



CULTURE FOR CAUSES NETWORK PRESENTS
MUSEUMWEEK 2022
RESULTS

With the support of



Data by



EDITO

Dear professionals from Galleries, Libraries, Archives and Museums, dear friends passionate by Culture, Art and Science,

we are happy to disclose the **official results** of the 2022 edition of MuseumWeek. Participation was intense again this year, and we are particularly pleased about that. As you'll see, our unifying theme of innovation for social impact was of particular interest to you on three specific hashtags: **#sexualityMW**, **#creatorsMW** and **#freedomMW**. The topic of sexuality accounted for 21% of the exchanges and we see this as an interesting phenomenon: it would have been impossible to propose it, we were told, a few years ago.

From the point of view of participation, we would like to highlight the sudden **arrival of Latin America** in the world ranking: **Argentina** has moved up to 3rd position (6th last year), **Mexico** has moved up to 4th position, **Brazil** has moved up to 6th position (9th last year) and **Chile** has moved up to 7th position! While MuseumWeek was an event that was more marked by participation from the Northern Hemisphere, this is also an important evolution of the community.

The second thing we want to underline is the smashing arrival of **Instagram** as a platform of expression by the community. While in 2021 98.6% of the participation was on Twitter, it is only 55.4% in 2022, to the benefit of Instagram, which is positioned at 43.2%. YouTube and Facebook have become insignificant, so we will use them little in the future.

MuseumWeek is reshaping its identity and will come back with new exciting projects very soon!

This world needs more culture, thank you for being a loyal and enthusiast participant to this event!

Warm regards,

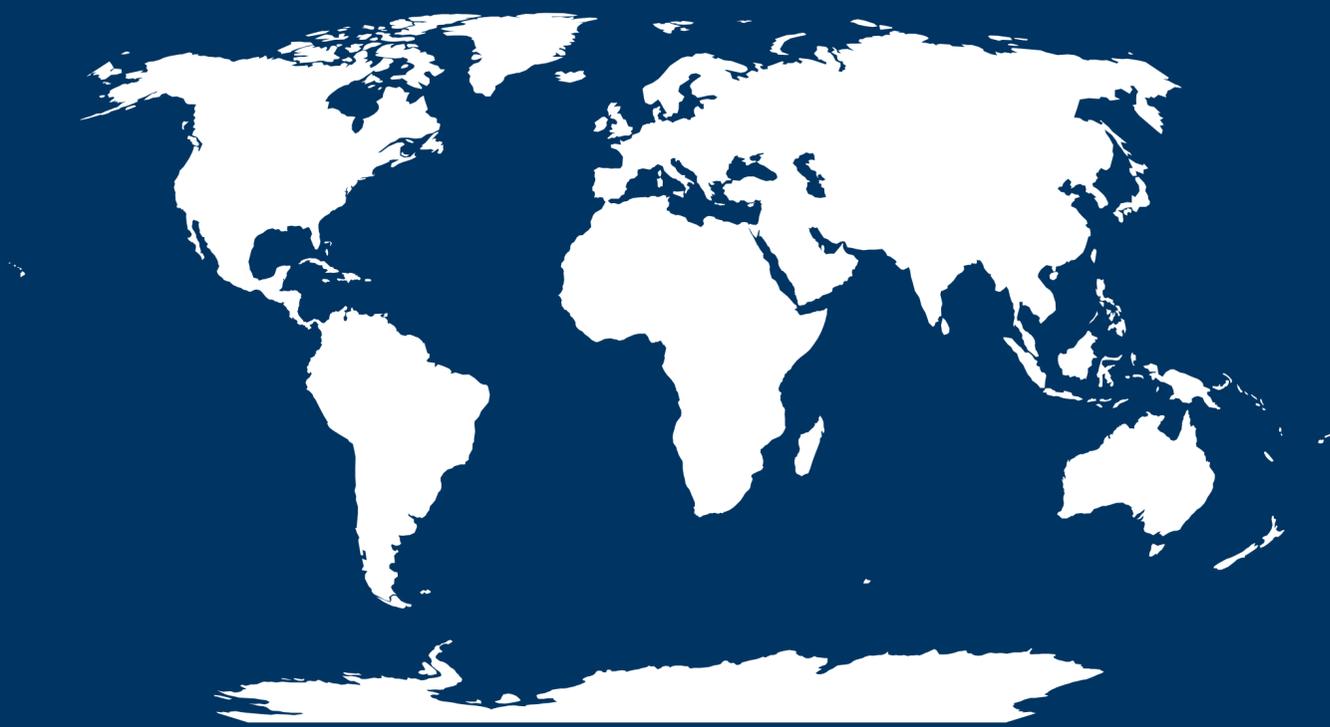
Benjamin BENITA,
President of Culture
For Causes Network





