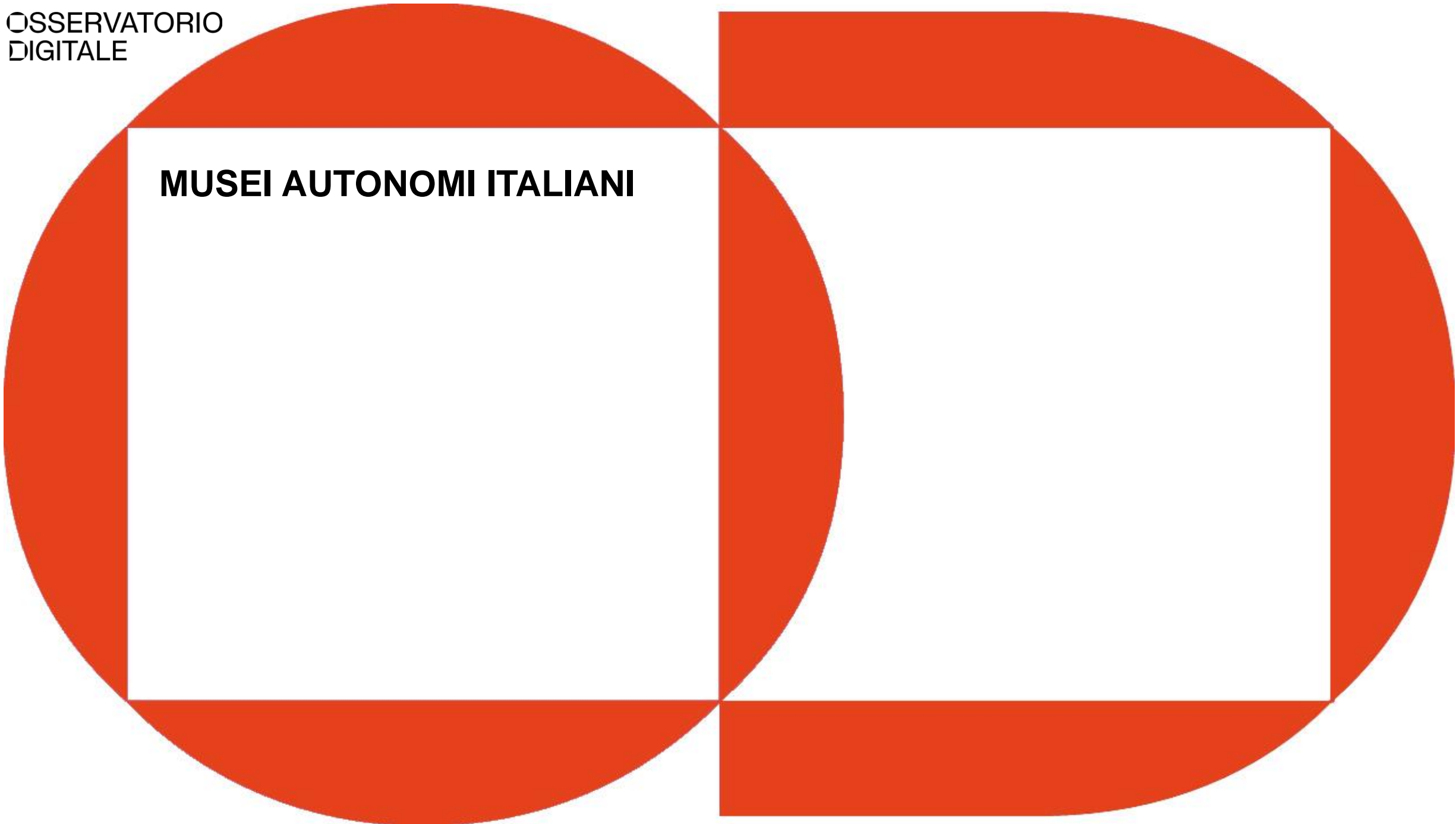
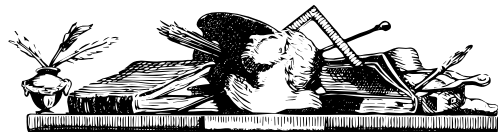


MUSEI AUTONOMI ITALIANI



IN COLLABORAZIONE CON



IL GIORNALE DELL'ARTE

L'indagine ha riguardato i
Musei Autonomi Italiani.

L'Osservatorio Digitale ha
analizzato il sito e gli account
di social media marketing.
Le attività individuate hanno
restituito volumi che sono stati
trattati, aggregati e classificati.

Il responsabile dell'Osservatorio:
Sandro Giorgetti

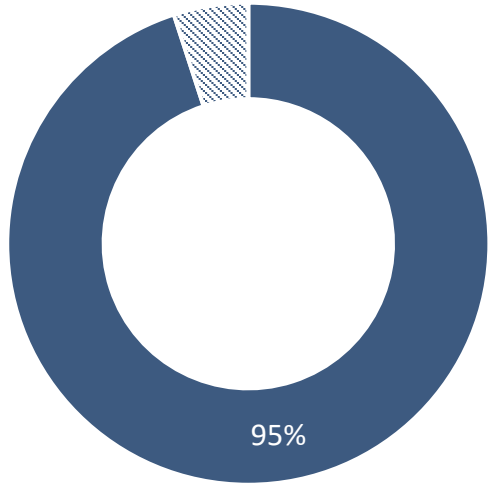
METODO

L'anagrafica è stata estratta dal sito ufficiale del MIBACT. L'Osservatorio ha prelevato, dai siti internet, i link alle attività di social media marketing ed ha successivamente svolto una sua indagine per individuare eventuali altri account non segnalati nei siti. Nella ricerca sono stati inseriti gli account ufficialmente o palesemente attribuibili ai soggetti a cui è stata dedicata la ricerca.

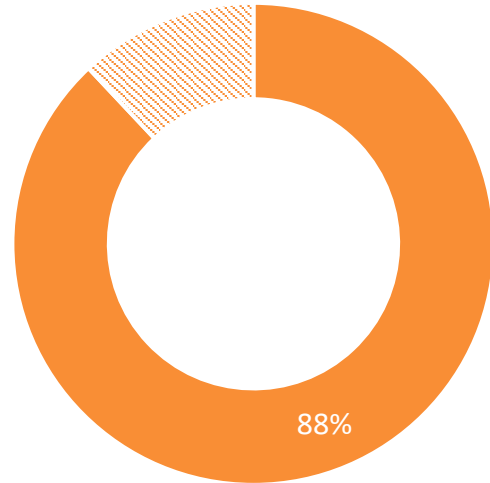
Per le attività di social media marketing è stata stilata una classifica per numero di follower, engagement complessivo, contenuti pubblicati ed engagement rate per Facebook, Instagram, Twitter, Youtube, Pinterest, LinkedIn e TikTok considerando gli ultimi 90 giorni e specificatamente dal 22 novembre 2020 al 19 febbraio 2021.

