

Social Media

Headline statistics for Norwich Museums 01 September 2022 – 21 November 2022¹

Compiled November 2022

Audiences

The Norwich Museums have gained **1433** new followers on the three key social media platforms (Facebook, Twitter and Instagram) since the end of August 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 **102** new subscribers during this period.

The Norwich Museums now have **67,462 followers** in total across the four platforms.

Instagram has been the best performing platform in terms of followers, which is in line with expectations based on its continued popularity with audiences.

The figures for Twitter are noticeably lower than usual, which is perhaps explained by a wholesale cull of 'bot' accounts across the entire platform or, perhaps the current uncertainty about the future of Twitter following Elon Musk's recent takeover. Some users appear to have left the platform entirely and other museums have found the same thing over the past month. We'll continue to monitor this – and the future of the platform – over the coming months.

| Instagram | | | |
|--------------------|---------------------------------|----------------------------------|--------------------------------|
| Account | Total Followers end August 2022 | Total Followers 21 November 2022 | % Increase (to the nearest 1%) |
| Norwich Castle | 7,808 | 8,081 | 4% |
| Strangers' Hall | 2,275 | 2,335 | 3% |
| Norwich Castle Art | 3,832 | 3,939 | 3% |
| Total: | 13,915 | 14,355 | 3% |

| Facebook | | | |
|-------------------|---------------------------------|----------------------------------|--------------------------------|
| Account | Total Followers end August 2022 | Total Followers 21 November 2022 | % Increase (to the nearest 1%) |
| Norwich Castle | 13,815 | 14,233 | 3% |
| Museum of Norwich | 4,001 | 4,057 | 1% |
| Strangers' Hall | 1,412 | 1,403 | -1% |
| Total: | 19,228 | 19,693 | 2% |

¹ Reports are usually produced quarterly but this report was requested before the end of the quarter so only reflects the first 21 days of November.

| Twitter | | | |
|--------------------|---------------------------------|----------------------------------|--------------------------------|
| Account | Total Followers end August 2022 | Total Followers 21 November 2022 | % Increase (to the nearest 1%) |
| Norwich Castle | 15,344 | 15,371 | 0% |
| Museum of Norwich | 8,777 | 8,783 | 0% |
| Strangers' Hall | 4,271 | 4,274 | 0% |
| Norwich Castle Art | 3,494 | 3484 | 0% |
| Total: | 31,886 | 31,912 | 0% |

| YouTube | | | |
|--------------------|---------------------------------|----------------------------------|--------------------------------|
| Account | Total Followers end August 2022 | Total Followers 21 November 2022 | % Increase (to the nearest 1%) |
| Norwich Castle | 670 | 749 | 12% |
| Museum of Norwich | 730* | 753* | 3% |
| Strangers' Hall | 730* | 753* | 3% |
| Norwich Castle Art | 670** | 749** | 12% |
| Totals: | 1400 | 1502 | 7% |

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

** Represented on the Norwich Castle Channel

Engagement and Reach

The tables below cover the period 01 September 2022 – 21 November 2022 unless otherwise stated.

Facebook

| Site | Page Reach* | Likes/Reactions | Comments | Shares | Link Clicks |
|-------------------|-------------|-----------------|----------|--------|-------------|
| Norwich Castle | 153,961 | 4,671 | 487 | 414 | 1,676 |
| Museum of Norwich | 19,718 | 2,399 | 199 | 135 | 423 |
| Strangers' Hall | 2,132 | 98 | 88 | 3 | 18 |

*The number of people who saw content from or about our Page during this period

Twitter

| Site | Impressions* | Link Clicks | Likes | Replies | Retweets |
|-------------------|--------------|-------------|-------|---------|----------|
| Norwich Castle | 164.7k | 266 | 1.7k | 77 | 380 |
| Museum of Norwich | 37.5k | 78 | 362 | 22 | 126 |
| Strangers' Hall | 12.7k | 11 | 152 | 9 | 37 |

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

Instagram

| Site | Reach* | Post Interactions (likes, comments, saves) |
|-----------------|--------|--|
| Norwich Castle | 41,258 | 7966 |
| Strangers' Hall | 857 | 13 |

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

A plan is now in place to support the team at Strangers' Hall with social media, including marketing and collections content, which will boost both follower numbers and engagement.

