

MuseumWeek 2023 and its digital impact

by Culture For Causes Network



MuseumWeek

stats by



Talkwalker

Global results

76,9k

HASHTAGS MENTIONS

167,7k

ENGAGEMENT

27,1 BILLIONS

POTENTIAL REACH

19,400

UNIQUE AUTHORS ENGAGED

HASHTAGS

#MuseumWeek	33,8k
#EnvironmentMW	4,8k
#Web3MW	6,1k
#FoodMW	5,3k
#OceansMW	3,8k
#aiMW	11,9k
#HeritageMW	6,8k
#SunMW	4,5k



MuseumWeek

stats by



Talkwalker

Global results ■ engagement



stats by Talkwalker



5000 km
2000 mi

Global results - top countries



stats by Talkwalker

Rank	Country	Flag	Participants	Engagement
1	France		2203	35274
2	United States		5530	33433
3	Italy		937	19419
4	Argentina		815	16095
5	United Kingdom		1354	12786
6	Poland		134	10027
7	Spain		1513	9184
8	Japan		889	8961
9	Ukraine		106	3567
10	Egypt		89	3052
11	Mexico		507	2562
12	Canada		404	1485
13	Russia		140	1138
14	Netherlands		641	1009
15	Brazil		815	951

Rank	Country	Flag	Participants	Engagement
16	Germany		431	871
17	Colombia		178	792
18	India		433	532
19	Australia		102	446
20	Venezuela		103	436
21	Czech Republic		11	365
22	South Korea		84	330
23	Chile		91	290
24	Ireland		55	269
25	Peru		32	251
26	China		99	235
27	Turkey		94	215
28	Indonesia		340	202
29	Belgium		59	130
30	Paraguay		22	91

Global results ■ top countries



stats by Talkwalker

Rank	Country	Flag	Participants	Engagement
31	Philippines		58	69
32	Jordan		6	63
33	Serbia		12	59
34	Switzerland		44	47
35	Vietnam		21	46
36	Portugal		34	42
37	Hong Kong		23	36
38	British Indian Ocean Territory		51	29
39	Bolivia		24	15
40	Singapore		22	9
41	Romania		58	8

Rank	Country	Flag	Participants	Engagement
42	Austria		34	6
43	Malaysia		37	2
44	New Zealand		20	1
45	Belarus		21	1
46	Taiwan		20	1
47	Saudi Arabia		68	0
48	Sweden		17	0
49	Bulgaria		8	0

Global results ■ top languages



stats by Talkwalker

Rank	Country	Volume
1	English	20142
2	Spanish	9251
3	French	7087
4	Italian	6048
5	Portuguese	3754
6	Japanese	1539
7	Catalan	666
8	Dutch	653
9	Indonesian	651
10	German	423

Rank	Country	Volume
11	Ukrainian	278
12	Russian	241
13	Korean	109
14	Thai	88
15	Chinese (Simplified)	80
16	Romanian	60
17	Arabic	53
18	Basque	51
19	Turkish	47
20	Polish	43
21	Malay	29

Rank	Country	Volume
22	Hungarian	23
23	Vietnamese	22
24	Belarusian	22
25	Esperanto	20
26	Finnish	18
27	Hindi	15
28	Welsh	15
29	Swedish	15
30	Chinese (Traditional)	13
31	Norwegian	12
32	Latin	12

Global results - Top participants



stats by Talkwalker

1	Château de Chambord	France	
2	Granaderos a Caballo	Argentina	
3	Auschwitz Memorial	Poland	
4	Peggy Guggenheim Collection	Italy	
5	Museo Soumaya	Mexico	
6	国立新美術館 - The National Art Center Tokyo	Japan	
7	Biblioteca e Complesso monumentale dei Girolamini	Italy	
8	Museo de Altamira	Spain	
9	Musei Reali Torino	Italy	
10	Museo de Arte Moderno de Buenos Aires	Argentina	
11	Museo Violeta Parra	Chile	
12	Séléné BM Bordeaux	France	
13	Musei in Comune Roma	Italy	
14	Yad Vashem	Israel	
15	山種美術館 - Yamatane Museum	Japan	

