

Headline stats for Norwich Museums December 2020 - January 2021

Compiled February 2021

Audiences

The Norwich Museums have gained in total over 1200 new followers on the three key social media platforms (Facebook, Twitter and Instagram) since November 2020 (a 2.3% increase). In addition, Norwich Castle has gained 113 subscribers on the new 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 469 subscribers.

The Norwich Museums now have more than **56,000 followers** in total across the four platforms.

	Twitter	Facebook	Instagram	YouTube
Norwich Castle	14094	11027	5498	113
Museum of Norwich	8116	3243	n/a	469*
Strangers' Hall	3942	1195	1906	469*
Norwich Castle Art	3374	n/a	3141	n/a
Totals:	29,526	15,465	10,545	582

*central NMS YouTube account shared by the other 9 NMS sites

Engagement and Reach

Norwich Castle's tweets were liked over 4300 times and re-tweeted 778 times throughout December and January. They earned 598.3k impressions (the number of times our tweets have been seen.)

Norwich Castle's Facebook reach (the number of people who saw our content) was 68,197 across December and January, which is around 30% lower than the previous two months. This does appear to have been a trend across other NMS sites during the same period, perhaps as a result of the Christmas holidays and controversy around Covid restrictions taking up much of people's time and attention.

However, **Instagram** reach was 40,777 – 32% higher than the previous two months. The account ran a giveaway in January to celebrate reaching 5000 followers, which generated a lot of new followers and engagement. The prize was a one year museums pass.

The giveaway post had a reach of over 7,000 and resulted in over 200 profile visits. 63% of the accounts reached were not already following Norwich Castle on Instagram. The post received over 600 likes and over 500 comments. We have seen increased engagement on our posts since.

Tweets from **Museum of Norwich** were retweeted 148 times between December and January, and they received over 431 likes and 71.6k impressions.

Museum of Norwich's Facebook reach was 22,341 in December and January - down slightly (12%) on the previous two months, but they had a great success with posts about their Christmas quiz, which accounted for over 18,000 post views.

On Twitter, tweets from **Strangers' Hall** were retweeted 187 times. Their content earned 69.6k impressions and 758 likes.

Strangers' Hall's Facebook reach was 2,335 in December and January, a decrease of around 40% on the previous two months, in line with what we saw on Norwich Castle's Facebook posts. **Instagram** reach was down very slightly (5%) at 1,136.

Social Media highlights

In December we celebrated the festive season on our social media platforms using the hashtag **#MerryNMSmas**:

- **Norwich Castle** promoted meaningful and ethical Christmas gifts, including the Adopt an Object campaign for the Keep development, and the new Art UK online shop.
- **Strangers' Hall** shared an Advent calendar which highlighted objects across the collections and told the history of Christmas day by day. Highlights included [a performance of the earliest known Christmas carol, The Boar's Head carol](#), which dates from the fifteenth century, by trainee Natascha Allen-Smith, and [a reading of the seventeenth Ballad of Ashwellthorpe by the learning team's Susie Childerhouse](#).
- **Museum of Norwich** challenged the people of Norwich to a festive quiz with questions set by local partners including Visit Norwich, Jarrold, Norwich Lanes, Theatre Royal, and Norwich Cathedral.

[The Norwich Castle blog](#) released a number of new articles, including stories on the Jewish community in medieval Norwich and the origins of Santa Claus, featuring stunning objects from the collections. Strangers' Hall released a post on the Ballad of Ashwellthorpe which featured on the Norwich Castle blog.