La curatrice della ricerca:
Prof.ssa Marta Paraventi

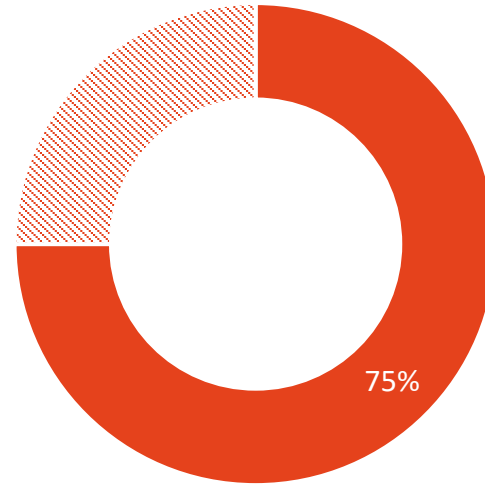
FACEBOOK



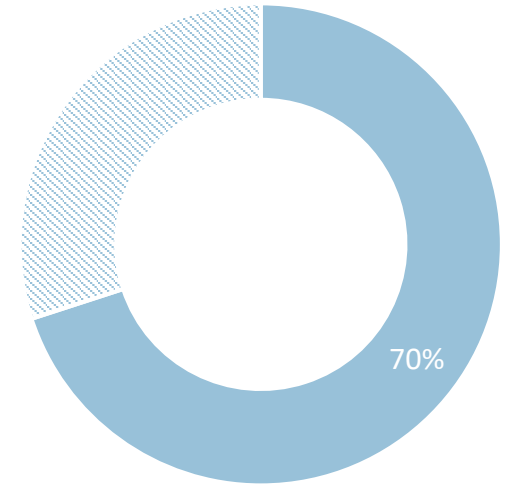
INSTAGRAM



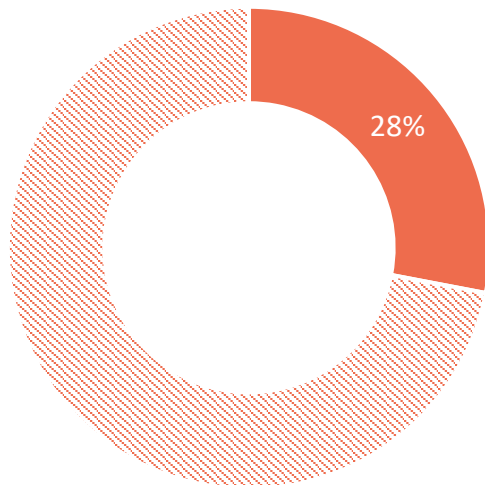
YOUTUBE



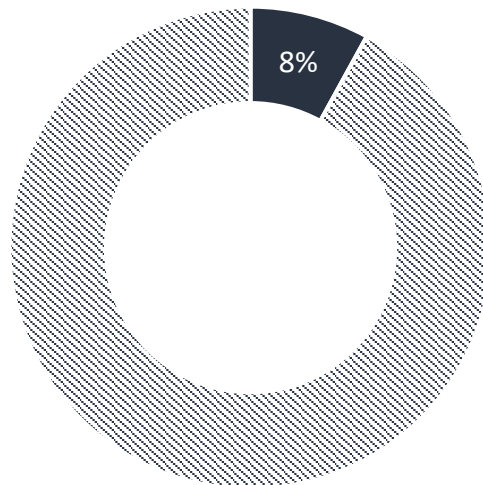
TWITTER



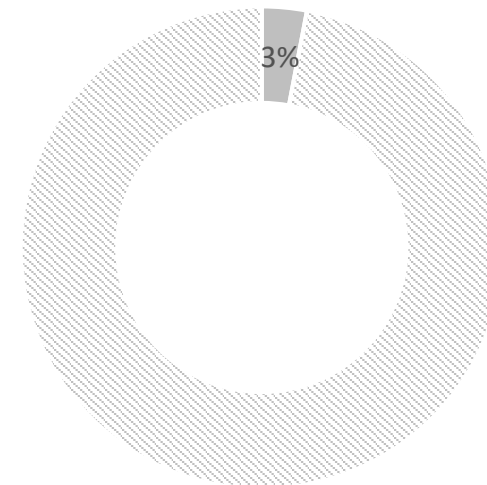
PINTEREST



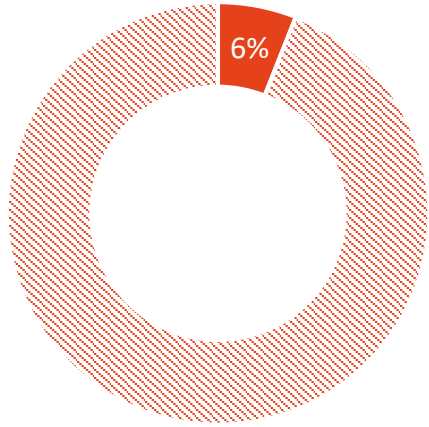
LINKEDIN



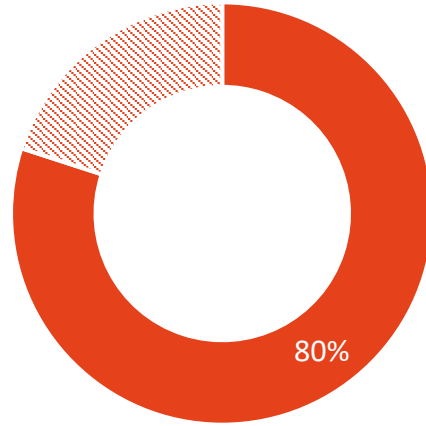
TIK TOK



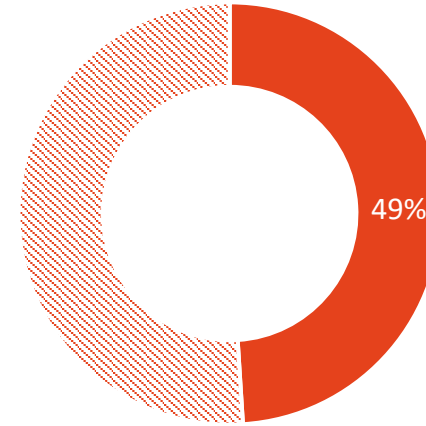
SHOP



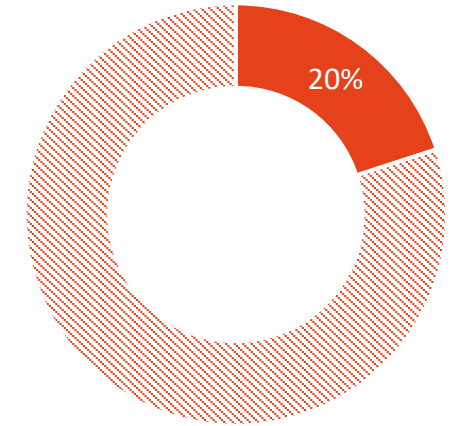
BIGLIETTI



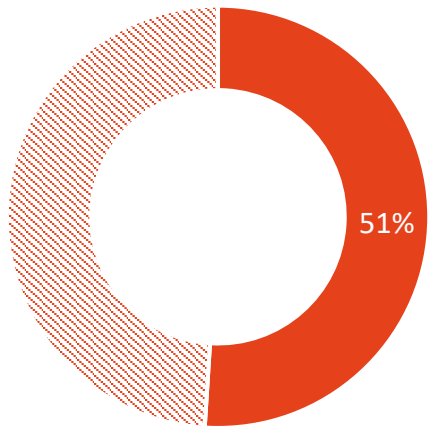
