

Social Media

Headline stats for Norwich Museums 01 March 2022 – 31 May 2022

Compiled June 2022

Audiences

The Norwich Museums have gained **1,194** new followers on the three key social media platforms (Facebook, Twitter and Instagram) since February 2022 (a 2% increase). The Norwich Castle YouTube channel and the central Norfolk Museums Service YouTube channel, which is shared by the other nine museum sites, have gained **over 100** new subscribers during this period.

The Norwich Museums now have **65,048 followers** in total across the four platforms.

Facebook			
Account	Total Followers end February 2022	Total Followers end May 2022	% Increase (to the nearest 1%)
Norwich Castle	13,223	13,446	2%
Museum of Norwich	3,883	3,941	1%
Strangers' Hall	1,364	1,381	1%
Total:	18,470	18,786	2%
Twitter			
Account	Total Followers end February 2022	Total Followers end May 2022	% Increase (to the nearest 1%)
Norwich Castle	14,929	15,092	1%
Museum of Norwich	8,492	8,588	1%
Strangers' Hall	4,176	4,220	1%
Norwich Castle Art	3,443	3,467	0%
Total:	31,040	31,367	1%
Instagram			
Account	Total Followers end February 2022	Total Followers end May 2022	% Increase (to the nearest 1%)
Norwich Castle	7414	7681	4%
Strangers' Hall	2101	2198	5%
Norwich Castle Art	3,609	3,692	2%

Total:	13,124	13,571	3%
YouTube			
Account	Total Followers end February 2022	Total Followers end May 2022	% Increase (to the nearest 1%)
Norwich Castle	540	611	13%
Museum of Norwich	680*	713*	5%*
Strangers' Hall	680*	713*	5%*
Norwich Castle Art	540**	611**	13%*
Totals:	1,220	1,324	9%

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

** Represented on the Norwich Castle Channel

Engagement and Reach

Tracking engagement and reach/impressions tells us how many people are seeing our content and engaging with it. Facebook and Twitter calculate engagement slightly differently. Twitter expresses it as a percentage, showing what proportion of people who saw our content and then went on to engage with it (like/retweet etc). Generally speaking, an engagement rate of between 1% and 3% is considered good engagement from our followers.

Facebook and Instagram express engagements/interactions as a figure, although these are calculated differently (see notes below).

The tables below cover the period 01 March 2022 – 31 May 2022 unless otherwise stated.

Facebook

Site	Reach*	Engagements**	Link Clicks	Likes/Reactions	Comments	Shares
Norwich Castle	141,609	23,160	1,165	4,030	323	413
Museum of Norwich	18,984	5,834	1,024	1,731	182	106
Strangers' Hall	1,630	91	12	32	0	0

*The number of people who saw any content from our Page or about our Page, including posts, stories, ads, social information from people who interact with our Page and more.

**The number of times people engaged with our Page's content through reactions, comments, shares, clicks and profile visits.

Twitter

<i>Site</i>	<i>Impressions*</i>	<i>Engagement Rate</i>	<i>Link Clicks</i>	<i>Likes</i>	<i>Replies</i>	<i>Retweets</i>
Norwich Castle	257.5k	2.2%	304	2.8k	156	495
Museum of Norwich	75.9k	2.1%	38	663	32	169
Strangers' Hall	24.8k	2.0%	31	285	13	67

*The number of times a tweet has been seen (not unique users)

Instagram

<i>Site</i>	<i>Reach*</i>	<i>Post Interactions (likes, comments, saves)</i>
Norwich Castle	32,632	9,251
Strangers' Hall	649	39

*The number of unique accounts that saw any of our posts or stories at least once.

Engagement and followers for Strangers' Hall were down in this period due to staff capacity. A plan has been put in place and the new Digital Comms trainee will be assisting the team with their content, focusing on Instagram (our fastest-growing platform).

