

MEDIA ANALYTICS

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Objectives

The scope of this study is to understand the performance of the Valletta 2018 communications strategy within local and international communities. The expected outcome of this study is the quantification of the visibility of Valletta 2018 through different forms of media, highlighting different typology and sources.

Methodology

The study was carried out through monitoring of social media analytics through brand monitoring software and social media channels. This is supplemented by ongoing manual monitoring of local print media publications, including newspapers and magazines.

Results

37,734 mentions of different phrases including “Valletta 2018” were registered across various online channels throughout. 8,927 mentions were on Twitter, whereas 18,554 were in the form of images or photos. The days with the highest number of mentions were 20th and 21st January 2018 (the day of the Valletta 2018 Opening Ceremony and the subsequent day), with 2,588 and 2,726 mentions respectively.

As of the end of 2018, Valletta 2018 had a total of 40,553 followers likes (an increase of 31,696 over the previous year), as well as 7, 511 Twitter followers (an increase of 1,000) and 6,238 Instagram followers (an increase of 1.069).

The Foundation’s website was visited 2,020,364 times (+283% over 2017) by 397,747 (+181% over 2016) users throughout 2018.

Way forward

Monitoring of both online and print media was ongoing throughout 2018, in order to gain further insight into the visibility of Valletta 2018 and its related activities during the ECoC year. This data can be used to develop more effective marketing and outreach campaigns for future cultural activities across the local cultural sector.