


# VISIT GLOUCESTER


## Social Media Performance

April 2023

 @VisitGloucester

 @visitgloucester

 @visit\_gloucester

 Gloucester

 Visit Gloucester



**Summary:**

**This month our audience grew by 0.4% (118). We had over 27.6K engagements on our posts (likes, shares, comments) across our social channels (this report included Twitter, Instagram, Facebook, TikTok) and we entered consumer screens over 650,000 times.**


**Our engagements are up by 21.1% and our impressions are up by 39% compared to March 2023.**

**Help us to help you!**


We want to share your content Tag us @visitgloucester and use our hashtag #visitgloucester Let us know about upcoming events by submitting here: <https://www.visitgloucester.co.uk/information/submit-event>

Contact [visitgloucester@gloucester.gov.uk](mailto:visitgloucester@gloucester.gov.uk) to discuss a feature on our social channels and our blog on our website, free of charge, to show of your business.


## Top 3 Twitter Posts:


 **@VisitGloucester**  
Tue 4/4/2023 10:00 am BST

From 21 to the 23 April, [@GlosHistFest](#) will be hosting a weekend of talks in the beautiful [@GlosBlackfriars](#)! Tickets are available now...




<b>Total Engagements</b>	<b>92</b>
Likes	25
@Replies	0
Retweets	11
Post Link Clicks	24
Other Post Clicks	32
Other Engagements	0


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 **@VisitGloucester**  
Wed 4/12/2023 10:00 am BST

The [@GlosHistFest](#) Spring Weekend starts next week at [@GlosBlackfriars](#)! Tickets are selling fast so make sure you book now so y...



<b>Total Engagements</b>	<b>40</b>
Likes	13
@Replies	0
Retweets	6
Post Link Clicks	4
Other Post Clicks	17
Other Engagements	0

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 **@VisitGloucester**  
Mon 4/17/2023 10:00 am BST

The [@GlosHistFest](#) Spring Weekend starts this Friday at [@GlosBlackfriars](#)! There are still tickets left for some of the talks so book now...



<b>Total Engagements</b>	<b>39</b>
Likes	16
@Replies	0
Retweets	8
Post Link Clicks	7
Other Post Clicks	8
Other Engagements	0

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## Top 3 Facebook Posts:


 Gloucester  
Thu 4/6/2023 3:00 pm BST

Don't miss your chance to see this incredible view for yourself with a Tower Tour at Gloucester Cathedral! For multiple dates...



<b>Total Engagements</b>	<b>4,254</b>
Reactions	418
Comments	70
Shares	59
Post Link Clicks	809
Other Post Clicks	2,898




 Gloucester  
Sat 4/1/2023 9:00 am BST

A Time Machine in Your Pocket! Visit Gloucester are excited to announce new VR experience, 'BackWrđ', celebrating the rich...



<b>Total Engagements</b>	<b>1,497</b>
Reactions	73
Comments	22
Shares	5
Post Link Clicks	195
Other Post Clicks	1,202



 Gloucester  
Fri 4/14/2023 10:15 am BST

It's #FoodieFriday! 🍷 Mister's Café & Bistro opened its doors on Westgate Street last year and has since been serving Gloucester a...



<b>Total Engagements</b>	<b>988</b>
Reactions	100
Comments	45
Shares	11
Post Link Clicks	110
Other Post Clicks	722



## Top 3 Instagram Posts:

 **visitgloucester**  
Sat 4/15/2023 9:00 am BST

Following her success with The Rainbow Square, local artist Tash Frootko plans to turn part of a city into a "huge outdoor art gallery..."



<b>Total Engagements</b>	<b>235</b>
Likes	229
Comments	4
Saves	2

⋮ ↻

 **visitgloucester**  
Thu 4/6/2023 3:00 pm BST

Don't miss your chance to see this incredible view for yourself with a Tower Tour at @gloucestercathedral! For multiple dates...



<b>Total Engagements</b>	<b>198</b>
Likes	184
Comments	6
Saves	8

⋮ ↻

 **visitgloucester**  
Sun 4/30/2023 9:00 am BST

HRH The Princess Royal, and Vice Admiral Sir Timothy Laurence will be attending the service of thanksgiving on Monday 8 May at...



