



TEA Break

Reviews & Recommendations

Oliver Mantell, Director of Evidence & Insight

Alec Ward, Consultant - Lead for Digital Content and Skills

June 2024



the audience agency

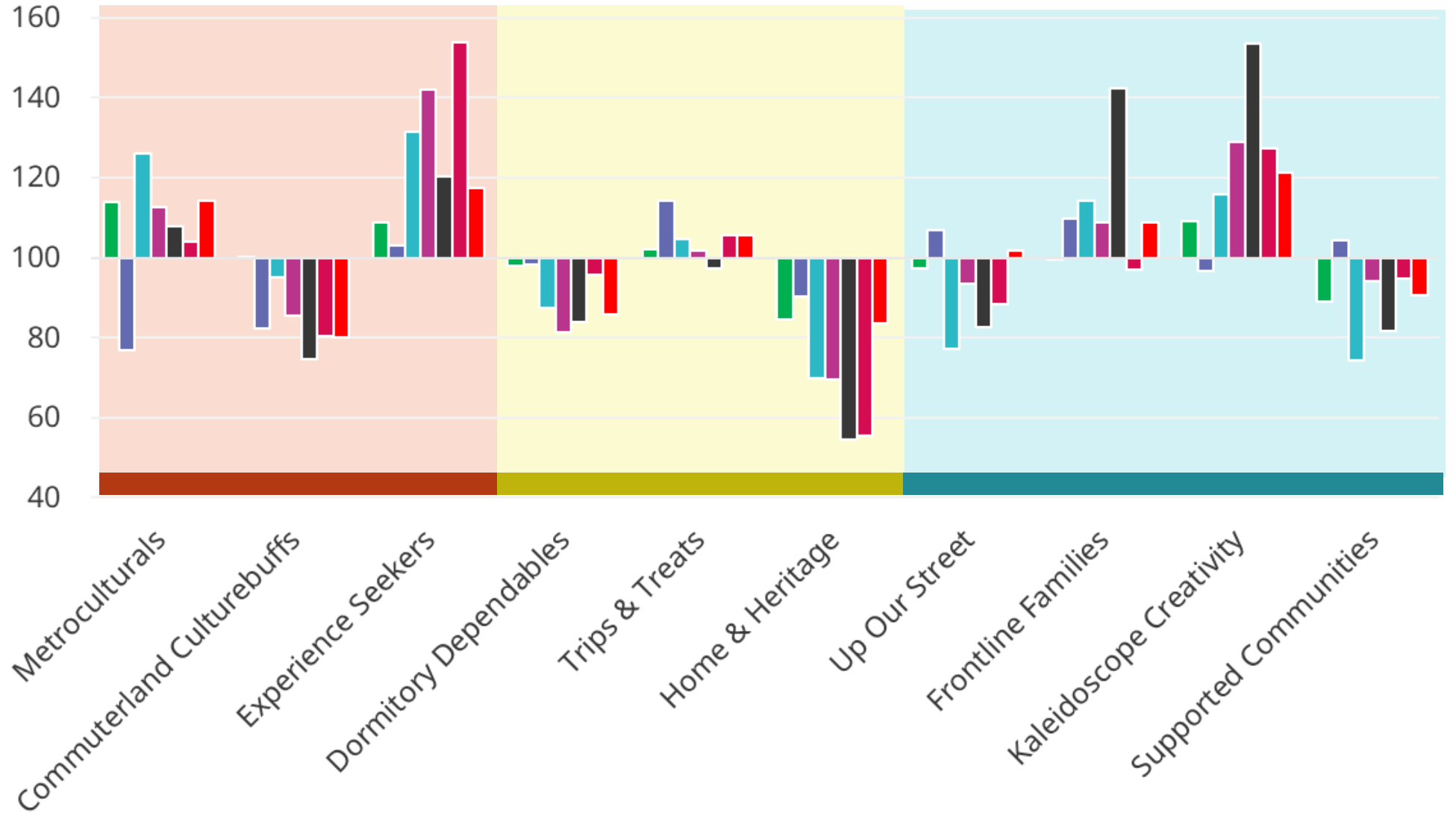
Overall Engagement with Social

Source: Cultural Participation Monitor
wave 10, March 2024, n=2,945

Overall:

- WhatsApp, 71%
- Facebook, 66%
- YouTube, 59%
- Instagram, 47%
- TikTok, 30%
- X / Twitter, 28%
- Pinterest, 17%

