

Social Media

Headline stats for Norwich Museums 01 June 2022 – 31 August 2022

Compiled September 2022

Audiences

The Norwich Museums have gained **1323** new followers on the three key social media platforms (Facebook, Twitter and Instagram) since the end May 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 **76** new subscribers during this period.

The Norwich Museums now have **66,429 followers** in total across the four platforms.

Facebook			
Account	Total Followers end May 2022	Total Followers end August 2022	% Increase (to the nearest 1%)
Norwich Castle	13,446	13,815	3%
Museum of Norwich	3,941	4,001	2%
Strangers' Hall	1,381	1,412	2%
Total:	18,786	19,228	2%
Twitter			
Account	Total Followers end May 2022	Total Followers end August 2022	% Increase (to the nearest 1%)
Norwich Castle	15,092	15,344	2%
Museum of Norwich	8,588	8,777	2%
Strangers' Hall	4,220	4,271	1%
Norwich Castle Art	3,467	3,494	1%
Total:	31,367	31,886	2%
Instagram			
Account	Total Followers end May 2022	Total Followers end August 2022	% Increase (to the nearest 1%)
Norwich Castle	7,681	7,808	2%
Strangers' Hall	2,198	2,275	4%
Norwich Castle Art	3,692	3,832	4%
Total:	13,571	13,915	3%

YouTube			
Account	Total Followers end February 2022	Total Followers end May 2022	% Increase (to the nearest 1%)
Norwich Castle	611	670	10%
Museum of Norwich	713*	730*	2%
Strangers' Hall	713*	730*	2%
Norwich Castle Art	611**	730*	2%
Totals:	1,324	1400	6%

*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 June 2022 – 31 August 2022 unless otherwise stated.

Facebook

Site	Reach*	Engagements**	Link Clicks	Likes/Reactions	Comments	Shares
Norwich Castle	179,554	23,792	1,972	3,321	303	254
Museum of Norwich	11,409	4,473	865	1,022	63	45
Strangers' Hall	3,450	256	9	87	6	9

*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	264.5k	2.7%	249	5.2k	165	644
Museum of Norwich	55.5k	2.1%	48	537	35	128
Strangers' Hall	26.0k	2.5%	21	392	14	88

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

Instagram

Covering period 7 June – 31 August due to restrictions on Instagram's 'Insights' tools

Site	Reach*	Post Interactions (likes, comments, saves)
Norwich Castle	25,606	7,285
Strangers' Hall	1,081	125

*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, earned almost 4000 views between 01 June and 31 August. Our most recent post explored the untold story of indigenous collectors who contributed to our Natural History collection.



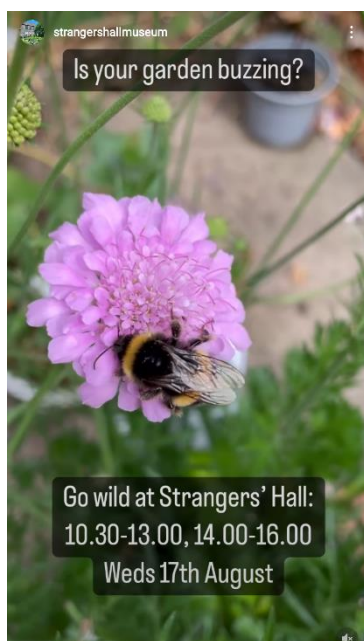
Klaas's Cuckoo, *Chrysococcyx klaas*
NWHCM : 1855.79.14

Social Media highlights:



Following the success of Reels on the Norwich Castle Instagram as mentioned in the last report, the social media team continued to create these short videos on the Castle feed, including a two-part introduction into how the Castle would have looked in the 12th century and a showcase of some of the summer holiday activities happening in the museum. These have continued to be popular with our audience, gaining a total of **26,702 views** to date.

Over the summer holidays, all three sites have promoted the activities and events happening on site, including Strangers' Hall's family activity day, 'Go Wild in the Garden', and Museum of Norwich's collaborative dinosaur craft activity, where visitors were invited to add a square to Terry the Triceratops. Visitors could follow Terry's progress using **#GoGoTerry** on Twitter and Facebook.



Over the summer, the Norwich Castle Instagram has also been running a weekly feature researched and written by Marr Sinisi, a participant with the Kick the Dust programme, who is interested in how museums engage audiences using social media. Marr created a series of grid posts and Stories called 'Mystery Object Challenge', which challenge our followers to guess the stories behind various objects from the Castle's collections. Each week followers can vote in a poll via Instagram Stories to guess what they think the object is, and the next day the answer is revealed on our feed. The series ends in September and a separate report will be produced to show the results, but engagement with the posts has been high so far.



National and Local campaigns

The Norwich feeds marked Refugee Week in June, including promoting a special walking tour focusing on the Strangers and Huguenots.

In July, the Norwich sites celebrated Norfolk Day and Norwich Pride on social media with related objects from our collections.