

Kendall Hymes
Prof. Lim
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Social Media Analytics

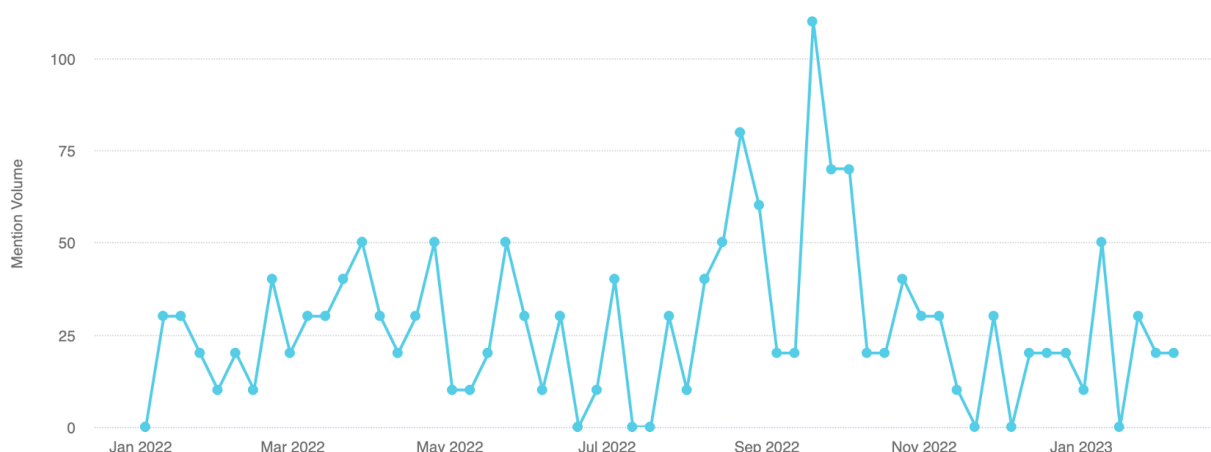
Syracuse Stage's Problems

The Syracuse Stage suffered a loss in clientele during the pandemic. With the growing presence of entertainment streaming, fewer people are drawn to live theatre. Additionally, the Stage has to cut its budget. Their main goal is to encourage people in the Syracuse community to come to their shows in a way that is cost-effective for their business.

Social Media Analytics

Conversion Volumes

The 2022 calendar year saw a generally steady conversion rate throughout the year, seeing only a few major increases in conversion rates. The first half of the year saw a steady fluctuation in between zero and 40 mentions. These patterns seemed to follow the theatre production cycle, with conversion spikes occurring around the time of the premiere of a show. The late summer saw the highest spikes in conversion. On August 22, 2022; conversions spiked at 80. Late August was significant for the Syracuse Stage because that is when they started the casting for their shows for the season. This is a newsworthy part of the year for theatergoers because of human interest; This is a call to action and will gain attention from actors and performers seeking employment. The largest spike occurred on September 19, 2023; before Syracuse Stage put on the international debut of *How To Dance In Ohio*. This gathered media and audience attention because the musical broke barriers with its predominately autistic cast. After September, conversion volumes for the Syracuse Stage returned to their original pattern.