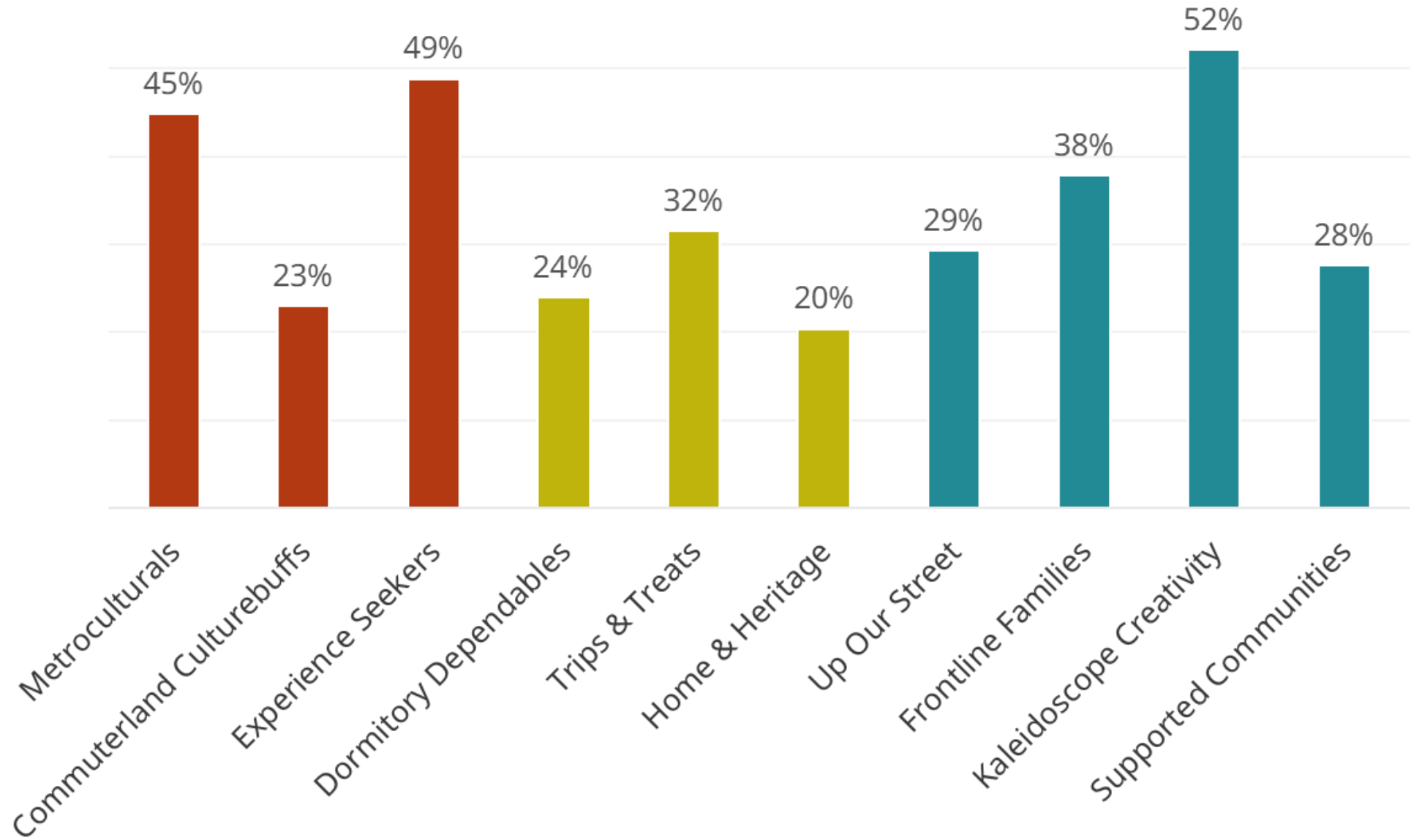
Relative:



Social Search for Local Things to Do...

% Who Follow a Cultural Org on Social Media:

