

MuseumWeek 2024 and its digital impact ■ v1

by Culture For Causes Network, 17 June 2024



MuseumWeek

stats by



Talkwalker

Global results

102,4k

HASHTAGS MENTIONS

505,6k

ENGAGEMENT

87,9 BILLIONS

POTENTIAL REACH

36,400

UNIQUE AUTHORS ENGAGED

HASHTAGS

#MuseumWeek	56,9k
#BehindTheScenesMW	5,6k
#ArtificialIntelligenceMW	4,6k
#BiodiversityMW	17,7k
#NatureSelfieMW	3,9k
#UrbanNatureMW	3,4k
#WaterMW	6,7k
#CoexistMW	3,7k



MuseumWeek

stats by



Global results ■ top countries



stats by Talkwalker

Rank	Participant	Total Engagement	Country
1	Granaderos a Caballo	64739	Argentina
2	Château de Chambord	19595	France
3	Museo Guggenheim Bilbao	17707	Spain
4	Museo Soumaya	7195	Mexico
5	Yad Vashem	4848	Israel
6	Peggy Guggenheim Collection	4640	Italy
7	Museo Violeta Parra	4571	Chile
8	Complesso monumentale e Biblioteca dei Girolamini	3524	Italy
9	Musei in Comune Roma	3377	Italy
10	Museo Sorolla	2848	Spain
11	Mime Mascaró	2781	Argentina
12	Museu Picasso Barcelona	2643	Spain
13	Official Turkish Museums	2349	Turkey
14	Maharaja Sawai Man Singh II Museum	2210	India
15	Museo de Arte de Puerto Rico	2143	Puerto Rico

Global results ■ top countries



stats by Talkwalker

Rank	Participant	Total Engagement	Country
16	Musei Reali Torino	2084	Italy
17	Westminster Abbey	1960	United Kingdom
18	Museo Archeologico Nazionale di Eboli	1770	Italy
19	Museo del Carbone	1758	Italy
20	Museo Naval	1666	Spain
21	Castello di Rivoli	1567	Italy
22	Museos del Banco de la República	1343	Colombia
23	Mehrangarh Museum Trust	1339	India
24	Parchi archeologici di Paestum e Velia	1292	Italy
25	Museo Arqueológico Nacional	1212	Spain
26	Archivio Storico Olivetti	1205	Italy
27	Museo de la Cárcova	1198	Argentina
28	Tsarskoe Selo Museum and Heritage Site	1082	Russia
29	Château de Chenonceau	1036	France
30	Château de Chantilly	1025	France

Global results ■ top countries



stats by Talkwalker

Rank	Participant	Total Engagement	Country
31	Musei di Genova	918	Italy
32	Paolo Ignazio Marong	865	Italy
33	Sharjah Museums	849	United Arab Emirates
34	Benito Quinquela Martín Museum	817	Argentina
35	Museo de Arte Moderno de Buenos Aires	798	Argentina
36	Museo Egizio Torino	784	Italy
37	Museo del Genoa	756	Italy
38	Museu d'Arqueologia Catalunya	753	Spain
39	Dnipro Museum	741	Ukraine
40	Au Louvre j'aime	732	France
41	Complejo Arqueológico El Brujo	706	Peru
42	Jaipur City Palace	699	India
43	Villa Bernasconi	697	Suisse
44	Museu de Arte Murilo Mendes	656	Brazil
45	Philbrook Museum of Art	644	United States

Global results ■ top countries



stats by Talkwalker

Rank	Participant	Total Engagement	Country
46	Canary Mission	640	United States
47	Museo de la Evolución Humana	615	Spain
48	Museo della Canapa	591	Italy
49	Opera di Santa Croce	586	Italy
50	BIENALSUR	579	Argentina
51	Casa Museo Quinta de Bolívar	574	Colombia
52	Museu das Culturas Indígenas	573	Brazil
53	Alfonso Miranda M	553	Mexico
54	Lippisches Landesmuseum	553	Germany
55	Nova Scotia Museum	542	Canada
56	R&D wing of Ministry of Defence Govt. of India	539	India
57	Camille Harlé Vargas	530	France
58	Guggenheim Bilbao	503	Spain
59	Royal Tyrrell Museum of Palaeontology	500	Canada
60	Museo Bellas Artes Bilbao	499	Spain

