



**King's Lynn and West Norfolk Area Museums
Committee**

**Monday, 12th January, 2026 at 3.00 pm
in the Council Chamber, Town Hall, Saturday Market
Place, King's Lynn PE30 5DQ**

**Reports marked to follow on the Agenda and/or Supplementary
Documents**

1. **Review on Marketing Plans** (Pages 2 - 4)

Social Media Audiences at the Lynn Museum

Contact

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Summary Report: social media at Lynn Museum
January 2025 to January 2026

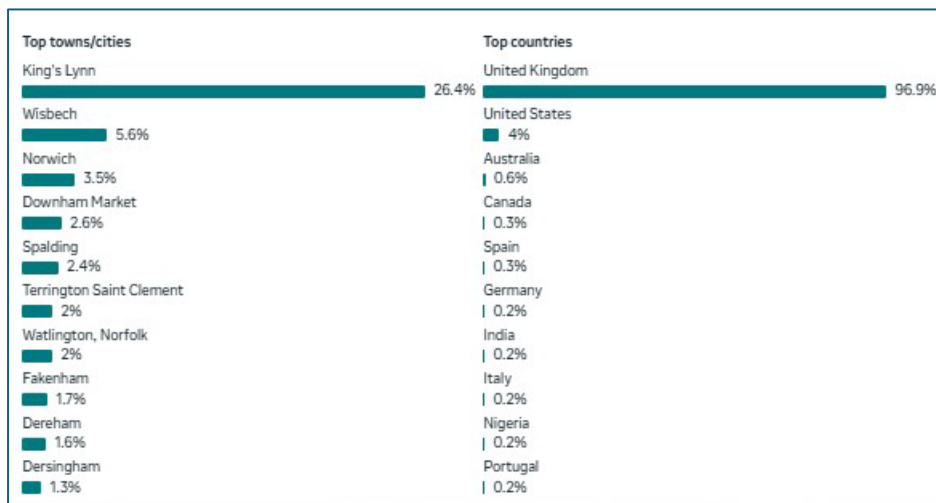
Social media at Lynn Museum with a focus on who our visitors are and where they're finding information about us from.

Reporting period 5 Jan 2025 to 5 Jan 2026 unless stated otherwise.

Audiences

Facebook

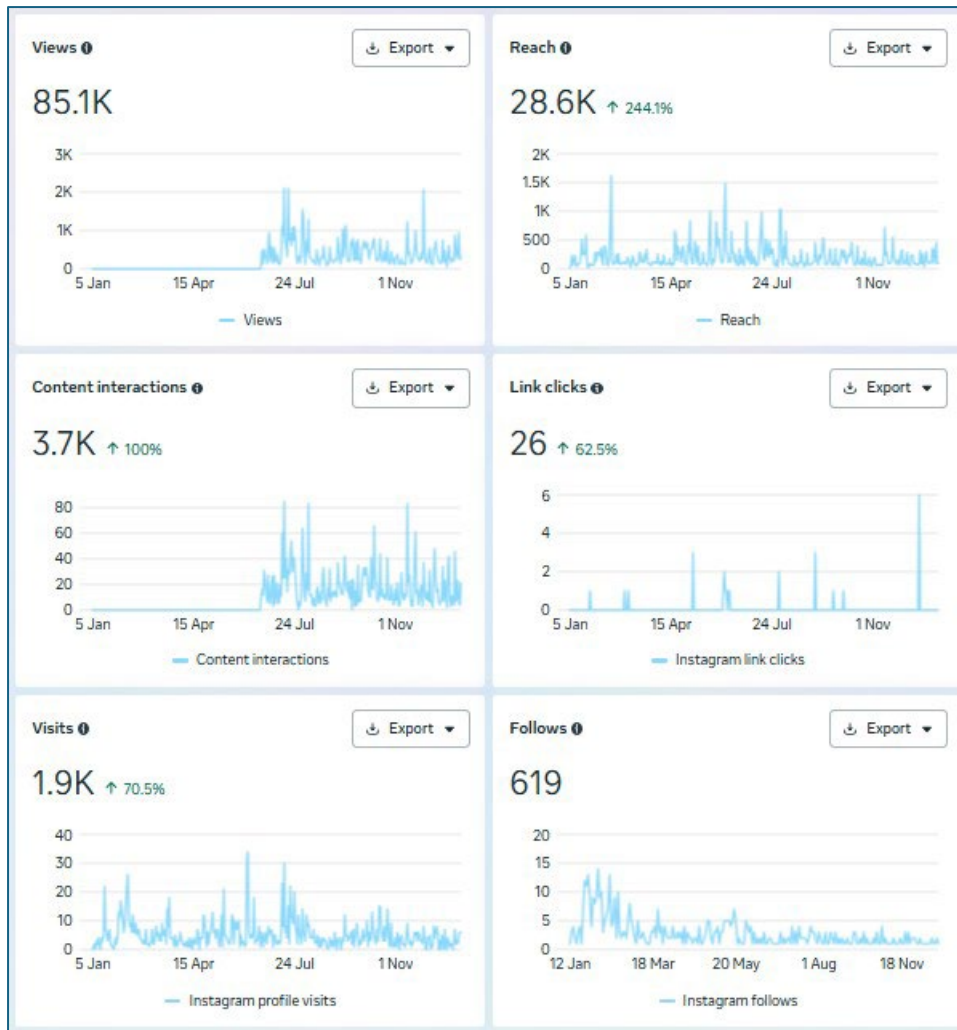
Lynn Museum has 2,500 followers on Facebook. 97% of followers are based in the UK, with 26% in King's Lynn, followed by audiences based in Wisbech, Norwich, Downham Market and Spalding, Lincolnshire. 80% of followers are female, and the majority are aged 25 to 64. Content posted by Lynn Museum on Facebook received over 1.1 million views during the reporting period.



