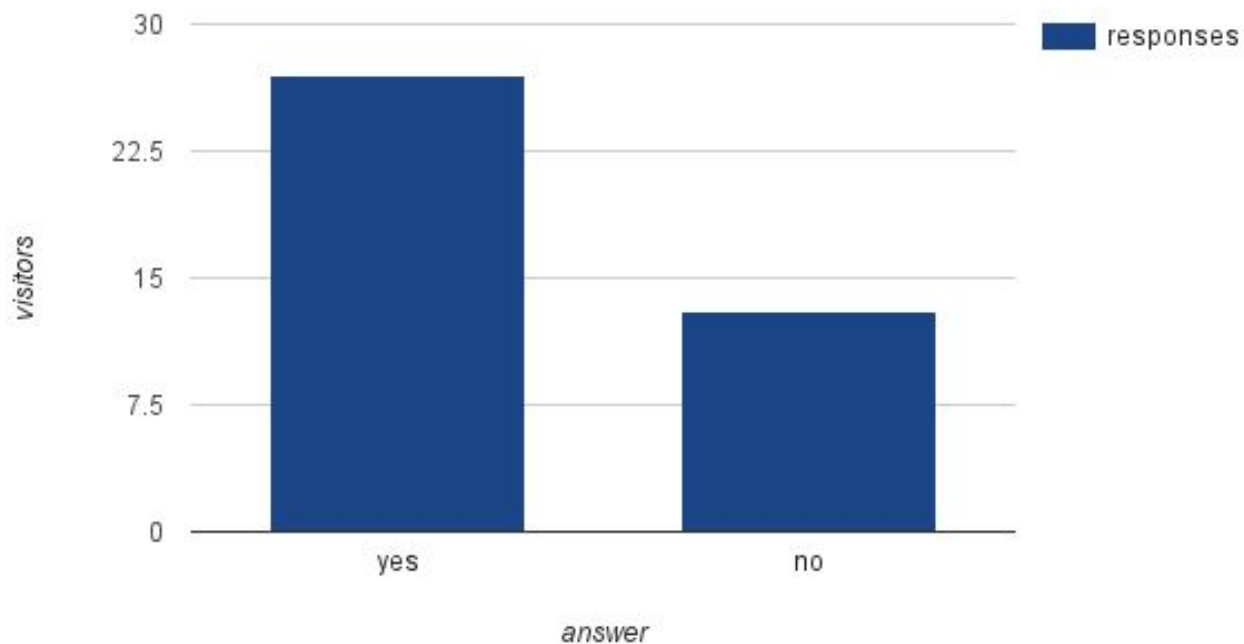




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1. Is this your first time in MOCAK?

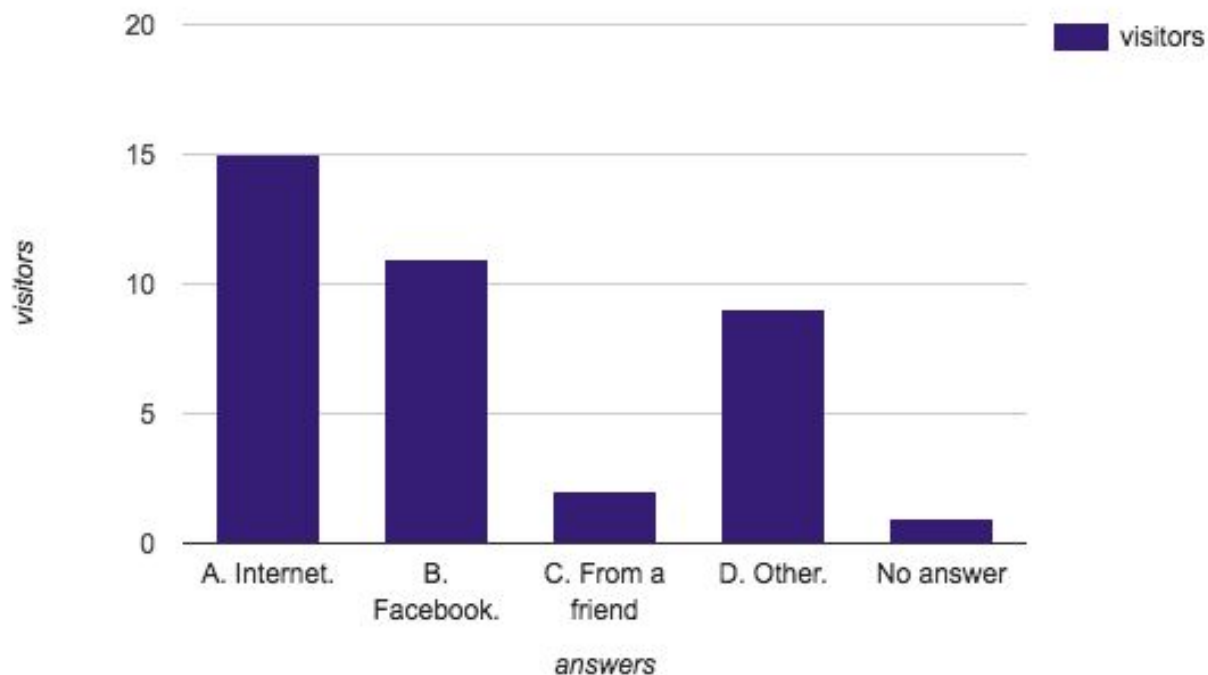




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2. How did you find out about MOCAK?