16	Solomon R. Guggenheim Museum	United States	
17	The Andy Warhol Museum	United States	
18	Opera di Santa Croce	Italy	
19	Museo Archeologico Nazionale di Eboli	Italy	
20	Gallica BnF	France	
21	Centre des monuments nationaux	France	
22	La Red Cultural del Banco de la República	Colombia	
23	Museo del Romanticismo	Spain	
24	Museo della Canapa	Italy	
25	Castello di Rivoli	Italy	
26	Museo storico e il Parco del Castello di Miramare	Italy	
27	Mehrangarh Museum Trust	India	
28	Museo del Carbone CICC	Italy	
29	Dnipro Museum	Ukraine	
30	Fundación Museo Naval	Spain	

Global results - Top participants



stats by Talkwalker

31	Musée de l'Armée - Invalides	France	
32	Tsarskoe Selo	Russia	
33	Museo Sorolla	Spain	
34	東京国立近代美術館 MOMAT	Japan	
35	Château de Chantilly	France	
36	Musée de Cluny	France	
37	Musée maritime de NC	France	
38	MuseoArcheoVenezia	Italy	
39	Museo de Bellas Artes de Sevilla	Spain	
40	Jimmy Carter Presidential Library	United States	
41	The Egyptian Museum المتحف المصري	Egypt	
42	Château de Blois	France	
43	Museo Guggenheim Bilbao	Spain	
44	Musée Lalique	France	
45	Archives nationales de France	France	

46	Museo Nazionale Etrusco di Villa Giulia	Italy	
47	Hamburger Kunsthalle	Germany	
48	The British Museum	United Kingdom	
49	Museu de Arte Murilo Mendes	Brazil	
50	Norwich Castle	United Kingdom	
51	CA Dólmenes de Antequera	Spain	
52	Archivio Storico Olivetti	Italy	
53	Museu do Ingá	Brazil	
54	Musée Guimet	France	
55	Musée de la Romanité	France	
56	Museo Nacional de Cerámica y de las Artes	Spain	
57	Museo Picasso Málaga	Spain	
58	Museu de Arqueologia e Etnologia da USP	Brazil	
59	Museo Artequin	Chile	
60	Museo Nacional de Colombia	Colombia	

Global results - Top participants



stats by Talkwalker

61	MUSE - Museo delle Scienze	Italy	
62	Alfonso Miranda M	Mexico	
63	US National Archives	United States	
64	Reggia di Venaria	Italy	
65	Museo Provincial de Bellas Artes Timoteo E. Navarro	Argentina	
66	Museum of Anthropology	Canada	
67	Dr. Bhau Daji Lad Museum	India	
68	平和祈念展示資料館【公式】	Japan	
69	Museu de Prehistòria de València	Spain	
70	Museo de Arte Latinoamericano de Buenos Aires	Argentina	
71	Musée des Arts décoratifs Paris	France	
72	BLAC.ai	United States	
73	Musée d'art contemporain de Lyon	France	
74	Patrimonio UGR	Spain	
75	Museo de Arte Tigre	Argentina	

76	Archivio Filippo Biagioli	Italy	
77	Nova Scotia Museum	Canada	
78	Museu Catavento	Brazil	
79	Oxfordshire Museum Service	United Kingdom	
80	Museo de Arte de Ponce	Puerto Rico	
81	Celebración Picasso	Spain	
82	Fundació Joan Miró, Barcelona	Spain	
83	Sharjah Museums Authority - هيئة المتاحف	Saudi Arabia	
84	DVK the artist	Denmark	
85	Museo Histórico Nacional	Argentina	
86	Museo Larco	Peru	
87	Feria ARCO	Spain	
88	Museo de bordados Paso Blanco	Spain	
89	Royal Tyrrell Museum of Palaeontology	Canada	
90	The Oxford English Dictionary	United Kingdom	

Global results - Top participants



stats by Talkwalker

91	Museo Archeologico Nazionale delle Marche	Italy	
92	Patrimonio Cultural	Chile	
93	Archives Bordeaux Métropole	France	
94	Europeana	Netherlands	
95	Museen der Stadt Bamberg	Germany	
96	Orto Botanico di Palermo	Italy	
97	Patrimonio Cultural de Defensa	Spain	
98	Museo dei Brettii e degli Enotri	Italy	
99	Muséum de Toulouse	France	
100	Museu Marítim de Mallorca	Spain	
101	Museo Luis Perloti	Italy	
102	MuseoStoriaNaturale	Italy	
103	Parque Histórico de Carambeí	Brazil	
104	Museu Abelló	Spain	
105	Museo della Guerra di Rovereto	Italy	

