

# Social Media

## Headline stats for Lynn Museum 01 June 2022 – 31 August 2022

Compiled September 2022

### Audiences

Lynn Museum has gained **226** new followers on their two key social media platforms (Facebook and Twitter) since the end of May 2022 (a 5% increase). Lynn Museum now has **4,839 followers** in total across the two platforms.

|                 | Followers end of May 2022 | Followers end of August 2022 | Increase (to the nearest %) |
|-----------------|---------------------------|------------------------------|-----------------------------|
| <b>Facebook</b> | 1,230                     | 1,341                        | 9%                          |
| <b>Twitter</b>  | 3,383                     | 3,498                        | 3%                          |
| <b>Total</b>    | 4,613                     | 4,839                        | 5%                          |

### 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.

The tables below cover the period 01 June – 31 August 2022 unless otherwise stated.

#### Facebook

| Reach* | Engagements** | Link Clicks | Likes/ Reactions | Comments | Shares |
|--------|---------------|-------------|------------------|----------|--------|
| 51,536 | 7,658         | 109         | 3,129            | 285      | 99     |

\*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

| Impressions* | Engagement Rate | Link Clicks | Likes | Replies | Retweets |
|--------------|-----------------|-------------|-------|---------|----------|
| 98.9k        | 3.2%            | 67          | 1.4k  | 45      | 347      |

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

## Social Media and digital highlights:

Lynn's social media feeds have continued to highlight Seahenge with their ongoing series of [#SeahengeSunday](#) posts. Author Elly Griffiths joined in too, tweeting a photo of her visiting the timbers at Lynn Museum which received nearly 600 likes.

They have also continued with their regular feature [#TaylorsTuesday](#), featuring posts on the history of local seed merchants Taylors.

A particular highlight of the Lynn Museum feeds have been posts promoting the tour of Turner's 'Walton Bridges' (1806) with their weekly [#TurnerThursday](#). This weekly feature introduces details from the painting, fascinating facts about Turner and his work, and contextual information about the society in which Turner lived and worked.



Lynn Museum  
@Lynn\_Museum

Details in Turner's Walton Bridges tell us the time it was painted.

The direction of shadows suggests it is late afternoon. Three plants in the painting are Arrowhead, Meadowsweet and Yellow Water-lily. They bloom in midsummer, so the season is June or July!

[#TurnerThursday](#)



Elly Griffiths  
@ellygriffiths

For [#SeahengeSunday](#) here's a picture of me with the actual timbers [@Lynn\\_Museum](#). Also, stand by for a special announcement about Cathbad and seahenge 😊