Norwich Castle Blog

The Norwich Castle blog, which also includes posts from Strangers' Hall and The Museum of Norwich, earned over 4300 views between 01 September and 21 November.



A Paston Treasure: William Paston's 'pietre dure' tabletop

The story of a spectacular 17th century table-top

[Edit](#)



Building a Castle: Structure and Steels

How we're reinstating the original floor levels of a Norman royal palace

[Edit](#)



Why it's Time Pockets Make a Comeback

A history behind some of Norwich Castle's pockets and a step by step guide to creating your own.

[Edit](#)

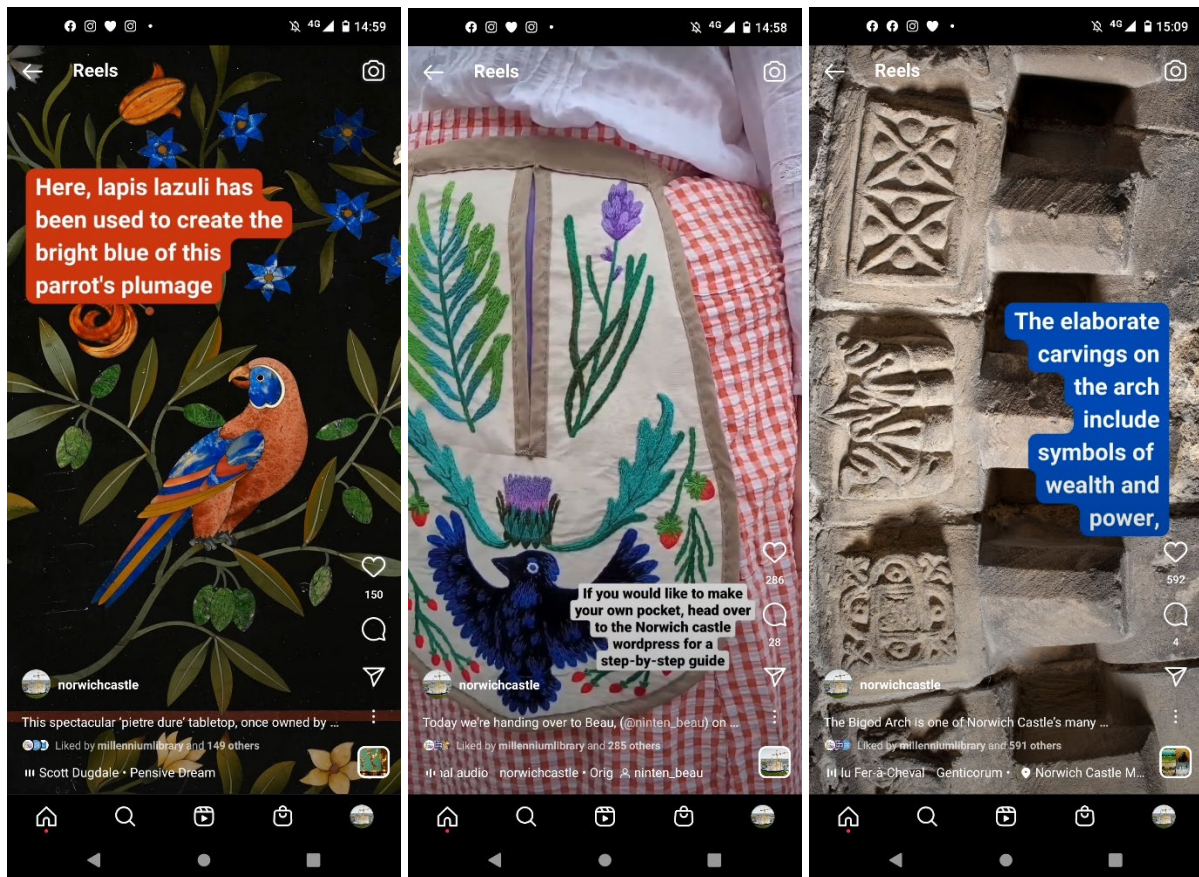
Recent posts have included an update on the Royal Palace Reborn building works, and a DIY guide to 18th century pockets.