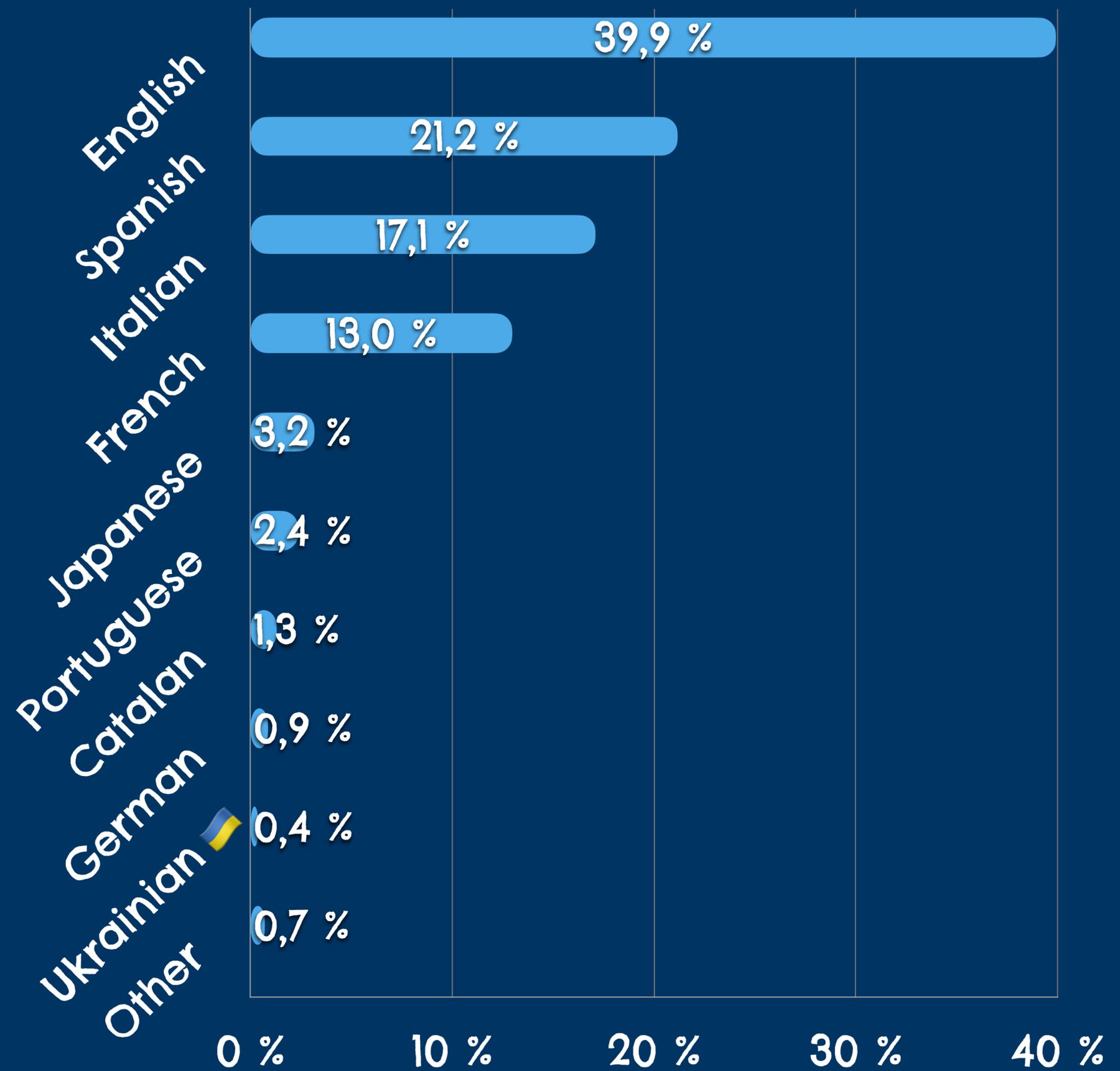
Museum Week

WORLDWIDE RESULTS



2022

TOP LANGUAGES



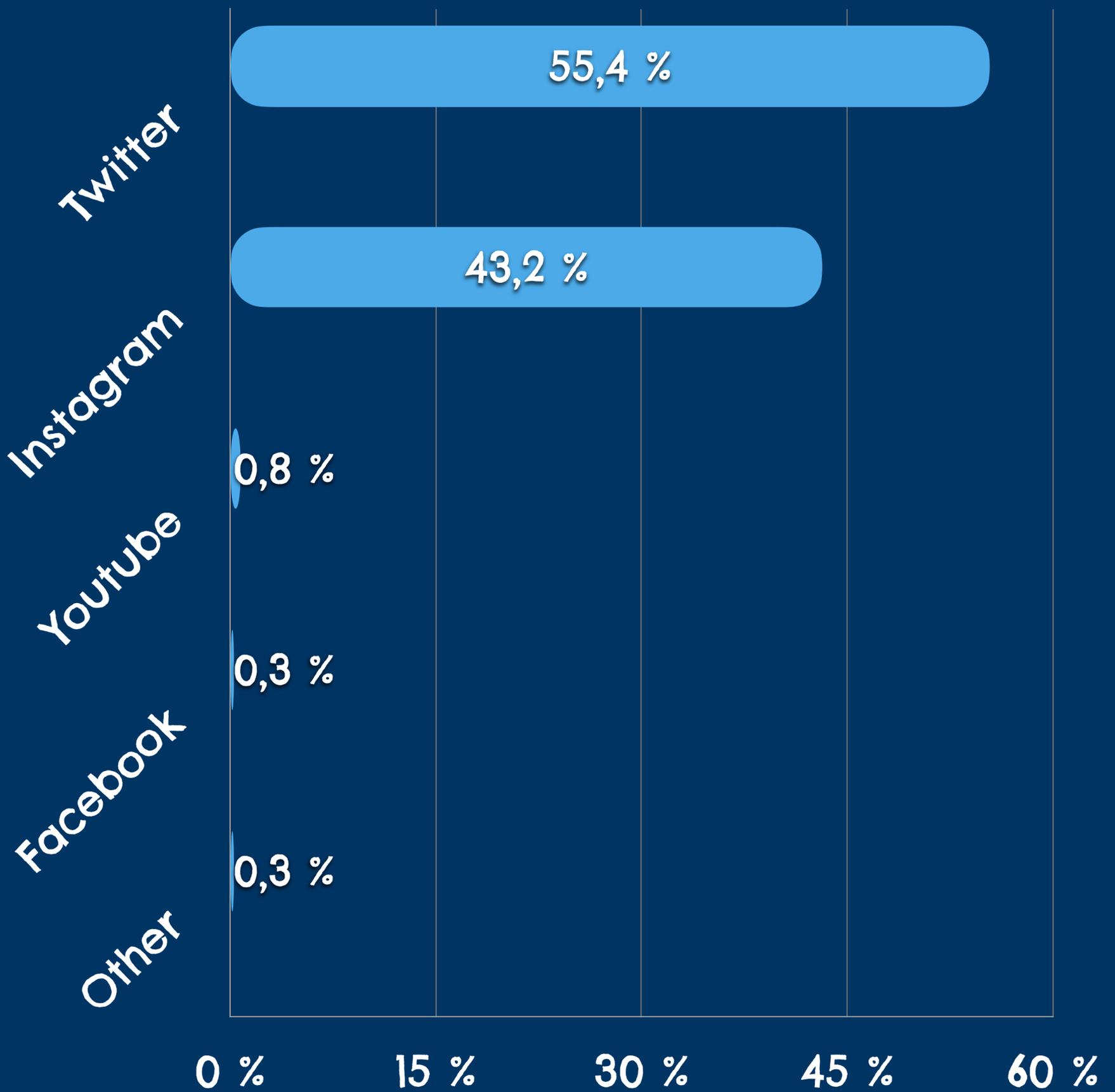
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TOP PLATFORMS



