

Headline stats for Norwich Museums February 2021 - July 2021

Compiled August 2021

Audiences

The Norwich Museums have gained in total over 4,077 new followers on the three key social media platforms (Facebook, Twitter and Instagram) since February 2021 (a 7.3% increase). In addition, Norwich Castle has gained 232 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 597 subscribers.

The Norwich Museums now have more than **60,500 followers** in total across the four platforms.

| | Twitter | Facebook | Instagram | YouTube |
|---------------------------|---------|----------|-----------|---------|
| Norwich Castle | 14,390 | 12,648 | 6332 | 345 |
| Museum of Norwich | 8254 | 3773 | n/a | 597* |
| Strangers' Hall | 4029 | 1343 | 1988 | 597* |
| Norwich Castle Art | 3403 | n/a | 3453 | n/a |
| Totals: | 30,076 | 17,764 | 11,773 | 942 |

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

Engagement and Reach

Norwich Castle's tweets were liked over 11,600 times and re-tweeted 2,300 times throughout December and January. They earned 1637.2k impressions (the number of times our tweets have been seen.)

Norwich Castle's Facebook reach (the number of people who saw our content) was 179,006 from February-July, which is around 15.5% lower than the previous six months. Staff sickness during the second half of this period had an impact on output from the Norwich Castle feeds.

Norwich Castle's Instagram reach was 71,894 down 10.9% on the previous six months. Further breakdown of the six-month period shows that the decline in reach was concentrated in the period February-April. Further analysis is needed, but it looks as if the increase in reach from May-July was driven by key posts around Norwich Pride and the sharing of images of the Castle Keep which attracted high levels of engagement. This fits with what we know about Instagram as a platform which is very much content-driven.

Tweets from **Museum of Norwich** were retweeted 537 times between February and July, and they received over 1500 likes and 268.6k impressions.

Museum of Norwich's Facebook reach was 12,002 in total February-July. This represents a significant decrease compared to the previous six months (down 83.4%). However, further

analysis shows that reach increased hugely as soon as the museum reopened in May (up by 97.7%).

On Twitter, tweets from **Strangers' Hall** were retweeted 337 times. Their content earned 153.6k impressions and 1370 likes.

Strangers' Hall's Facebook reach was 5721 from February to July, a decrease of around 50% on the previous six months. In contrast to the Museum of Norwich, the museum's Facebook performance was fairly steady during this period, perhaps reflecting the fact that, at the time of writing, the museum has only just reopened. However, the museum's **Instagram** account performed very strongly over the same period, with reach up by 61.9% at 2,900.

Social Media and digital highlights:

- Throughout February, Norwich Museums celebrated **LGBT+ History Month** and, as we do all year round, we continued to raise the visibility of LGBT+ people, their histories, lives and experiences through our collections. We promoted some fantastic events, activities and celebrations planned for museums around the Service through the official hashtag #LGBTHM21 and our own LGBTQ+ history hashtag, #QueerNMS. Curator-written articles on LGBT+ history were published on the [Norwich Castle blog](#)
- The month of March was dedicated to Women's History Month, celebrating the achievements of women throughout history, and Norwich Museums were proud to contribute. As with LGBT+ History Month, our museums shared stories of women linked to our collections, particularly International Women's Day on 8 March:
 - **Norwich Castle** highlighted the many famous women from Norfolk, whilst also remembering those whose story is less well-known. With the delightful 'Rosie's Plaques', they co-delivered content on some of Norwich's amazing women, particularly those whose story is not often told. They also delivered two new blog posts on [Margaret Paston](#) and [Boudica](#), and popular social media posts such as those dedicated to Edith Cavell and Margaret Fountaine.
 - **Strangers' Hall** also delivered brilliant blog posts, including those on [Sarah Glover](#) (inventor of the Norwich Sol-Fa System) and 'fine accomplish'd lady' [Margaret Wake Tryon](#).
- A new digital exhibition called [Castles in Reality, History and Myth](#) is now live to enjoy on the Art UK website. Curated by Dr Francesca Vanke, the exhibition anticipated the arrival at **Norwich Castle** of the magnificent painting *The Fortress of Konegstein from the North* by Bernardo Bellotto, on loan from the National Gallery.
- With the reopening of the museum, followers of **Museum of Norwich's** social media feeds enjoyed seeing local artist Owen Mathers at work creating a wonderful illustration in the windows at the front of the museum. Owen also created some social media graphics to promote the reopening.
- Working with artist Nick Stone who has a large social media following himself, **Museum of Norwich** has been promoting the exhibition 'Crome's Norwich' using #CromesNorwich, including an exclusive blog from Stone on his process of recreating scenes from Crome's paintings. This will go live on the blog later this summer.
- As well as blog posts and social media as part of International Women's Month, the social media team at **Strangers' Hall** started a new campaign called #SelfieSaturday where they share photos of the building each week. These have proved popular with followers who enjoy reminiscing about happy visits to the museum.

[The Norwich Castle blog](#), featuring posts from Museum of Norwich and Strangers' Hall, has published 25 posts since February 2021, including articles on art (Turner's *Walton Bridges*, the genius of John Crome), Natural History (Queer Nature, Fountaine-Neimy collection), social history (Sarah Glover and the Norwich Sol-Fa system), volunteering (volunteer at Strangers' Hall) and engaging young people in early manuscripts.