

Headline social media statistics for Norwich Museums September 2020

Audiences

The Norwich Museums have gained in total almost 4000 new followers on social media since February 2020 (an 8% increase), including a 36% increase in followers to the Norwich Castle Instagram account. Across the three sites, we now have almost 53,000 followers in total on Facebook, Twitter and Instagram.

Video Content

The three Norwich museums have created and published 47 videos on the NMS YouTube channel since lockdown began, including the Museum of Norwich's popular Lockdown Living Room escape room challenge, a series on 'Secret Worlds' from Strangers' Hall, and 'Snap at Home' from Norwich Castle, an online version of their regular Early Years session hosted by Snap the Dragon.

Followers also enjoyed a number of shorter clips created specifically for social media platforms, such as behind the scenes videos looking at dresses in Norwich Castle's costume store.

During the period 1 March to 31 August 2020, Norwich Museums' video content generated just under 134,000 views (133,795 in total) across YouTube, Facebook and Twitter. (These platforms define one 'view' as someone watching the video for three seconds or longer.)

The Museum of Norwich increased their video output during the period 1 March–31 August 2020 which generated over 54,000 views – an increase of 13060% on the previous six-month period. This really shows the power of video content to engage our audiences.

Engagement

We had great audience engagement with our content throughout lockdown.

We saw a dramatic increase in our Twitter impressions (the number of times our tweets appeared in people's feeds, an indicator that more people are seeing and interacting with our content). For example, in July 2020, as a result of their Picturing the Pandemic campaign, the Museum of Norwich generated 142,000 impressions compared to 35,500 in February 2020 – a 300% increase.

We've also seen an increase in the number of retweets of our content over the past six months. In February 2020, tweets from Norwich Castle were retweeted 387 times, compared to 674 times in May 2020 - a 75% increase. This has remained fairly consistent as people begin to return to normal routines, with 549 retweets of Castle content in August.

Trends and National Campaigns

Joining in with national and international campaigns and hashtag events allowed us to share our collections with an even wider audience. Norwich Castle's entry to Yorkshire Museums' #CURATORBATTLE on the theme of 'Creepiest Object' (a pincushion in the shape of a peapod with tiny babies' heads instead of peas) received over 3700 likes and was retweeted

more than 500 times. It was even featured in a CNN article:

<https://edition.cnn.com/travel/article/museums-creepiest-objects-twitter/index.html>

Some of the most popular posts for the Museum of Norwich have been nostalgic photographs of Norwich in the 20th century. The museum ran a series of posts focusing on key workers in the city using historic photographs, including photos of nurses, shop workers and carers.

For Norwich Castle, followers have particularly enjoyed content which looked behind the scenes at the museum, such as 'unboxing' videos filmed in the costume stores, as well as posts focusing on objects in our collections and news of the upcoming Royal Palace Reborn project.

Followers of Strangers' Hall responded to their focus on Refugee Week in June, in particular their series looking at objects which contemporary Norwich residents have brought with them from their country of origin, such as a christening gown from Angola and flatbread from Uzbekistan.

Blog

The Norwich Castle blog launched in June 2020, and has so far published 22 posts including guest posts from the Museum of Norwich and Strangers' Hall. The blog has had almost 2500 views, with the three most popular posts being about construction starting on the Royal Palace Reborn project, Norwich Castle's decolonisation tour 'Taboo: Colonialism in the Decorative Arts', and 'Hidden Pride' – a guest post from Museum of Norwich on LGBT+ history on Norwich.