



Social Media Audit and Conversation Analysis

Allison Barry
Monique Carcamo
Cody Koenig
Alex Trulio

Introduction

The Hult Center for the Performing Arts, located in Eugene, opened its doors in 1983. The center seats 2,448 people in its Silva Concert Hall and 498 people in its Soreng theater, for a total seating capacity of 2,946 audience members.¹

The city of Eugene controls the the Hult Center and only receives a small portion of ticket sales. The Hult Center publishes content related to the events it presents performers, such as the Eugene Symphony and Eugene Ballet, Broadway events, and national touring comedians.

The Hult Center selects which events it will promote via its own social media platforms. The main goals for the Hult Center's social media platforms are to: drive ticket sales, to get people to the door, and to engage people and talk about the arts. Unlike most performing arts centers, the Hult Center does not use paid advertisements to promote its events unless it is its own show it is presenting.

The Hult Center has several social media platforms; however, during this audit we have been asked to only examine Facebook, Twitter and Instagram. The purpose of our social media audit is to evaluate the Hult Center's social media performance, as well as provide recommendations for improvement. We also analyzed three competitors: Kesey Enterprises, WOW Hall and INB Performing Arts Center.

Method

The members of this group manually coded data for the social media audit of the Hult Center and its competitors. The data was analyzed from September 1, 2014, to February 1, 2015.

The members of this group manually coded data from September 2014 to February 2015. We examined the Hult Center's number of Facebook likes and comments, Twitter activity, as well as Instagram likes and comments. The Eugene competitors we chose to analyze were selected based on their shared functions as performance facilities. The competitor from Tacoma, Washington, a city that shares a similar culture and size to Eugene, was analyzed upon request by the Hult Center.

Social Media Audit

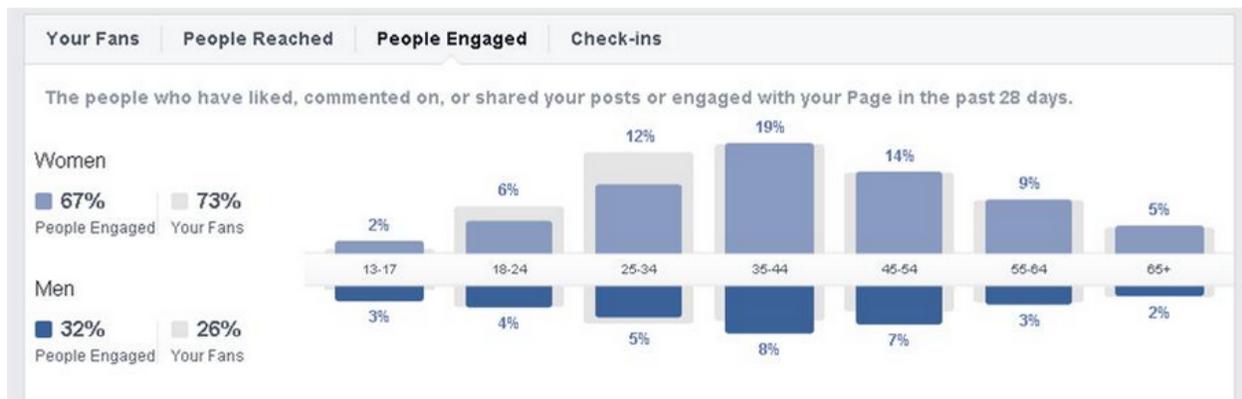
Facebook

¹ The Hult Center. (2015). About the Hult Center for Performing Arts. Retrieved from <http://www.hultcenter.org/about-the-hult-center.htm>