Data source: Meta. Location data of followers of Lynn Museum on Facebook.

Instagram

Lynn Museum has 930 followers on Instagram. 70% are based in the UK, with Norwich and King's Lynn representing the location for 20% of followers, followed by London, Wisbech and Cambridge. Content posted by Lynn Museum received 85,000 views during the reporting period. All metrics on this platform are extremely positive, with reach growing 244%, visits to the Instagram profile up 70% and link clicks up 60%. This suggests this platform is on a positive upward trajectory in terms of reaching and engaging new followers.

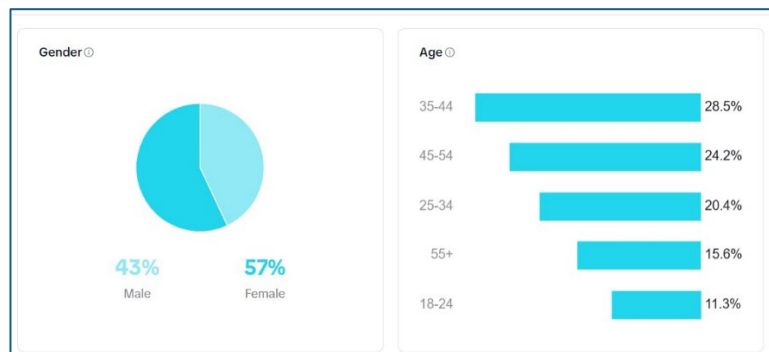


Data source: Meta. Metrics relating to Lynn Museum on Instagram.

TikTok: As the only Norfolk Museum site to be actively posting on TikTok, Lynn Museum are trailblazers for the service, although many other museums publish on this platform. Having launched the account in November 2024, content posted received close to 300,000 views during the reporting period, with over 265,000 unique users reached.

Whilst three quarters of TikTok followers of Lynn Museum are aged 25-54, Lynn is doing a great job at engaging the hard-to-reach 18-24 year old segment with 11% of followers in this age range.

Data about the geographic location of engaged accounts should be understood with caution. King's Lynn appears to be the single highest geographic location of users, not unsurprisingly. However, this location appears to account for only 3.4% of users engaging with Lynn Museum content. TikTok users do not have to declare their location and therefore data should be handled with caution.



Data source: TikTok. Demographic data for followers of Lynn Museum on TikTok. Date range 5 Jan 2025 to 3 Jan 2026.