NEWSLETTER



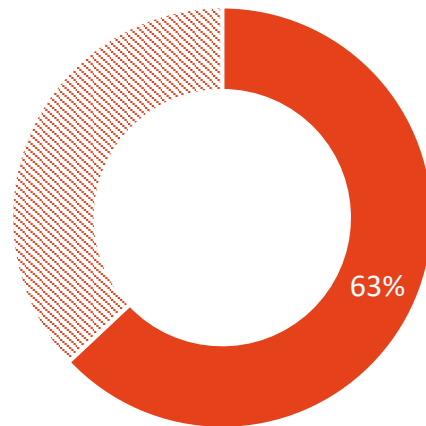
BLOG / MAGAZINE



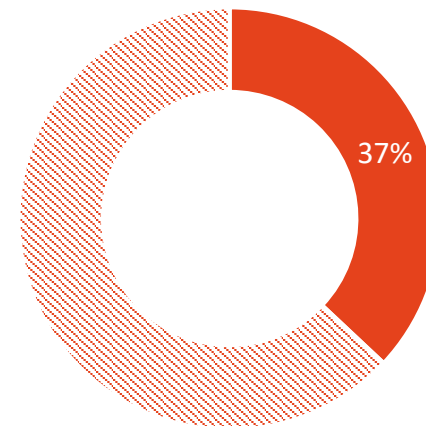
APP



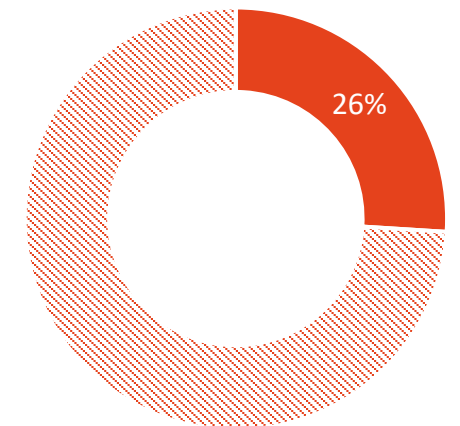
COLLEZIONI

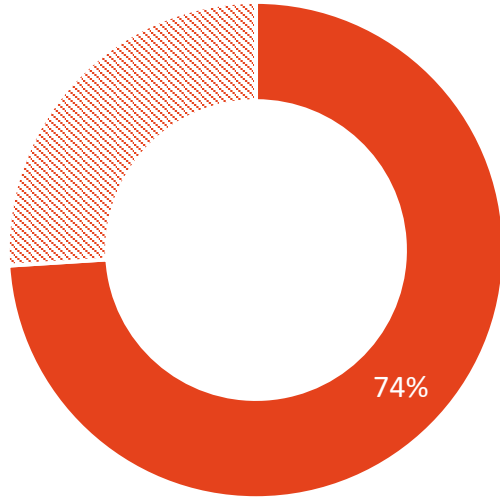


SERVIZI

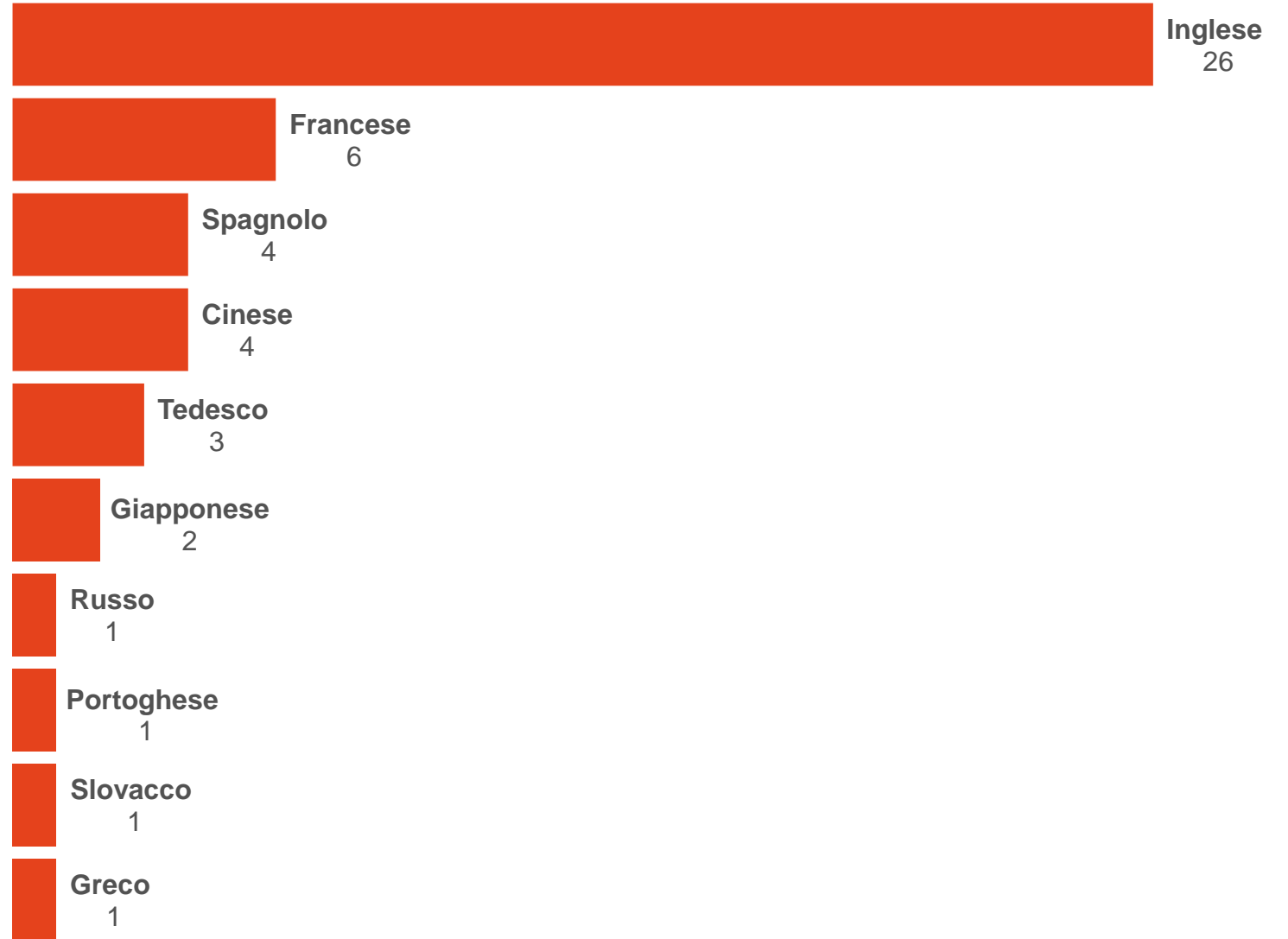


VIRTUAL TOUR



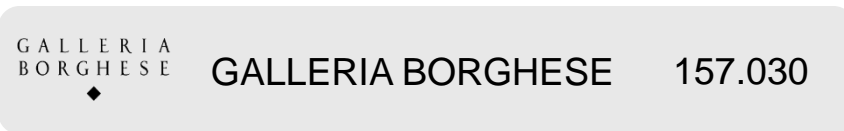
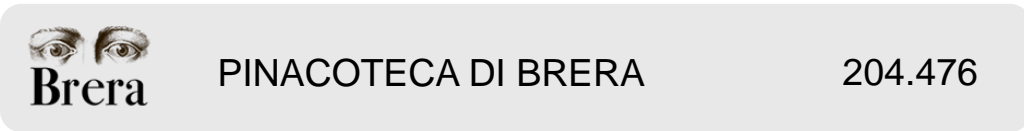
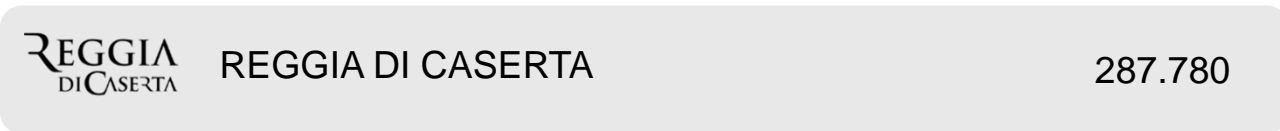


26 musei su 40



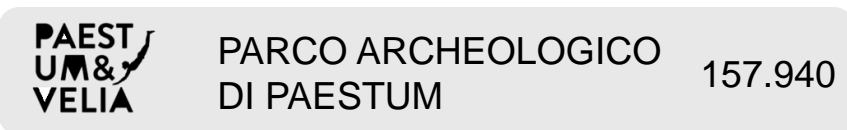
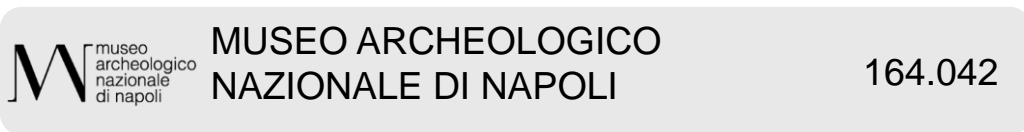
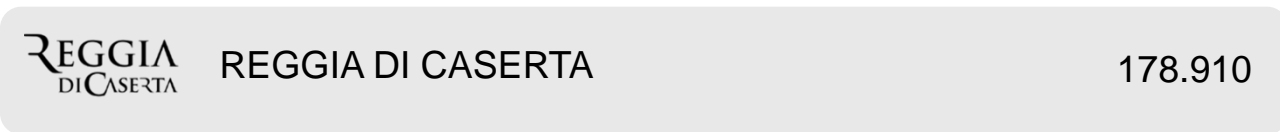