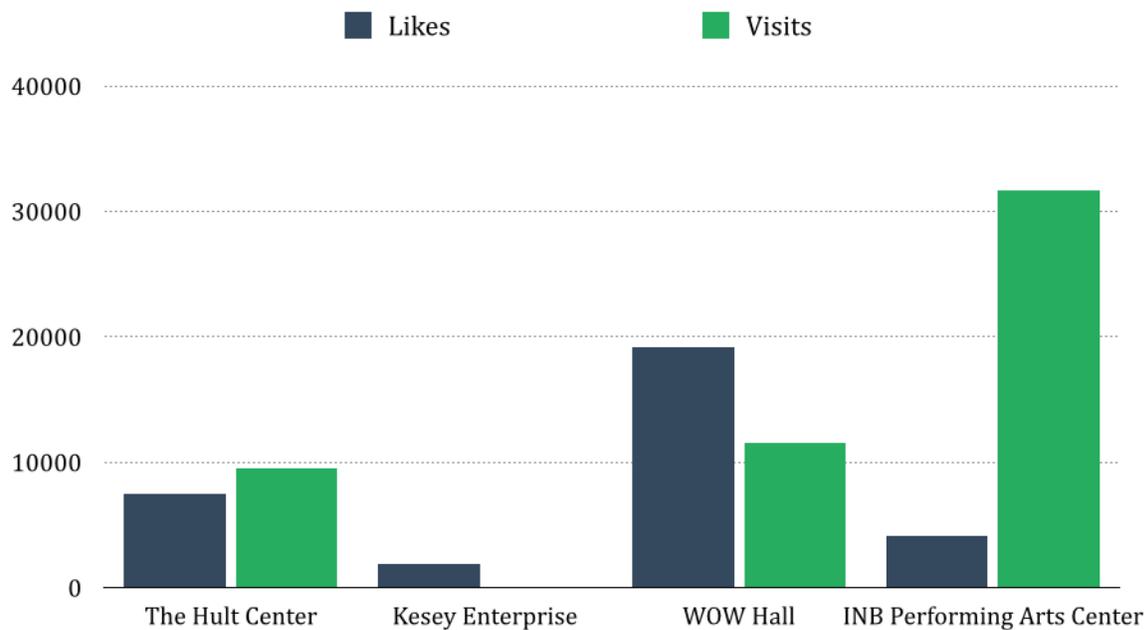
Upon analyzing the Hult Center's Facebook page, we concluded that most of the posts are informational. We also noticed the efforts in using Facebook cover photos as a means of promotion, which proves to not be as successful as posts because posts received more engagement.

The paid ads have received considerably more attention and are a better way for the Hult Center to reach a bigger audience. There are 7,787 likes on the Facebook page and 9,536 location visits, but the most likes the Hult Center has gotten on a post prior to paid posts was 39. This means at its best, posts are reaching less than 1 percent of the center's Facebook followers and audience. The posts that are posted midday and later are also getting more attention. Most posts published early in the morning are possibly losing some of the public's attention. There also seemed to be multiple events created by the Hult Center for the same show right next to each other. This can confuse an audience. Few people actually responded to the events as well, so they do not seem to be very effective. There also appears to be four different Facebook pages for the Hult Center. These pages need to be condensed in order to decrease confusion.

Target audience



Competitors



- Kesey Enterprises does not have a strong presence on Facebook. It has only 1,898 followers compared to the Hult Center's 7,787 followers. Visits to the Kesey Facebook page (18) are also considerably lower than those on the Hult Center's page (9,536). The last post on Kesey's page was January 15, 2015, and does not have any interactions.
- WOW Hall's presence on Facebook is much stronger than the other competitors analyzed in this audit, with 19,284 likes and 11,619 visits. Few of the WOW Hall's Facebook posts go without interaction.
- INB Performing Arts has significantly fewer Facebook likes than the Hult Center, with 4,009 likes compared to the Hult Center's 7,787. However, the INB Performing Arts Center has 31,659 Facebook location visits compared to 9,862 location visits to the Hult Center. This may be due to misleading results when searching for the Hult Center on Facebook, which makes it difficult to properly tag the official Facebook page for the Hult Center.

