Museum Audience Engagement: Museum MOCAK

Visegrad Summer School
Academy Lab
by Oliwia Bosomtwe, Natalia Kovacs, Andrij Nekoliak, Marta Duskova, Livia Paszmar, Maryia Hushcha
Some people from our team
Our fieldwork

Sources:
http://mocakcafe.pl/
https://pl.wikipedia.org/wiki/Muzeum_Sztuki_Wsp%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

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?
Methodology

- 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)
Strategy

• 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
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<th>Institution</th>
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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
Types of Messages

- Video (extra employee) [https://www.youtube.com/watch?v=nzQ2SzQH9YM](https://www.youtube.com/watch?v=nzQ2SzQH9YM)
- Photos
- Fliers
- Posters
- Questionnaires (every three month on: gender, age, education)
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.
1. Is this your first time in MOCAK?

- Yes: 25
- No: 15

visitors

answer

responses
2. How did you find out about MOCAK?

- A. Internet: 15 visitors
- B. Facebook: 10 visitors
- C. From a friend: 2 visitors
- D. Other: 8 visitors
- No answer: 1 visitor
3. Do you follow MOCAK on any kind of social media? (Facebook, Twitter, Instagram, Snapchat, YouTube, Vimeo, Google+)?

- Yes: 7 responses
- No: 30 responses
- No answer: 0 responses
4. Do you follow other museums, cultural organizations or institutions on social media?
8. Which of the online platforms did you find more useful?

- A. Website (61.5%)
- B. Facebook (17.9%)
- C. Other (Twitter, Instagram, Snapchat, YouTube, Vimeo, Google+) (10.3%)
- No answer (10.3%)
The Use of MOCAK's social media and first visit in Museum

- 67.5% have not used before first visit
- 20% have used before
- 12.5% it was not their first visit
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)