33%
Overall

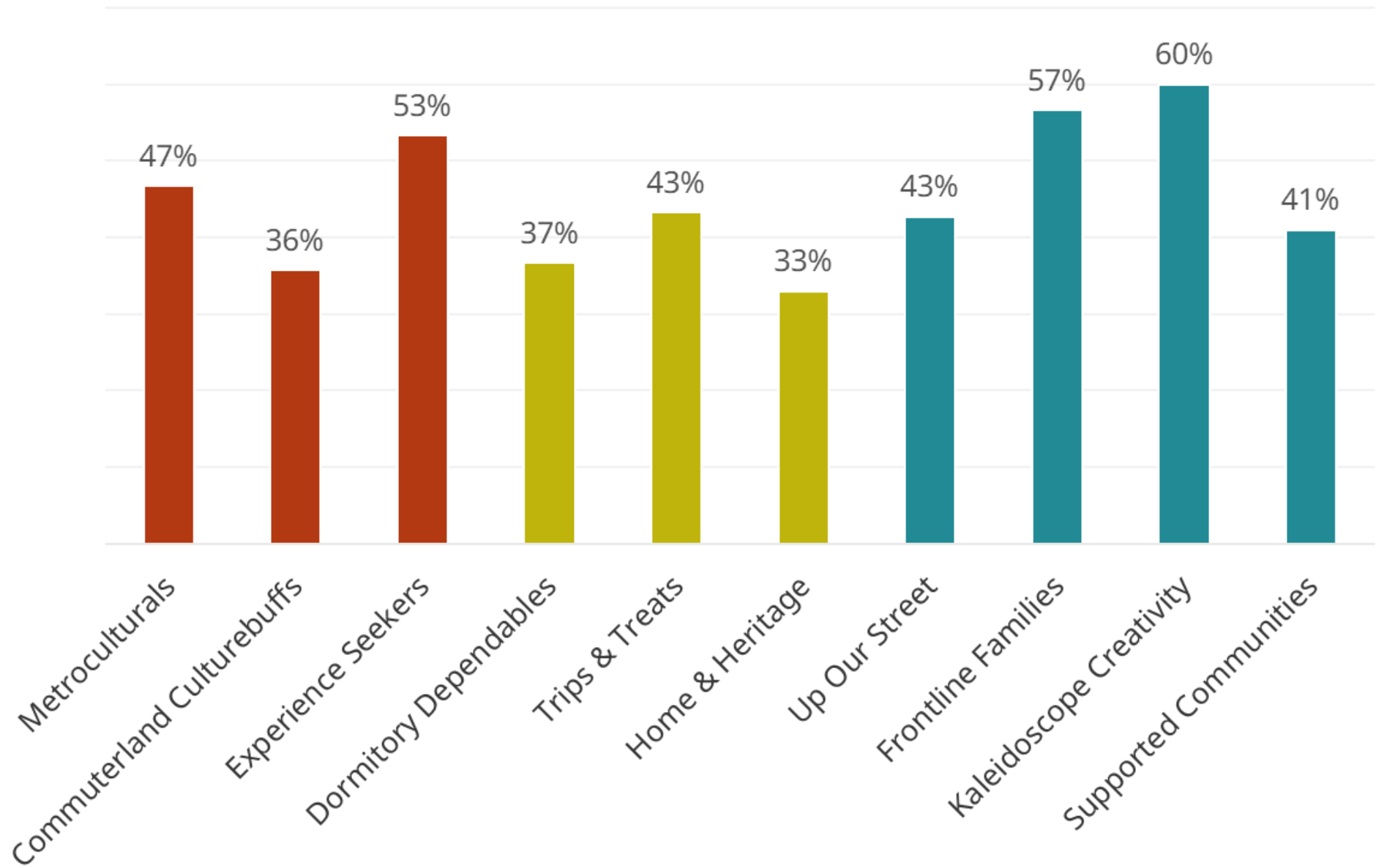


% Who:
Actively Search on
Social for Cultural
Things to Do:

