



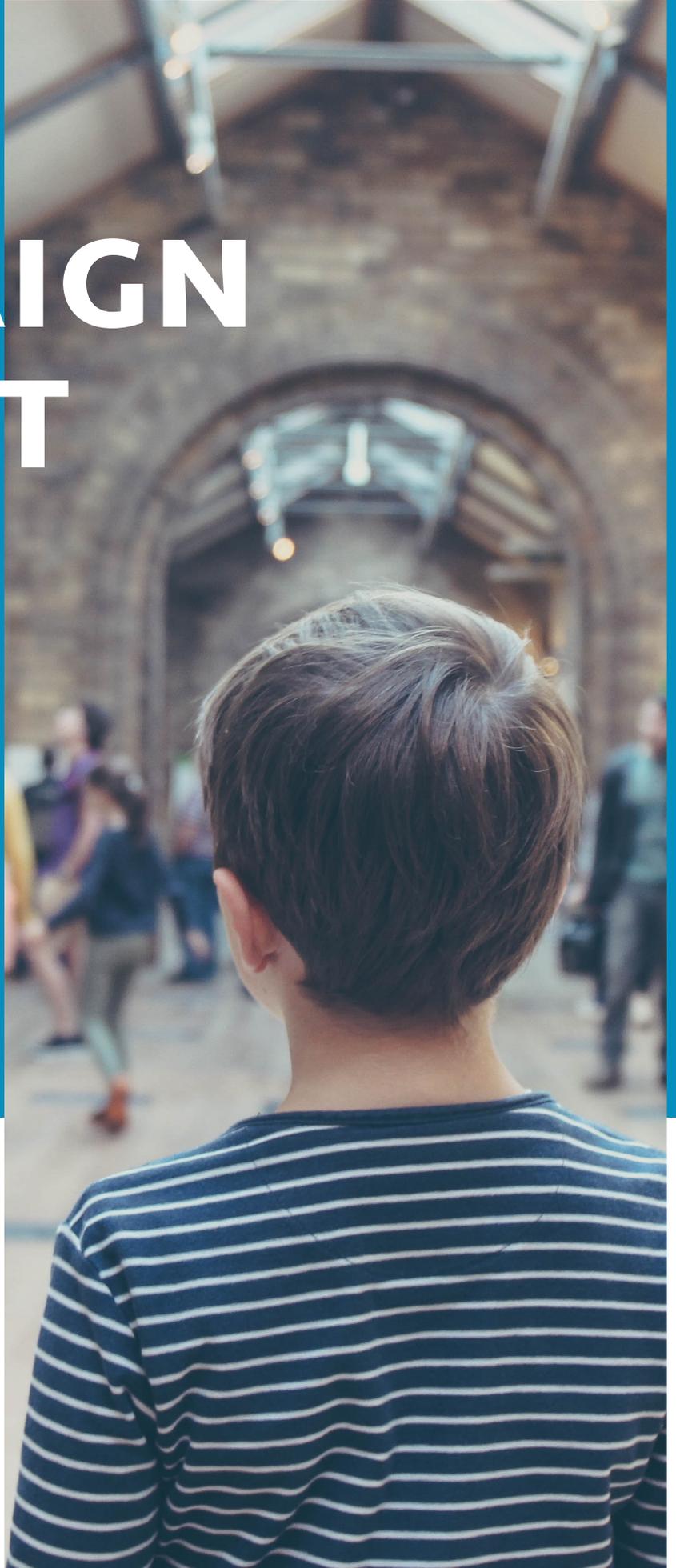
# CAMPAIGN REPORT

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## #RDNetwork Twitter Campaign

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**CORNWALL  
MUSEUMS**  
Partnership



# FOLLOW #RDNETWORK

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Introduced in January 2017, the Rural Diversity Network (RDN) was initiated as part of the Arts Council England supported Change Makers leadership programme with Dr Tehmina Goskar, and is now coordinated by the team at Cornwall Museums Partnership.

Through the Rural Diversity Network, the organisation are trying to tackle geographic exclusion. Cultural policy around diversity has often been centered on the visible diversity of big cities. The Network aims to balance this by providing another view and campaigning for equity for rural regions.

Where investment in culture in the rural regions has been biased towards creating an offer for tourists, resulting in inclusion challenges for organisations engaging with local communities, the Rural Diversity Network helps to challenge, inform and develop new practices.