TOTALE FOLLOWER





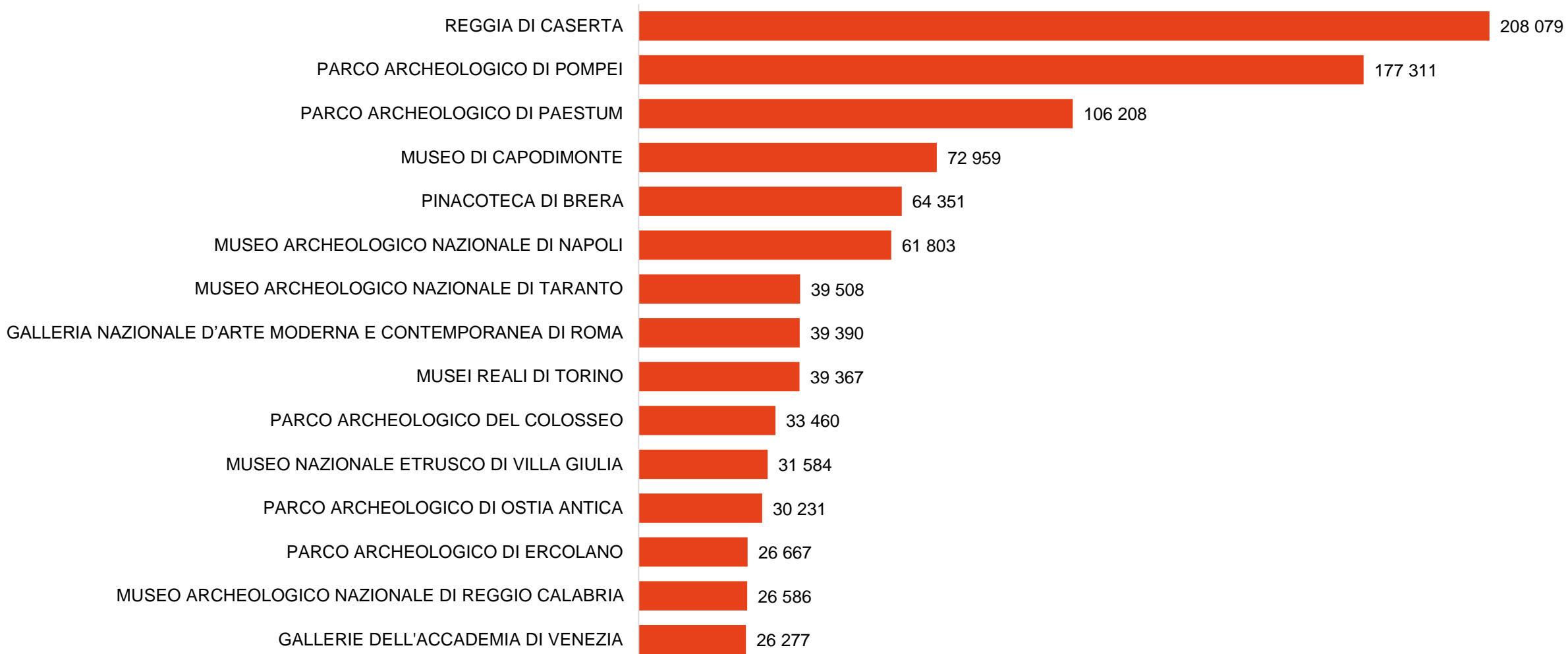
TOTALE ENGAGEMENT*

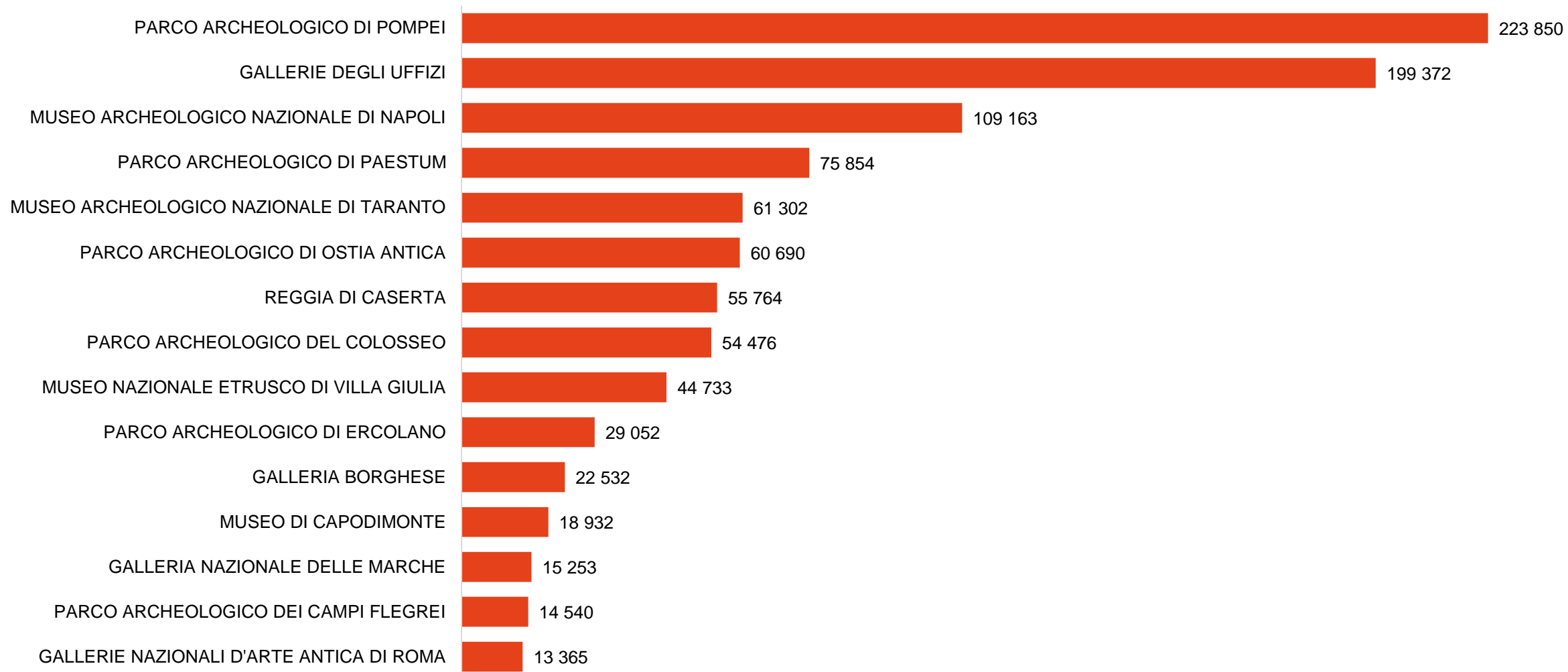


*dal 01/01/2021 al 31/03/2021



FAN

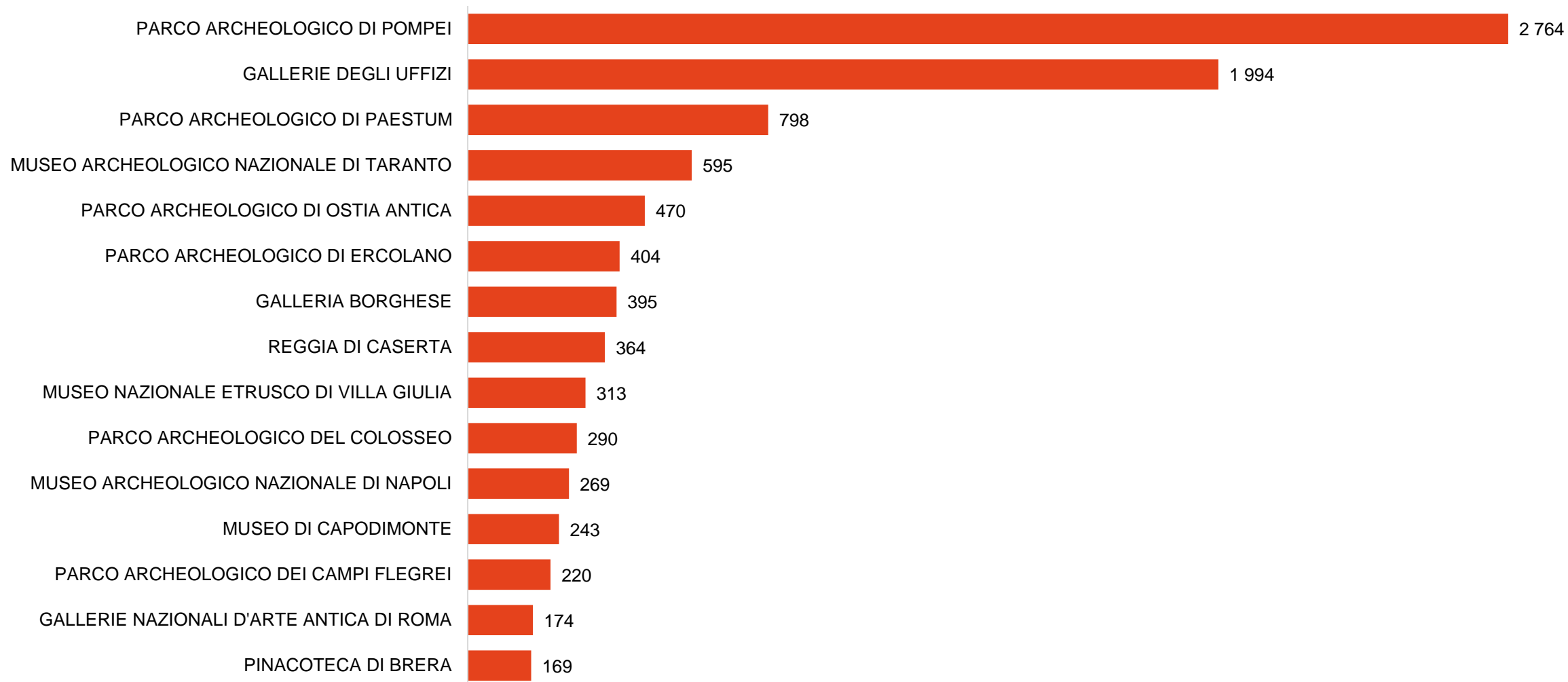