45%
Overall

Strongly agree /

agree

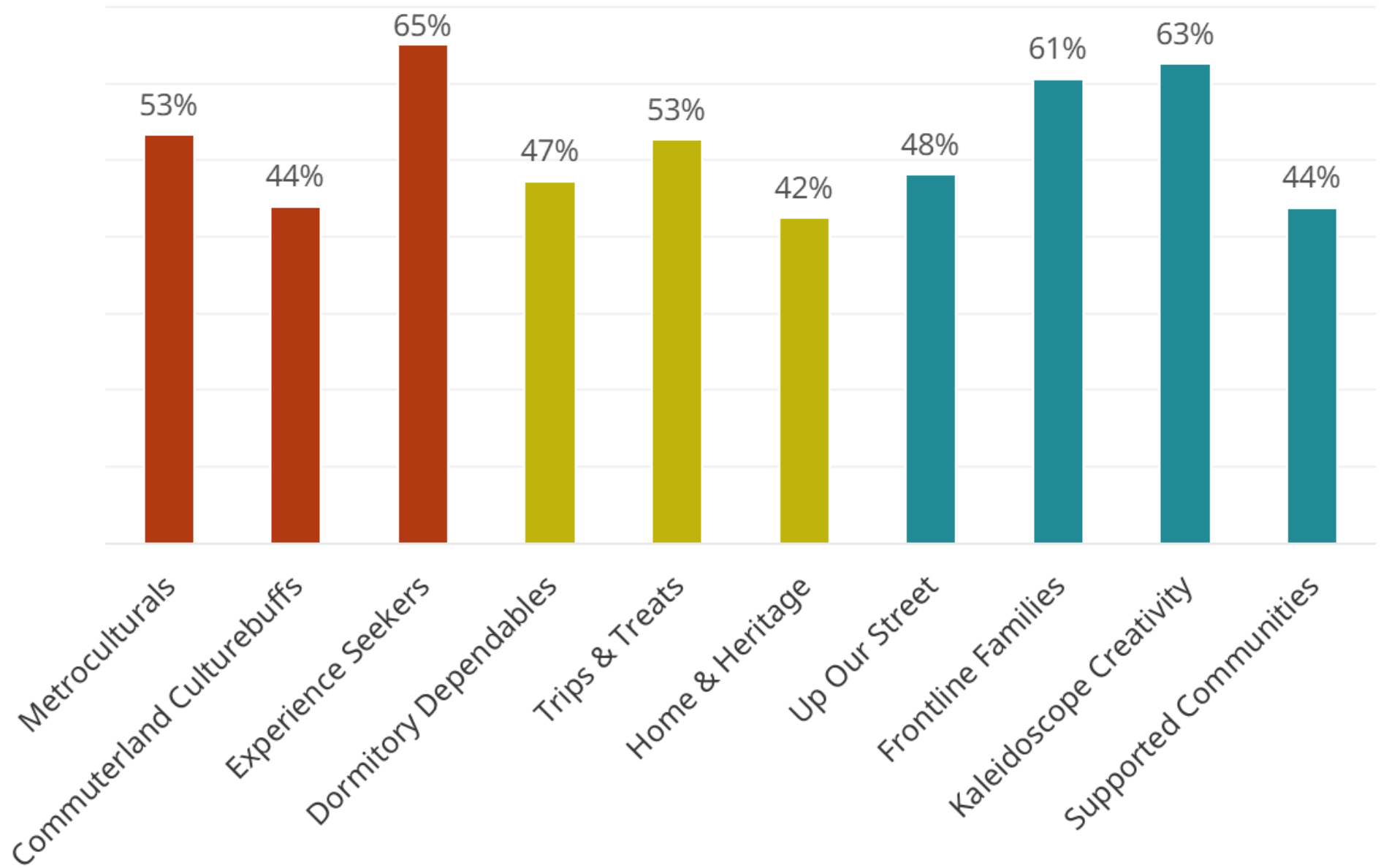


% Who:
Actively Search on
Social for Cultural
Things to Do
Find Things To Do
Unprompted

