


The Impact of Curator Baxle

York Museums Trust

In Numbers


15,400
New Twitter
Followers


5.4
million
people saw YMT
objects during the
battles


1.5+
million
engaged with the
Curator Battles

#CuratorBattle

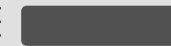
Digital Leaders

Curator Battles benefited many other museums who took part in the battles.



SCARBOROUGH MUSEUMS COLLECTIONS
TEAM TWITTER IMPRESSIONS

MARCH



15K

APRIL



931K

#CreepiestObject

Media Highlights



BBC One's *Have I Got News For You* featured #creepiestbattle

York Museums Trust's team were interviewed about the battles on radio stations in Australia, Canada New Zealand and the United States of America



the **guardian**

BBC

CNN



Wellbeing

People engaged with Curator Battle to...

58%

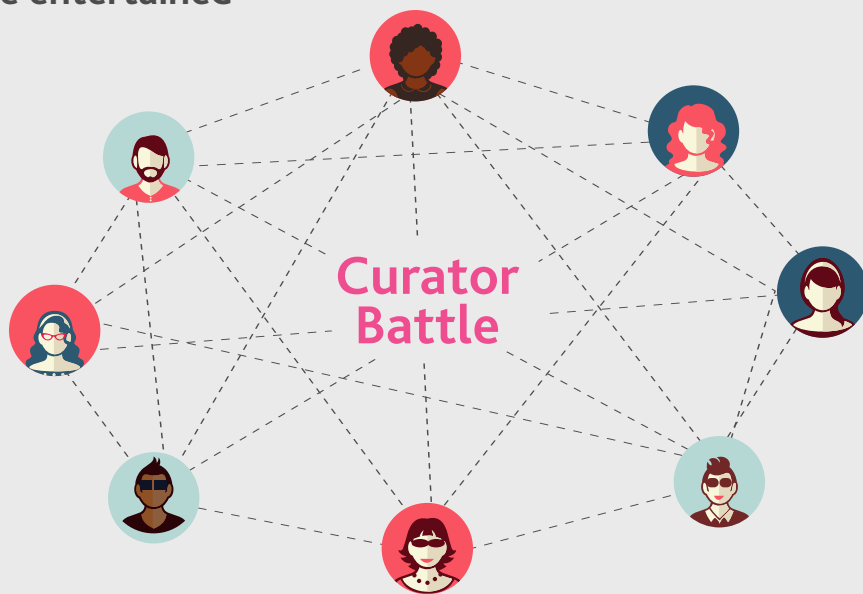
To feel a connection with the world beyond my home

69%

To lift my mood

88%

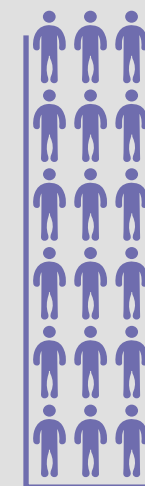
To be entertained



In a survey of more than
200 people,

83%

Strongly Agreed or Agreed
Curator Battle helped
them **feel connected with
other people** during
Lockdown



Agree



Strongly
Agree



I felt connected with others
experiencing Curator Battle



Meeting the needs of Audiences

Fulfilling a need for culture

86%

of those surveyed said Curator Battle met their need for cultural activity during lock down.

80%

tuned in every week once they had discovered Curator Battle



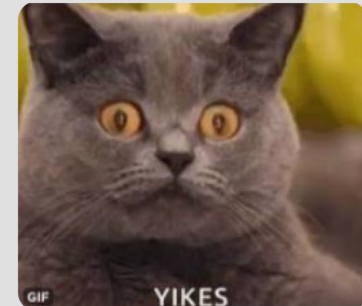
Emily Hunt [@emilyinpublic](#)
Somehow making [#lockdown](#) that bit more magical than expected: thank you [#curatorbattle](#) [#Creepiestobject](#) edition... Museums hold Twitter showdown to find world's creepiest exhibit <https://theguardian.com/culture/2020/a...> [#COVID19](#)



Twitter Feedback



Amy Morse [@AmyMorse_Writer](#)
[#CreepiestObject](#) Basically, this entire hashtag wins the internet today...



What people said about Curator Battle



It gave me something to laugh at on a Friday night during a tough time. I was delighted that so many different people from all over the world became involved. An absolute joy.



I would not have even known about you or many of the other organizations who participated without it.



Curator Battle in 3 words?

FUN

EDUCATIONAL

INTERESTING

Reaching New Audiences

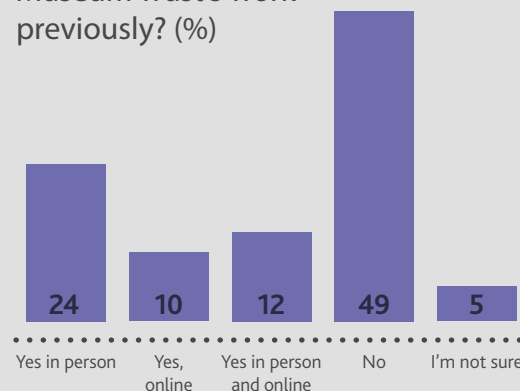
50%

Nearly 50% of those engaging with Curator Battle had not engaged with York Museums Trust before

For nearly one fifth of the audience it was the first time they had engaged with cultural works digitally

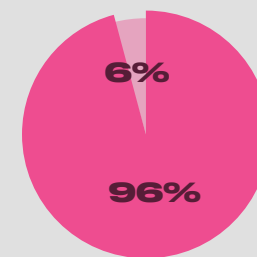


Have you experienced York Museum Trust's work previously? (%)



Lasting Impact

96% said they seek out similar digital experiences after lockdown



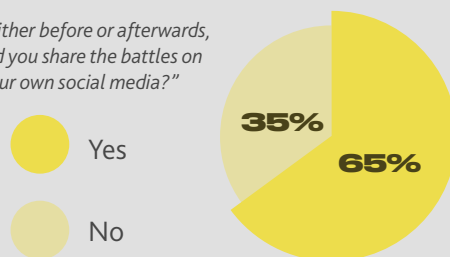
"Even after lockdown has fully lifted and you can safely attend physical events, would you seek out works like this again?"



Sharing with others

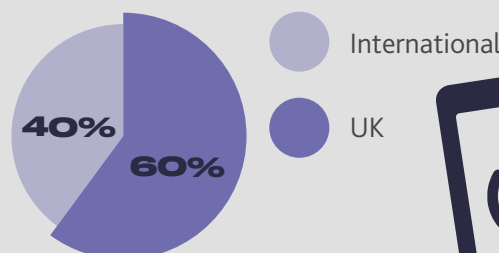
Nearly two thirds of participants shared the Curator Battles with their own social networks.

"Either before or afterwards, did you share the battles on your own social media?"



Global Reach

40% was an international audience. Outside of the UK it was most popular in the United States of America, Canada and Australia



Ages Engaged

34

More than a quarter of those surveyed were under 34...

...while 20% were over 55

55

20%