**ENGAGEMENT COMPLESSIVO***

*dal 28/10/2020 al 22/01/2021

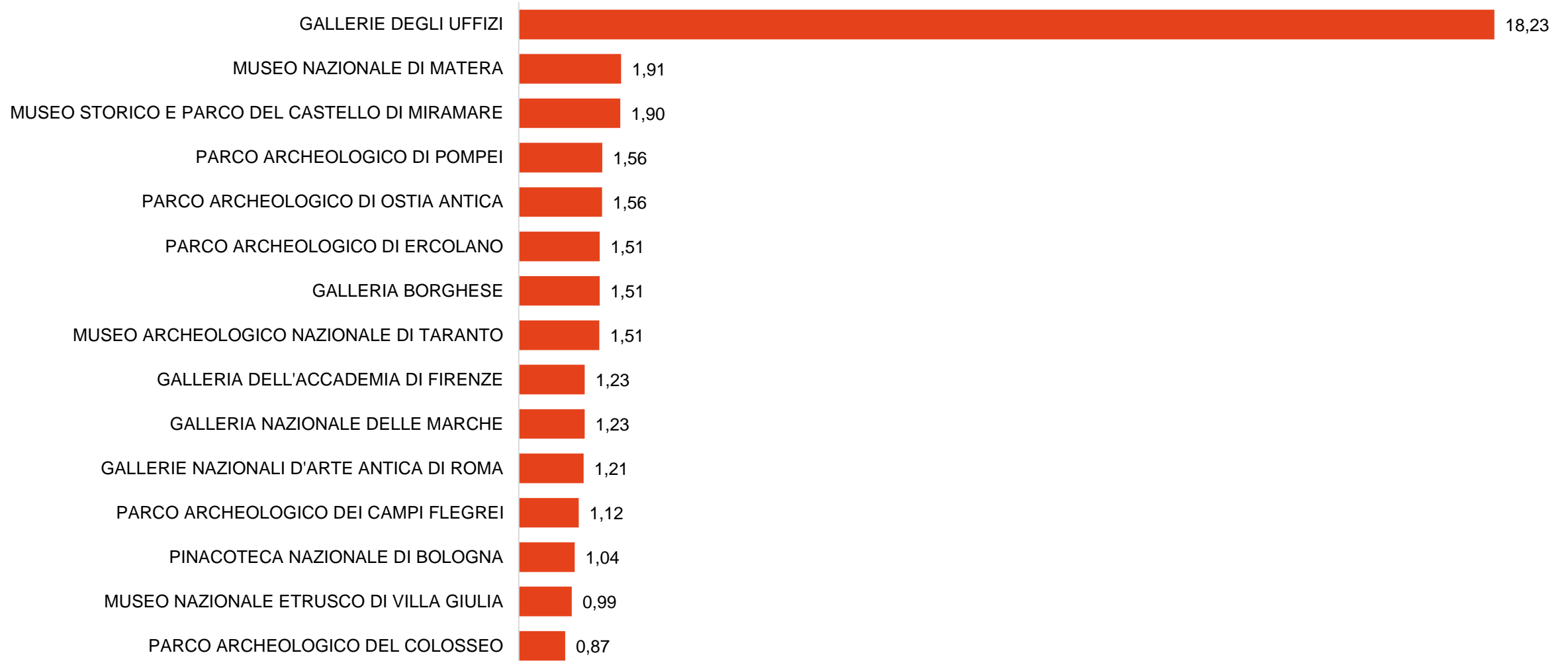


ENGAGEMENT PER POST*



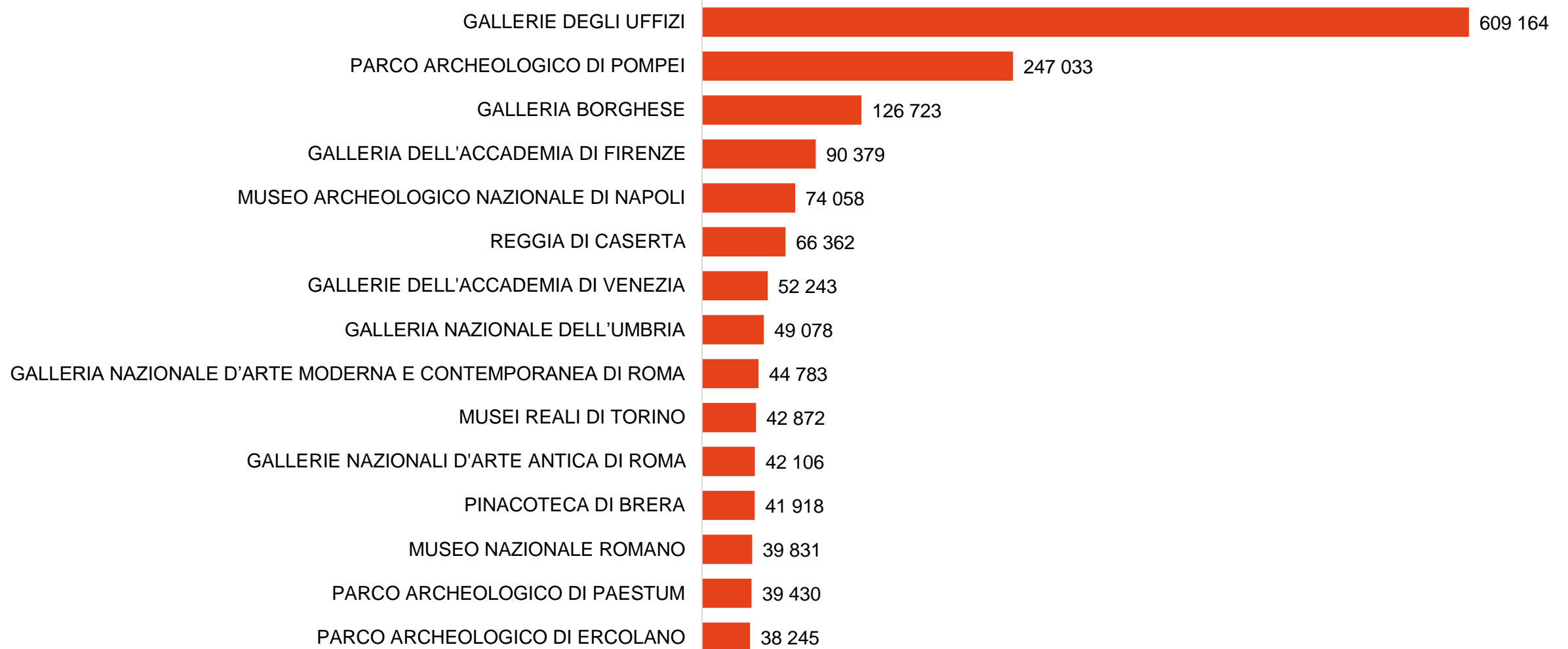


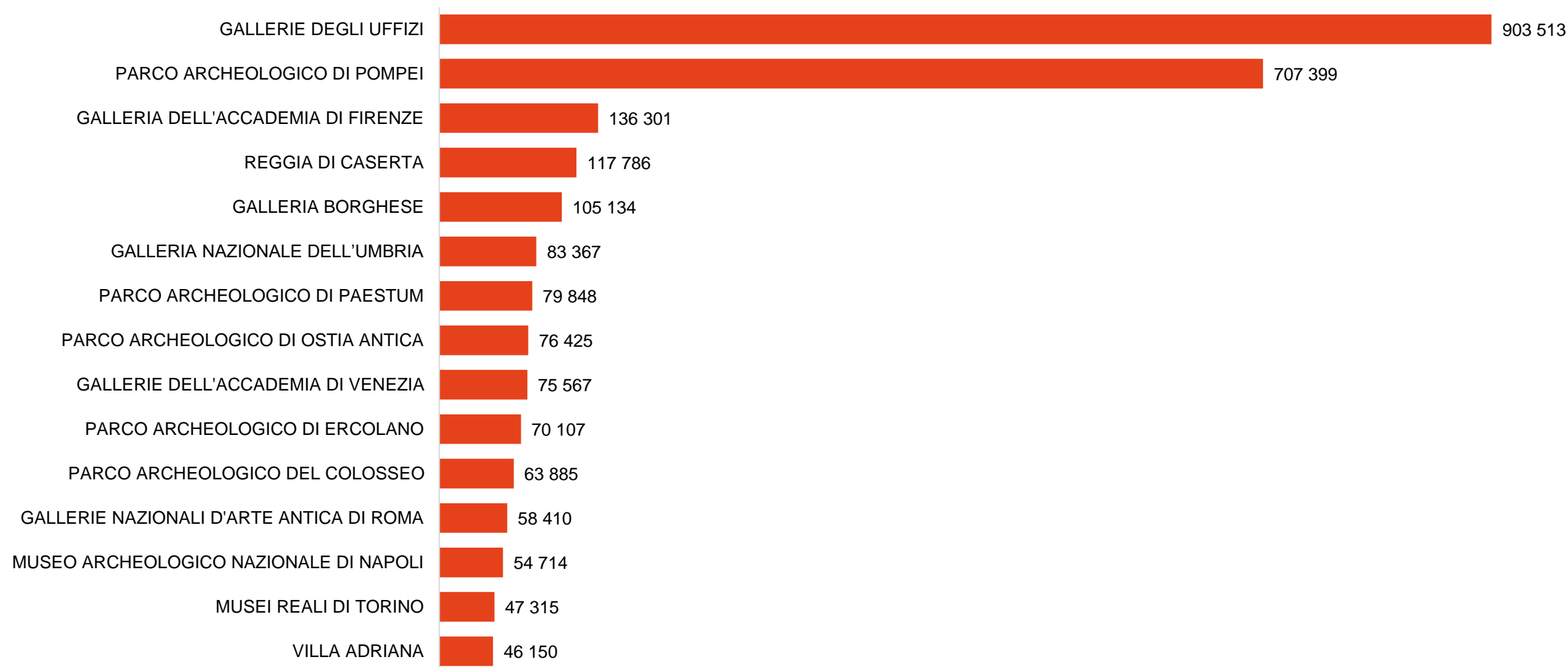