One reply to the most recent post, on the acquisition of William Paston's table-top, reads:

"A fascinating exposition and visual representation of details that often are hard to study when looking at the piece when it was in the exhibition. This follow-up from the exhibition demonstrates the way in which such events can serve as a focus for research. It is a further tribute to the work of those at NMS and Yale who made possible the original exhibition back in 2018."

Social Media highlights:

The **Norwich Castle** social media team have continued to create short videos using Instagram's *Reels* function, including a focus on the Bigod Arch, a four-part exploration of 18th century pockets, and an in-depth look at the designs on our recently acquired *pietre dure* tabletop.



The Castle feeds have also promoted the current exhibition 'The Singh Twins: Slaves of Fashion' across our platforms, and shared a video tour of our past exhibition 'Textile Treasures' on YouTube.

The **Museum of Norwich** feeds have celebrated the museum's community work, including the Kick the Dust project on the Baedeker Raids in Norwich. There will be a digital element to this project in the form of recorded interviews with people who remember the raids, which will be uploaded to YouTube.

They have also promoted their exhibitions, such as their exhibition of Start-Rite shoes, their new Kett's Rebellion VR experience, and the museum's appearance on the Channel 4 series 'The Museum of Us'.

Strangers' Hall's feeds have shared their work with English Plus, a charity supporting new communities in Norwich to learn English, and promoted their events including tours and half-term activities. One particularly popular tweet celebrated the 122nd birthday of their wooden toilet seat!



Museum of Norwich
@museumofnorwich

We loved hosting the second session of Community Culture Club today. Our activity was inspired by the Norwich textile trade. Printing together was lots of fun - look at all that glorious colour!

Thank you @HeritageFundUK for your support

#wellbeing



5:01 PM · Nov 17, 2022 · Twitter for iPhone



Strangers' Hall
@StrangersHall

We have an anniversary! Our mahogany loo seat is 122 years old this September. Don't say that we can't find reasons to eat cake 🍰



National and Local campaigns

The Norwich sites marked Black History Month on social media, as well as Remembrance Day, Remembrance Sunday and Trans Day of Remembrance.

Halloween provided an opportunity to share some of the more spooky objects in our collections, and in November the Norwich feeds celebrated the National Lottery's #ThanksToYou day by sharing crossed-finger selfies – including one taken on the building site at Norwich Castle.



norwichcastle

norwichcastle Happy 28th birthday to The National Lottery! 🎉

Today we're saying #ThanksToYou. @TNLUK Players. Through @heritagefunduk you're helping us make our 900 year-old Castle accessible from basement to battlements, so even more visitors can experience life in a Norman royal palace!

Here's a big thank you from our staff and volunteers who are working on the redevelopment, from construction to communications - including our brilliant tapestry and textile volunteers! 🙌

@NationalLotteryGoodCauses

ID: A series of photos of museum staff and volunteers crossing their fingers and smiling at the camera. In one shot a group wear high-vis jackets and hard hats inside the building site at Norwich Castle. In another, a group of people sit around a table covered in embroidery panels. The third is a woman standing in front of Norwich Castle.

#NorwichCastle #NorfolkMuseums #TNLUK #NationalLottery #CastleReborn #Castle900 #LotteryPlayers #HeritageFund #NLHF

1 w



nationallotterygoodcauses Love this! 🙌 #ThanksToYou

1 w · 1 like · Reply

View Insights



Liked by millenniumlibrary and 125 others

NOVEMBER 14

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Post