

EGMUS Plenary Meeting  
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# Digital consumption in Croatian museums

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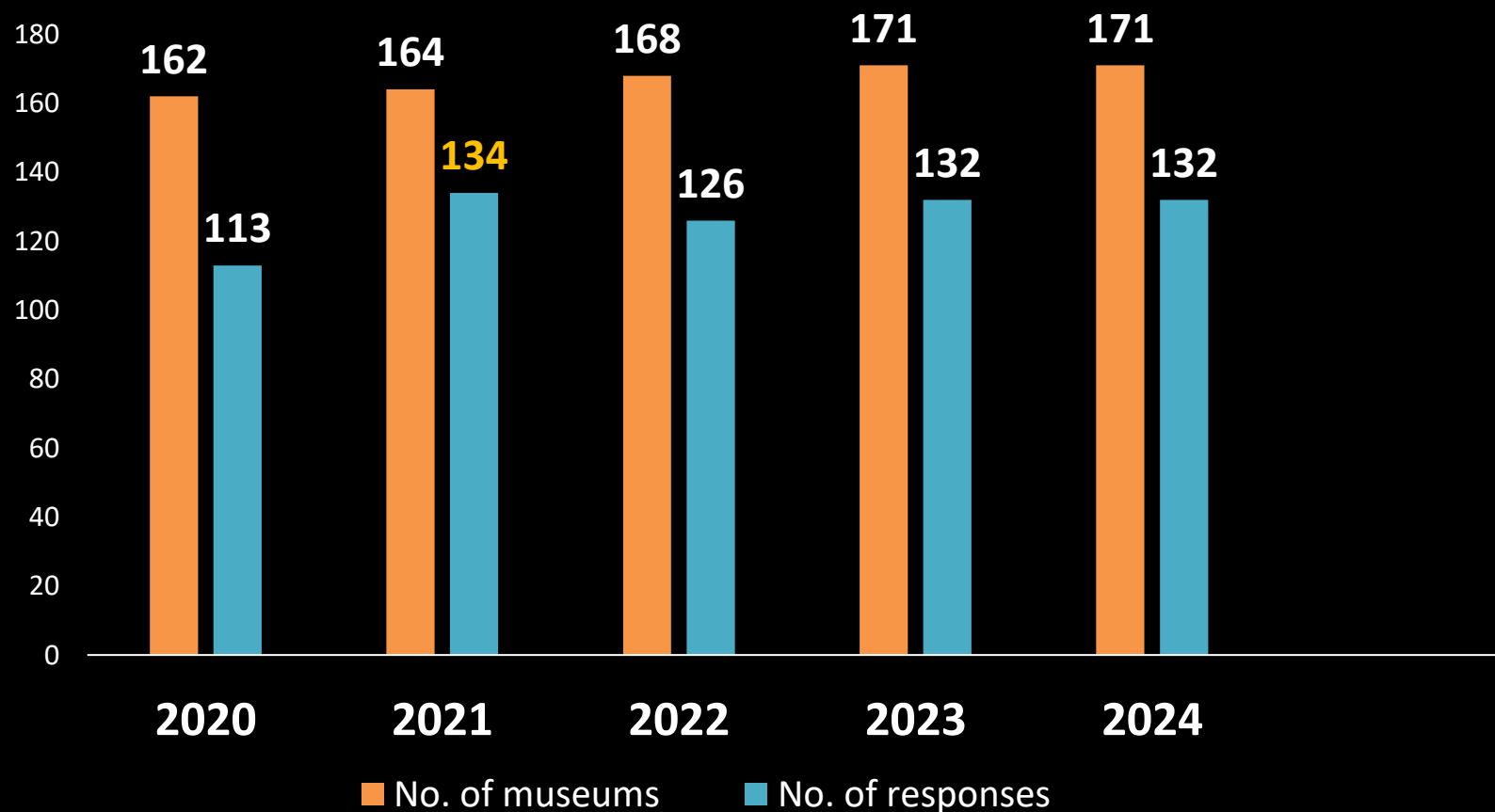
# Digital consumption in Croatian museums

- Museum Documentation Center sent the first call to museums for implementation of online metrics during the lockdown (2020)
- first data collected was for the year 2020, published in 2021
- last data – for the year 2024 (published in 2025)
- 5 years of collecting
- available at [Croatian Museum Statistics](#) in English