52%
Overall

Strongly agree /

agree

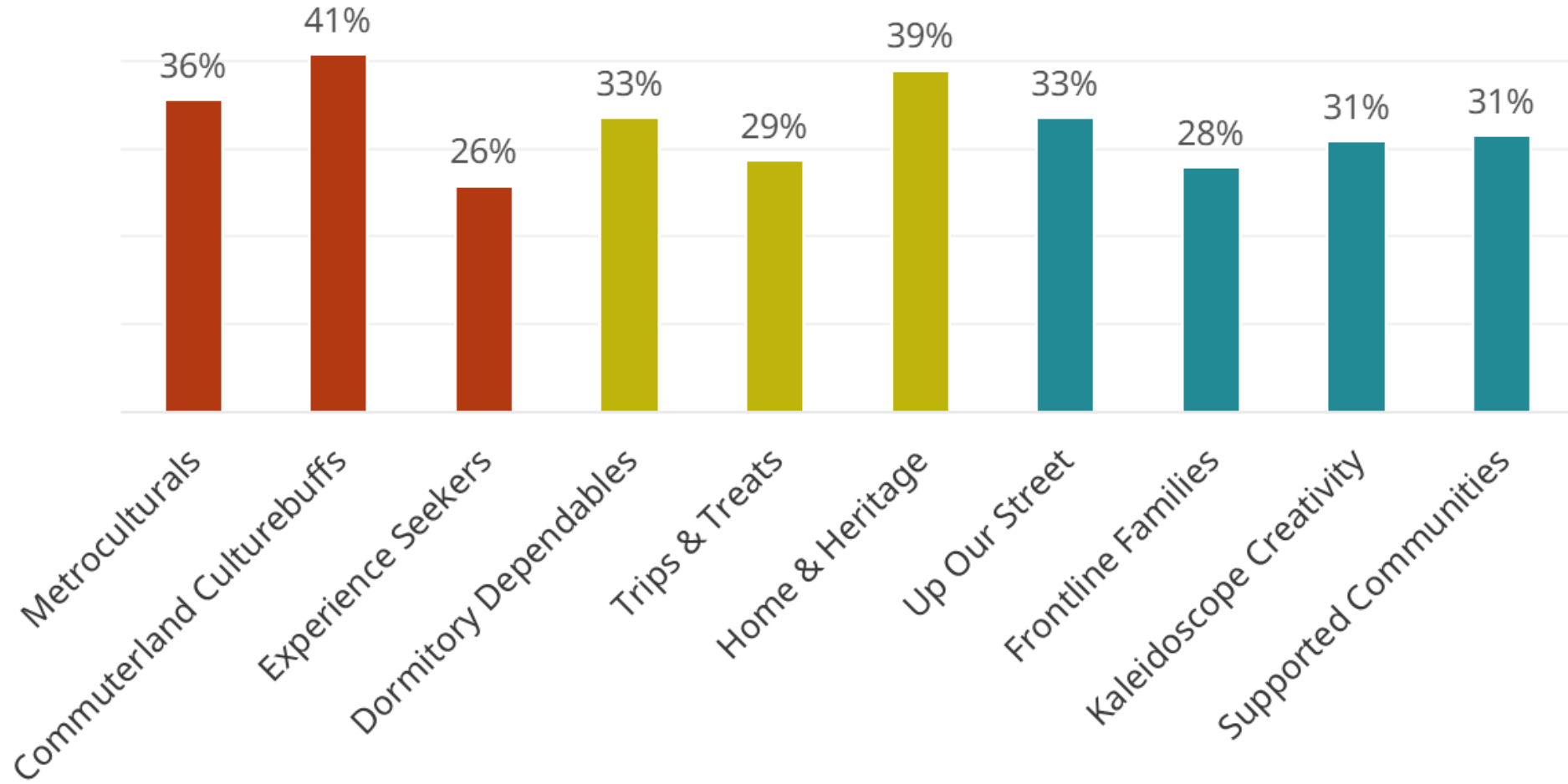


% Who:
Actively Search on
Social for Cultural
Things to Do
Find Things To Do
Unprompted
Don't Find Social
Useful for Finding
Local Things to Do