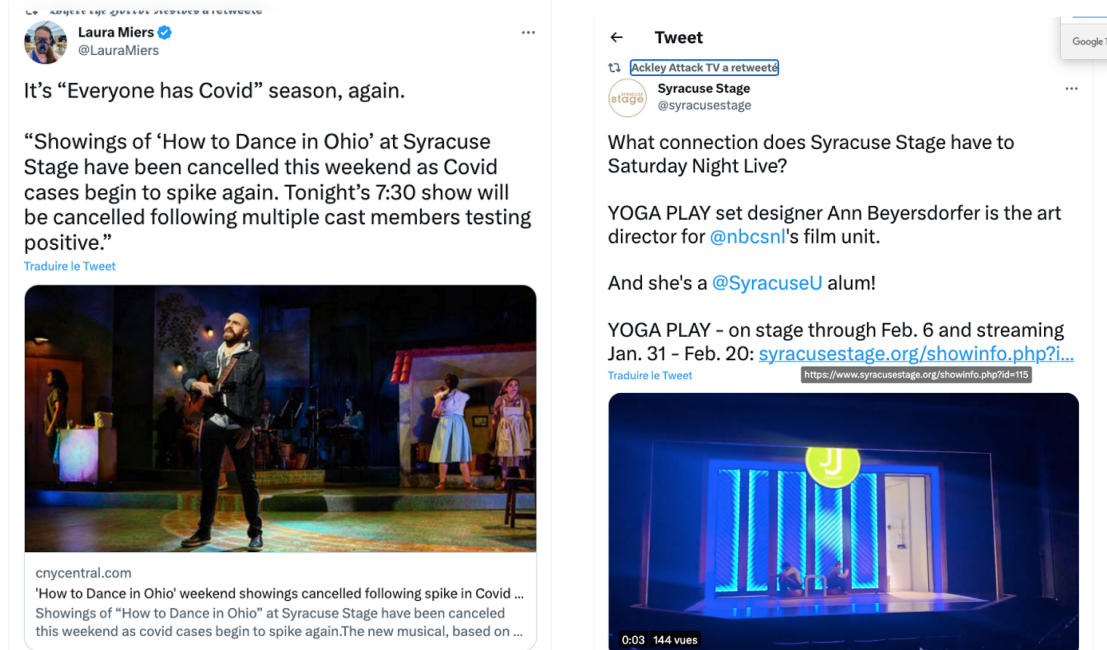
Top Two Hashtags

1. #bdj1 (20 uses of this hashtag)- upon examination of this hashtag, I found that this is a latin-dance challenge circulating on Instagram. However, there isn't much relevancy between this and the Syracuse Stage. However, BDJ is an acronym for Broadcast and Digital Journalism, a popular major at Syracuse's S.I. Newhouse School of Communication. Syracuse University-affiliated broadcast journalism programs often cover the Syracuse Stage for their productions, and their news anchors are known for maintaining a social media presence, so it would make sense for this hashtag to be relevant.
2. #blogging (10 uses of this hashtag)- The Syracuse Stage is often reviewed by critics and bloggers. Many bloggers use the hashtags *blog* and *blogging* to expand their audience. Tagging their content using blog-related keywords helps them connect with potential, like-minded individuals who would enjoy their content.

Most Retweeted Content

1. On October 2, 2022; Twitter user @lauramiers posted a link to a news article that referenced Syracuse Stage's cancellation of the highly anticipated *How to Dance in Ohio*. She then tweeted, "It's 'everyone has covid' season again. This tweet gained 160 likes and 44 retweets; the largest amount of retweets during 2022. I believe that this content was retweeted because of Laura Miers' influence. She is a verified creator on the app, who has gained a platform for her 'long-covid' activism. In addition, I believe that this tweet was retweeted because of its newsworthiness. For several years, the Covid-19 pandemic changed nearly every aspect of society. The cancellation of *How to Dance in Ohio*, along with Meirs' commentary served as a harsh reminder to theatergoers that Covid still exists and affects us all.
2. On January 25, 2022; the Syracuse Stage official Twitter account posted a video clip from their then-upcoming play *YOGA PLAY*. They tweeted, "What connection does Syracuse

Stage have to Saturday Night Live? YOGA PLAY set designer Ann Beyersdorfer is the art director for @nbcsl's film unit. And she's a @SyracuseU alum!". This tweet amassed three likes and one retweet. I believe this tweet was retweeted because of their reference to an influencer. In this case, Beyersdorfer is the notable figure because of her work on the popular sketch-comedy *Saturday Night Live*. The Syracuse Stage is taking advantage of their notable figure and using her to build buzz around their upcoming production.