**"Our charity exists to create positive social change with museums and for this to happen we need to understand, and respond to, the full diversity of the communities museums exist to serve. We realised that the rural dimension was often missing from national strategy and policy, and so our commitment through the Rural Diversity Network is to create the space for expertise and perspectives, drawn from rural communities nationally and internationally, which help shape better museums for everyone."**

**emmie kell**

CEO: CORNWALL MUSEUMS  
PARTNERSHIP



# TWITTER TAKEOVERS

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## JANUARY



Topic: Social isolation and loneliness.

## FEBRUARY



Topic: Housing and economic deprivation.

## MARCH



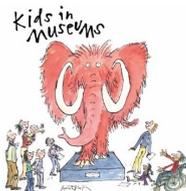
Topic: How museums and tourism businesses work together.

## APRIL



Topic: Health and wellbeing in rural isolation.

## MAY



Topic: Children and young people.

## JUNE



Topic: LGBTQ+ in rural communities

## JULY



Topic: Volunteering

## Our campaign aims

We wanted to start a conversation and get people talking. From January 2020 until December 2020, we used the powers of social media to get the hashtag #RDNetwork used as a place for conversation. Each month, CMP introduced a guest host for an hour on the Cornwall Museums Partnership's Twitter page where, using #RDNetwork, the aim was to get a topical discussion going.

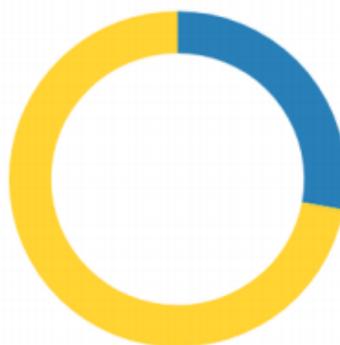
# CAMPAIGN HEADLINES

## Overall Campaign Engagement Figures



- Posts: The number of posts made with your tracked hashtag
- Users: The number of users who have posted with the hashtag
- Engagement: When someone intentionally interacts with the post, including likes and retweets
- Reach: The number of unique users who have seen posts containing the hashtag
- Impressions: The number of times that users have seen posts containing the hashtag

## Gender Breakdown



## Social Media Post Types



# CAMPAIGN HEADLINES

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## Most Linked Websites

Cornwall Museums Partnership: 158  
Volunteering Matters: 7  
New Economics: 7  
Culture Health Research: 6  
BBC: 5  
South East Museums: 5  
St Petrocs: 4  
Slam Recovery College: 4

## Top Influencers

Outside of the main participants in the takeover - Cornwall Museums Partnership and the nominated organisations for each month - there were a number of other key influencers shaping the conversation.

These included:

- Arts Council England South West
- Wheal Martyn
- Jane Bailey
- Sophie Meyer
- Sarah Waite
- Mary Godwin
- Bodmin Keep
- Samuel Rowlands
- Emmie Kell
- Rachel Haddy

Other participants in the conversations included: Penlee House and Gallery, Museum of Cornish Life, Falmouth Art Gallery, Cultivator and a number of the Cornish trainee curators.

# JANUARY 2020

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## Cornwall & Isles of Scilly Age UK

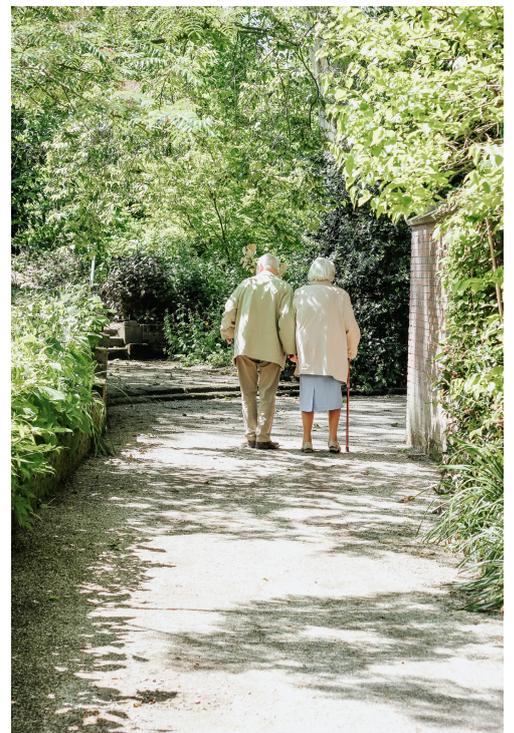
### Questions addressed by the takeover

1. How do you connect to your community digitally?
2. What are the biggest barriers facing you when trying to reach your local community?
3. How do we better support an ageing population
4. Please share your good and bad experiences of loneliness.