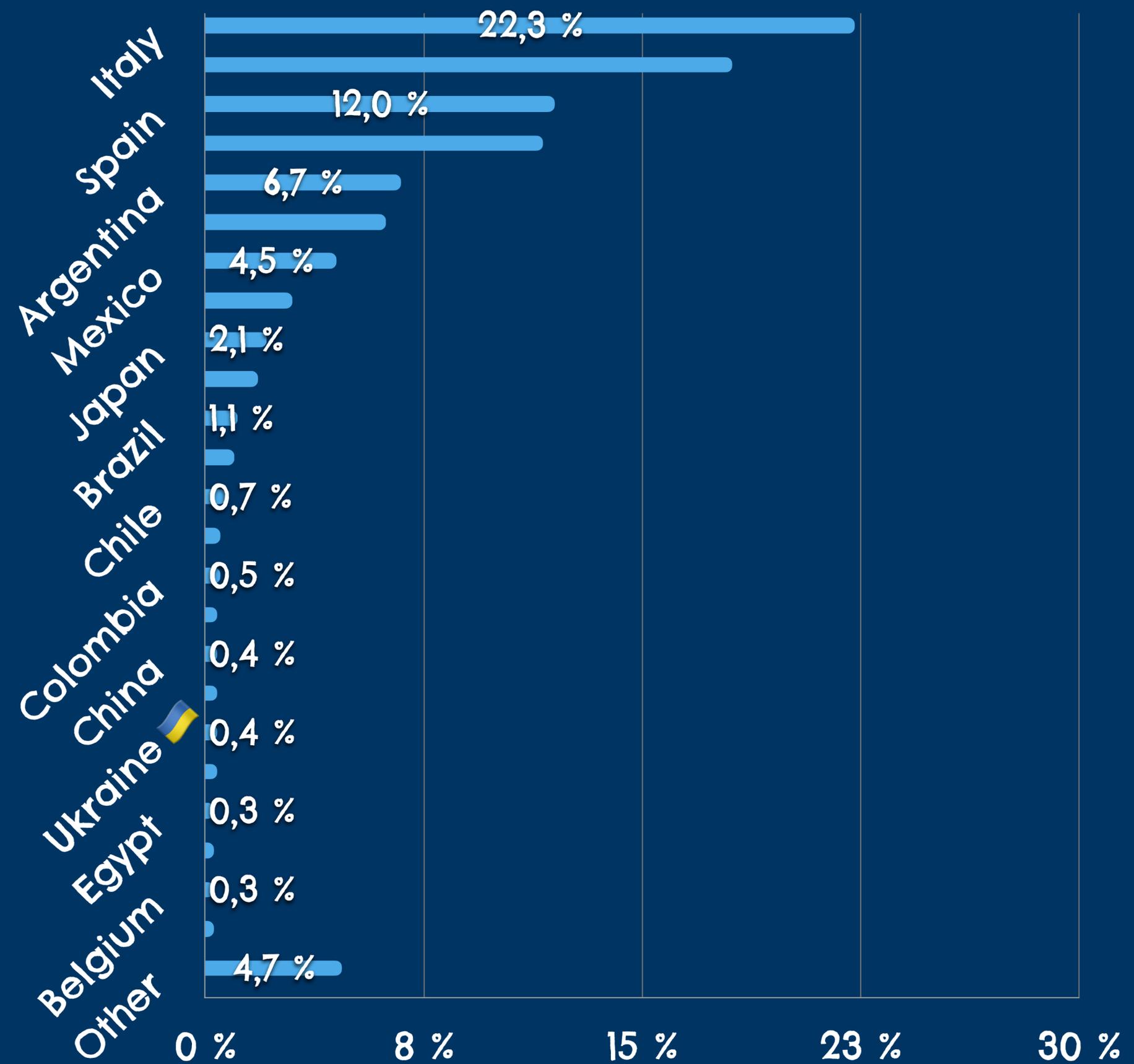
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PARTICIPATION PER COUNTRY