ENGAGEMENT RATE*





FOLLOWER

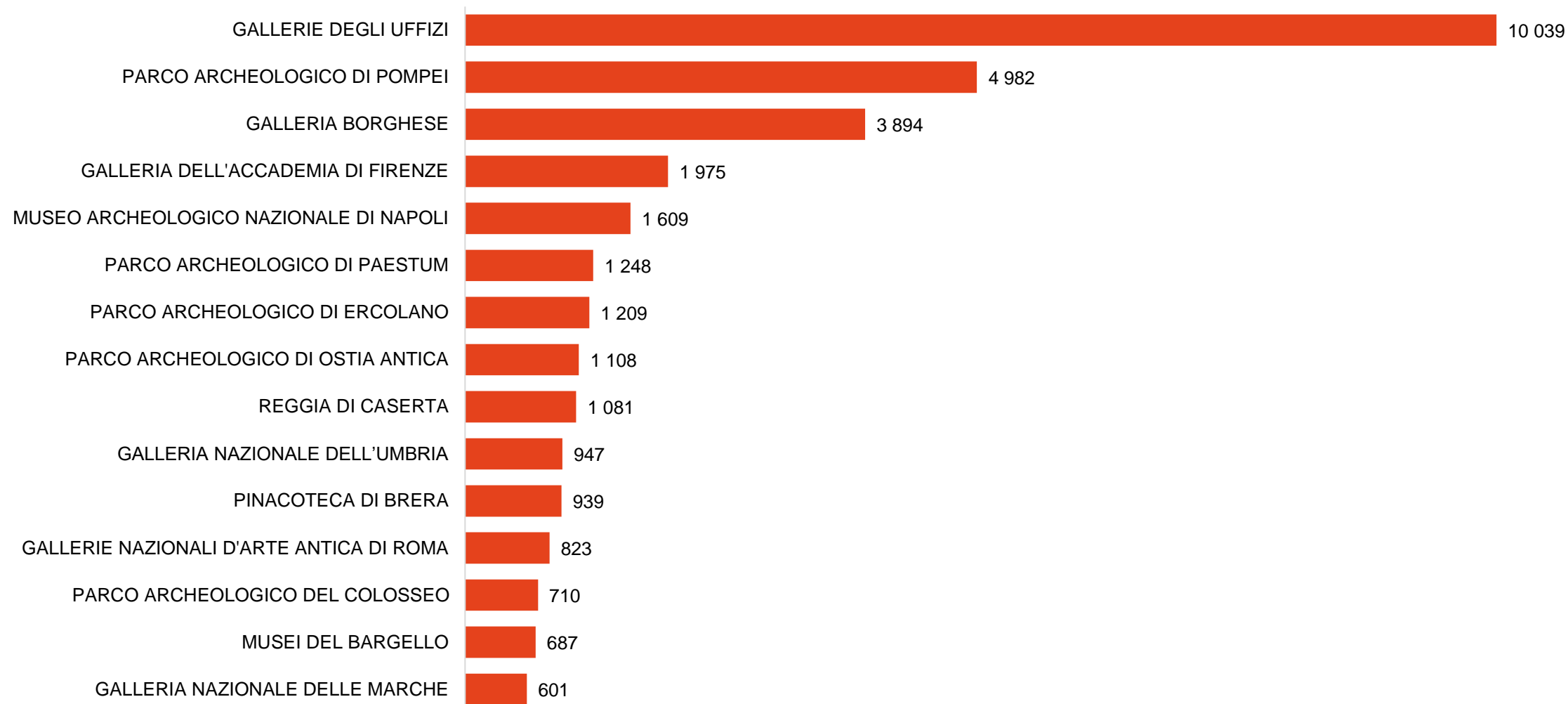


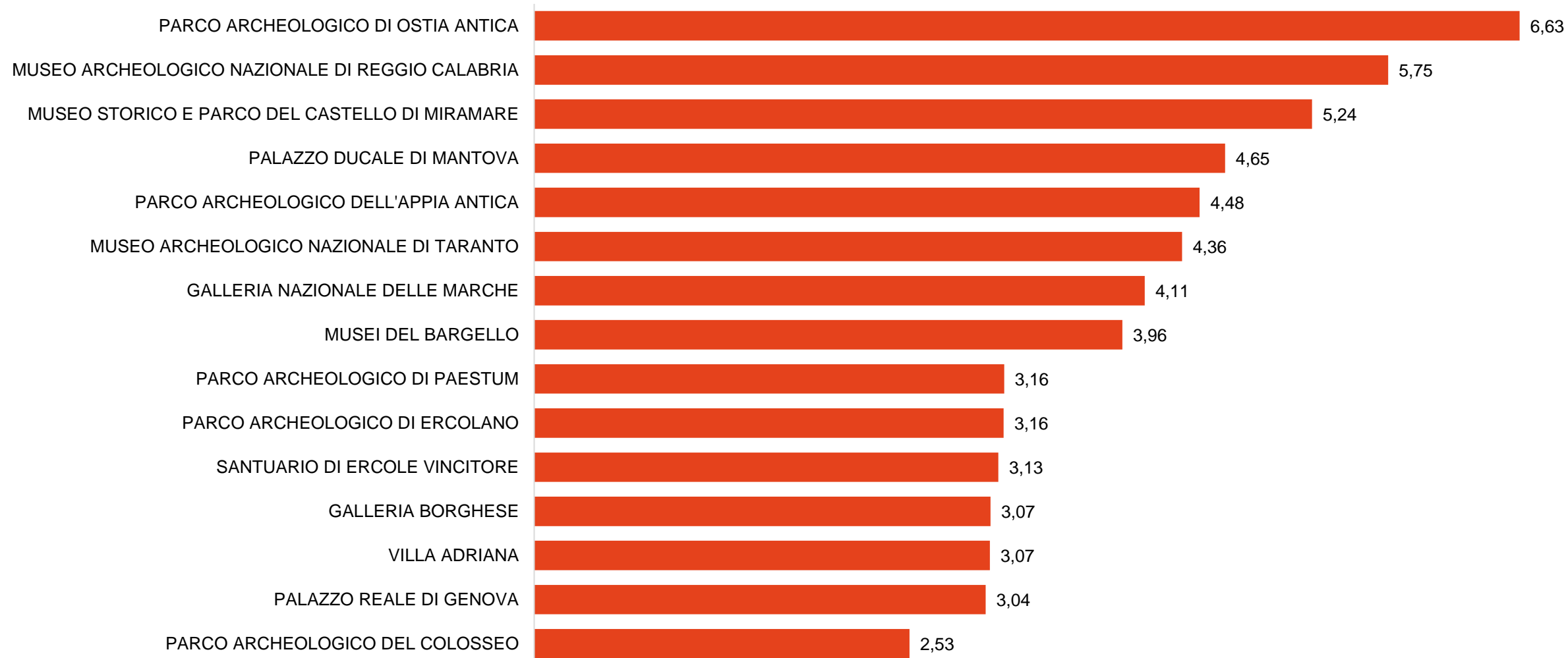
**ENGAGEMENT COMPLESSIVO***

*dal 28/10/2020 al 22/01/2021



ENGAGEMENT PER POST*