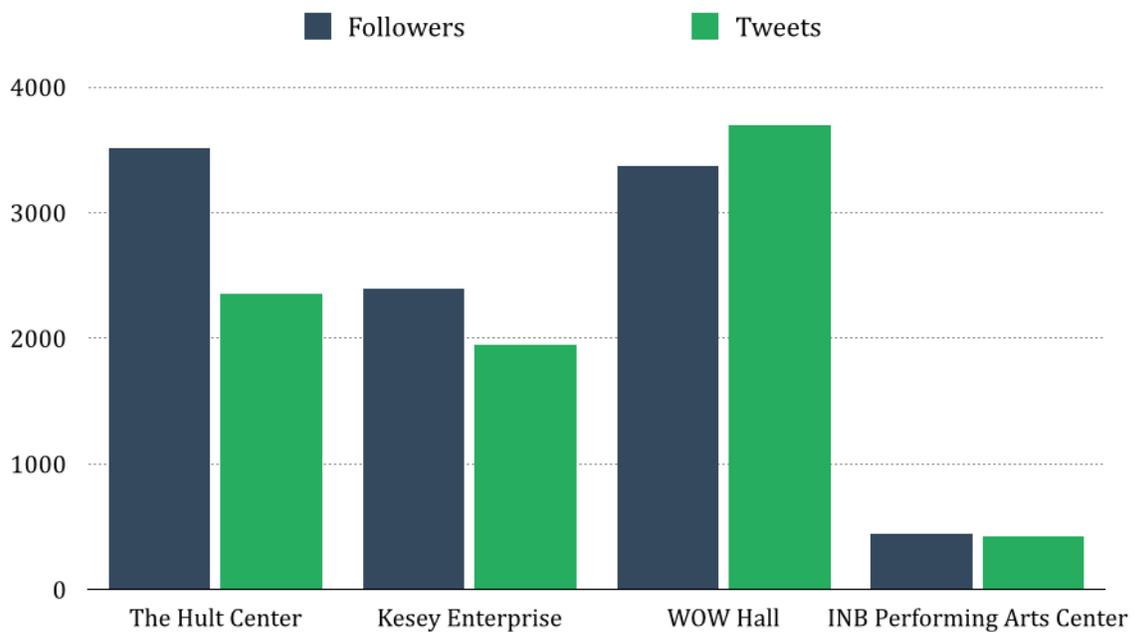
Twitter

The Hult Center first joined Twitter in March 2009. The Hult Center has 3,513 followers. As of February 1, 2015, the Hult Center tweeted 2,350 times. Currently, the Hult Center does not have a specific hashtag.

Target Audience

The Hult Center does not have a defined target audience on Twitter.

Competitors



- Kesey Enterprise has 2,399 followers and has tweeted 1,944 times. Kesey Enterprise joined Twitter in January 2009. While the Hult Center performs better on Twitter Kesey Enterprise does a great job of using hashtags. Kesey Enterprise uses #McDonaldTheatre and #TheCuthbert to interact with its followers.
- WOW Hall joined Twitter in January 2009. WOW Hall has 3,370 followers and 3,697 tweets. WOW Hall is more active than the Hult Center on Twitter; however, WOW Hall has a smaller number of followers. WOW Hall uses the hashtag #EugeneOR.

- INB Performing Arts Center has 444 followers and 426 tweets. Although, INB Performing Arts Center joined in December 2012, it isn't as active as the Hult Center on Twitter.

Instagram

In September 2014, the Hult Center for Performing Arts created and launched an Instagram account. Over the span of five months—from September 2014 to February 2015—the account gained 166 followers and is following 117 people.

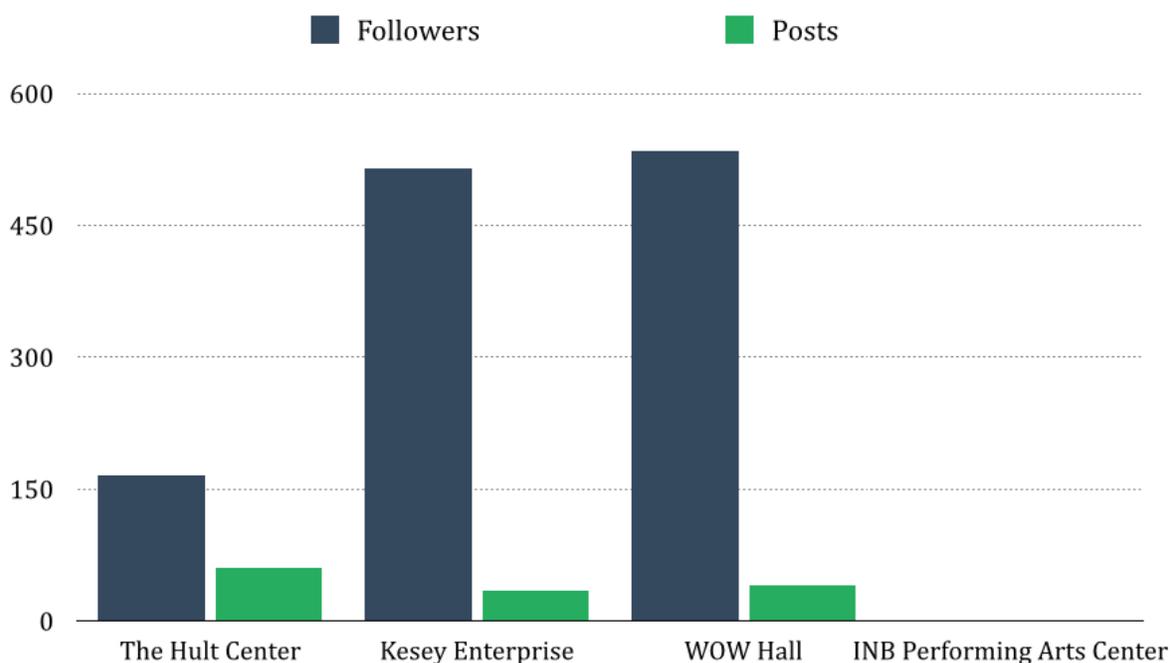
Over the same time period the Hult Center posted 61 times (averaging 12 posts a month and three posts a week) and used 75 hashtags from the time the account was created (an issue that will be addressed in the recommendations section). The accounts' most used hashtags include #HultCenter (12 times), #EugeneOregon (11 times), #Eugene (eight times), #Backstage (six times), and both #PerformingArts and #Cinderella (five times).