<b>Total Engagements</b>	<b>145</b>
Likes	141
Comments	0
Saves	4

⋮ ↻

## Top TikTok Posts:

 **visit\_gloucester**  
Fri 4/28/2023 10:08 am BST

This tradition dates back to the medieval period! #visitgloucester #fyp #gloucester #gloucestershire #cotswolds #traveltok...



<u>Total Engagements</u>	144
<u>Likes</u>	140
<u>Comments</u>	1
<u>Shares</u>	3

 **visit\_gloucester**  
Tue 4/25/2023 5:43 pm BST

Gloucester but make it Wes Anderson (kinda) #visitgloucester #fyp #gloucester #gloucestershire #cotswolds #traveltok...



<u>Total Engagements</u>	42
<u>Likes</u>	40
<u>Comments</u>	2
<u>Shares</u>	0

### Performance Summary

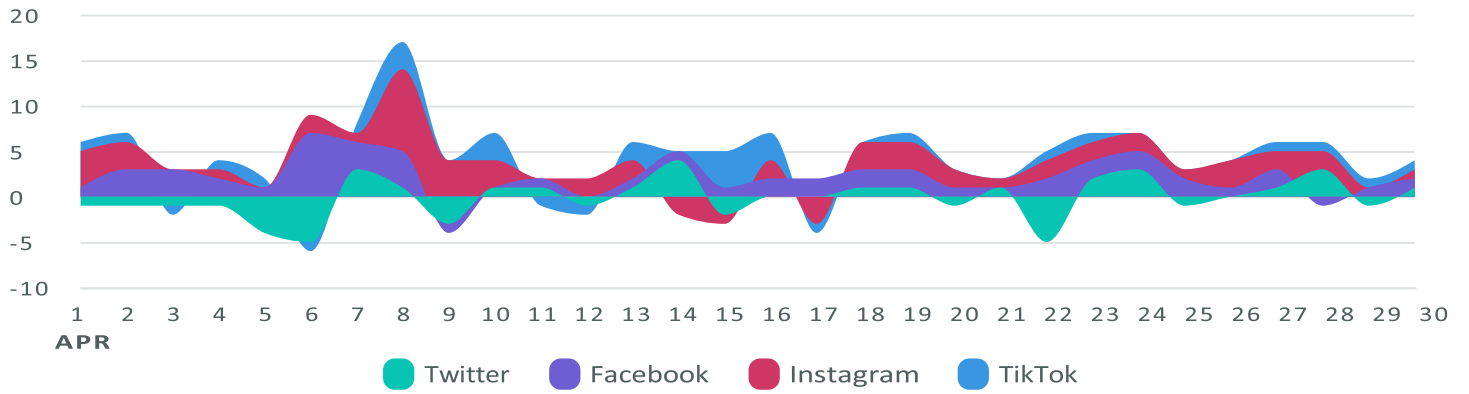
View your key profile performance metrics from the reporting period.

<p>Impressions</p> <p><b>654,480</b></p> <p>↗ 39%</p>	<p>Engagements</p> <p><b>27,693</b></p> <p>↗ 21.1%</p>	<p>Post Link Clicks</p> <p><b>5,592</b></p> <p>↗ 64.7%</p>
<p>Engagement Rate (per impression)</p> <p><b>4.2%</b></p> <p>↘ 10.7%</p>		

### Audience Growth

See how your audience grew during the reporting period.