# Digital consumption in Croatian museums

*Museums response rate on online visits 2020 - 2024*



# Digital consumption in Croatian museums

*What do we ask about online visits?*

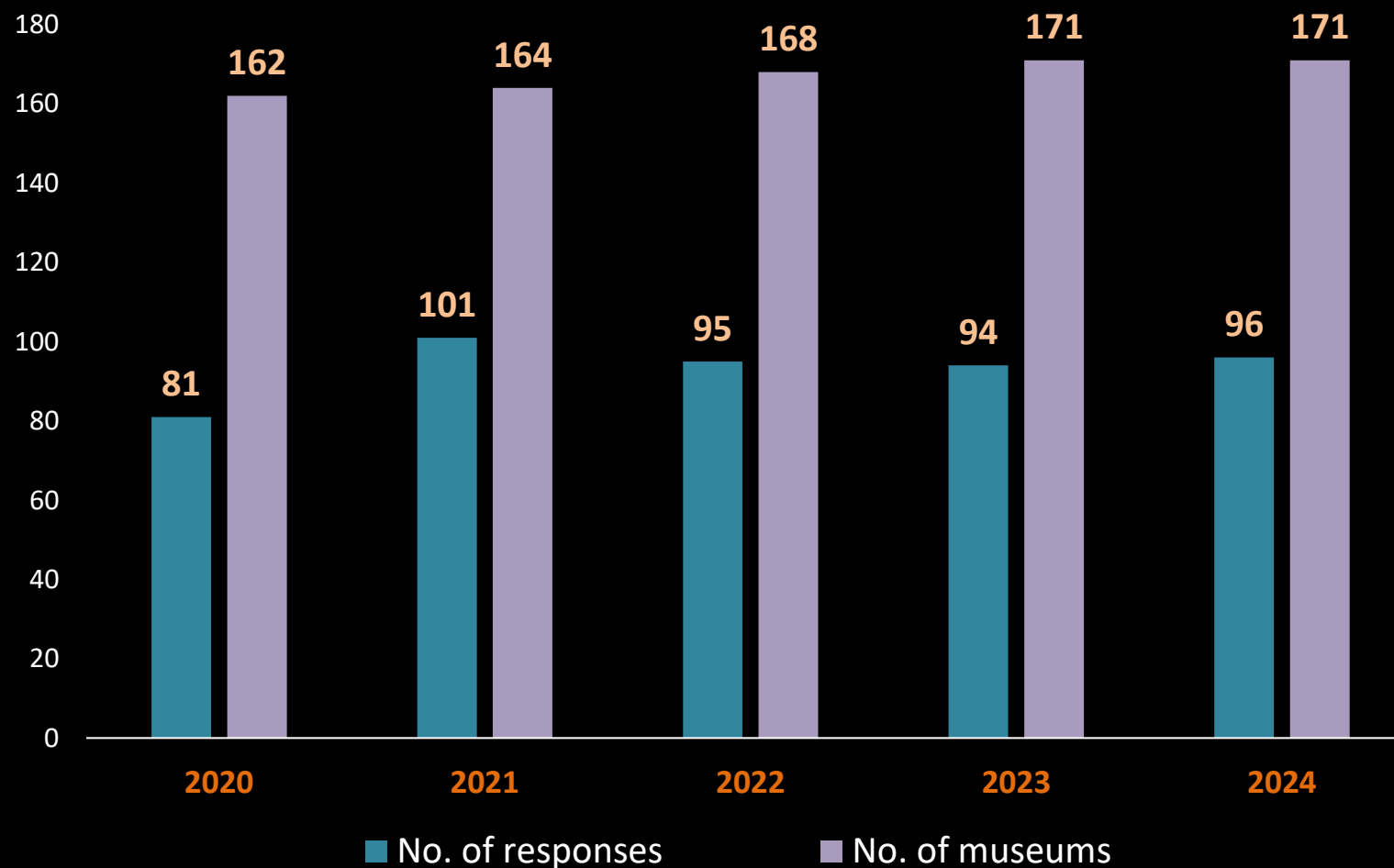
- 1<sup>st</sup> distinction – web sites  $\neq$  social networks  $\sim$  video platforms

*Web sites:*

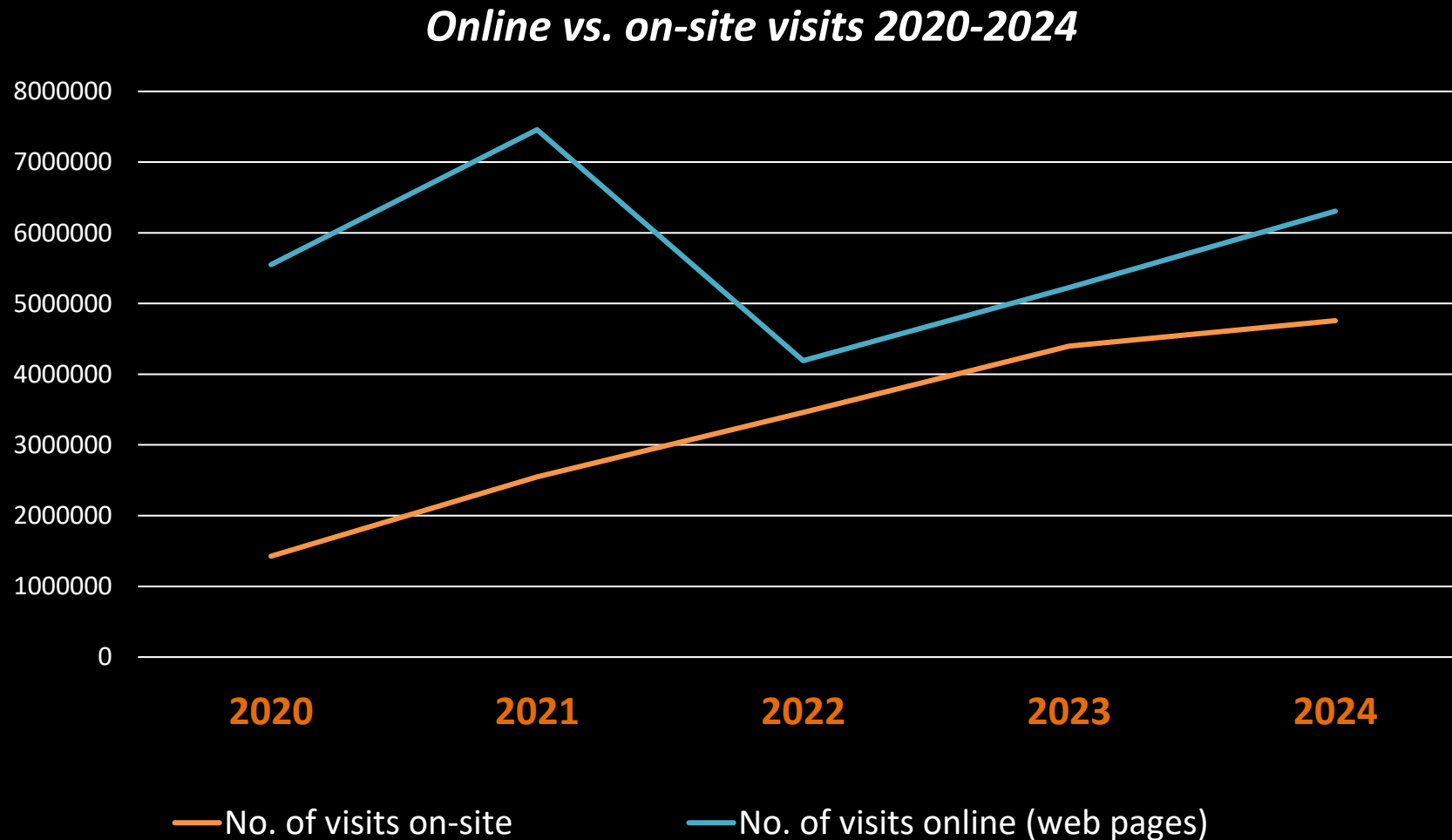
- online collections
- online (virtual) exhibitions
- virtual tours
- online education programs
- online live events
- newsletter
- other (*fill in*)