Global results ■ top countries



stats by Talkwalker

Rank	Participant	Total Engagement	Country
61	Museo Sorolla	496	Spain
62	Fundació Joan Miró, Barcelona	481	Spain
63	Musei Reali Torino	471	Italy
64	CGT SEGAP	460	Spain
65	Museo Paleontológico de Elche (MUPE)	449	Spain
66	Guggenheim Museum	445	United States
67	Musa Museo De Las Artes	444	Mexico
68	Museo Picasso Málaga	443	Spain
69	Museos de la Untref	427	Argentina
70	東京国立近代美術館 MOMAT	412	Japan
71	Museo archeologico nazionale di Venezia	409	Italy
72	NHM Library and Archives	407	United Kingdom
73	Turismo de Segovia	389	Spain
74	Departamento Cultural do Corinthians	387	Brazil
75	Ministerio de Ciencia, Tecnología y Medio Ambiente	372	Cuba

Global results ■ top countries



stats by Talkwalker

Rank	Participant	Total Engagement	Country
76	Museo Artequin	371	Chile
77	This Is My Glasgow	369	United Kingdom
78	Museu do Ingá	363	Brazil
79	Senckenberg	362	Germany
80	SOCIALbest	361	Italy
81	Museo del Oro de Colombia	356	Colombia
82	Forum da Cultura	338	Brazil
83	Canadian Museum of History	337	Canada
84	MuNDA - Museo Nazionale d'Abruzzo	334	Italy
85	Museo de Belas Artes da Coruña	330	Spain
86	Ashmolean Museum	329	United Kingdom
87	Museo de Arte Tigre	321	Argentina
88	Castello e Parco di Miramare	320	Italy
89	Museu de Prehistòria de València	319	Spain
90	Tomato Industrial Museum	317	Greece

Global results ■ top countries



stats by Talkwalker

Rank	Participant	Total Engagement	Country
91	Museu Parque Histórico de Carambeí	314	Brazil
92	Museo Etrusco Villa Giulia Roma	313	Italy
93	Museu Nacional d'Art de Catalunya, MNAC	310	Spain
94	Refik Anadol	307	Turkey and United States
95	Dr Marina Escolano-Poveda	300	United Kingdom
96	Cardiff Curator	299	United Kingdom
97	Fundacion Phelps	291	Venezuela
98	Musée Guimet	291	France
99	Museu Dr. Américo Werneck	288	Brazil
100	Great Lakes Museum	283	United States
101	Germanisches Nationalmuseum	282	Germany
102	Museu Abelló	276	Spain
103	Museo Luis Perloti	275	Argentina
104	Museu de Prehistòria de València	274	Spain
105	Ministerio de las Culturas	267	Chile

Global results ■ top countries



stats by Talkwalker

Rank	Participant	Total Engagement	Country
106	Museo de Arte e Historia de Guanajuato	267	Mexico
107	Papalote Museo del Niño Monterrey	260	Mexico
108	Musei Nazionali Lazio	259	Italy
109	Museo Nacional de Escultura	254	Spain
110	Mendy Howe	246	Unidentified
111	Esteban Torres Hormazábal	245	Chile
112	Museo Nacional de Bellas Artes	241	Chile
113	Museu de Menorca	238	Spain
114	Museo Accorsi-Ometto	237	Italy
115	E S P U M A	232	Argentina
116	Museo Arqueológico Nacional de España	230	Spain
117	Museu Nacional Soares dos Reis	230	Portugal
118	Ecomuseo Pazo de Arxeriz	229	Spain
119	MAS SP - Museu de Arte Sacra de São Paulo	228	Brazil
120	Museo de la Independencia Casa del Florero	226	Colombia

Global results ■ top countries



stats by Talkwalker

Rank	Participant	Total Engagement	Country
121	Espacio Cultural Infonavit	221	Mexico
122	Galleria Spada	221	Italy
123	Musée Magnin	219	France
124	Alūksnes Bānīša stacija	219	Latvia
125	Museo de Jaén	217	Spain
126	Musée Lalique	215	France
127	Rocca Roveresca di Senigallia	213	Italy
128	Museo Nacional de Cerámica y Artes Suntuarias González Martí	212	Spain
129	Bellas Artes Arg	208	Argentina
130	Museo Vizcaínas	207	Mexico
131	Museo di Storia Naturale	203	Italy
132	Aloisio Arnaldo	203	Unidentified
133	Ullapool Museum	201	United Kingdom
134	Innova Salud y Cultura	201	Spain
135	Museo Archeologico Nazionale di Pontecagnano	200	Italy