Influential Media

1. *Syracuse Stage to bring back live performances for 2021-22 season with 'Eureka Day' "* covers the Stage's announcement that they were resuming performances with live audiences for the first time since the beginning of the COVID-19 pandemic. This article is important because of its prominence. The theatre's return to the stage indicated to their audience that we would be returning to a pre-covid society; being able to enjoy live performances again without fear of becoming sick.
2. *World premiere of 'How To Dance In Ohio' " cancels remainder of run at Syracuse Stage* discusses the theatre's decision to cancel the remaining run of the world premiere of "How To Dance in Ohio" due to a Covid-19 outbreak among their cast and crew. This article is newsworthy because of its relation to the Covid-19 pandemic. This story also has a human interest element, as it was groundbreaking with their majority autistic cast.

Influencers

1. Chloe Rabinowitz is a Philadelphia-based theatre critic with experience in acting, musical theatre and dance. She currently works as the managing editor for Broadway World, a theatre-centered publication that covers the news surrounding musicals and plays on and off-broadway. Chloe is influential in the theatre industry because of her large media

presence. As a journalist, her opinions on plays and musicals will influence viewers' opinions on productions. Having a position of power as the managing editor, Rabinowitz has an even larger sphere of influence as one of Broadway World's more respected writers.

2. Stephi Wild is another managing editor and theatre critic at Broadway World. With a dual degree in Journalism and Dramatic Arts, Wild is very qualified to provide her opinions on productions. Being well-versed in theatre knowledge, as well as knowing how to write about theatre, makes her a trustworthy source of information.

Word Clouds

1. Theater- The Syracuse Stage is a theater, as well as a local theatre company in Syracuse, NY. It would make sense for "theater" to be the largest word in the word cloud because it is the main descriptor of the Syracuse Stage.
2. New York- The Syracuse Stage is also a physical building located in New York. Since a theater is a physical building, it is important to know its location. I believe that "New York" has prominence in the word cloud because potential theater-goers need to know the location of the Syracuse Stage.

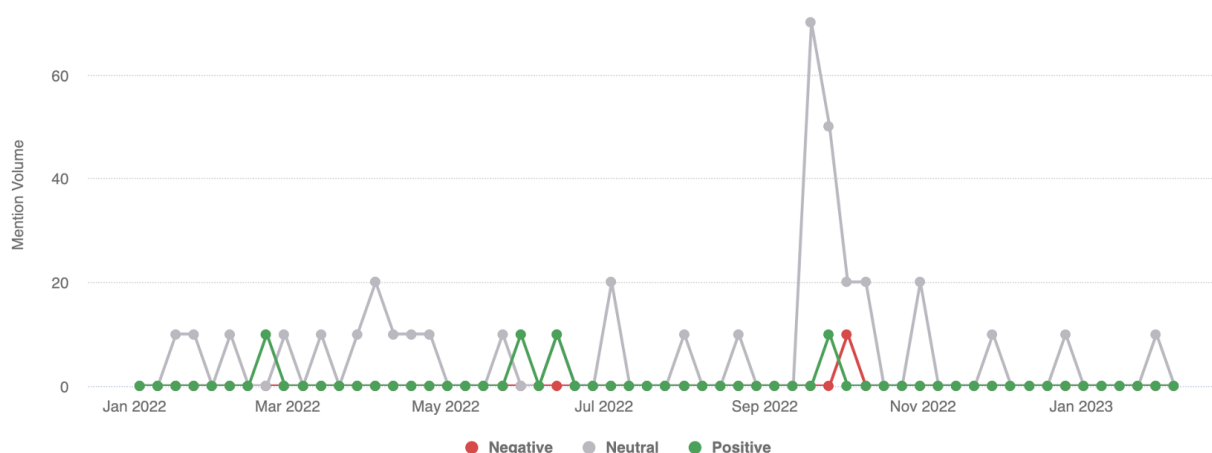
Sentiments

Positive

1. The first major positive sentiment was in late February of 2022. There was positive sentiment at the time because the Syracuse Stage was putting on the world premiere of *Somewhere Over the Border*.
2. The second major positive sentiment was during June 2022. I thought that this was unusual because June is at the end of Syracuse Stage's performance season. However, it would make sense for there to be positive sentiment at this time for that same reason. This was the last newsworthy moment that the Syracuse Stage would see until their next season.