# Digital consumption in Croatian museums

*Museums response rate for web sites 2020 - 2024*



# Digital consumption in Croatian museums



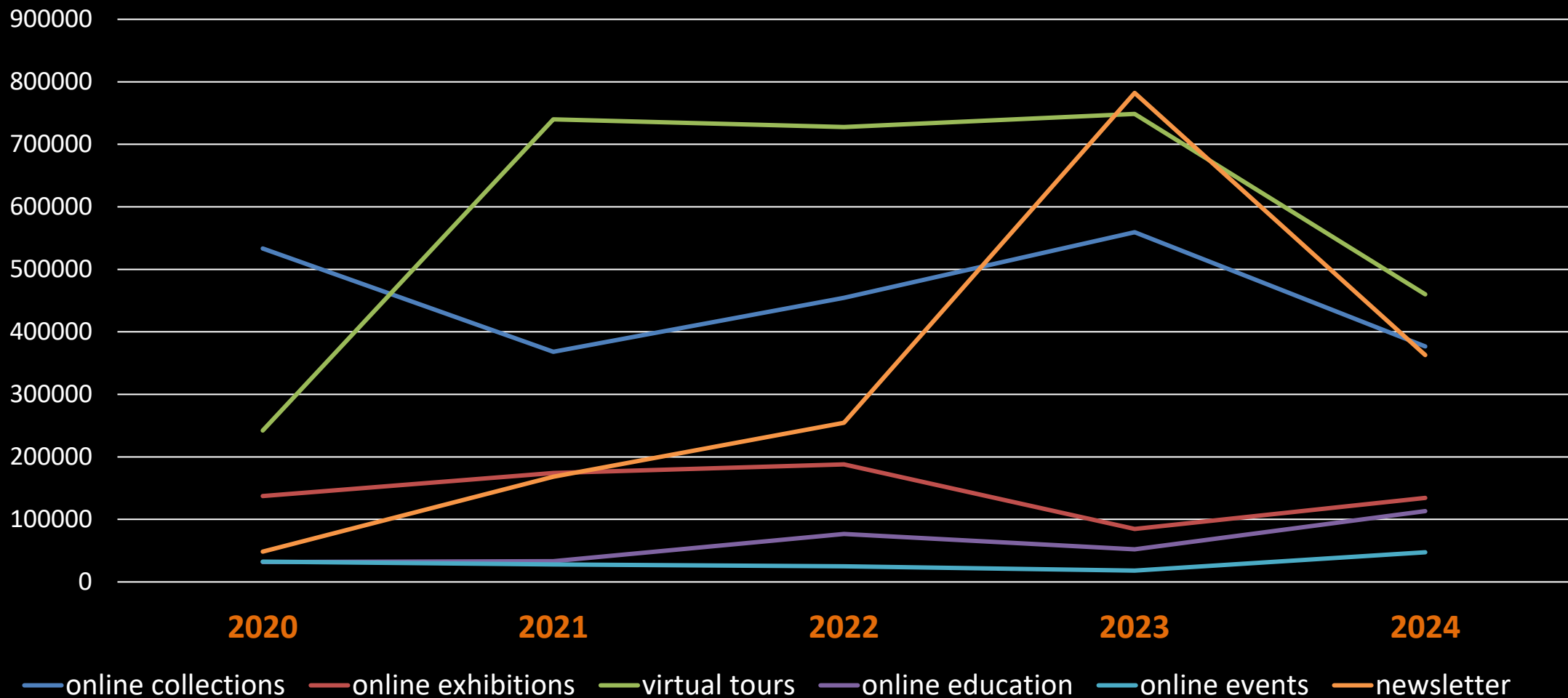
# Digital consumption in Croatian museums

- NEMO webinar – *Holistic audience measurement in the age of digital*
- guide to implement Digital Audience Measurement (DAM)