### Key Emerging Themes

- Loneliness can affect anyone at any age – but we have found that the older generation face a lot of barriers in overcoming it
- These include long-term illnesses, disabilities/illnesses, mobility issues, a lack of adequate transport solutions, poor digital infrastructure, unemployment and economic struggles and domestic abuse
- Loneliness is real and has (and will continue to have) a tremendous impact on our health and well-being
- Community connection through accessing activities, social clubs and services can help to alleviate loneliness and reduce isolation
- Sharing our experiences can break down stigma and foster stronger connections
- No one thing can solve loneliness – it requires a holistic approach with personalisation to the individual
- We must work together with groups & individuals that share a similar vision and unify resources



# JANUARY 2020

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## January Engagement Figures

- The #RDNetwork hashtag was used 107 times during January 2020
- The reach of the hashtag across all posts during January 2020 was 170,455
- The number of impressions in January the hashtag generated across all Twitter users was 244,818
- Age UK generated 10, 584 impressions through their own account alone
- The total exposure of Age UK's tweets - the impact their tweets generated beyond their own - was 27,533 impressions



The #RDNetwork hashtag was used 107 times

Total Reach: 170,455

Total impressions:  
244,818

## Testimonial

It was such a privilege to takeover the Cornwall Museums Partnership Twitter page. By working together, we could reach a wider audience and highlight some of the big questions facing older individuals across Cornwall.

Your compassionate responses showed just how many people want to make a difference and improve well-being in their local areas. We aim to work with many more like-minded organisations and better connect people to the Cornish community.”

**lee davies**

COMMUNICATIONS LEAD  
CORNWALL AND IOS AGE UK

# FEBRUARY 2020

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## St Petrocs

### Questions addressed by the takeover

1. Are there any lessons that you have learnt from urban areas that we could apply to more rural locations?
2. What role do museums and galleries play in homelessness?
3. Are we able to shine a light to work with people who have experienced homelessness and is there anything that museums can be doing?
4. Although it may be practically hard to help 'shine a light' can we engage more online?



### Key Emerging Themes

- It is only when people have ambition to pursue personal or professional interests that they can start to focus positively on their future
- Museums can do this for many of our clients,
- Educating the public about homelessness
- Challenge and influence other institutions to do better
- Employ people with experience of homelessness
- Look at long term projects with measurable effects
- Offer people the chance to curate, run walking tours and have their voice heard
- Work with local homeless charities to give homeless people a voice within the museum



# FEBRUARY 2020

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## February Engagement Figures

- The #RDNetwork hashtag was used 128 times during February 2020
- The reach of the hashtag across all posts during February 2020 was 209,728
- The number of impressions in February the hashtag generated across all Twitter users was 325,098
- St Petrocs generated 24,776 impressions through their own account alone
- The total exposure of St Petrocs's tweets - the impact their tweets generated beyond their own - was 66,204 impressions



The #RDNetwork hashtag  
was used 128 times

Total Reach: 209,728

Total impressions:  
325,098

## Testimonial

"We had an incredible response on the night of our takeover. The whole thread was absolutely bursting with positivity, kindness, knowledge, and fantastic examples of things that have been happening both in the past and planned for the future across the country.

It was a really fast way of discovering relevant information, new opportunities and making connections and I am so grateful that we were invited to be a part of it. We are fascinated by the way that looking at the past can help people develop their futures. CMP makes that relationship stronger."

**jess rawlings**

CREATIVE COMMUNICATIONS CO-ORDINATOR  
ST PETROCS

# MARCH 2020

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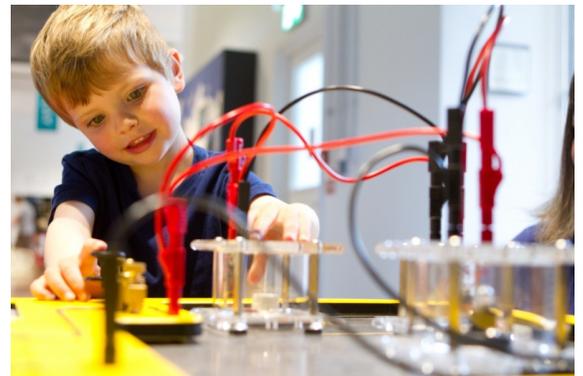
## Cornwall 365

### Questions addressed by the takeover

1. What are the impacts of coronavirus on museums and other businesses in tourist areas?
2. How can museums and local businesses support one another during this difficult time?
3. Are there online services which heritage organisations could share to help people stay connected to Cornwall and support the tourism sector to recover in future?
4. What one thing could the government do to help the visitor economy recover in future?