106	UNESCO	-	
107	Museu Comarcal de Cervera	Spain	
108	Museo Arqueológico Nacional	Spain	
109	Palais des Beaux-Arts de Lille	France	
110	Herschel Museum	United Kingdom	
111	Interior Museum	United States	
112	Museo Archeologico di Pontecagnano	Italy	
113	Cité des sciences et de l'industrie	France	
114	Musa Museo De Las Artes	Mexico	
115	Museo Escultura	Spain	
116	Wiltshire Museum	United Kingdom	
117	Musée Rodin	France	
118	Museo Cerralbo	Spain	
119	scabec	Italy	
120	Museo del Traje Madrid	Spain	

Global results - Top participants



stats by Talkwalker

121	Museo Archeologico Crotona	Italy	
122	Museu d'Arqueologia Catalunya	Spain	
123	Museo de Zaragoza	Spain	
124	M&S Archive	United Kingdom	
125	MuseoRomano	Venezuela	
126	Munnings Art Museum	United States	
127	Strathcona County Museum	Canada	
128	Museo Textil de Oaxaca	Mexico	
129	Musée de la Grande Guerre	France	
130	Cole Zoology Museum	United Kingdom	
131	Barnsley Museums	United Kingdom	
132	Thousand Islands Boat Museum	Canada	
133	Dorset Museum	United Kingdom	
134	Parco Storico Archeologico di Sant'Antioco	Italy	
135	DeltaSauce	United States	

136	Art Museum Kherson	Ukraine	
137	Museo Lázaro Galdiano	Spain	
138	Turkish Museums	Turkey	
139	Corinium Museum	United Kingdom	
140	La Madraza. CCCUGR	Spain	
141	Pikasso Dios de las Vanguardias	Argentina	
142	Art UK	United Kingdom	
143	Museos Estatales	Spain	
144	National Portrait Gallery	United Kingdom	
145	Anatomical Museum	United Kingdom	
146	Horniman Museum and Gardens	United Kingdom	
147	Museo Arqueológico Nacional	Spain	
148	Museo del Templo Mayor	Mexico	
149	CA Medina Azahara	Spain	
150	서울역사박물관	South Korea	

Global results - Top participants



stats by Talkwalker

151	町田市民文学館 ことばらんど (町田市公式)	Japan	
152	Museo de la Historia del Traje	Chile	
153	National Justice Museum	United Kingdom	
154	Fundacion William H. Phelps	Venezuela	
155	No. 1 Royal Crescent	United Kingdom	
156	Museo de Zaragoza	Spain	
157	Fitzwilliam Museum	United Kingdom	
158	Museu do Diamante	Brazil	
159	DASA Arbeitswelt Ausstellung	Germany	
160	Museo del Genoa	Italy	
161	Museo Accorsi-Ometto	Italy	
162	Alberta Government	Canada	
163	Tomato Industrial Museum	Greece	
164	Museo Paleontológico	Puerto Rico	
165	MuseoEvoluciónHumana	Spain	

166	Museen in Bayern	Germany	
167	National Centre for Cultural Heritage	Maldives	
168	Georgina Hooper SuperRare	Australia	
169	Museo Archeologico di Ascoli Piceno	Italy	
170	Musei di Strada Nuova	Italy	
171	Kultur und Freizeit Gerstungen	Germany	
172	Museo de la independencia Casa del Florero	Columbia	
173	Musée d'Art Moderne de Paris	France	
174	KZ-Gedenkstätte Neuengamme	Germany	
175	Museo Paleontológico Egidio Feruglio	Argentina	
176	Museo Arqueológico Espera	Spain	
177	Casa Museo Quinta de Bolívar	Columbia	
178	London Fire Brigade Museum	United Kingdom	
179	Museo Calatia	Italy	
180	UniPa Communication Lab	Italy	