Global results ■ top countries



stats by Talkwalker

Rank	Participant	Total Engagement	Country
136	MARQ Alicante	199	Spain
137	Museu Arqueológico Nacional	197	Italy
138	Miramare Museo Storico e il Parco del Castello	194	Italy
139	Museo Archeologico di Milano	194	Italy
140	Solway Aviation Museum	193	United Kingdom
141	Museo Romano	193	Italy
142	Le Robert	191	France
143	Bibliothèque - Cité des sciences et de l'industrie	191	France
144	Museo Archeologico Nazionale di Napoli	191	Italy
145	ARTE es ÉTICA	190	Unidentified
146	Antica Capua Circuito Archeologico	189	Italy
147	The Warhol Museum	189	United States
148	Guardia Civil	189	Spain
149	Museu Benfica - Cosme Damião	188	Portugal
150	Museu Municipal Gustavo Teixeira	185	Brazil

Global results ■ top countries



stats by Talkwalker

Rank	Participant	Total Engagement	Country
151	Museu d'Arqueologia de Catalunya	185	Spain
152	Count's Kustoms	185	United States
153	Archives nationales de France	182	France
154	Museo y Zona Arqueológica del Templo Mayor	180	Mexico
155	Patrimonio UGR	178	Spain
156	Donegal County Museum	178	Ireland
157	Museo Histórico Nacional Chile	177	Chile
158	Museo Oriental	177	Spain
159	Arctic Convoy Museum	175	United Kingdom
160	Canadian Museum of Nature	174	Canada
161	Museo Nacional de Arte Romano	172	Spain
162	Collège Select Aviation	169	Canada
163	Museo de Colonia	167	Uruguay
164	National Center for Cultural Heritage	166	Maldives
165	Museu Marítim de Mallorca	166	Spain

Global results ■ top countries



stats by Talkwalker

Rank	Participant	Total Engagement	Country
166	San Telmo Museoa	165	Spain
167	Museu de Guissona Parc Arqueològic de Ilesso	164	Spain
168	Barnsley Museums	164	United Kingdom
169	Museo Archeologico Nazionale di Aquileia	161	Italy
170	Le Grand Filon	161	France
171	Museo de Arte e Historia de Guanajuato	161	Mexico
172	Albaola Itsas Kultur Faktoria	158	Spain
173	Museo Pontecagnano	158	Italy
174	Marieta Poey Caridad	156	Cuba
175	Magicien du chaos	155	France
176	Museo Setificio Monti	154	Italy
177	Casa Fiat de Cultura	153	Brazil
178	Museo Carmen Thyssen Málaga	151	Spain
179	Museo de la Historia de Penco	150	Chile
180	Donjon de Bazoges en Pareds	149	France