32%
Overall

Strongly agree /

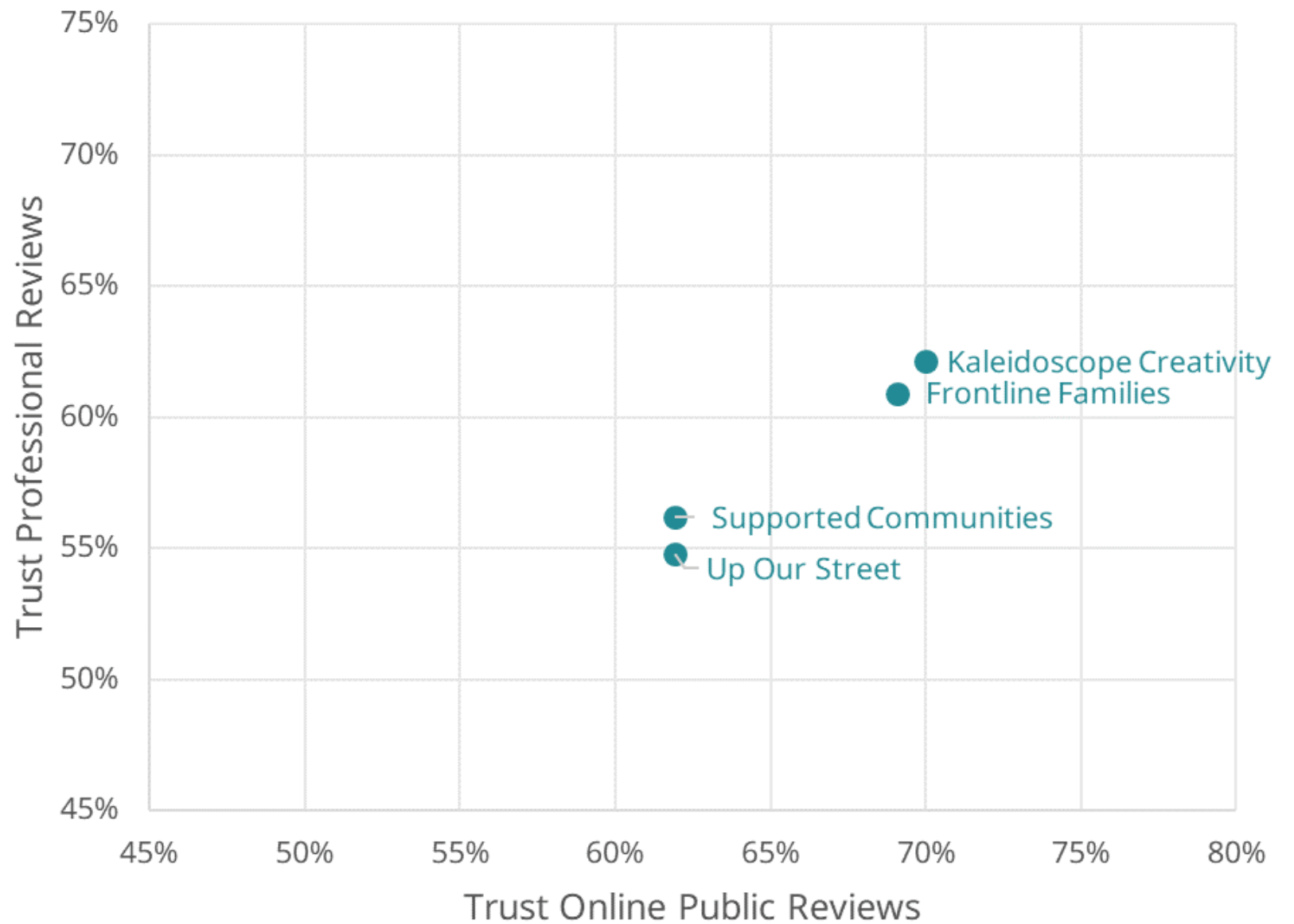
agree



Reviews and Recommendations...

- Online Reviews, 66%
- Professional Review, 60%
- Social - Known, 57%
- Cultural Orgs, 53%