# Digital consumption in Croatian museums

*Online visits by type of web page content 2020 - 2024*







# Digital consumption in Croatian museums

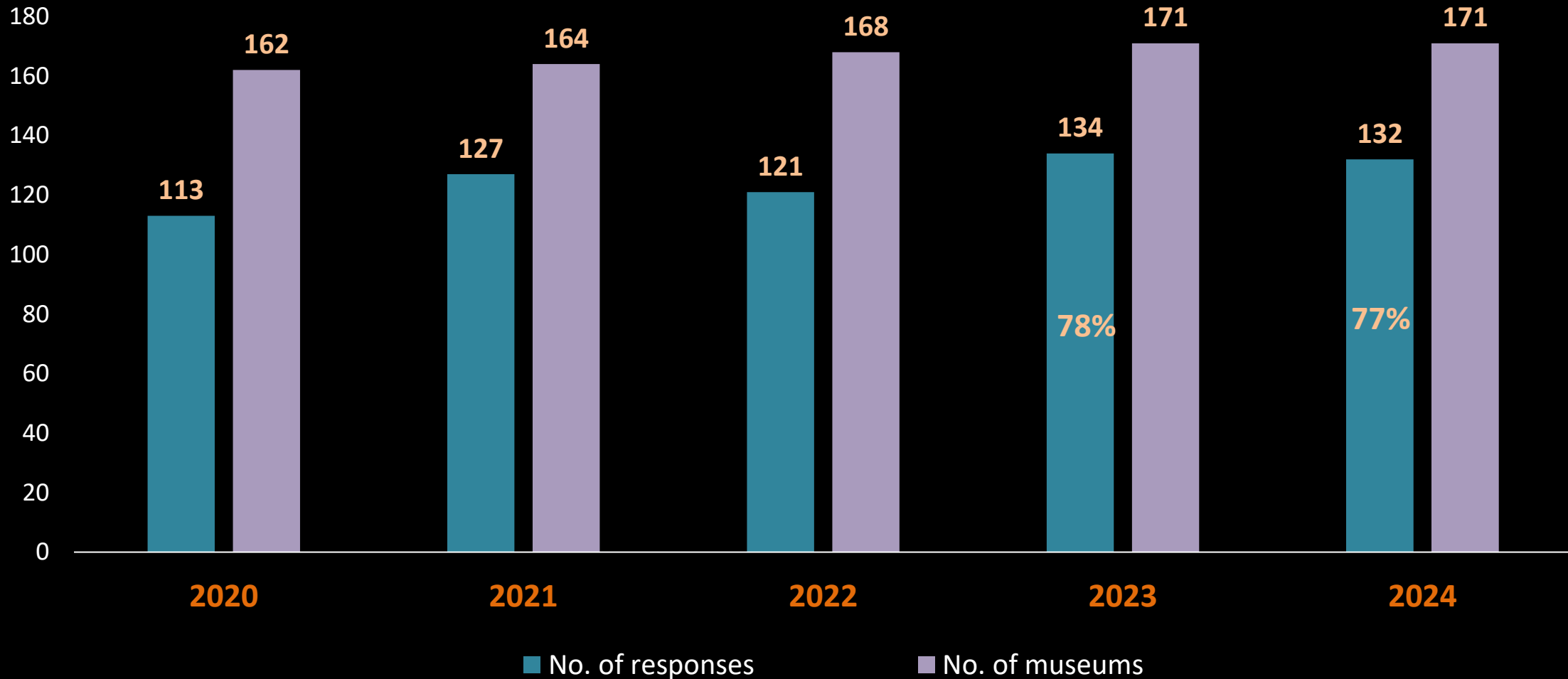
*What do we ask about online visits?*

*Social networks & video platforms:*

- name of network/platform/channel (*Facebook, Instagram, X, TikTok, YouTube, Vimeo...*)
- number of views
- number of followers
- number of reactions ( as  or  or... else)
- number of comments
- number of sharing

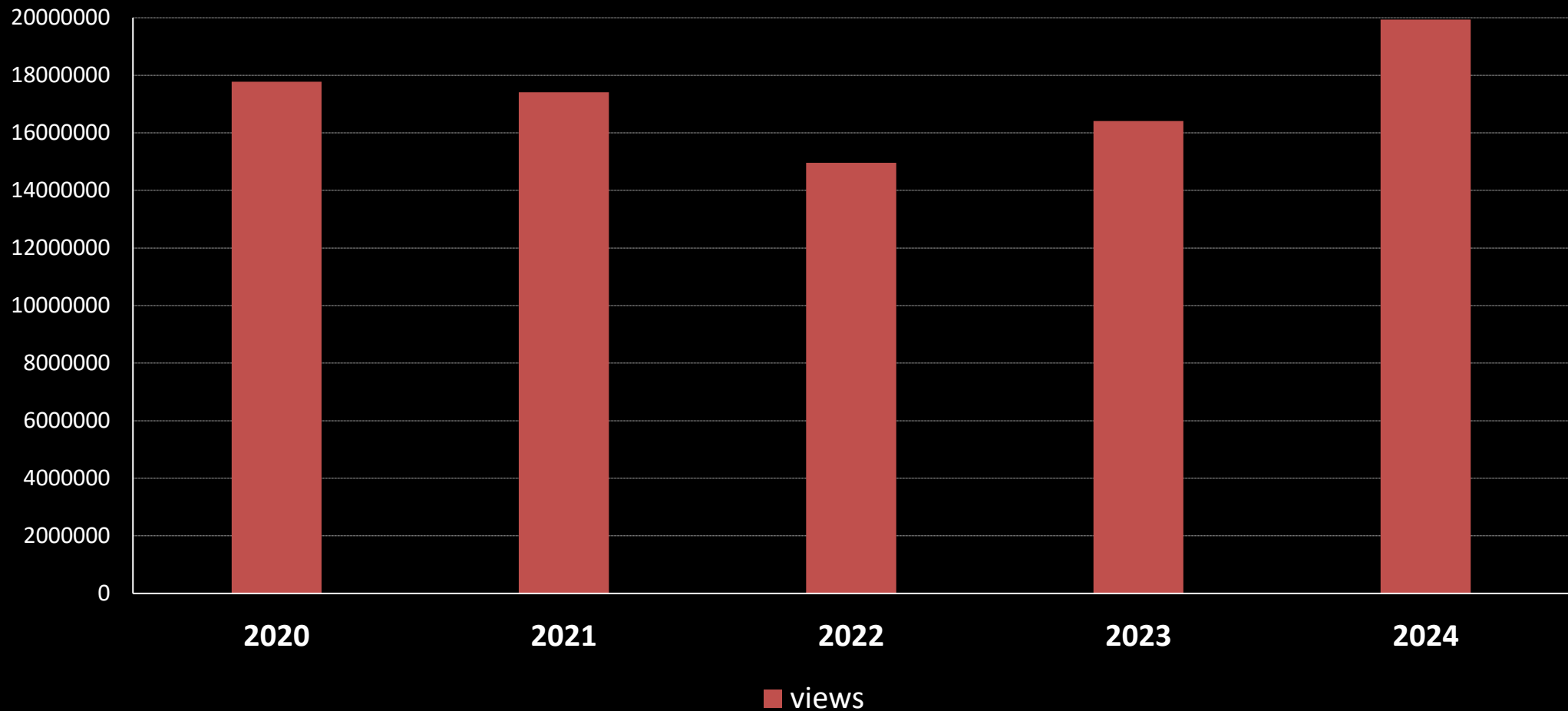
# Digital consumption in Croatian museums

