

Social Media

Headline stats for Norwich Museums 01 December 2021 – 28 February 2022

Compiled February 2022

Audiences

The Norwich Museums have gained **1274** new followers on the three key social media platforms (Facebook, Twitter and Instagram) since November 2021 (a 2% increase). In addition, Norwich Castle has gained **100** 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 **680** subscribers.

The Norwich Museums now have **63,854 followers** in total across the four platforms.

Facebook			
Account	Total Page Followers November 2021	Total Page Followers February 2022	% Increase (to the nearest 1%)
Norwich Castle	12,976	13,223	2%
Museum of Norwich	3,841	3883	1%
Strangers' Hall	1,356	1,364	1%
Total:	18,173	18,470	2%
Twitter			
Account	Total Followers November 2021	Total Page Followers February 2022	% Increase (to the nearest 1%)
Norwich Castle	14,671	14,929	2%
Museum of Norwich	8,385	8,492	1%
Strangers' Hall	4,100	4,176	2%
Norwich Castle Art	3,418	3,443	1%
Total:	30,574	31,040	2%
Instagram			
Account	Total Followers November 2021	Total Page Followers February 2022	% Increase (to the nearest 1%)
Norwich Castle	6,974	7414	6%

Strangers' Hall	2,054	2101	2%
Norwich Castle Art	3,585	3,609	1%
	12,613	13,124	4%
YouTube			
<i>Account</i>	<i>Total Followers November 2021</i>	<i>Total Page Followers February 2022</i>	<i>% Increase (to the nearest 1%)</i>
Norwich Castle	440	540	23%
Museum of Norwich	641*	680*	6%*
Strangers' Hall	641*	680*	6%*
Norwich Castle Art	440**	540**	23%**
Totals:	1,081	1,220	13%

*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 December 2021 – 28 February 2022 unless otherwise stated.

Facebook

<i>Site</i>	<i>Reach*</i>	<i>Engagements**</i>	<i>Link Clicks</i>	<i>Likes/Reactions</i>	<i>Comments</i>	<i>Shares</i>
Norwich Castle	226,926	27,327	830	5,618	555	552
Museum of Norwich	16,931	5,113	865	1,629	106	77
Strangers' Hall	5,646	751	18	308	9	34

*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

Site	Impressions*	Engagement Rate	Link Clicks	Likes	Replies	Retweets
Norwich Castle	322.9k	1.9%	542	2.9k	129	512
Museum of Norwich	80.6k	1.8%	62	624	31	167
Strangers' Hall	36.5k	2.4%	58	398	16	103
Norwich Castle Art						

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

Instagram

Site	Reach*	Post Interactions (likes, comments, saves)
Norwich Castle	48,527	13,291
Strangers' Hall	1,154	475
Norwich Castle Art	2,875	1,261

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

Norwich Castle Blog

The Norwich Castle blog, which also includes posts from Strangers' Hall and The Museum of Norwich, has earned over 4000 views in December, January and February. Highlights have included a post on King Henry I's visit to Norwich in 1121, to link with the Christmas projections on the Castle's west wall, and a look behind the scenes on the building site focusing on excavations and discoveries in the former entrance area at Norwich Castle.



What Lies Beneath: Archaeological Excavations at Norwich Castle

Uncover the secrets of Norwich Castle's main entrance as we lift the floor!

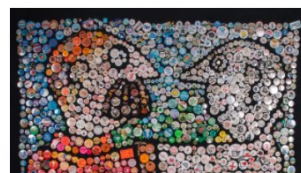
[Edit](#)



The Royal Christmas, or what happened in Norwich 900 years ago

Relive a royal visit in 1121!

[Edit](#)



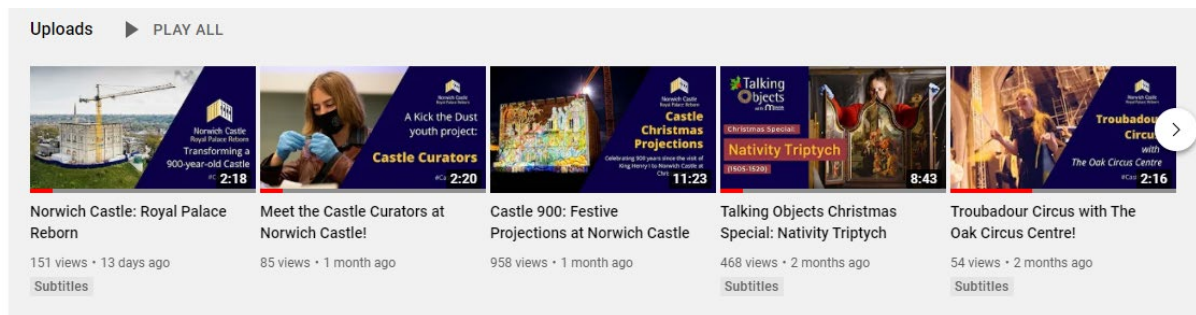
World AIDS Day: An Interview with 'Duvet of Love' creator, David Shenton

David Shenton, creator of the 'Duvet of Love' kindly agreed to be interviewed on his incredible piece for World AIDS Day.

YouTube Highlights

The Norwich Castle channel has published six videos since 1 December 2021, as part of the Royal Palace Reborn digital strand of activity. These include films with young people who have participated in the Castle Curators and Troubadour Circus programmes, a special Christmas 'Talking Objects' video with Project Curator Agata Gomolka, a filmed presentation

of the Christmas projections as part of the Castle 900 programme, and a brand new project overview film exploring the five key aims of the project. The Christmas projections and Talking Objects special proved especially popular with our audience, earning over 1500 views on YouTube.



Social Media and digital highlights:



A particular highlight on the Norwich Castle social media feeds has been a campaign linked to the exhibition Textile Treasures, managed and delivered by Digital Comms trainee Beatrice Prutton. This has included object highlights, behind the scenes insights and interviews with artists involved in the show.

Our audiences have also enjoyed regular updates on Norwich Castle's Royal Palace Reborn project with a regular series of posts every Monday under the hashtag #CastleReborn. These have included behind the scenes updates – posts about the new toilet block have been popular – and insights into how the team have made decisions around furnishings, object selection and layout. The new project overview film was a great success on Facebook in particular, reaching over 18,000 people reached within the first 24 hours. After the first two weeks the post has received more than 150 shares and nearly 600 positive 'reactions'.

The Norwich sites marked LGBT+ History month in February, including posts on LGBT+ artists in the Castle's art collection and David Shenton's 'Duvet of Love', on display as part of the Textile Treasures exhibition.



Christmas offered an opportunity to share festive collections, and a beautifully decorated Strangers' Hall was especially popular with our followers. The Norwich sites also took part in and promoted the Norwich Crown Trail with Norwich BID throughout December, and promoted the Christmas Projections on the wall of the Castle.