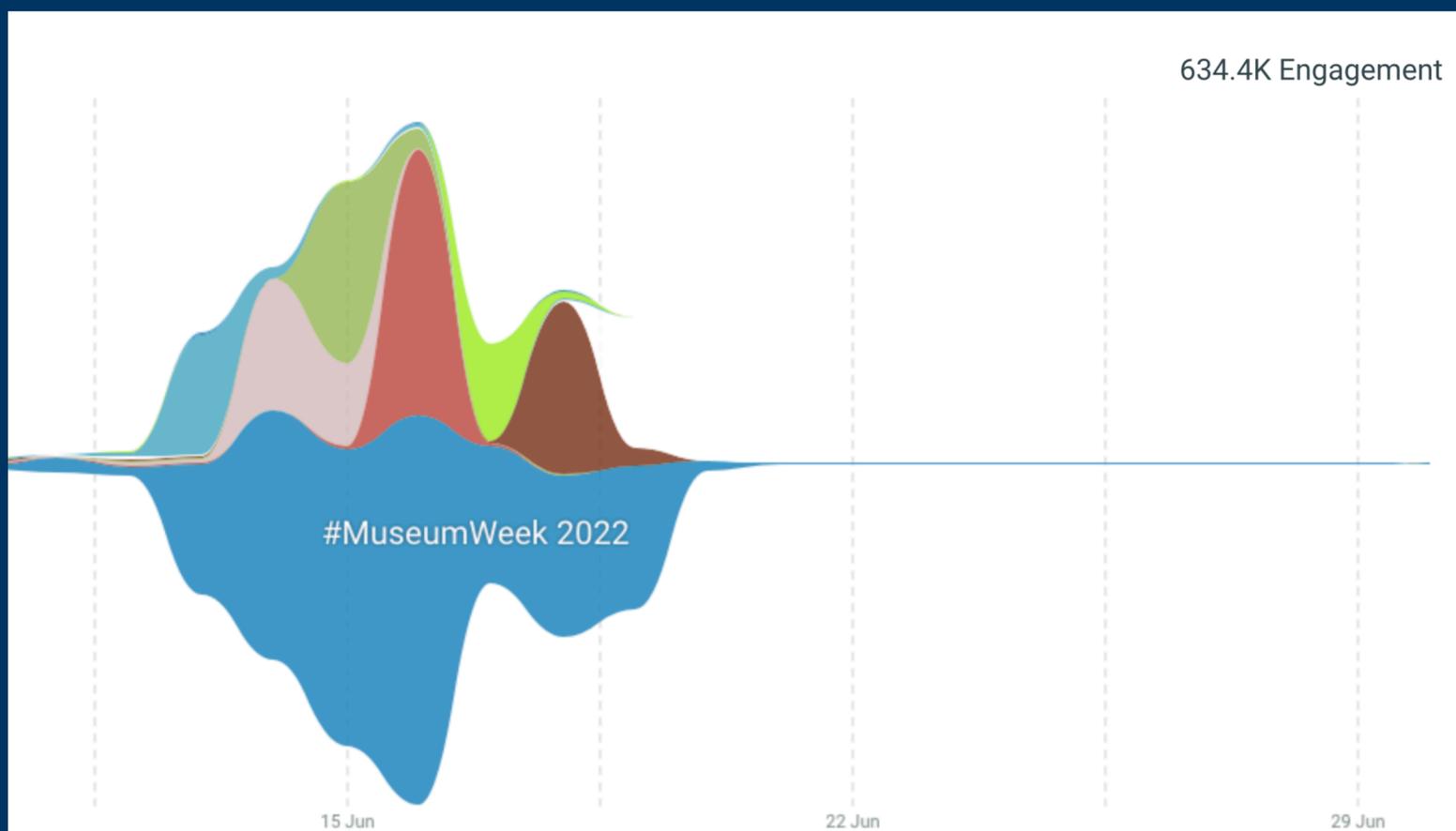
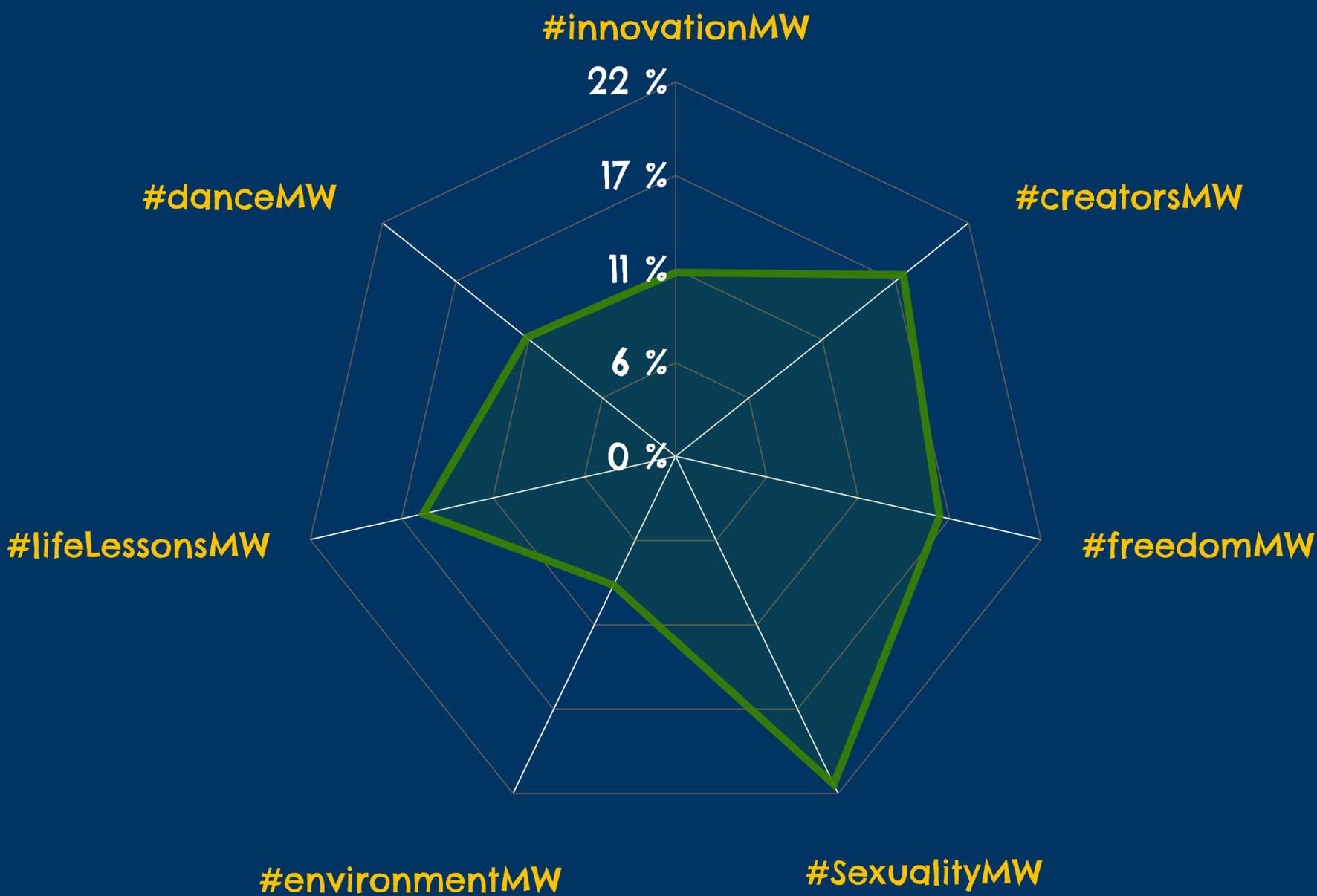
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TOP TOPICS