*Museums response rate for social networks & video platforms 2020 - 2024*



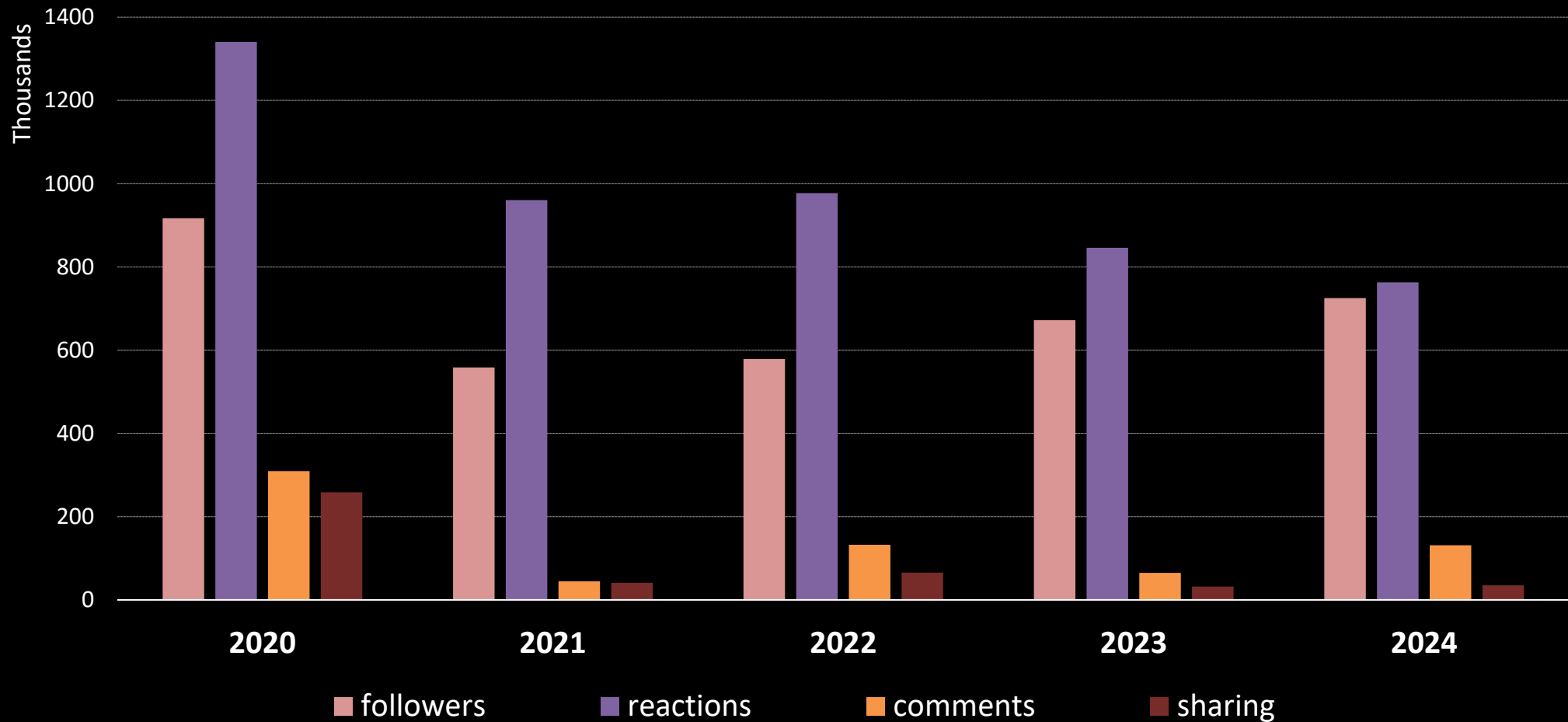
# Digital consumption in Croatian museums

*Social media engagement in Croatian museums 2020-2024*



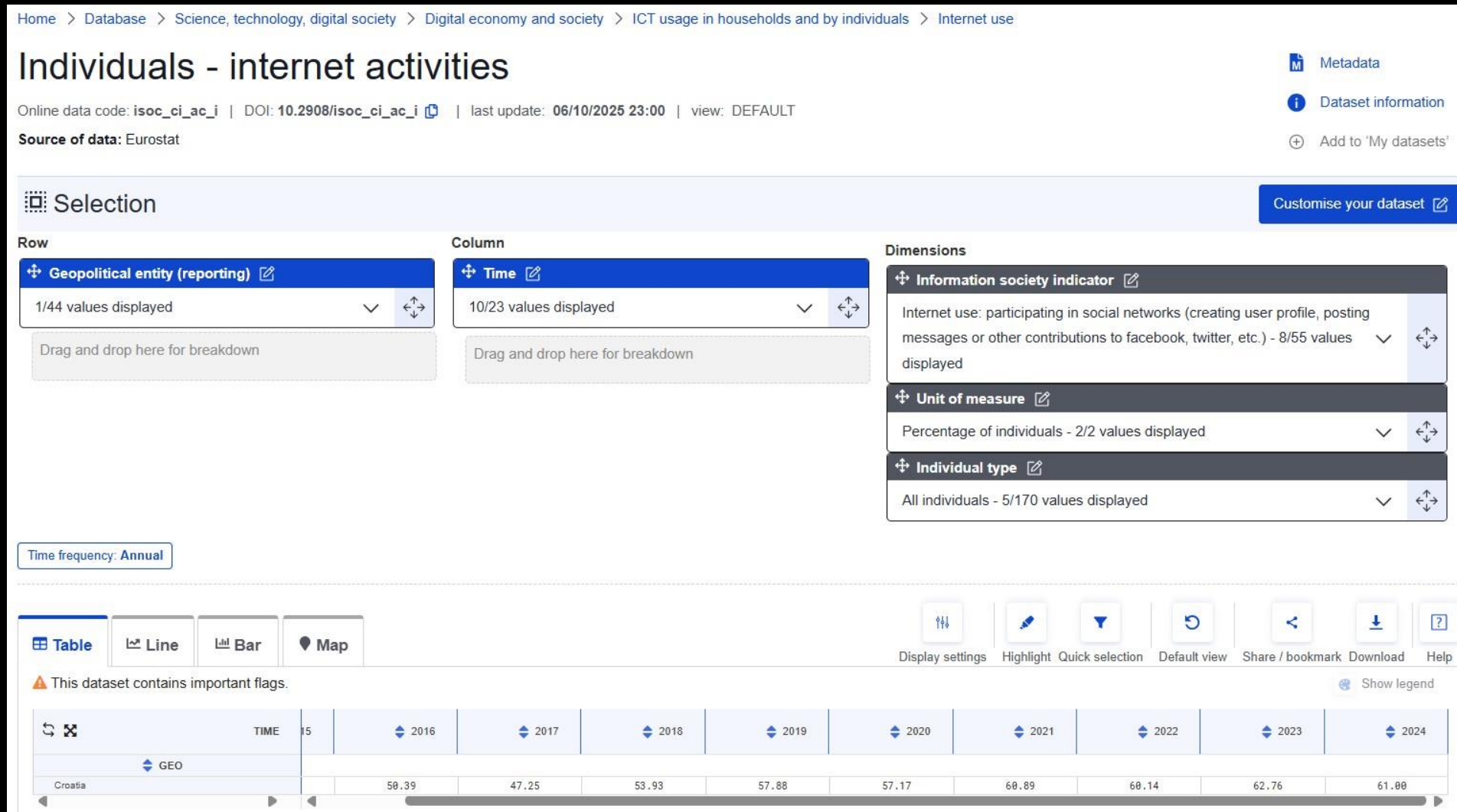
# Digital consumption in Croatian museums

