


# VISIT GLOUCESTER

## Social Media Performance


April 2022

 @VisitGloucester

 @visitgloucester

 Gloucester

 Visit Gloucester

 @visit\_gloucester

**Summary:**

**This month our audience grew by 0.9% (294). We had over 22.5K engagements on our posts (likes, shares, comments) across our social's channels (this report included Twitter, Instagram, Facebook) and we entered consumer screens over 500,000 times.**




**This is an increase on last month (March 2022), however it is only small. Our engagements are up by 1.1% and our impressions are up by 4.7%.**

**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 Facebook Posts:

Post	Engagement Metric	Value
<b>Gloucester</b> Thu 4/28/2022 4:32 pm BST This Saturday (30 April), you can enjoy a jam-pi... performances and free family entertainment at Kings Square 🎵 Find out more:... 	<b>Total Engagements</b>	953
	Reactions	119
	Comments	25
	Shares	32
	Post Link Clicks	317
	Other Post Clicks	460
		...
<b>Gloucester</b> Sat 4/2/2022 7:33 am BST Happy Saturday Gloucester ❤️ Look at this stunning photo of the Great East Window in Gloucester Cathedral! Did you know that the... 	<b>Total Engagements</b>	756
	Reactions	416
	Comments	14
	Shares	29
	Post Link Clicks	—
	Other Post Clicks	297
		...
<b>Gloucester</b> Wed 4/27/2022 3:29 pm BST The Music Works is composing a 5-minute orig... that will play alongside the fountains at the Kin launch on Saturday 30 April. Involving spoken 1 	<b>Total Engagements</b>	679
	Reactions	110
	Comments	20
	Shares	19
	Post Link Clicks	172
	Other Post Clicks	358
		...

## Top 3 Instagram Posts:

Post Rank	Profile	Date & Time	Caption	Image	Total Engagements	Likes	Comments	Saves
1	visitgloucester	Sat 4/2/2022 7:33 am BST	Happy Saturday Gloucester 🧡 Look at this stunning photo of the Great East Window in Gloucester Cathedral! Did you know that the...		596	572	14	10
2	visitgloucester	Sat 4/23/2022 7:32 pm BST	Happy Saturday Gloucester! We just had to share this incredible photo of Gloucester Docks and beyond, as seen from the sky! ☁️...		240	231	2	7
3	visitgloucester	Sat 4/16/2022 7:31 am BST	Good morning Gloucester! Today, we wanted to share this beautiful photo of Gloucester Docks in the sun! ☀️ Taken by...		198	195	1	2

## Top 3 Twitter Posts:

Post	Date	Total Engagements	Likes	Comments	Shares	Post Link Clicks	Other Post Clicks	Other Engagements
 <p><a href="#">@VisitGloucester</a> Sat 4/2/2022 7:33 am BST</p> <p>Happy Saturday Gloucester 🧡 Look at this stunning photo of the Great East Window in Gloucester Cathedral! Did you know that the...</p> 	Sat 4/2/2022 7:33 am BST	102	36	1	3	2	60	0
 <p><a href="#">@VisitGloucester</a> Sat 4/30/2022 8:00 am BST</p> <p>Don't forget to head down to Kings Square later today for a fun-filled day of performances and free family entertainment,...</p> 	Sat 4/30/2022 8:00 am BST	71	15	0	4	17	35	0
 <p><a href="#">@VisitGloucester</a> Thu 4/14/2022 7:30 am BST</p> <p>Happy <a href="#">#ThrowbackThursday</a> Gloucester! Today, we wanted to share this image of Southgate Street in the late 19th century...</p> 	Thu 4/14/2022 7:30 am BST	57	19	0	3	1	34	0

## Performance Summary

View your key profile performance metrics from the reporting period.

<p>Impressions</p> <p><b>573,376</b> ↗ 4.7%</p>	<p>Engagements</p> <p><b>22,558</b> ↗ 1.1%</p>	<p>Post Link Clicks</p> <p><b>2,615</b> ↘ 24.2%</p>
<p>Engagement Rate (per Impression)</p> <p><b>3.9%</b> ↘ 3.5%</p>		