The Hult Center's Instagram account has earned 510 total likes over the five-month span, averaging just above eight likes per post.

Target audience

The current target audience for the Hult Center's Instagram account is students.

Competitors



- The closest thing that the Hult Center has to a local competitor is Kesey Enterprises: a booking company that brings shows, artists and events to both Cuthbert Amphitheatre and McDonald Theatre. While not a performing arts center, there are a couple things Kesey does on its Instagram account that the Hult Center might think about adopting.
- Over the same five-month period, Kesey Enterprises posted just 35 times and used 29 hashtags: 17 of those were either artists' names or event names. With nearly half the number of posts as the Hult Center, Kesey Enterprises generated 527 total likes, averaging 15 likes a post. Kesey Enterprises had a more constant use of hashtags, as well. Its company-specific and most used hashtag, #MusicisBetterLive, was used 29 times, and #McDonaldTheatre was used 21 times.
- We also looked at the social media platforms of INB Performing Arts Center in Spokane (which has a similar population size to Eugene at 150,000 residents). INB did not have an Instagram account but it attracts many of the same acts that come to play at the Hult Center. Gabriel Iglesias, Alton Brown and the "Memphis" performance are all on the event schedule for the Hult Center and INB respectively. The fact INB does not currently have an Instagram account, yet attracts the same performers as the Hult Center, is without question an aspect the Hult Center can use to its advantage.

Conversation Analysis

To understand what people were saying about the Hult Center, we examined TripAdvisor. The Hult Center is ranked fourth out of 47 activities to do in Eugene. It has 93 reviews and an approval rating of 93 percent. Most reviews describe the Hult Center as a "first class venue." Out of 93 reviews there is only one poor review, which the Hult Center addressed.

Overall, the conversation on TripAdvisor is positive.

- Kesey Enterprise does not have a TripAdvisor page.
- WOW Hall does not have a TripAdvisor page.
- INB Performing Arts Center does not have a TripAdvisor page.

Overall Recommendations

Hashtags

While evaluating the Hult Center’s social media platforms, we noticed an inconsistency with hashtags. Using a hashtag is important because it will expose the Hult Center’s material to a wider audience. We recommend the Hult Center begins to establish the use of hashtags to connect with a greater audience and tie all of its social media platforms together.

We recommend the following hashtags:

- #Eugene
- #PerformEugene
- #LiveArt

Through the use of #Eugene, the Hult Center will be able to target the city of Eugene. Anyone searching #Eugene will immediately be connected with your post.

Through the use of #PerformEugene and #LiveArt, the Hult Center can brand itself better on social media outlets. People using social media can find information pertaining to the Hult Center through its hashtags. The Hult Center can also track the use of these hashtags to respond to customers. These hashtags will set it apart from its competition.

Channel-Specific Recommendations

Facebook

- Continue using paid ads and posts to keep engagement up.
- Avoid early morning posts (before noon).
- Avoid creating event pages within your own page.
- Condense the four different Facebook pages

Twitter

- Stay consistent with hashtags.
- Retweet customers’ tweets.
- Respond to questions and comments.
 - You can track questions and comments through the use of hashtags.
- Use paid advertising to gain more engagement.
- Establish a target audience.
 - We recommend targeting men and women between the ages of 18-35.
- Hold raffles on Twitter to gain followers.
 - Have followers retweet a status to be entered to win tickets to a concert.

Instagram

- Upload one post per day (seven times per week).

- Three posts a week is simply not enough.
- This will allow potential followers more access to the Hult Center's account.
- Add videos to Instagram account.
 - Currently, all of the 61 posts are still images.
- Create short, "vine-like" videos that feature various content:
 - Audience reactions.
 - Clips of performances at the Hult Center.
 - Clips of previous performances to promote an upcoming show or artist.