Net Audience Growth, by Day



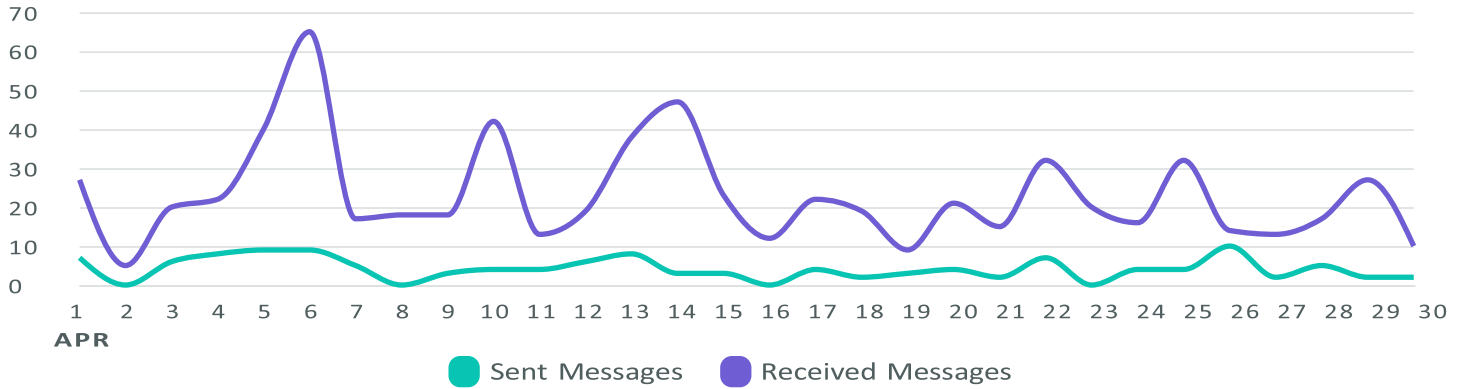
Audience Metrics	Totals	% Change
<b>Total Audience</b>	<b>43,542</b>	<b>↗0.4%</b>
<b>Total Net Audience Growth</b>	<b>118</b>	<b>↘29.8%</b>
Twitter Net Follower Growth	-3	↘200%
Facebook Net Page Likes	48	↗71.4%
Instagram Net Follower Growth	51	↘25%
TikTok Net Follower Growth	22	↘68.1%



### Message Volume

Review the volume of sent and received messages across networks during the selected time period.

Messages per Day



Sent Messages Metrics	Totals	% Change
<b>Total Sent Messages</b>	<b>126</b>	<b>↗ 13.5%</b>
Twitter Sent Messages	17	↗ 88.9%
Facebook Sent Messages	45	↘ 11.8%
Instagram Sent Messages	61	↗ 24.5%
TikTok Sent Messages	3	↗ 50%

### Message Volume

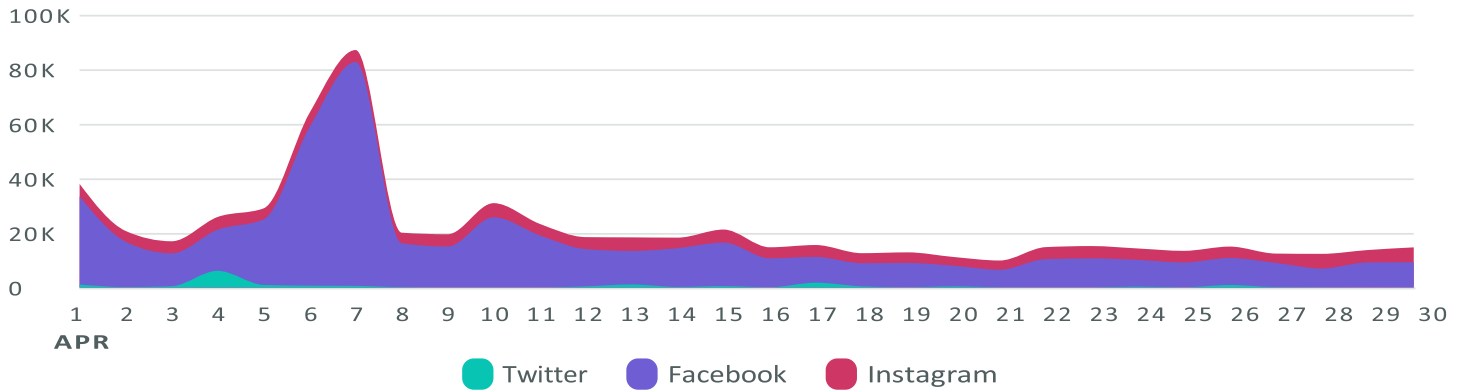
Review the volume of sent and received messages across networks during the selected time period.

Received Messages Metrics	Totals	% Change
<b>Total Received Messages</b>	<b>693</b>	<b>↘6.9%</b>
Twitter Received Messages	136	<b>↗88.9%</b>
Facebook Received Messages	199	<b>↘32.8%</b>
Instagram Received Messages	348	<b>↗5.8%</b>
TikTok Received Messages	10	<b>↘78.7%</b>

### Impressions

Review how your content was seen across networks during the reporting period.