## Included in this Report

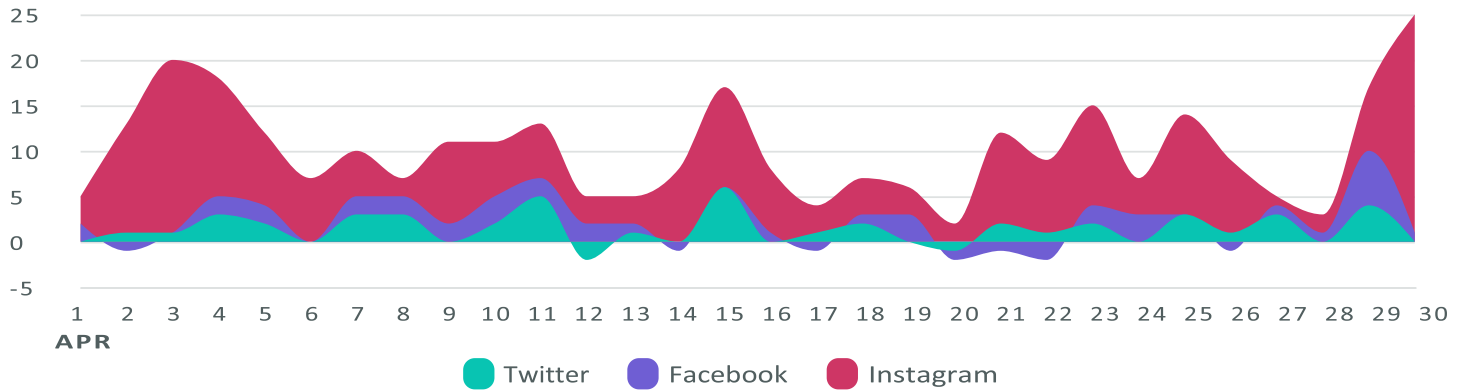
 @VisitGloucester  Gloucester

 @visitgloucester

## Audience Growth

See how your audience grew during the reporting period.

Net Audience Growth, by Day



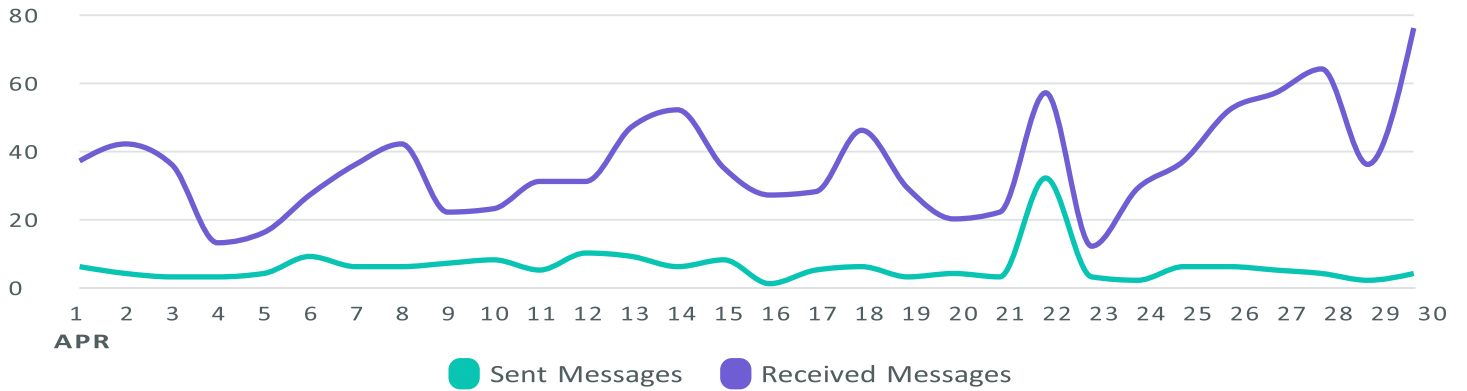
Audience Metrics	Totals	% Change
<b>Total Audience</b>	<b>39,581</b>	<b>↗ 10.9%</b>
<b>Total Net Audience Growth</b>	<b>294</b>	<b>↗ 10.5%</b>
Twitter Net Follower Growth	43	↗ 2.4%
Facebook Net Page Likes	31	↗ 19.2%
Instagram Net Follower Growth	220	↗ 11.1%