*Social media engagement in Croatian museums 2020-2024*

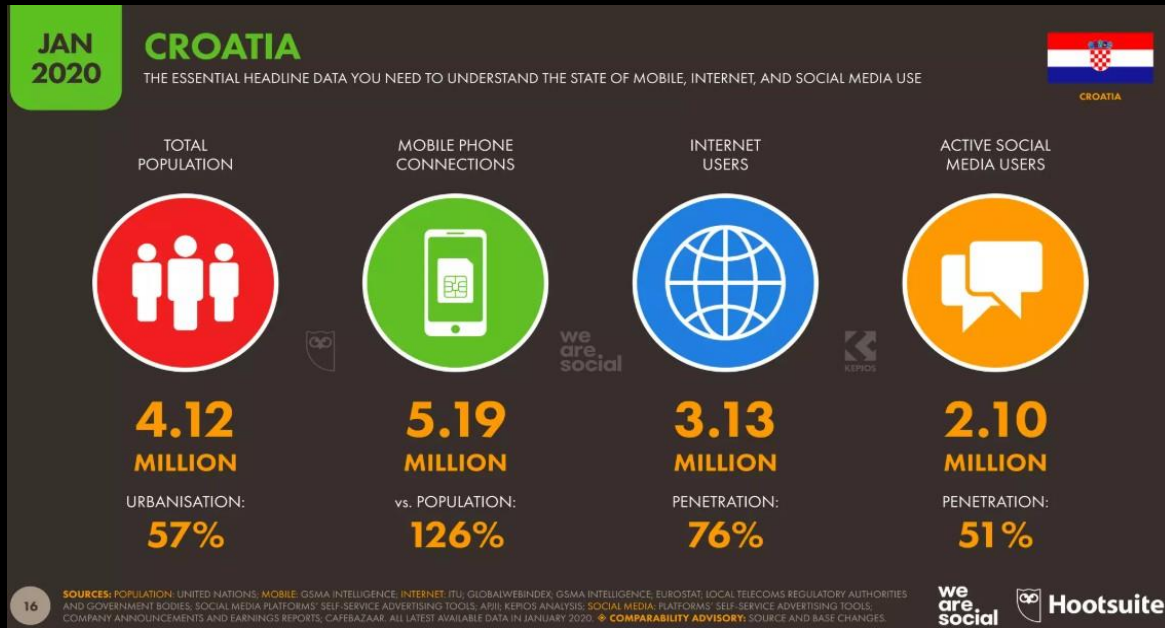


# Digital consumption in Croatian museums

- EUROSTAT – *Internet use: participating in social networks (individuals)*

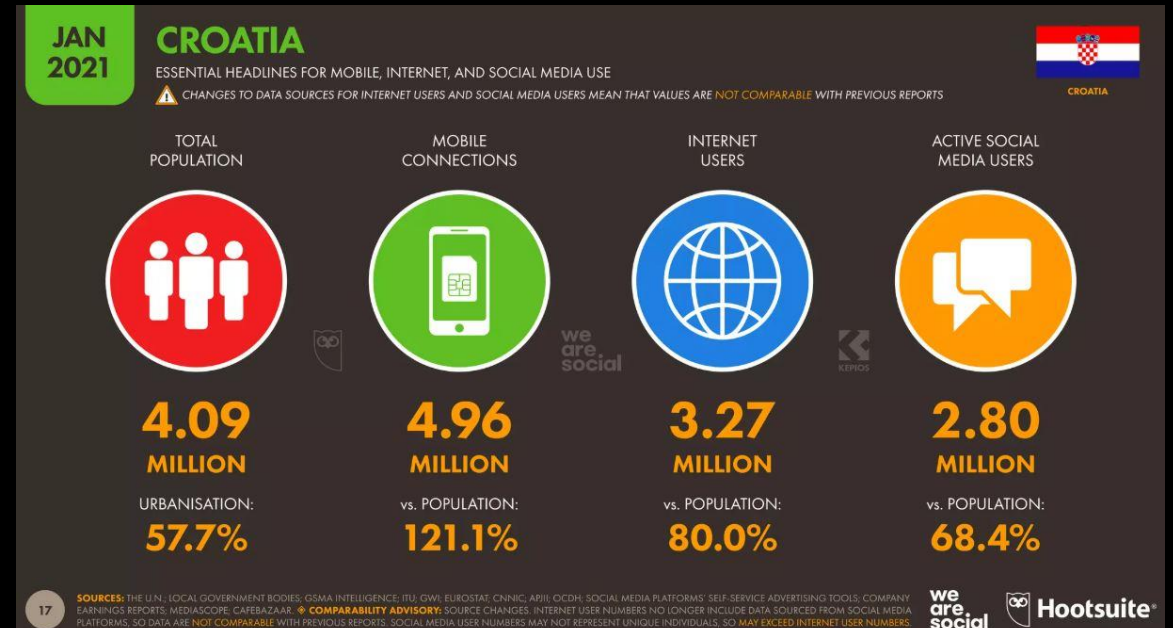


# Digital consumption in Croatian museums



## Internet use in Croatia in 2022

There were **3.34 million** internet users in Croatia in January 2022.