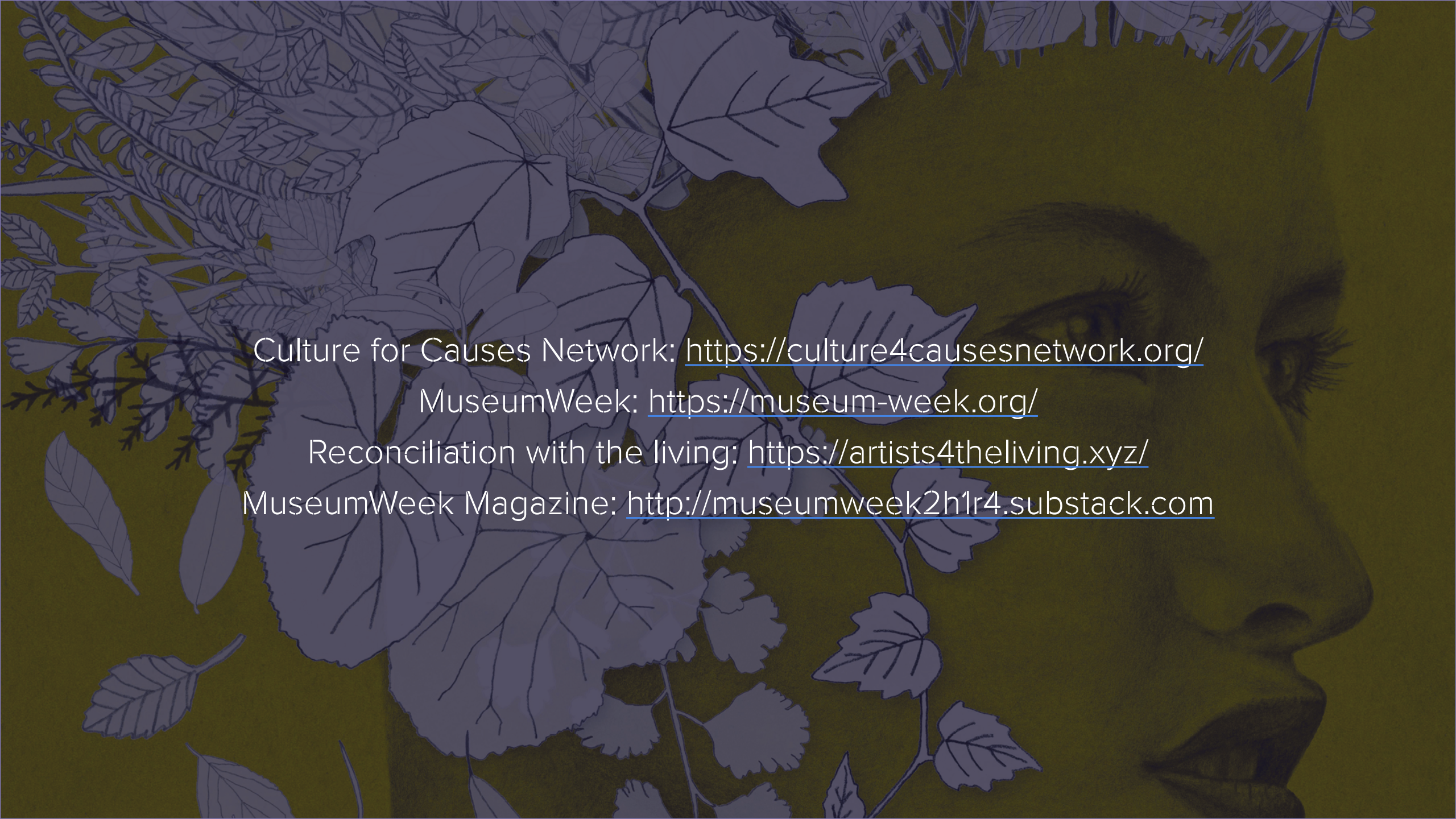
Global results ■ Top participants



stats by Talkwalker

181	Museos de San Isidro	Argentina	
182	Musée Magnin	France	
183	San Telmo Museoa	Spain	
184	Museo Carmen Thyssen	Spain	
185	pastwomen	Spain	
186	Scarborough Museums and Galleries	Canada	
187	Museo Naval de La Nación	Argentina	
188	Agencia Informativa Latinoamericana Prensa Latina	Cuba	
189	The Royal College of Physicians museum	United Kingdom	
190	The House of European History	Belgium	

191	Archives de Rennes	France	
192	Villa Bernasconi	Italy	
193	Museo Bellas Artes Bilbao	Spain	
194	Civico Museo Archeologico di Milano	Italy	
195	Time & Tide Museum	United Kingdom	
196	Museo Cabañas	Mexico	
197	Museo de los Museos	Chile	
198	Museo del Risparmio	Italy	



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>