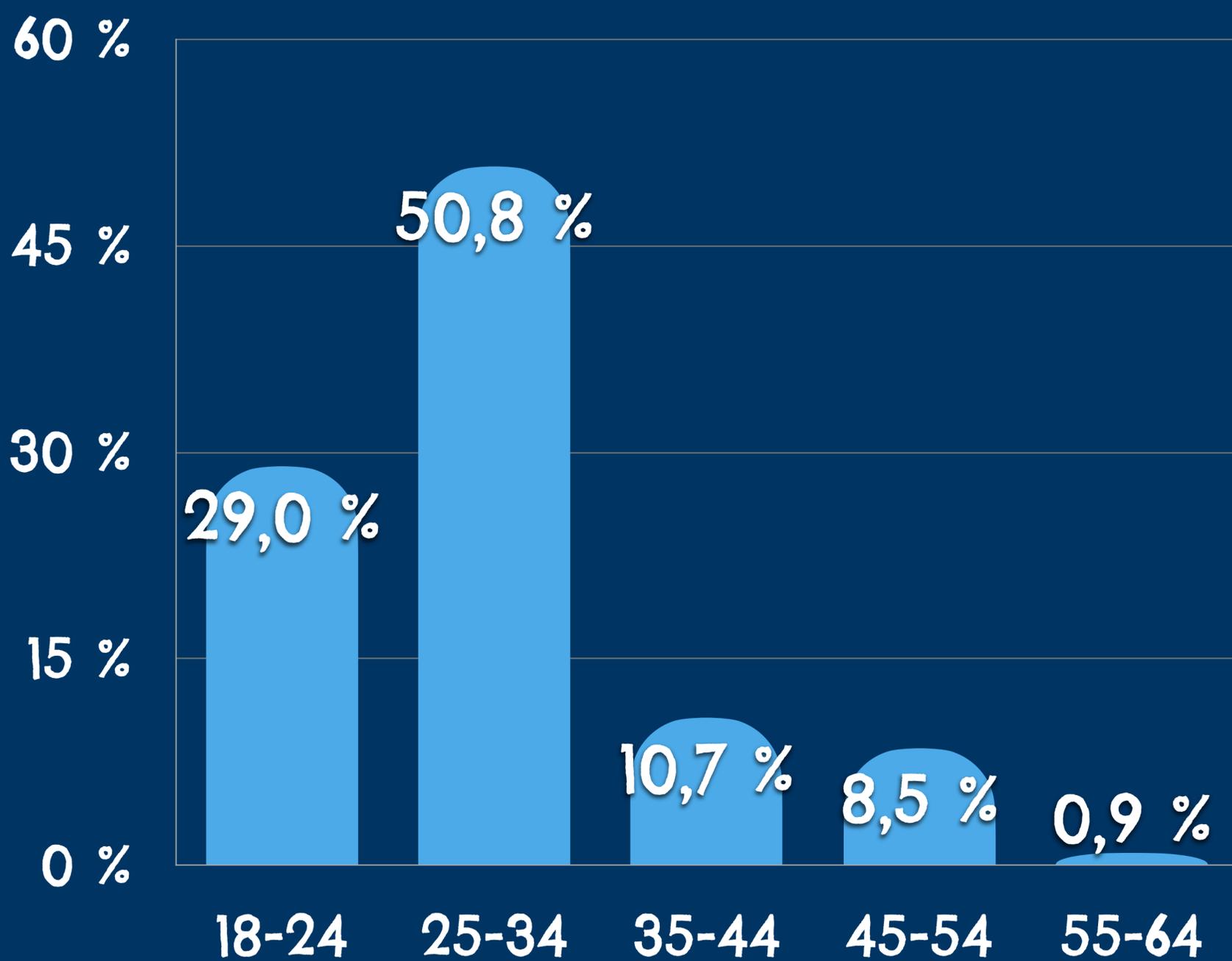
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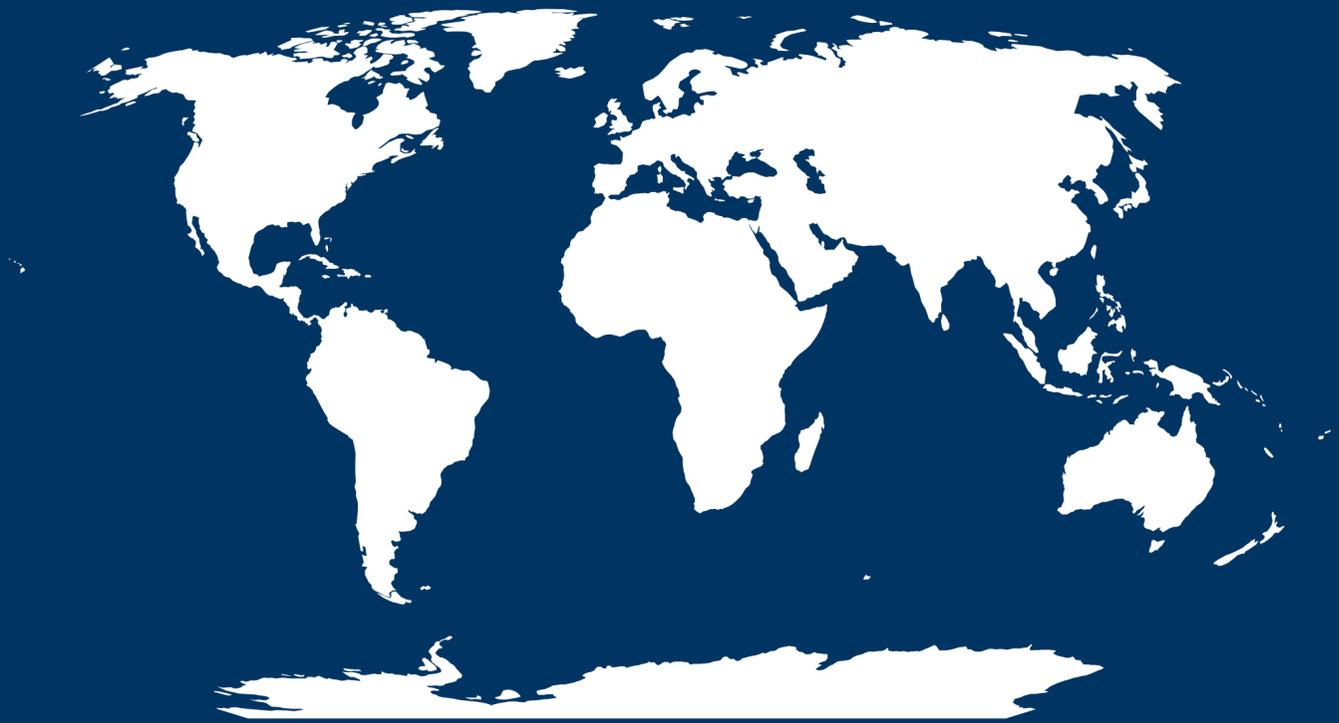
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Museum Week

CULTURAL INSTITUTIONS RANKING



2022

MOST ENGAGING CULTURAL INSTITUTIONS

1st CHÂTEAU DE CHAMBORD

231 posts

16,5k engagement

FRANCE



Alexandre Leboutet,
community manager



<https://twitter.com/AlexLeboutet>

The Château de Chambord in Chambord, Centre-Val de Loire, France, is one of the most recognisable châteaux in the world because of its very distinctive French Renaissance architecture which blends traditional French medieval forms with classical Renaissance structures.