## Social media statistics for Croatia in 2023

There were **2.94 million** social media users in Croatia in January 2023.

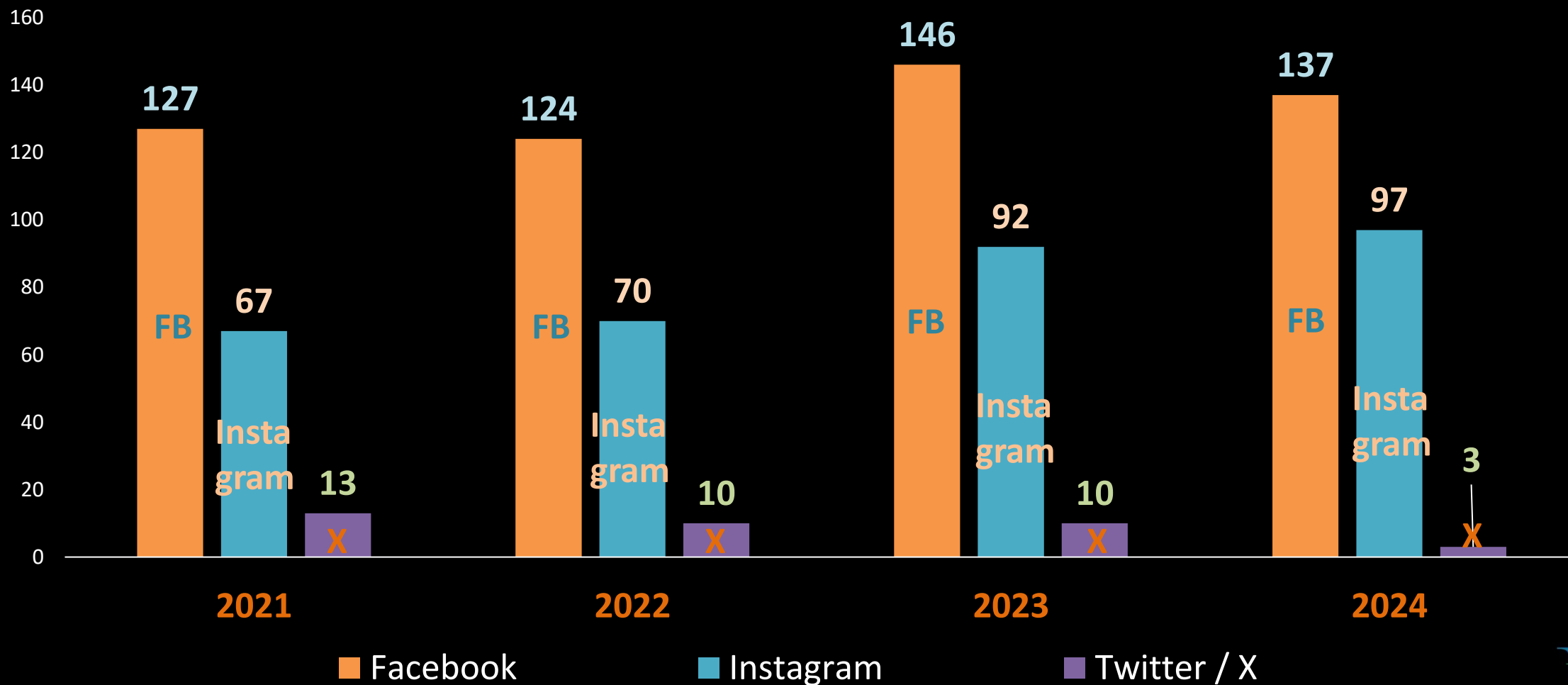
## Social media statistics for Croatia in 2024

**DataReportal's** figures show that there were **2.79 million** active social media user identities in Croatia in January 2024.

<https://datareportal.com/digital-in-croatia>

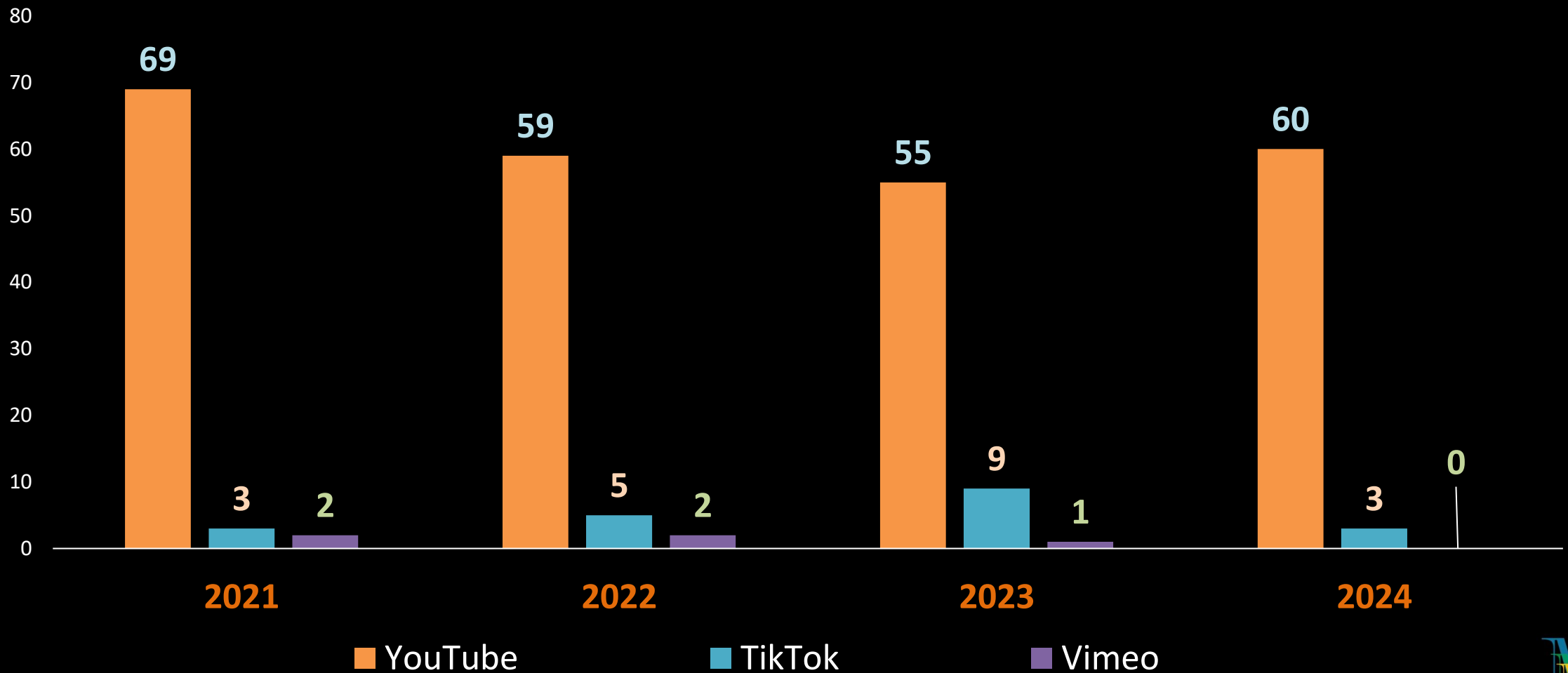
# Digital consumption in Croatian museums