- Social - Other, 38%

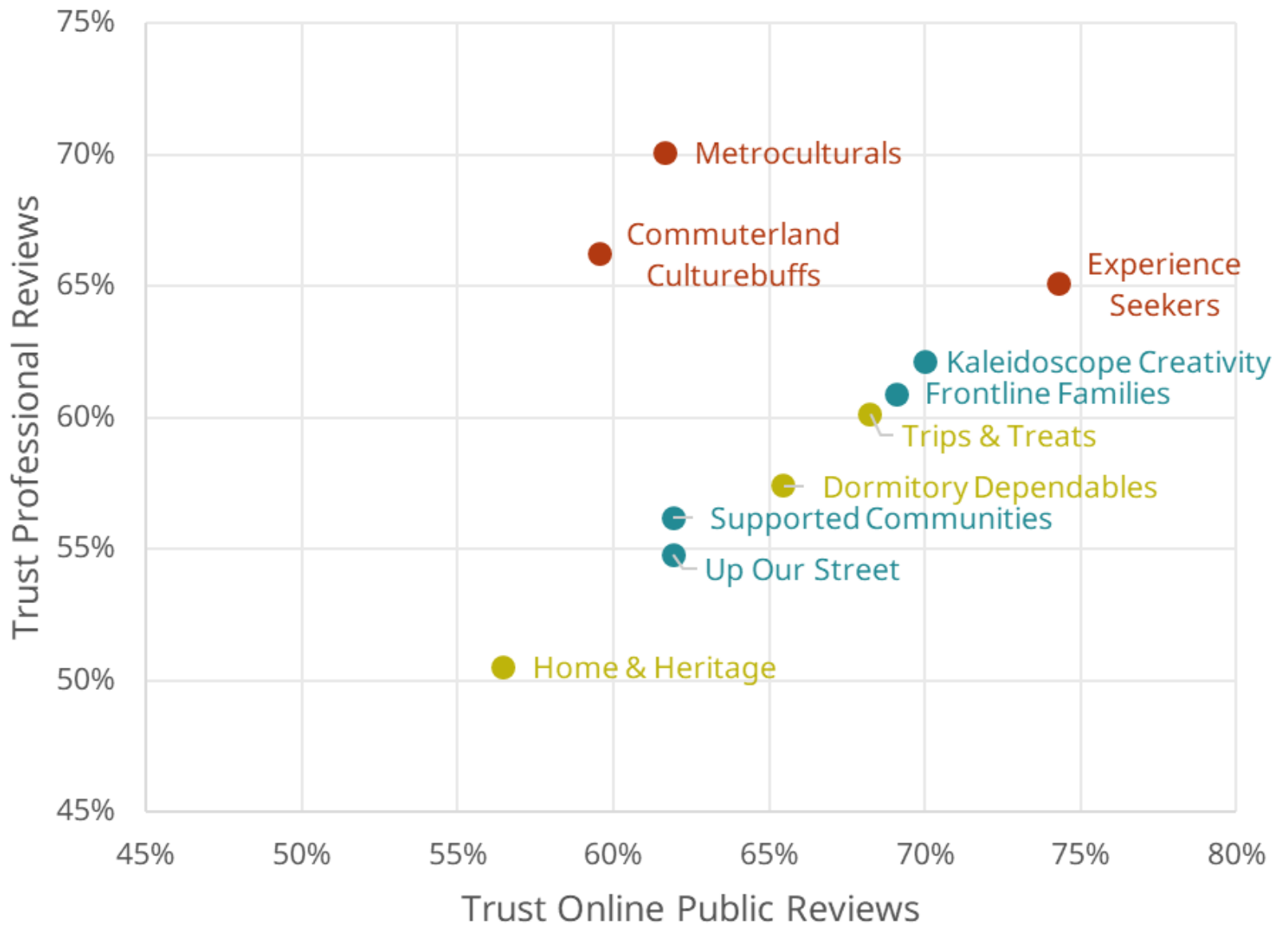


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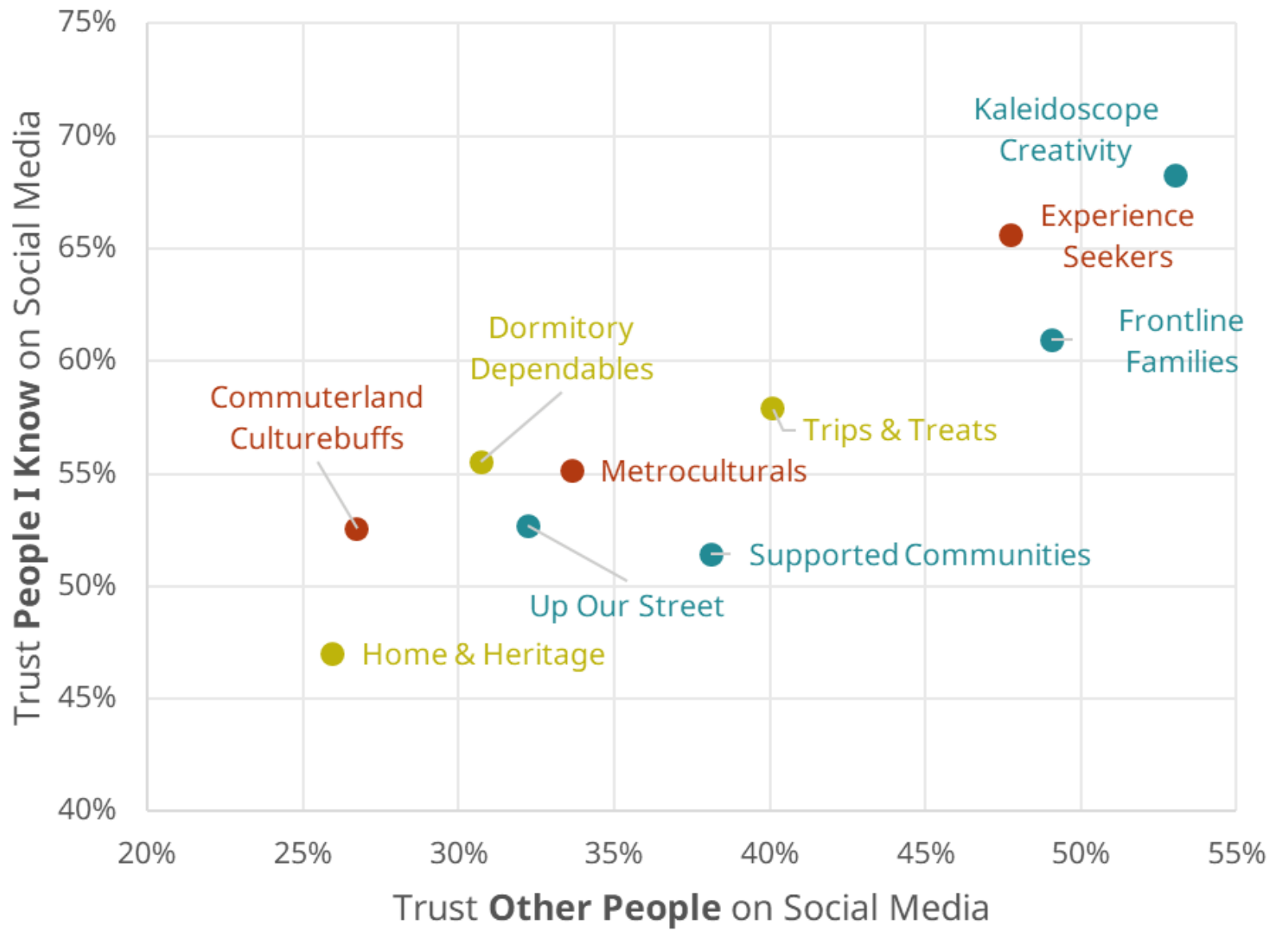