"MuseumWeek is the must-attend social networking event of the Domaine national de Chambord every year. Interactive, fun, and global, the teams take pleasure in exchanging with Internet users from all over the world on unexpected topics in the cultural field."



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MOST ENGAGING CULTURAL INSTITUTIONS

2nd ARCHAEOLOGICAL PARK OF POMPEII

6,7k engagement

5 posts

ITALY



Antonio Benforte
social media manager



<https://twitter.com/antoniobenforte>

The Archaeological Park of Pompeii is a decentralised body of the Ministry of Culture. It holds special autonomy and concerns itself with the preservation, conservation and promotion of the public use not only of the archaeological site of Pompeii but also other museums, cultural heritage sites and buildings.

"Museumweek is the most important event in the social calendar for museums and the heritage sector, and we have taken part in this amazing adventure every year since 2017!"



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MOST ENGAGING CULTURAL INSTITUTIONS

3rd YAMATANE MUSEUM

4,4k engagement 14 posts

JAPAN



The Yamatane Museum is a museum in Japan specializing in the nihonga style of Japanese watercolour painting. It is run by the Yamatane art foundation.

The Yamatane museum was opened in 1966 by the Yamatane art foundation, an organization based on the personal collection of Yamazaki Taneji and the corporate collection of Yamatane securities (now SMBC Friend Securities). There is a long-term exhibition of lesser works, with periodic displays organized. The foundation organizes moving exhibitions of works in their possession. The museum owns famous nihonga paintings including some with "object of national cultural significance" status. The quality of their collection is very high.



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MOST ENGAGING CULTURAL INSTITUTIONS

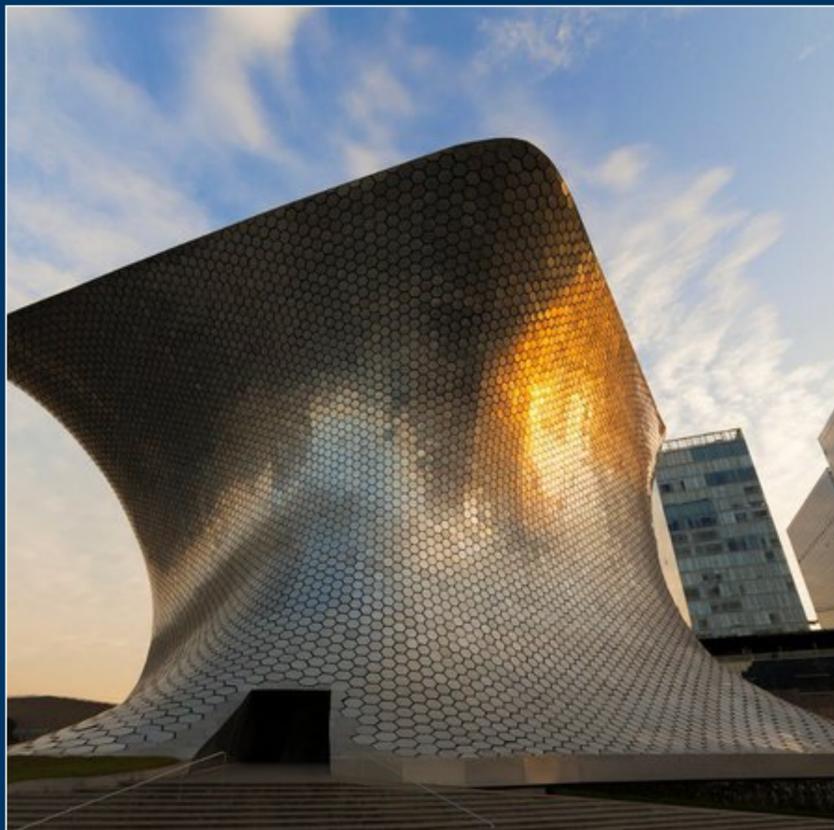
4th

MUSEO SOUMAYA

4k engagement

155 posts

MEXICO



Carlos Reyna
community manager



<https://twitter.com/MxCarlosReyna>

The Museo Soumaya is a private museum in Mexico City and a non-profit cultural institution with two museum buildings in Mexico City – Plaza Carso and Plaza Loreto.

"Museum Week is a fantastic opportunity to connect with new audiences!"



Ana Paula Robleda
Communication and Education Coordinator



https://twitter.com/anapau_rb

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MOST ENGAGING CULTURAL INSTITUTIONS

5th

BIBLIOTECA E COMPLESSO MONUMENTALE DEI GIROLAMINI

3,4k engagement

1,2k posts (!)

ITALY



Deanna Castino
community manager



https://twitter.com/deanna_castino

The Biblioteca e Complesso monumentale dei Girolamini is an independent Institute of the Ministry of Culture. The library -with a huge monumental complex located in the heart of Naples- takes its name from the Oratorian Fathers Congregation, founded in Rome in 1561 and introduced in Naples in 1586. The fathers immediately assumed a leading role in the cultural life of the city, becoming promoters of the values of study, arts and music, and creating some "open" institutions, such as the library and the picture gallery. The various buildings that currently compose the complex - library, cloisters, church, oratories, musical archive, art gallery - are now subjected to an extensive restoration work.

"Sharing contents during the 2022 #MuseumWeek global event was an intense, exciting experience, that gave us the chance to bring to light the astonishing richness of Biblioteca e Complesso monumentale dei Girolamini cultural heritage and, at the same time, to bring together museums, galleries, libraries and art lovers all over the world. New friendships were created and we are ready to cultivate them, being aware of the importance of those fundamental connections, trying to learn from each other and to keep on promoting our cultural treasures"

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MOST ENGAGING CULTURAL INSTITUTIONS

1 - CHÂTEAU DE CHAMBORD	FRANCE	
2 - ARCHAEOLOGICAL PARK OF POMPEII	ITALY	
3 - YAMATANE MUSEUM	JAPAN	
4 - MUSEO SOUMAYA	MEXICO	
5 - LIBRARY AND MONUMENTAL COMPLEX OF THE GIROLAMINI	ITALY	
6 - MUSEUM OF MODERN ART OF PARIS	FRANCE	
7 - THE EGYPTIAN MUSEUM	EGYPT	
8 - ROYAL PALACE OF NAPLES	ITALY	
9 - ROYAL PALACE OF CASERTA	ITALY	
10 - NATIONAL ARCHAEOLOGICAL MUSEUM OF CAGLIARI	ITALY	
11 - MUSEO VIOLETA PARRA	CHILI	
12 - MUSEI REALI TORINO	ITALY	
13 - OPERA DEL DUOMO DI FIRENZE	ITALY	
14 - MUSEI ITALIANI	ITALY	
15 - MUSÉE DES BEAUX-ARTS DE LYON	FRANCE	