*Most popular social media platforms in Croatian museums 2021 - 2024*



# Digital consumption in Croatian museums

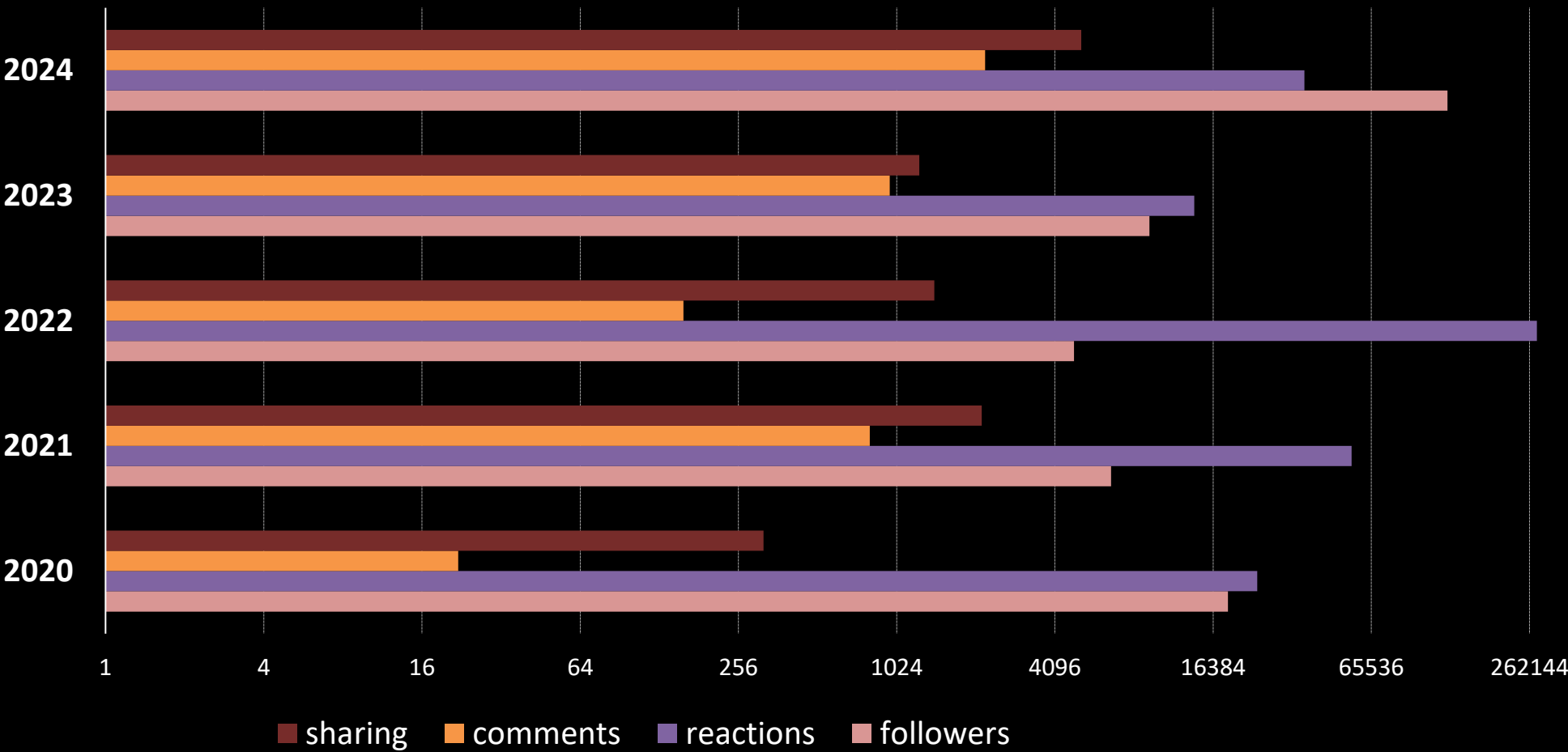
*Most popular video platforms in Croatian museums 2021 - 2024*





# Digital consumption in Croatian museums

## *Digital engagement on Croatian museums' video platforms 2020-2024*



# Digital consumption in Croatian museums

## *Challenges*

- lack of IT professionals
- almost 30 % of museums have only 1-2 professionals
- online content production, development and adjustment to new trends
- lack of training
- further development of metrics and its usage

## *Possibilities*

- training of the staff
- digital/new media experts
- influencers
- outsourcing
- AI

# Thank you for your attention!



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