Norwich Castle Blog

The Norwich Castle blog, which also includes posts from Strangers' Hall and The Museum of Norwich, earned almost 4000 views in March, April and May. Post topics have included techniques and materials in Turner's 'Walton Bridges', archive photos juxtaposed with photos of the current building work, how structural engineers are using cutting edge AR technology in the construction of the new interiors, and the story of an incredibly detailed Lego model of the Castle.



Building Norwich Castle – in Lego!

A true labour of love

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Turner's 'Walton Bridges': Techniques & Materials

Exploring an early Turner

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Mixed Reality: 21st Century Technology Meets 12th Century Construction

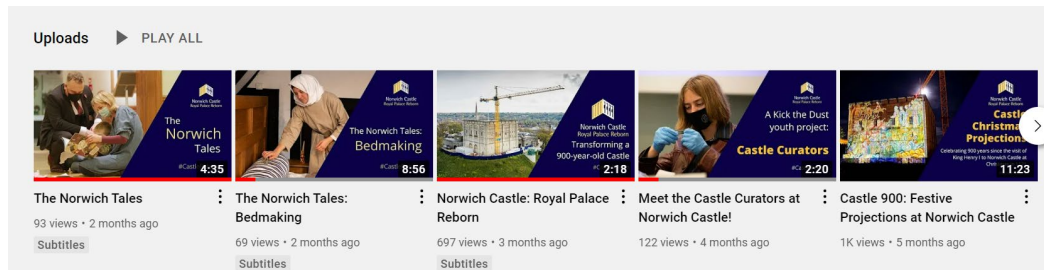
How we're using holographic technology to transform Norwich Castle

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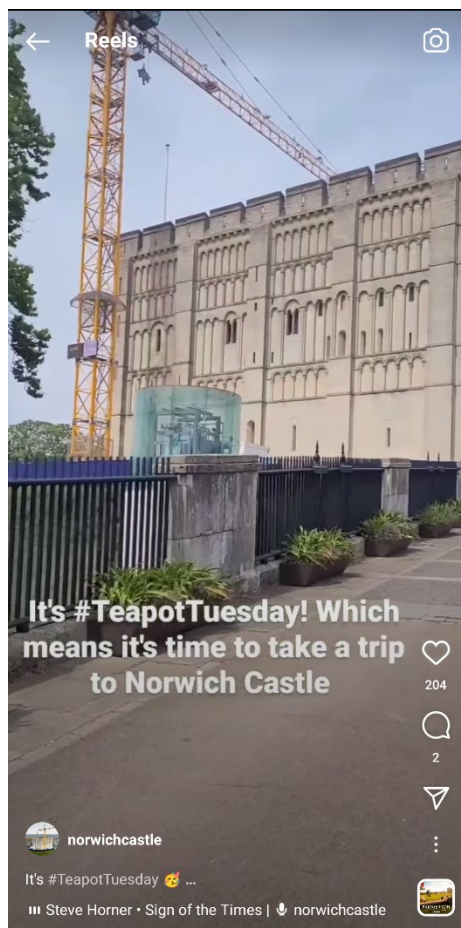


YouTube Highlights

The Norwich Castle channel has published two 'public' videos as part of the Royal Palace Reborn digital strand of activity, plus 12 'unlisted' films which are only available to those with the link. Nine of these are linked to the new Keeping It Regal trail around the city, as part of the Castle 900 celebrations, and the others are recorded versions of talks given by Royal Palace Reborn project staff to be shared with stakeholders. In total, our videos have earned **7,180 views** in this three month period.



Social Media and digital highlights:



A new feature on the Norwich Castle Instagram has been gaining attention from our followers: a series of Reels by our Digital Comms trainee, Beau Brannick. Beau has been interviewing curators and filming objects in our collection to create these short films especially for the Instagram audience. So far, they have had over 22,000 views since their launch in mid-April. Beau will be creating similar Reels for the Strangers' Hall Instagram.

In March, the Norwich social media feeds celebrated Women's History Month and International Women's Day with inspirational stories about women from our collections (and staff!).



The Norwich feeds also celebrated International Museums Day in May, and took part in the National Lottery Heritage Fund's *#ThanksToYou* week on social media as well as on site.