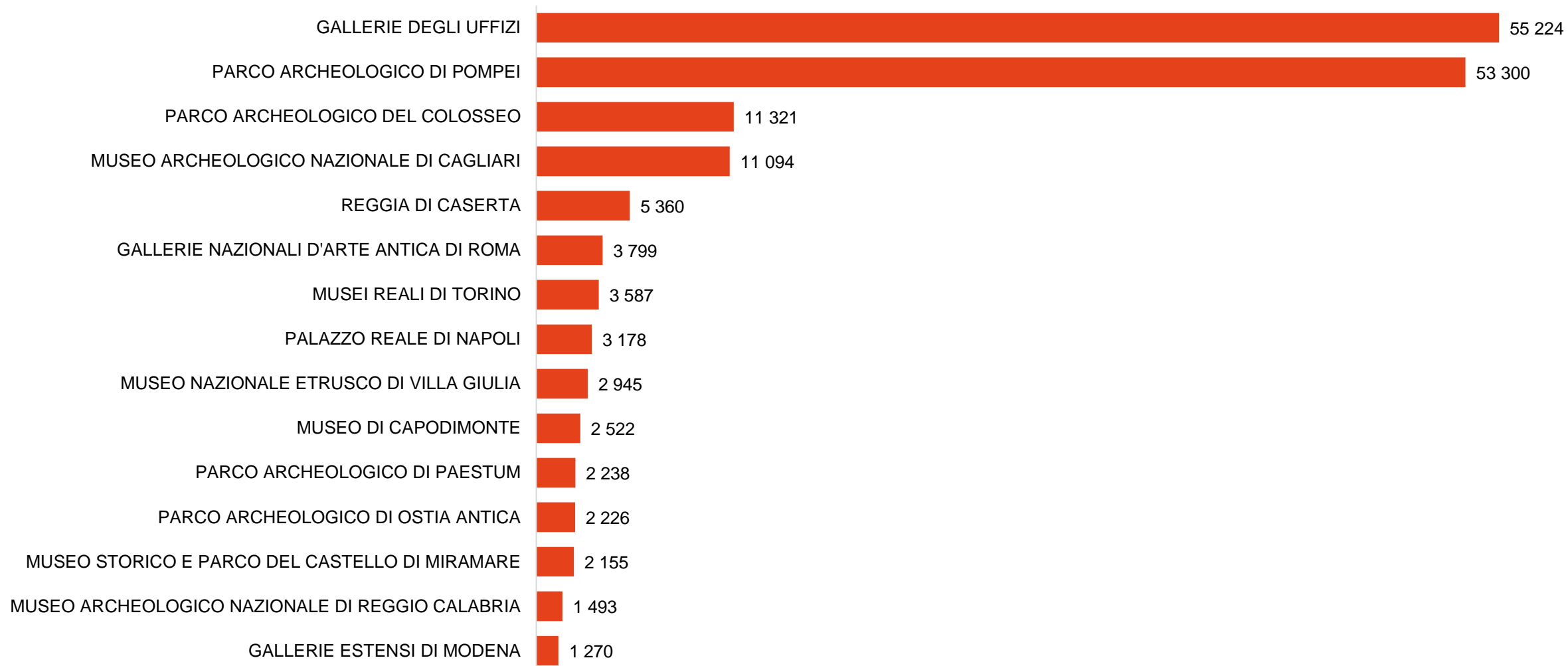
**ENGAGEMENT RATE***

*dal 28/10/2020 al 22/01/2021



FOLLOWER

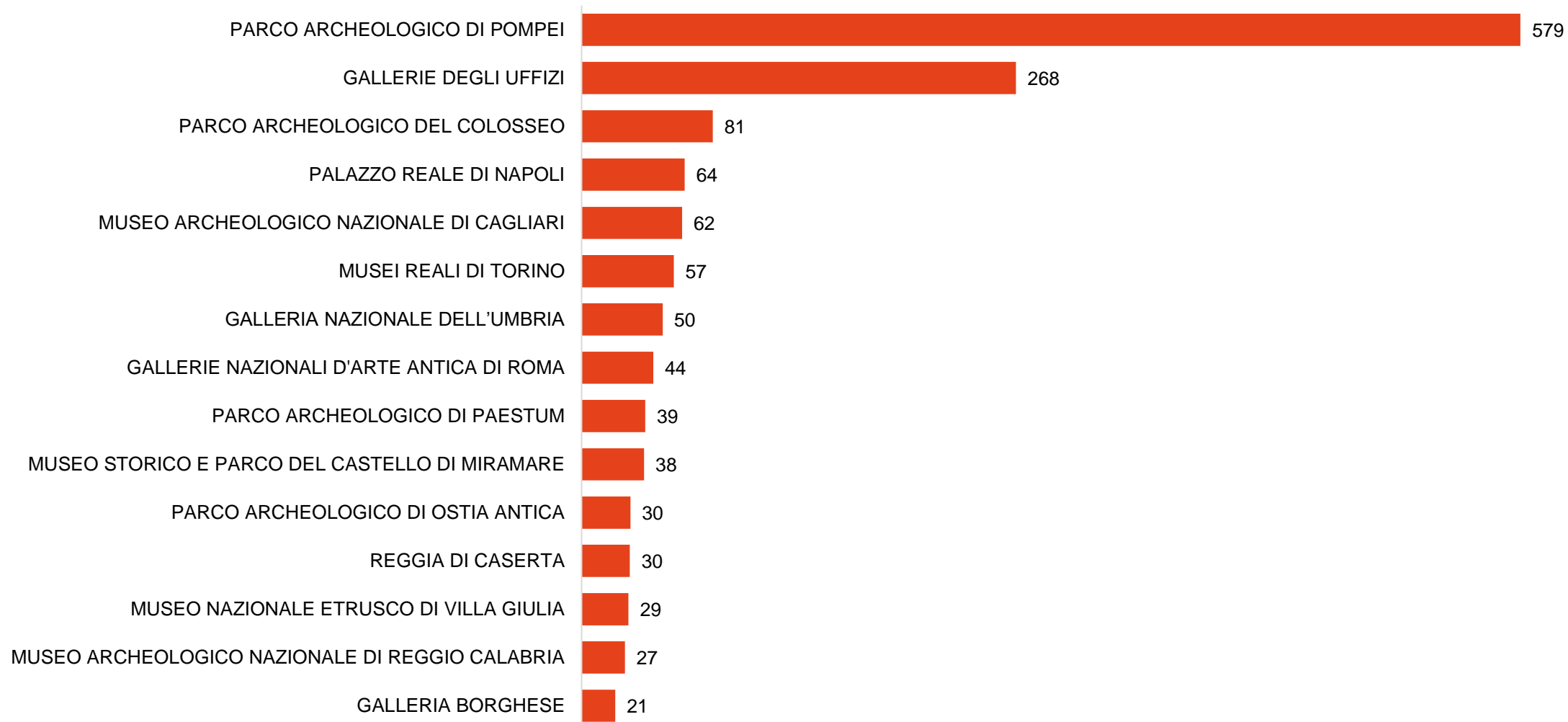


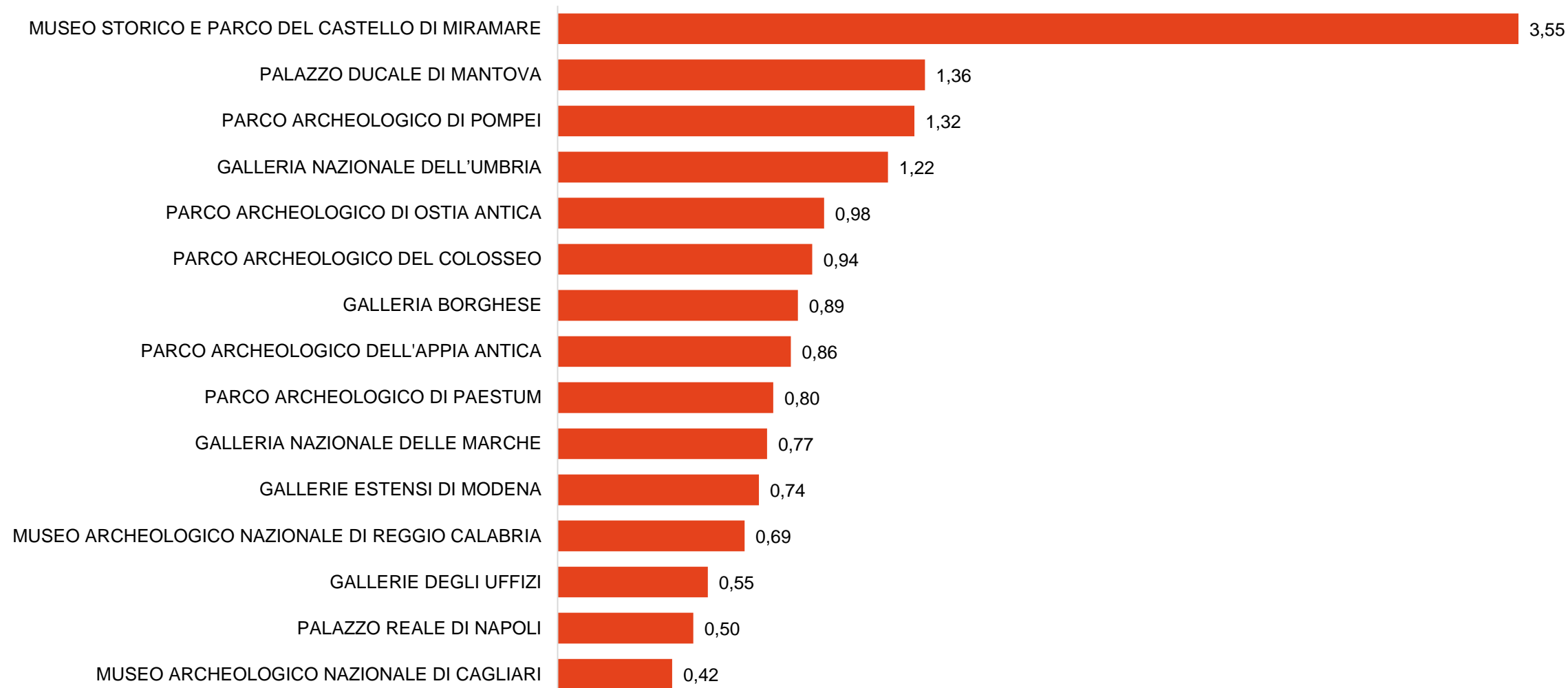