### Key Emerging Themes

- Great conversation about the role of museums moving away from being a “visiting attraction” to supporting communities
- The importance of consultation - each location has specific needs and a one size fits all approach doesn't work
- Museums need to foster relationships with local business by providing them with marketing materials or inviting them directly to the space
- Great feedback from the support Cornwall 365 What's On had provided through listings and magazine posts that had focused on cultural digital output
- Focus on the importance of good digital content as lockdown brought the needs for a strong digital/online presence into focus
- Supportive community discussion, as lockdown was a new experience at the time.



# MARCH 2020

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## March Engagement Figures

- The #RDNetwork hashtag was used 130 times during March 2020
- The reach of the hashtag across all posts during March 2020 was 132,328
- The number of impressions in March the hashtag generated across all Twitter users was 242,942
- Cornwall 365 generated 41,880 impressions through their own account alone
- The total exposure of Cornwall 365's tweets - the impact their tweets generated beyond their own - was 42,963 impressions



The #RDNetwork hashtag  
was used 130 times

Total Reach: 132,328

Total impressions:  
242,942

## Testimonial

"It was a really valuable experience to host a discussion and connect people at the start of lockdown when people were seeking out places to exchange ideas and find reassurance."

**bethany lyne**

PROJECT MANAGER, CORNWALL 365

# APRIL 2020

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## SS Great Britain

### Questions addressed by the takeover

1. Has your health and wellbeing been impacted in isolation? If so, how?
2. What have we learnt from lockdown regarding the needs of isolated people and communities?
3. What impact can museums and galleries have on wellbeing?
4. How could museums and galleries help tackle isolation during or after COVID-19?

### Main emerging themes

- 'Double isolation' – services that were already challenging to access at normal times are now impacted further with the pandemic
- Knock-on effect on time or energy to engage with other activities.
- While challenging, lockdown also enabled people to try new things and new ways of working
- We need to make the case for why heritage and culture is important and the role it plays in terms of the economy,
- How we, as museums, contribute to wellbeing - how it adds richness, enjoyment, builds curiosity and connections, self-esteem and confidence
- How we stay relevant in a different post-COVID 19 environment and build on connections
- The importance of collaborating and listening to communities
- We need to work in partnership and co-create with other organisations
- Evaluate and learn from what we do and it needs to be properly embedded to be effective



# APRIL 2020

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## April Engagement Figures

- The #RDNetwork hashtag was used 202 times during April 2020
- The reach of the hashtag across all posts during April 2020 was 180,559
- The number of impressions in April the hashtag generated across all Twitter users was 448,446
- Nerys Watts generated 7,945 impressions through her own account alone
- The total exposure of Nerys Watt's tweets from her own account - the impact her tweets generated beyond their own followers - was 22,211 impressions



The #RDNetwork hashtag was used 202 times

Total Reach: 180,559

Total impressions:  
448,446

## Testimonial

"Hosting the rich and thoughtful discussion for Cornwall Museum Partnership #RDNetwork on wellbeing and rural isolation opened up a very valuable conversation around the role that museums can play in addressing these issues, and shared thoughts about connecting and engaging in a meaningful way with different communities.

Looking at these issues at a time when people are dealing with them in the context of a global pandemic really brought to the fore how important this role is for museums, and the difference the sector can make."

**nerys watts**

DIRECTOR OF EXTERNAL AFFAIRS  
SS GREAT BRITAIN

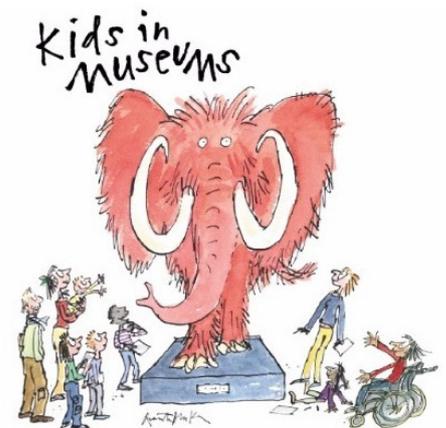
# MAY 2020

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## Kids in Museums

### Questions addressed by the takeover

1. How can museums and galleries better support mental health and wellbeing in children and young people
2. How could museums and galleries do more to support their younger community?
3. How could museums and galleries help tackle mental health in children and young people during or after COVID-19?
4. Do you feel museums and galleries play a big enough part in mental health awareness, wellbeing and health of children and young people? What would you like to see more of?