Impressions, by Day

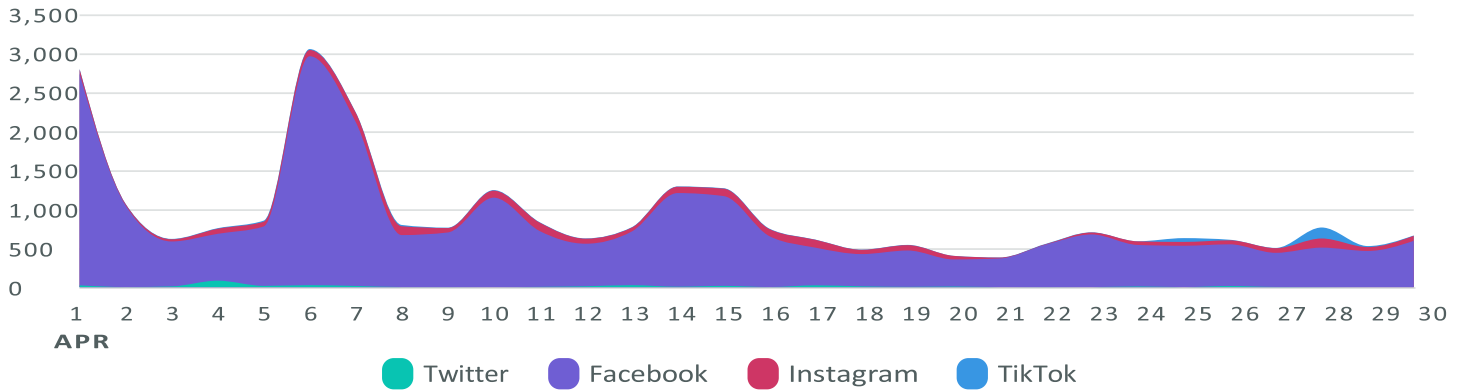


Impression Metrics	Totals	% Change
<b>Total Impressions</b>	<b>654,480</b>	<b>↗ 39%</b>
Twitter Impressions	16,766	↗ 492.4%
Facebook Impressions	507,869	↗ 31.3%
Instagram Impressions	129,845	↗ 60.3%

### Engagement

See how people are engaging with your posts during the reporting period.

Engagements, by Day

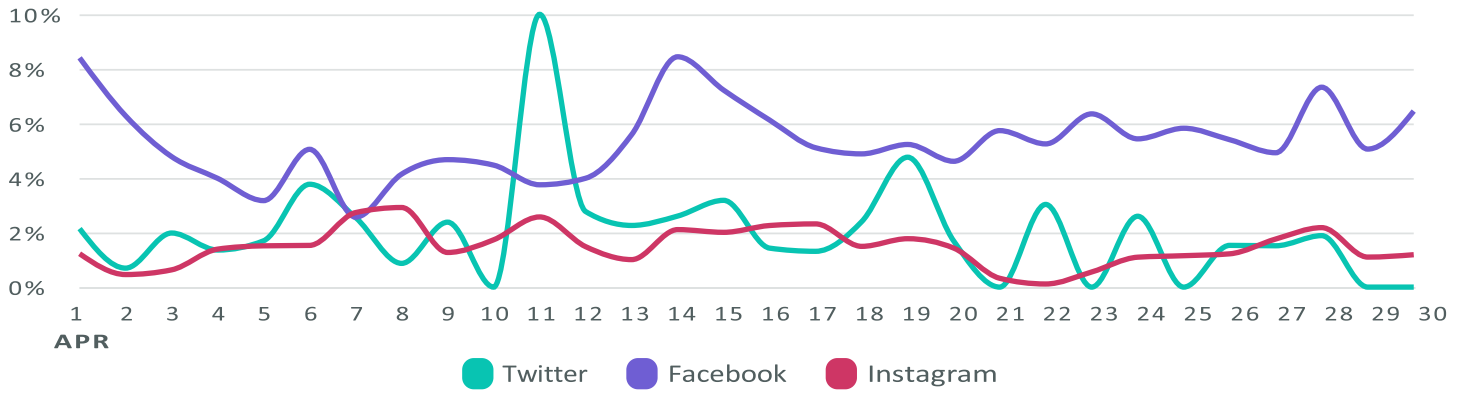


Engagement Metrics	Totals	% Change
<b>Total Engagements</b>	<b>27,693</b>	<b>↗ 21.1%</b>
Twitter Engagements	304	↗ 496.1%
Facebook Engagements	25,118	↗ 23.7%
Instagram Engagements	1,929	↗ 15%
TikTok Engagements	342	↘ 58.9%

**Engagement Rate**

See how engaged people are with your posts during the reporting period.