Global results ■ top countries



stats by Talkwalker

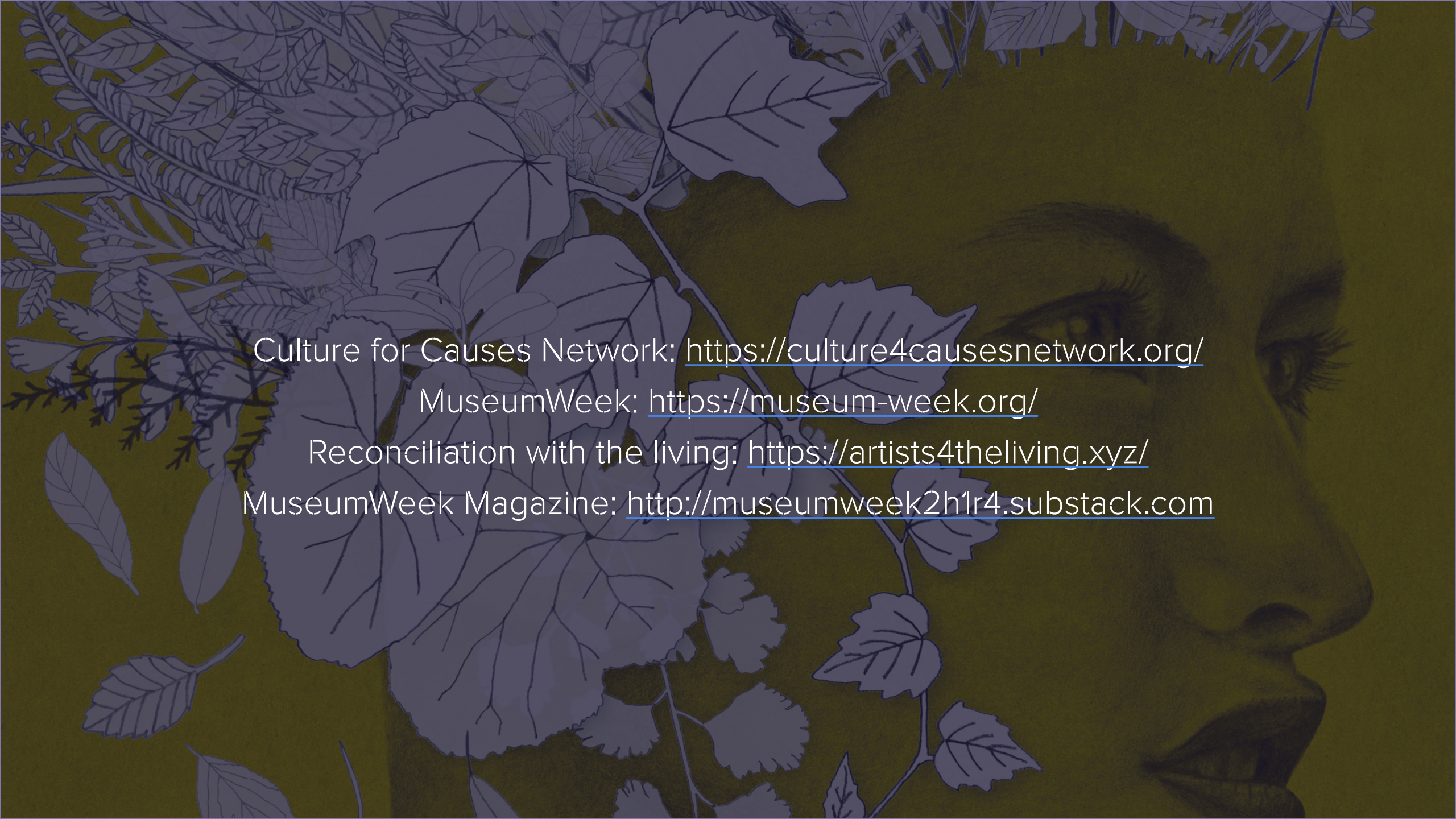
Rank	Participant	Total Engagement	Country
181	TurismodeSegovia	148	Spain
182	Dicas de Viagem das Chicas	147	Brazil
183	El Museo Canario	147	Spain
184	Mart - Museo di arte moderna e contemporanea di Trento e Rovereto	146	Italy
185	Museo Nacional Ferrocarriles	144	Mexico
186	MoEF&CC	144	India
187	Museo Bosco Capodimont	142	Italy
188	Crawford Art Gallery	139	Ireland
189	Old Treasury Building	138	Australia
190	Columbia River Maritime Museum	137	United States
191	Museo del Risparmio	137	Italy
192	Carlos Aguilar	137	United States
193	ICOM Argentina	135	Argentina
194	Rocca Roveresca	135	Italy
195	Museo Nazionale Etrusco di Villa Giulia	134	Italy
196	Billkin x PP Universe	134	Thailand

Global results ■ top countries



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Rank	Participant	Total Engagement	Country
197	Colchester Museums	134	United Kingdom
198	Barber Institute	132	United Kingdom
199	Museu - Port de Tarragona	131	Spain
200	Ipswich Museums	131	United Kingdom
201	Séléné BM Bordeaux	131	France
202	Museo de Arte Contemporáneo	130	Colombia
203	MUSEO TEXTIL DE OAXACA	130	Mexico
204	Claro Colombia	130	Colombia
205	町田市民文学館 ことばらんど	130	Japan
206	Maldives National Museum	127	Maldives
207	Dr. JoAnn Palmeri	127	United Kingdom
208	Save Cultural Heritage Group	126	Pakistan
209	Mehrangarh Fort	126	India
210	Musée d'art contemporain de Lyon	125	France
211	Yad Vashem Hebrew	124	Israel
212	Secretaría de Agricultura y Desarrollo Rural	124	Mexico
213	Cavan County Museum	123	Ireland



Culture for Causes Network: <https://culture4causesnetwork.org/>
MuseumWeek: <https://museum-week.org/>
Reconciliation with the living: <https://artists4theliving.xyz/>
MuseumWeek Magazine: <http://museumweek2h1r4.substack.com>