### Key Emerging Themes

- The importance of working alongside children and young people - co-production and consultation, not making assumptions about what they want
- The importance of partnership working, museums as part of wider community networks
- The value of online resources for wellbeing during lockdown
- The value of museums as safe public spaces for young people – for young people who struggle at home, school or both, museums can be a place for them to go



# MAY 2020

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## May Engagement Figures

- The #RDNetwork hashtag was used 138 times during May 2020
- The reach of the hashtag across all posts during May 2020 was 400,228
- The number of impressions in April that the hashtag generated across all Twitter users was 888,512
- Kids in Museums generated 462,618 impressions through tweets from their own account alone
- The total exposure of Kids in Museum's tweets from their own account - the impact their tweets generated beyond their own followers - was 501,700 impressions



The #RDNetwork hashtag was used 138 times

Total Reach: 400,228

Total impressions:  
888,512

## Testimonial

"It was a small conversation but we got some good responses and got to hear more about what is going on in Cornwall, which is useful for our work.

I think it's important to keep reminding people about the role of museums for young people and wellbeing and so all conversations are valuable.

As we emerge from lockdown these issues are going to have more importance, particularly the idea of safe communal spaces."

**alison bowyer**

EXECUTIVE DIRECTOR, KIDS IN  
MUSEUMS

# JUNE 2020

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## Queer Kernow

### Questions addressed by the takeover

1. Do you feel there is adequate support for the LGBTQ+ community in Cornwall and IoS?
2. How could museums and galleries do more to support the LGBTQ+ community?
3. Is there enough support for young people in the LGBTQ+ community, especially in rural communities?
4. How do you feel museums and galleries could better play a role in the LGBTQ+ community?

### Key Emerging Themes

- Rural connectivity is significant in Cornwall especially digitally run projects to overcome distance
- Pride events need to take place outside of merely Pride month
- Community curation is important - listen and engage rather than prescribe
- Small gestures mean a lot - it doesn't have to be difficult (bathrooms, training)
- Onus on the museum to be openly supportive and make the first move



# JUNE 2020

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## June Engagement Figures

- The #RDNetwork hashtag was used 156 times during June 2020
- The reach of the hashtag across all posts during June 2020 was 242,384
- The number of impressions in June that the hashtag generated across all Twitter users was 323,350 impressions



The #RDNetwork hashtag was used 156 times

Total Reach: 242,384

Total impressions:  
323,350

## Testimonial

"The takeover was invaluable to us in tapping into the thoughts and feelings of the community.

I am in the process of setting up Queer Kernow as a CIC - and getting some honest and engaging communication really highlighted for me where I should focus my attention."

**sophie meyer**

FOUNDER, QUEER KERNOW

# JULY 2020

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## Curatorial Research Centre

### Questions addressed by the takeover

1. Museums and cultural organisations in rural regions rely on large volunteer workforces. Is this participation or just free labour?
2. In what ways do museums in rural regions exclude people from participating as volunteers?
3. Rural museums are so focused on the visitor tourist economy most close 'for the season'. What opportunities are there for volunteer-led projects during closure?
4. What needs to change to diversify our typical rural museum volunteer teams? What kinds of initiatives should rural museums embrace?

### Key Emerging Themes

- Museum volunteering and diversity are not often thought of together
- Lack of targeted volunteer strategies except with participation or engagement headlined projects
- Specific dimensions of volunteering for organisations in rural regions are not well articulated
- Would have liked more volunteers/volunteer managers to engage so we would benefit from lived experience
- Good to get feedback and participation from outside Cornwall - RDN is a national/international network
- Thinking beyond museums is important - we need to bring in social dimensions of volunteering in rural regions
- Intersections and impact of tourism on diversity and participation



# JULY 2020

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## July Engagement Figures

- The #RDNetwork hashtag was used 25 times during July 2020
- The reach of the hashtag across all posts during July 2020 was 66,901
- The number of impressions in April that the hashtag generated across all Twitter users was 69,577
- Tehmina Goskar generated 28,024 impressions through tweets from her own account alone
- The total exposure of Tehmina's tweets from her own account - the impact her tweets generated beyond her own followers - was 58,081 impressions
- Tweets from the CRC about the takeover generated 2,644 impressions and an exposure of 20,025



The #RDNetwork hashtag was used 25 times

Total Reach: 66,901

Total impressions:  
69,577

## Testimonial

"I was really pleased to revisit the Rural Diversity Network, which I helped set up in 2017. I have observed more discussion about diversity when previously there was none, a more nuanced understanding of how diversity and inclusivity relate to each other.

It is important to me to continue advocating for a progressive mentality in museums, particularly smaller museums in rural regions, not just in Cornwall but all over the world. These museums are the backbone of our sector and yet are so often ignored. "

**tehmينا goskar**

DIRECTOR: CURATORIAL RESEARCH  
CENTRE

## CONTACT ME

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