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MOST ENGAGING CULTURAL INSTITUTIONS

16 - YAD VASHEM

ISRAEL 

17 - MEHRANGARH MUSEUM TRUST

INDIA 

18 - MUSEO ARCHEOLOGICO NAZIONALE EBOLIE
MEDIA VALLE SELE

ITALY 

19 - MUSÉE DE CLUNY

FRANCE 

20 - MUSÉE DE NOUVELLE-CALÉDONIE

FRANCE 

21 - MUSEO GYPSOTHECA ANTONIO CANOVA

ITALY 

22 - MUSEO LÁZARO GALDIANO

SPAIN 

23 - CHHATRAPATI SHIVAJI MAHARAJ VASTU SANGRAHALAYA

INDIA 

24 - PARCO ARCHEOLOGICO DI PAESTUM

ITALY 

25 - MUSEO NACIONAL DE BELLAS ARTES

ARGENTINA 

26 - THE NATIONAL ART CENTER OF TOKYO

JAPAN 

27 - MUSEO PICASSO MÁLAGA

SPAIN 

28 - FUNDACIÓN PROA

ARGENTINA 

29 - MATSUOKA MUSEUM OF ART

JAPAN 

30 - MUSEO DELLA CANAPA

ITALY 

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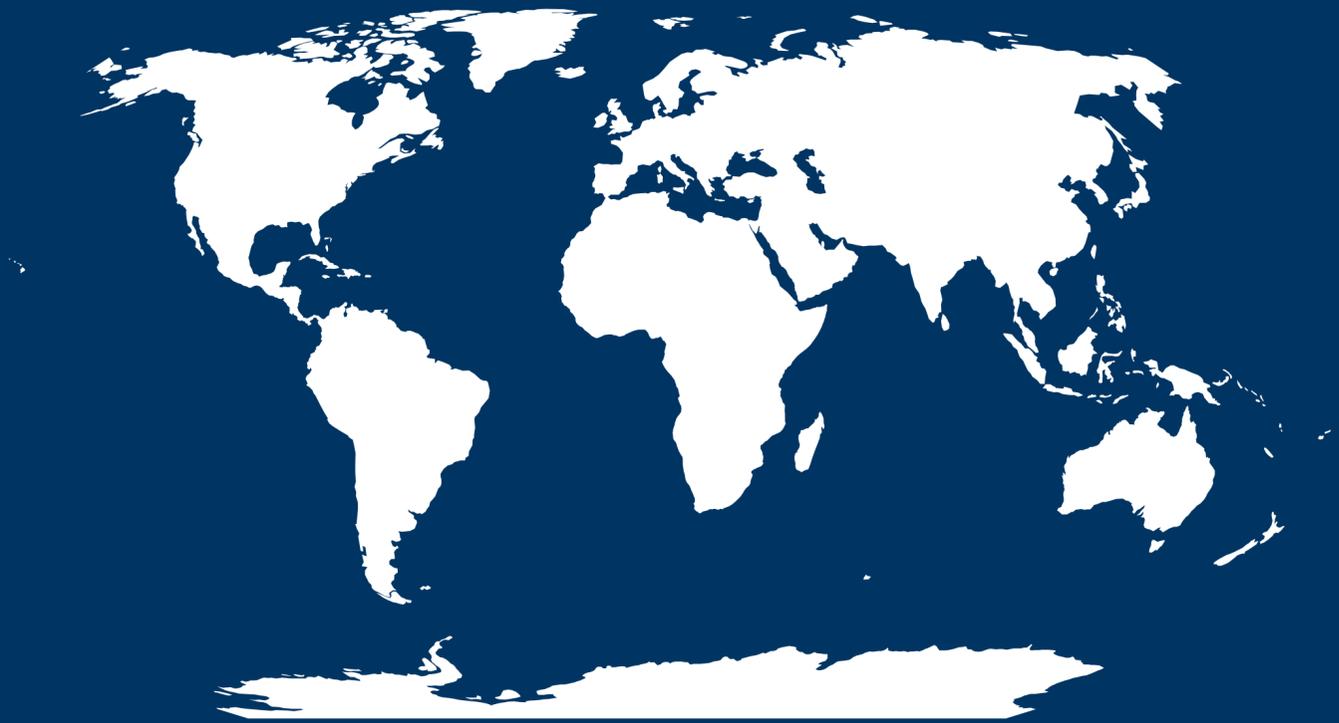
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Museum Week