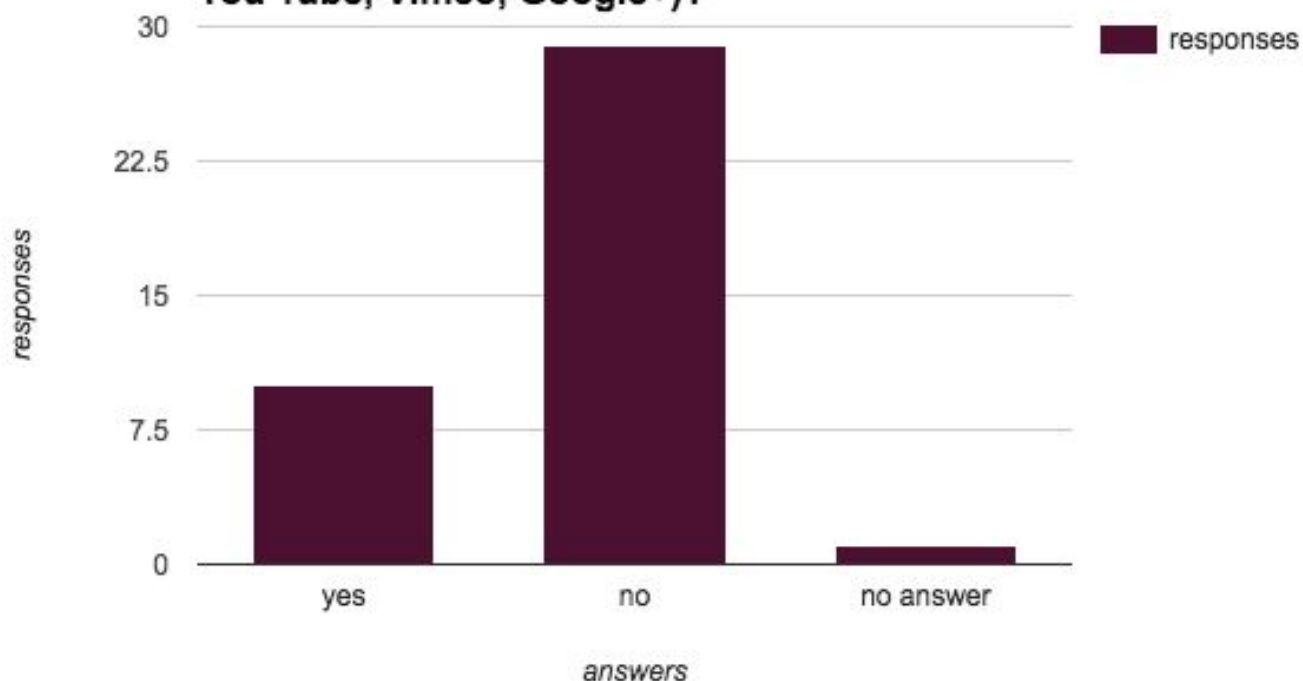




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3. Do you follow MOCAK on any kind of social media? (Facebook, Twitter, Instagram, Snapchat, You Tube, Vimeo, Google+)?