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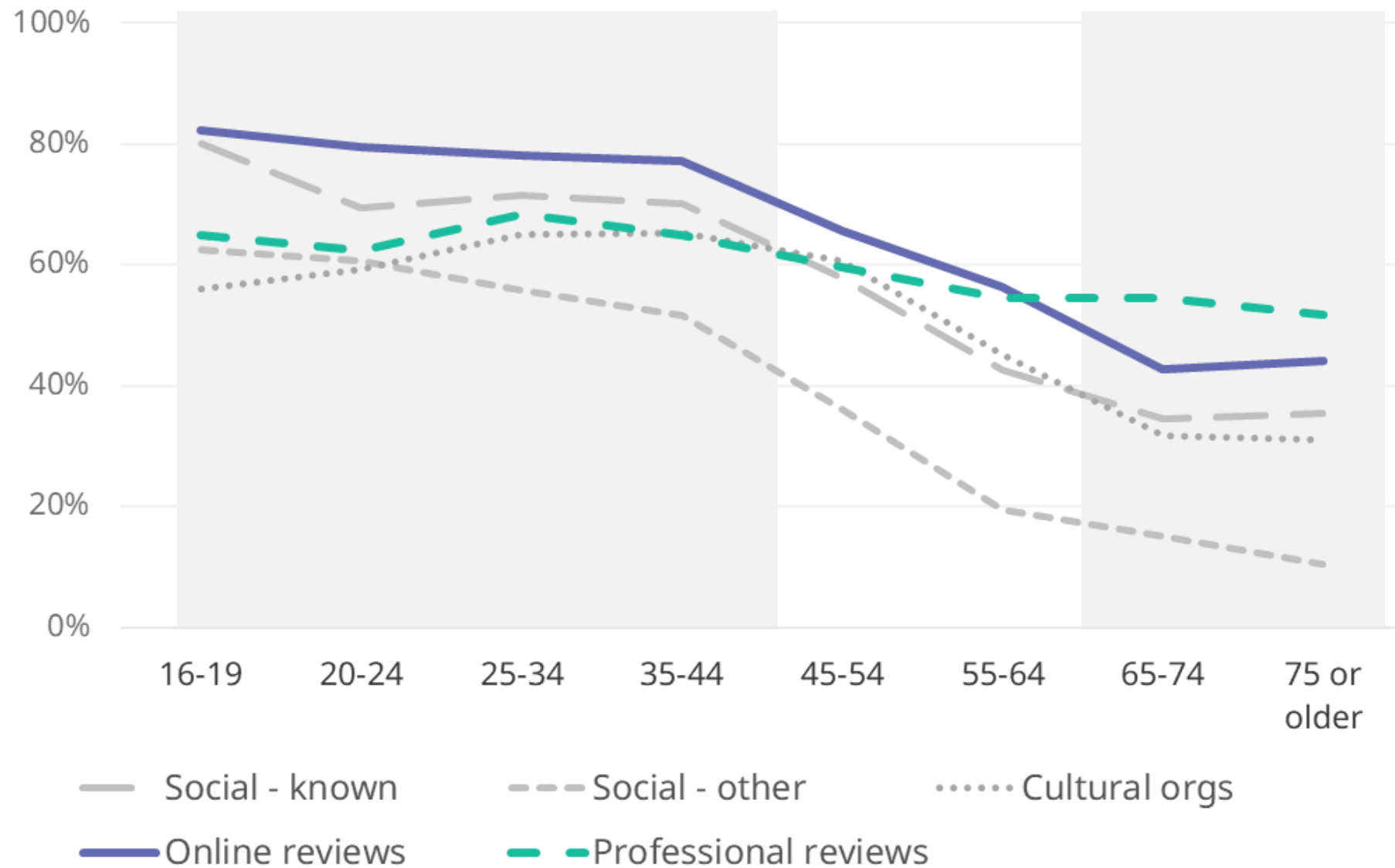


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Implications

People are influenced by online messages:

- Social channels vary by segment
- Highest engaged segments – and older audiences – prefer professional reviews
- Online review sites are important – esp. for younger groups (who also trust social)
- Your own messages about your work are also well trusted

We can help:

- Digital consultancy
- Let's Get Real
- Digital research/ analytics
- Further CPM analysis



Response: Alec Ward,
Consultant - Lead for Digital
Content and Skills

Join us next time:

10th July: Change...

Book your place at <https://www.theaudienceagency.org/events/tea-breaks>

Thank you!

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