

Social Media

Headline stats for Norwich Museums 01 September 2021 - 30 November 2021

Compiled December 2021

Audiences

The Norwich Museums have gained **1,802** new followers on the three key social media platforms (Facebook, Twitter and Instagram) since August 2021 (a 3% increase). In addition, Norwich Castle has gained **95** subscribers on the YouTube account which launched in October 2020, and the central Norfolk Museums Service YouTube account, which is shared by the other nine museum sites, now has a total of **641** subscribers.

Instagram continues to be the fastest growing platform, and we plan to launch a Museum of Norwich Instagram for 2022.

The Norwich Museums now have more than **62,441 followers** in total across the four platforms.

	Twitter	Facebook	Instagram	YouTube
Norwich Castle	14,671	12,976	6,974	440
Museum of Norwich	8,385	3,841	n/a	641*
Strangers' Hall	4,100	1,356	2,054	641*
Norwich Castle Art	3,418	n/a	3,585	440**
Totals:	30,574	18,173	12,613	1,081

*Represented on the central NMS YouTube account shared with the other 9 NMS sites

** Represented on the Norwich Castle Channel

Engagement and Reach

Norwich Castle's tweets were liked over 4000 times and re-tweeted 634 times between September and December. They earned over 400k impressions (the number of times an account's tweets have been seen.) The post engagement rate was 3.59%.

Norwich Castle's Facebook posts had a reach (the number of people who saw posts from the account) of 284.2k during this period, 3.6k likes or reactions to posts, 218 comments and 513 shares. The engagement rate for the page was 5.97%.

Norwich Castle's Instagram earned 231k impressions, 14k post likes, 252 comments and 192 post saves.

Tweets from **Museum of Norwich** were retweeted 196 times between September and November, and they received over 700 likes and 110.6k impressions.

Museum of Norwich's Facebook reach was 10,200 in between September and November, with over 3600 engagements (likes, comments, shares).


On Twitter, tweets from **Strangers' Hall** were retweeted 84 times. Their content earned 40.1k impressions and 541 likes.

Strangers' Hall's Facebook reach was 2207 from September to December and earned 247 engagements (comments, likes shares).

The **Strangers' Hall Instagram** reach was 1571, up 15% from the previous three month period, and their posts earned 254 likes, 4 comments and 9 post saves.


Norwich Castle Blog

The Norwich Castle blog, which also includes posts from Strangers' Hall and The Museum of Norwich, has earned nearly 4000 views between September and November. Highlights have included an interview with artist David Shenton to mark World AIDS day, and a post about medieval hand-washing.




Norwich Castle Museum & Art Gallery

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World AIDS Day: An Interview with 'Duvet of Love' creator, David Shenton
David Shenton, creator of the 'Duvet of Love'

[Edit](#)



Now Wash Your Hands!
Hand-washing and hygiene in medieval Europe

[Edit](#)




A Tribute to Sir Timothy Colman
A great supporter of Norwich Castle

[Edit](#)


YouTube Highlights

Video highlights in this period included films about the Norwich Friends Tapestry and the sword-fighting programme Knight School which went on the road to Latitude this summer.


Royal Palace Reborn: Transforming the Norwich Castle Keep ▶ PLAY ALL




The Norwich Friends Tapestry at Norwich Castle
Norwich Castle Museum & Art G...
301 views • 1 month ago




A Knight Out with Knight Club
Norwich Castle Museum & Art G...
289 views • 2 months ago




Norwich Castle Christmas Projections Soundtrack
Norwich Castle Museum & Art G...
158 views • 2 weeks ago



Norwich Castle: Royal Palace Reborn - Conserving Norwich Castle
Norwich Castle Museum & Art G...
159 views • 4 months ago



Tower Crane Installation at Norwich Castle Keep
Norwich Castle Museum & Art G...
357 views • 1 year ago



Norwich Castle: The Square Box on the Hill
Norfolk Museums Service
1.4K views • 3 years ago

Social Media and digital highlights:

The three Norwich sites marked Black History month on social media including posts on Justin Fashanu, Olaudah Equiano and other Black abolitionists, Pablo Fanque, Charles Yearly and the West African Frontier Force.



Other highlights have included the launch of the festive projections on the West wall of Norwich Castle, complete with an audio soundtrack available to listen to live on YouTube as you watch the projections, Strangers' Hall's popular #SelfieSaturday, and posts about the Norwich BID Christmas Crown Trail.

The three sites also took part in the National Lottery Heritage Fund's annual #ThanksToYou day on 19 November, where museums thank lottery players for their support with messages on social media.