Engagement Rate (per Impression), by Day

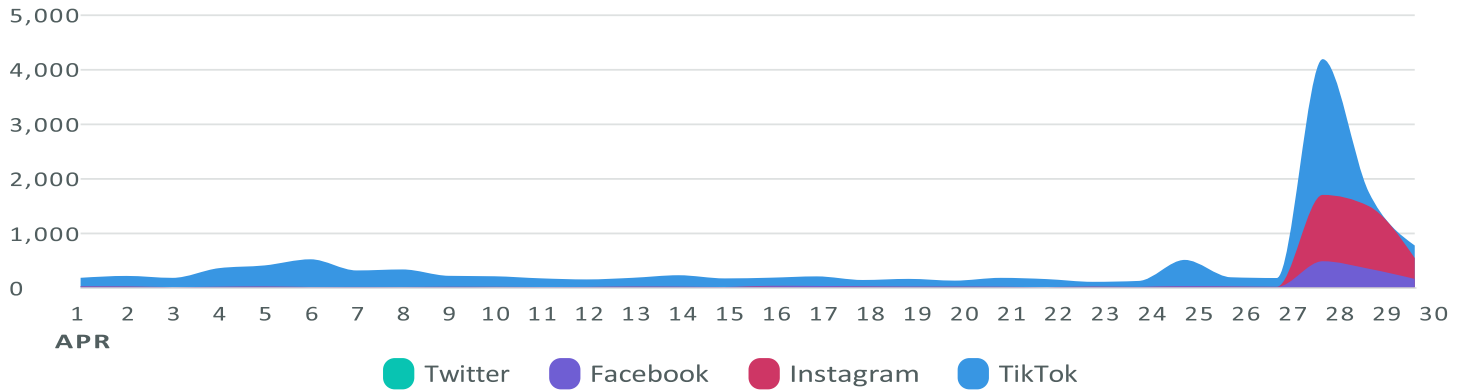


Engagement Rate Metrics	Rate	% Change
<b>Engagement Rate (per Impression)</b>	<b>4.2%</b>	<b>↘10.7%</b>
Twitter Engagement Rate	1.8%	↗0.6%
Facebook Engagement Rate	4.9%	↘5.8%
Instagram Engagement Rate	1.5%	↘28.2%

**Video Views**

Review how your videos were viewed across networks during the reporting period.





Video Views, by Day



Video Views Metrics	Totals	% Change
<b>Video Views</b>	<b>12,519</b>	<b>↘ 25.2%</b>
Twitter Video Views	1	↘ 90.9%
Facebook Video Views	1,136	↗ 116%
Instagram Post Video Views	2,766	↗ 2,461.1%
TikTok Video Views	8,616	↘ 46.5%

**Profiles**

Review your aggregate profile and page metrics from the reporting period.

Profile ▲	Audience	Net Audience Growth	Published Posts	Impressions	Engagements	Engagement Rate (per Impression)	Video View
<b>Reporting Period</b> Apr 1, 2023 – Apr 30, 2023	<b>43,542</b> ↗ 0.4%	<b>118</b> ↘ 29.8%	<b>104</b> ↗ 15.6%	<b>654,480</b> ↗ 39%	<b>27,693</b> ↗ 21.1%	<b>4.2%</b> ↘ 10.7%	<b>12,51</b> ↘ 25.2
<b>Compare to</b> Mar 1, 2023 – Mar 31, 2023	<b>43,387</b>	<b>168</b>	<b>90</b>	<b>470,710</b>	<b>22,869</b>	<b>4.7%</b>	<b>16,73</b>
 @VisitGloucester	11,930	-3	17	16,766	304	1.8%	
 Gloucester	24,974	48	41	507,869	25,118	4.9%	1,13
 Visit Gloucester	1,140	22	3	N/A	342	N/A	8,61
 visitgloucester	5,498	51	43	129,845	1,929	1.5%	2,76

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