Negative

1. The month of June was interesting because there was also a small amount of negative sentiment as well. I believe that this was because it was the end of the performance season for the Syracuse Stage.
2. The most major event of negative sentiment was during October of 2022. This was because of the cancellation of *How to Dance in Ohio*. This cancellation was covered by national news outlets like *Playbill* and gained a lot of negative publicity.



Qualitative Analysis of Social Content

Twitter

The Syracuse Stage has had an active Twitter account for 14 years. The account boasts over 5,500 followers. The account is moderately active. With 4,350 published tweets, they post original content three to four times per week. They post a diverse range of content: highlighting their upcoming shows, posting casting calls, and announcing any fundraising and charity events. Visually, the Syracuse Stage Twitter aligns with their brand guidelines. Despite the frequent posting, consistent branding and broad content range; the Syracuse stage has concerningly low engagement rates. The majority of their posts only reach about 100 Twitter users and only get between 0 and 3 likes.

Facebook

What sets Facebook apart from other social media platforms is the way it consolidates many media features into one website. The Syracuse Stage takes full advantage of this by having a completely established location, contact, review and event pages. In doing so, they are making as much of their information available and accessible to the public, and this has paid off for them. Their location tag has 13,000 likes, their events are frequently interacted with, and they have nearly 300 Facebook reviews. The Syracuse Stage Facebook is less active than their social media counterparts, posting feed content roughly once a week. Similar to the other platforms, the Facebook has an established visual brand. Performance-wise, posts on Facebook receive between two and 20 likes. It is evident that the Syracuse Stage understands the importance of having a complete Facebook profile.

Instagram

The Syracuse Stage Instagram account has nearly 5,400 followers. They are active on the platform, with 1,800 posts and posting every couple of days. The Syracuse Stage Instagram

account posts similar content to its Twitter, remaining consistent with the visual identity. Their performance metrics on Instagram are significantly higher than on Twitter, with their videos getting thousands of views and their photos getting hundreds of likes. They rarely have comments on their posts.

Youtube

On Youtube, the Syracuse Stage posts short-form video content that is related to their upcoming productions. They aren't very active on Youtube, only posting right before productions. Because of this, Youtube doesn't have as many subscribers as the other Syracuse Stage social media accounts, and they usually have between 50 and 500 views per video.

Content change over time

It is evident that Syracuse Stage has become more aware of the importance of having a solid social media presence. Scrolling through these accounts, it is evident that they have paid more attention to creating a visually appealing feed. Another change that have made over the past few years is posting more often. The Syracuse Stage social media accounts have grown from merely advertising spaces to community forums where theatergoers can learn more about productions and the theater as a whole.

Qualitative analysis of website and podcasts

Website Critiques

Their website as a whole is really easy to navigate. The text on the website is large and easily accessible. On that same note, the navigation bar might be a little too big and can distract from the body content of the web pages.

Podcast Critiques

The podcast is a good length. I like the Stage's ability to push out new, long-form content in the form of a podcast. It is clear that the podcast is a new area of exploration for the Syracuse Stage. Additionally, the audio quality could be improved.

Web content Recommendations

1. Put the season show schedule on the main page of the website so that it is easier for people to find out when each show will be at the Syracuse Stage.
2. Refine the branding a little bit so that the website is more minimalistic and less visually overwhelming.

Podcast content Recommendations

1. Establishing a series with episodes that highlight different parts of the creative process for each show

2. Transcribe podcasts for accessibility purposes.

Website and podcast promotion critique and Actionable Recommendations

1. Since the podcast is fairly new and podcasting is trendy right now, it needs to be promoted heavily. One thing that could help is to promote it on print programs so that when people come to see a show, they can learn about the podcast.
2. The Syracuse Stage should establish a link hub, like a linktree, in the bios of their social media websites as an easy resource for people to find information about the Syracuse Stage and their productions.