

Headline stats for Norwich Museums September - November 2020

7 December 2020

Audiences

The Norwich Museums have gained in total over 1500 new followers on social media since September 2020 (a 3% increase in two months). Across the three museum sites, we now have more than 54,000 followers in total on Facebook, Twitter and Instagram.

	Twitter	Facebook	Instagram
Norwich Castle	13,928	10908	4816
Museum of Norwich	8055	3197	n/a
Strangers' Hall	3903	1191	1883
Norwich Castle Art	3374	n/a	3047
Totals:	29260	15296	9746

Engagement and Reach

Engagement with our content on social media has remained strong, with **Norwich Castle's** tweets being liked over 6400 times and links in the Castle's tweets being clicked 878 times across September, October and November.

The handle **@NorwichCastle** was mentioned on Twitter almost 700 times between September and November.

Norwich Castle's Facebook reach was 121,165 – a 10% decrease from the previous three months - but the Instagram reach was over 200% higher than the previous three months. This is a useful indicator of how our audiences are engaging on different platforms which we'll continue to track in 2021.

Tweets from **Museum of Norwich** were retweeted 378 times between September and November, and they received over 1200 likes.

On Twitter, tweets from **Strangers' Hall** were retweeted 235 times and liked 932 times. We saw a similar trend to Norwich Castle on Facebook and Instagram, with Instagram reach increasing while Facebook reach decreased slightly.

Video Content

Norwich Castle launched a brand new YouTube channel on 15 October 2020 to coincide with the BBC's #MuseumPassion day on social media. The new channel has nearly 100 subscribers and has recently hosted the first 'season' of Talking Objects videos – a new ongoing series featuring Curators talking about a particular object in the collection. The first

set of four videos featured medieval objects which will be on display in the Castle Keep when it reopens following the Royal Palace Reborn redevelopment. This series will expand to include objects from other collections in 2021, starting with the Costume & Textiles collection to link in with the Textile Treasures exhibition which opens in January.

Find it here: <https://www.youtube.com/channel/UC83kl1D74KJu6N5armQ4hHg>

Funding from the Norwich Freeman's Charity has enabled the **Museum of Norwich at the Bridewell** and **Strangers' Hall** to deliver an engaging programme of digital activity including videos which were shared on YouTube and Facebook.

At the **Museum of Norwich**, a series of 6 films were created based in the city streets, encouraging visitors to link objects in the museum with Norwich stories, such as the route of the Mayoral parade that Snap takes, to retracing the story of Samson and locating medieval undercrofts a stone's throw from the museum.

At **Strangers' Hall**, the focus was on reimagining some of the key art works on display and linking animal motifs in the Hall to animals commonly found in the garden. These films were aimed at family audiences and were released weekly over the summer and October half term period.

To date, cumulatively, the films at the Museum of Norwich have reached over **140,000** people via Facebook. Films produced by Strangers' Hall have been viewed over **3000** times.

National Campaigns

All three Norwich sites took part in the BBC's #MuseumPassion hashtag day on social media on 15 October, highlighting some of the work we've been doing digitally since lockdown as well as creating new content especially for the day.

All three sites also marked the National Lottery's #ThanksToYou day on 19 November, including a special projection on the walls of Norwich Castle to thank lottery players for their support.