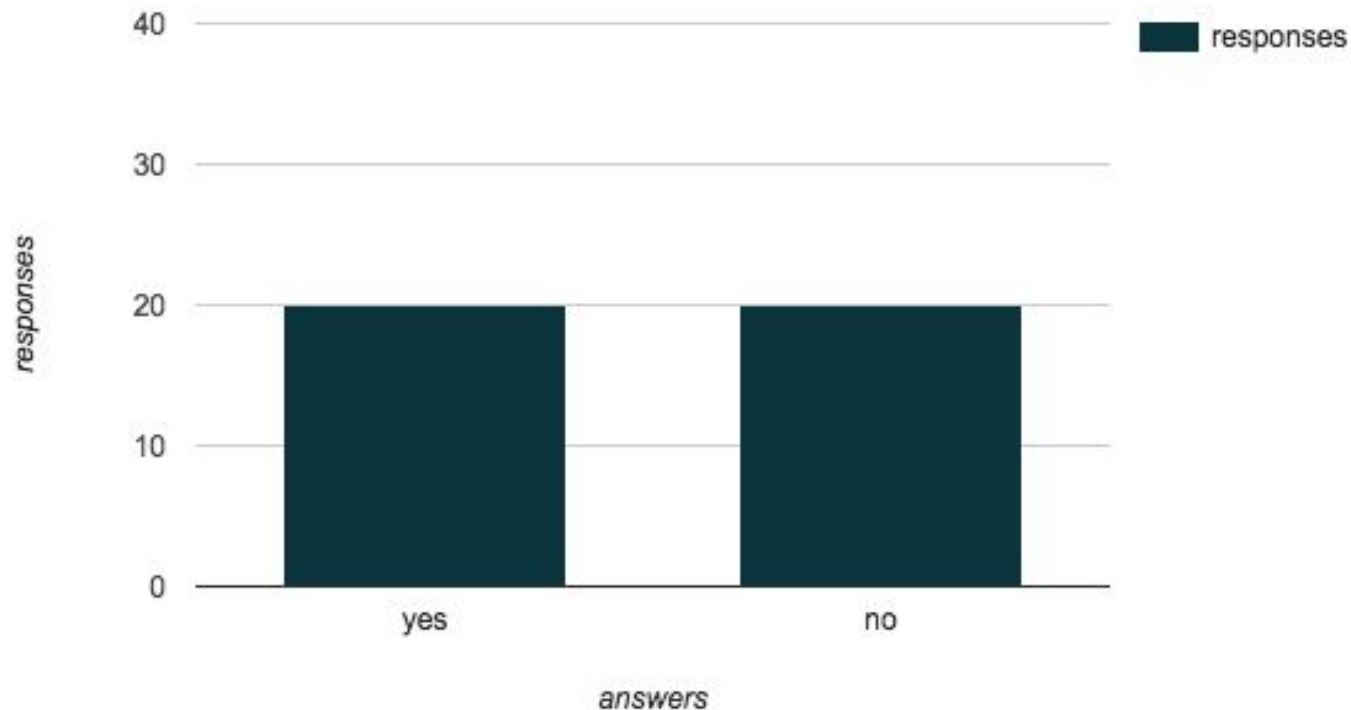




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4. Do you follow other museums, cultural organizations or institutions on social media?

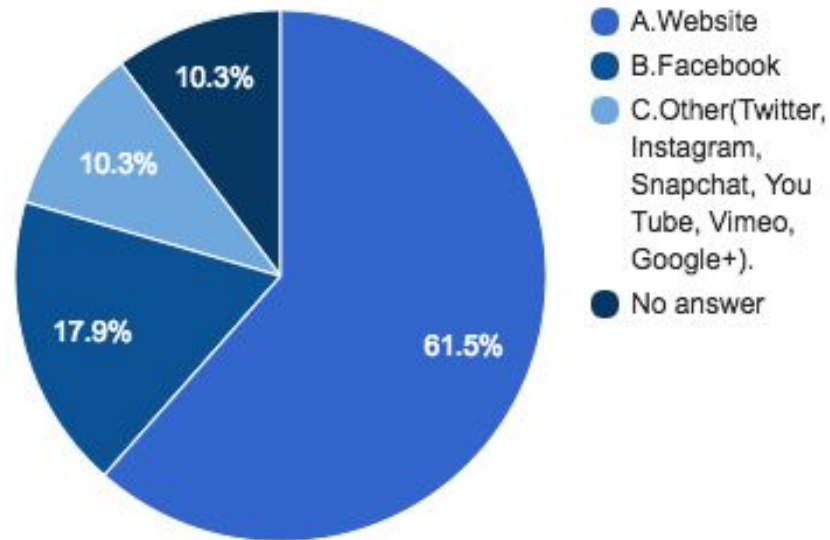




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8. Which of the online platforms did you find more useful?

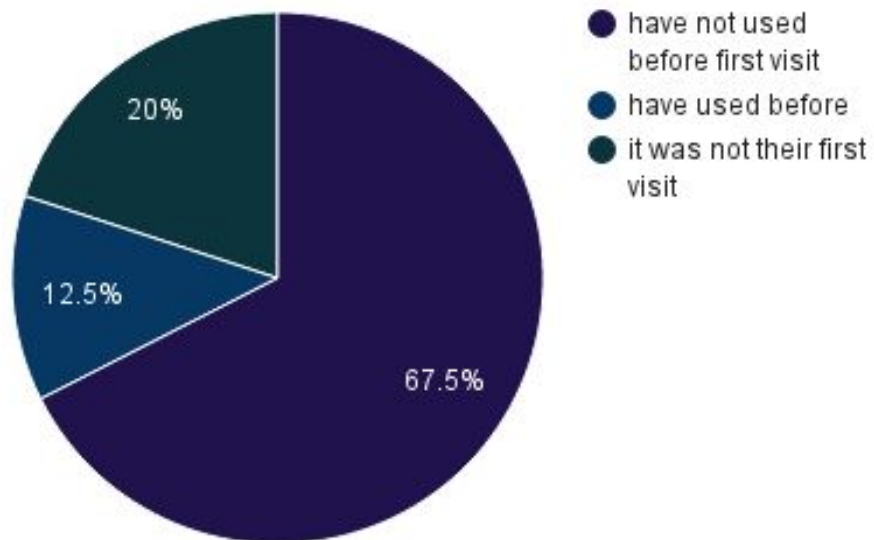




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The Use of MOCAK's social media and first visit in Museum



Conclusion

- People more likely use social media after they have already visited the museum.
- They prefer to get information from the website (social media did not replace this channel of communication).
- Social media usage is different. (e.g. Instagram: insides)



- Visitors: 120.000 (last year) Followers on Facebook: 53.539 (after 5 years)