OTHER RANKINGS



2022

OTHER

1

ARCHAEOLOGY & ART

24,8k engagement

17 posts



US



2

GRANADEROS A CABALLO

24,2k engagement

146 posts



AR



3

JUVENTUS FOOTBALL CLUB

5,2k engagement

7 posts



IT



4

GO TÜRKIYE

3k engagement

1 post



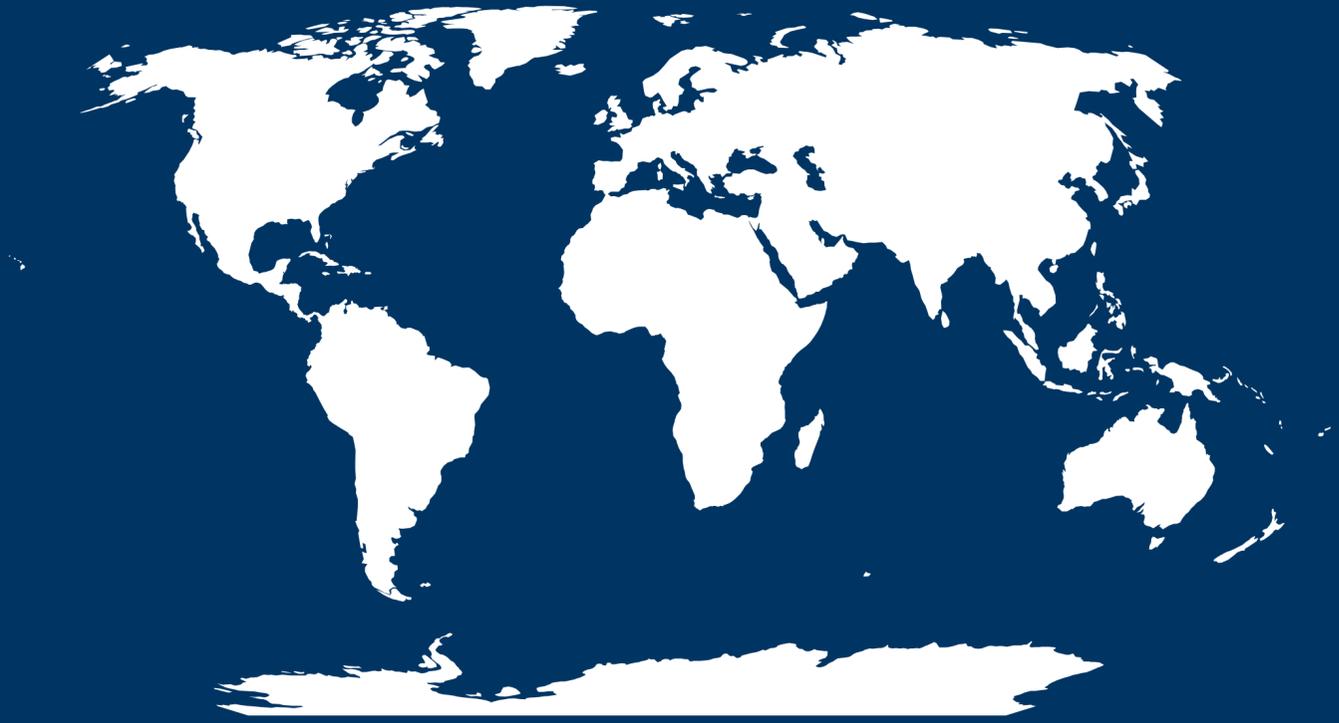
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Museum Week

TEAM 2022



MUSEUMWEEK TEAM 2022



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MW AMBASSADOR FOR OCEANIA,
COLLECTION MANAGER AND
CONSERVATOR IN NEW CALEDONIA



MARGHERITA FAVA

MW AMBASSADOR FOR ITALY,
MUSEUM PROFESSIONAL



EMMA BANKS

MW AMBASSADOR FOR UK, COLLECTIONS
PROGRAMME MANAGER, HAMPSHIRE
CULTURAL TRUST



BONNIE SUN

MW AMBASSADOR FOR CANADA,
SENIOR MARKETING, COMMUNICATIONS
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WRITER, EDUCATOR



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MUSEUMS ACTIVIST, SOCIAL MEDIA
STRATEGIST & ICOM MEMBER



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ASSISTANT CURATOR AT OXFORDSHIRE
COUNTY COUNCIL



POLLY ALLEN

MW AMBASSADOR FOR UK,
DIGITAL ENGAGEMENT OFFICER
SOUTH WEST MUSEUM
DEVELOPMENT



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MW AMBASSADOR FOR CANADA, VICE
PRESIDENT- MUSEUM ASSOCIATION
NEWFOUNDLAND LABRADOR



KATY MENNE

MW AMBASSADOR FOR USA,
CURATOR OF EDUCATION, NORTH
CAROLINA MARITIME MUSEUM AT
SOUTHPORT



BRITTANY HOLMES

MW AMBASSADOR FOR USA,
DIGITAL COMMS, MARKETING
STRATEGIST



CHRISTA CARR

MW AMBASSADOR FOR USA,
COMMUNICATIONS DIRECTOR AT
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JOURNALIST AT THE MUSEU CÂMARA
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FERNANDA MARTINEZ

MW AMBASSADOR FOR LATIN
AMERICA, MUSEUM WORKER



EDSON ARMANDO

MW AMBASSADOR FOR LATIN
AMERICA, MUSEUM DIRECTOR IN
PUEBLA CITY, MEXICO.



ANDREA GONZÁLEZ

MW AMBASSADOR FOR LATIN
AMERICA, SOCIAL MEDIA MANAGER
AND STRATEGIST FOR 3 MEXICAN
MUSEUMS



DOMINIQUE VALANSI

MW AMBASSADOR FOR BRAZIL, DIGITAL
CONTENT COORDINATOR MUSEU DE
ARTE MODERNA DO RIO DE JANEIRO



ABIR ABOULMANADEL

MW AMBASSADOR FOR MOROCCO,
CULTURAL MEDIATOR AT MOHAMMED
VI MUSEUM OF MODERN AND
CONTEMPORARY ART



MARTA PEINADOR

MW AMBASSADOR FOR SPAIN, DIGITAL
STRATEGIST & SOCIAL MEDIA FOR
MUSEUMS, ICOM MEMBER



GEMA IBAÑEZ

MW AMBASSADOR FOR SPAIN,

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MUSEUMWEEK TEAM 2022



KATY MENNE

MW AMBASSADOR FOR USA,
CURATOR OF EDUCATION, NORTH
CAROLINA MARITIME MUSEUM AT
SOUTHPORT



https://twitter.com/Menne_wanderings

"Getting to interact with other organizations and form connections around the globe has made me a better museum professional!"



EDSON ARMANDO

MW AMBASSADOR FOR LATIN
AMERICA, MUSEUM DIRECTOR IN
PUEBLA CITY, MEXICO.



https://twitter.com/hiper_edson

"It was one of the richest experiences of my professional career, especially because I worked with a multicultural team of people from all over the world! I also had the pleasure of helping and guiding my Mexican colleagues in promoting their content! Mexican museums are finally in the top 10 and I am very proud of that!"

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MUSEUMWEEK TEAM 2022



POLLY ALLEN

MW AMBASSADOR FOR UK,
DIGITAL ENGAGEMENT OFFICER
SOUTH WEST MUSEUM
DEVELOPMENT



<https://twitter.com/misspallen>

"MuseumWeek was such a great way to connect with museums from around the world, and to learn from each other. I worked with two other UK ambassadors to highlight the best social media posts from the UK and Northern Ireland, but I also loved seeing the hashtags spread across different global time zones. It's really inspiring"



DOMINIQUE VALANSI

MW AMBASSADOR FOR BRAZIL, DIGITAL
CONTENT COORDINATOR MUSEU DE
ARTE MODERNA DO RIO DE JANEIRO



<https://twitter.com/domvalansi>

"MuseumWeek was an opportunity to meet professionals in Brazilian museology and delve into the quality and diversity of the collections."

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