**ENGAGEMENT COMPLESSIVO***

*dal 28/10/2020 al 22/01/2021



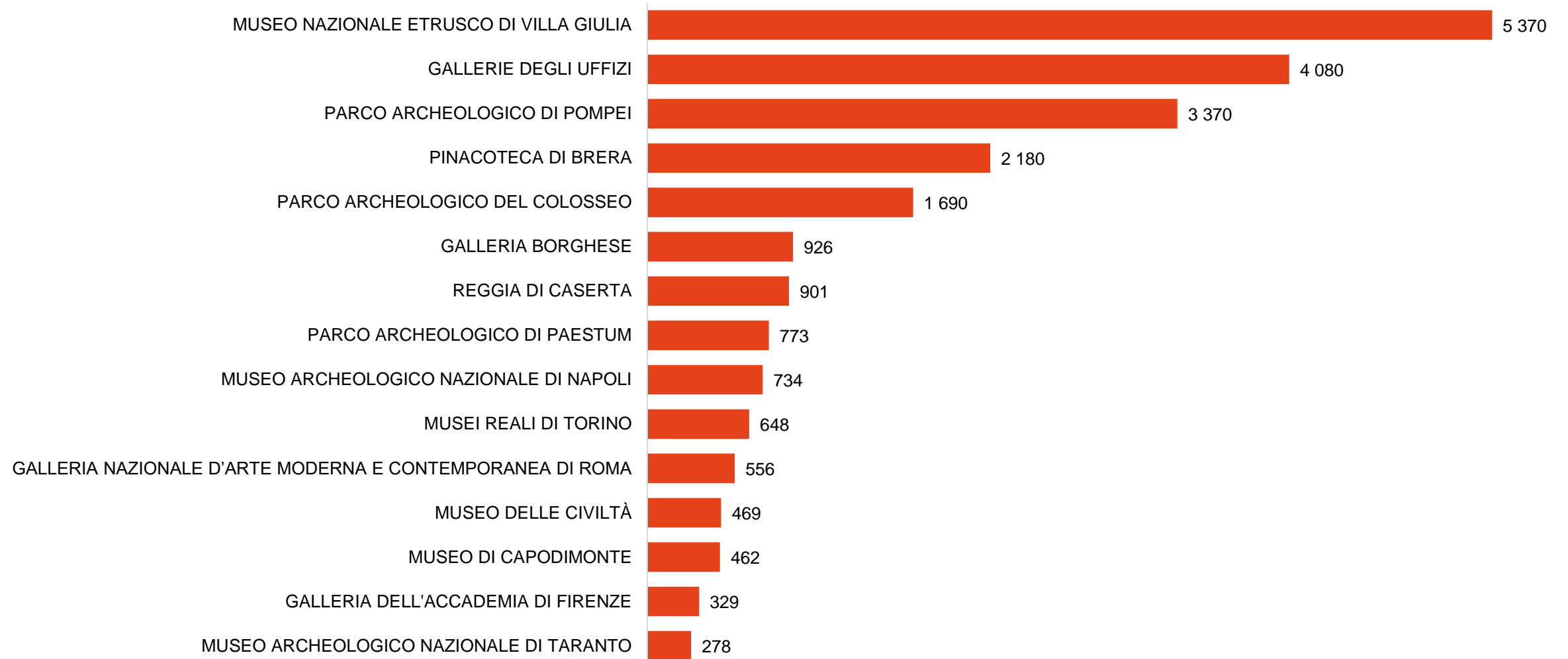
ENGAGEMENT PER POST*



**ENGAGEMENT RATE***

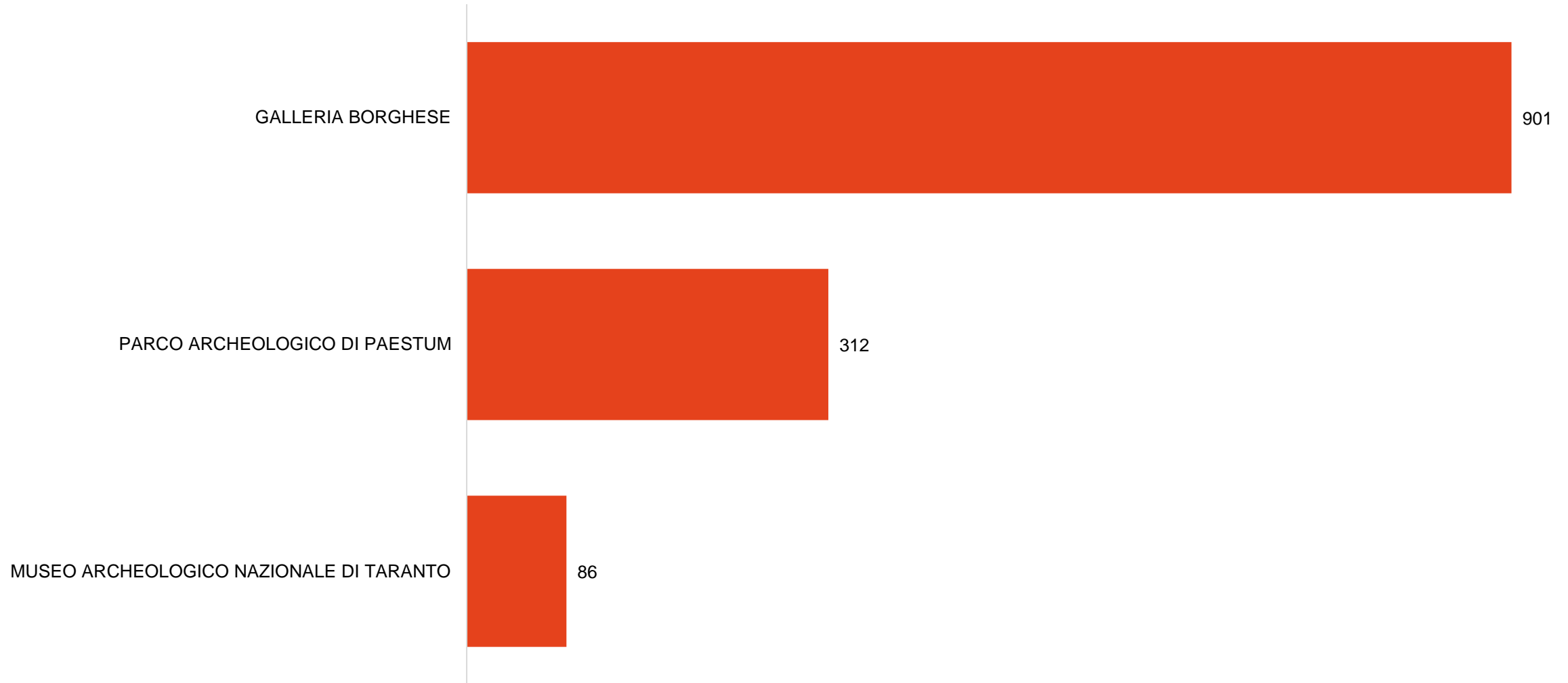


ISCRITTI





FOLLOWER





FOLLOWER