## Message Volume

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

period. Messages per Day





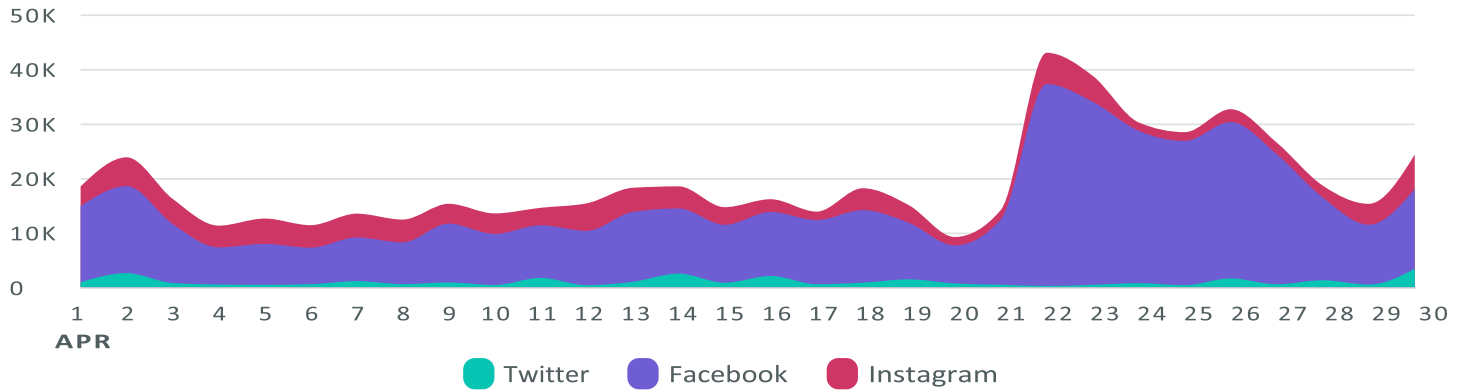
Sent Messages Metrics	Totals	% Change
<b>Total Sent Messages</b>	<b>180</b>	<b>↗ 7.8%</b>
Twitter Sent Messages	45	→ 0%
Facebook Sent Messages	54	↘ 27%
Instagram Sent Messages	81	↗ 68.8%

Received Messages Metrics	Totals	% Change
<b>Total Received Messages</b>	<b>1,082</b>	<b>↘ 13.4%</b>
Twitter Received Messages	258	↗ 11.7%
Facebook Received Messages	252	↘ 42.1%
Instagram Received Messages	572	↘ 1.9%

## Impressions

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

Impressions, by Day

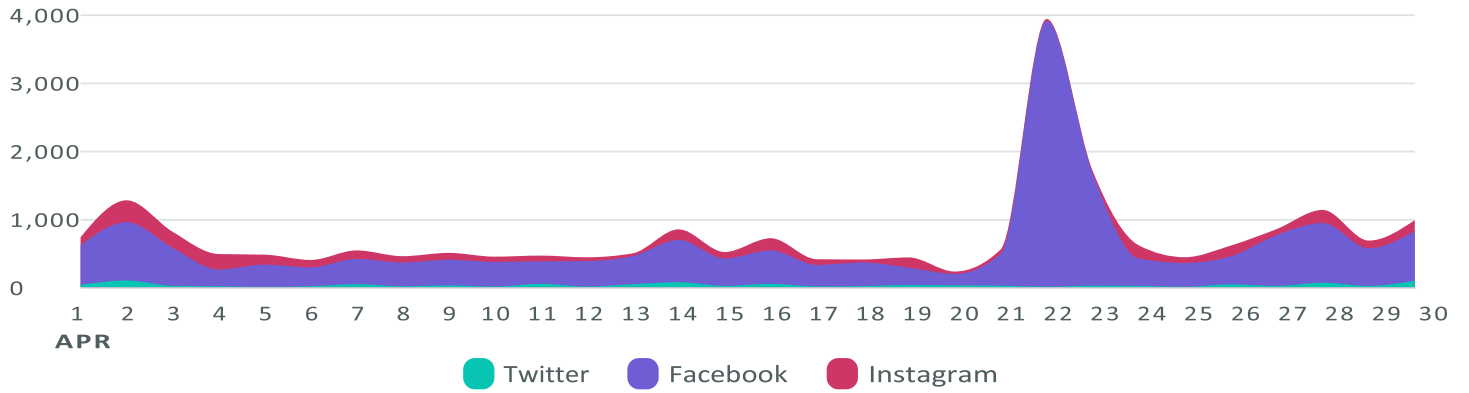


Impression Metrics	Totals	% Change
<b>Total Impressions</b>	<b>573,376</b>	<b>↗ 4.7%</b>
Twitter Impressions	29,488	↗ 19%
Facebook Impressions	436,930	↗ 3%
Instagram Impressions	106,958	↗ 8.7%

## Engagement

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

Engagements, by Day

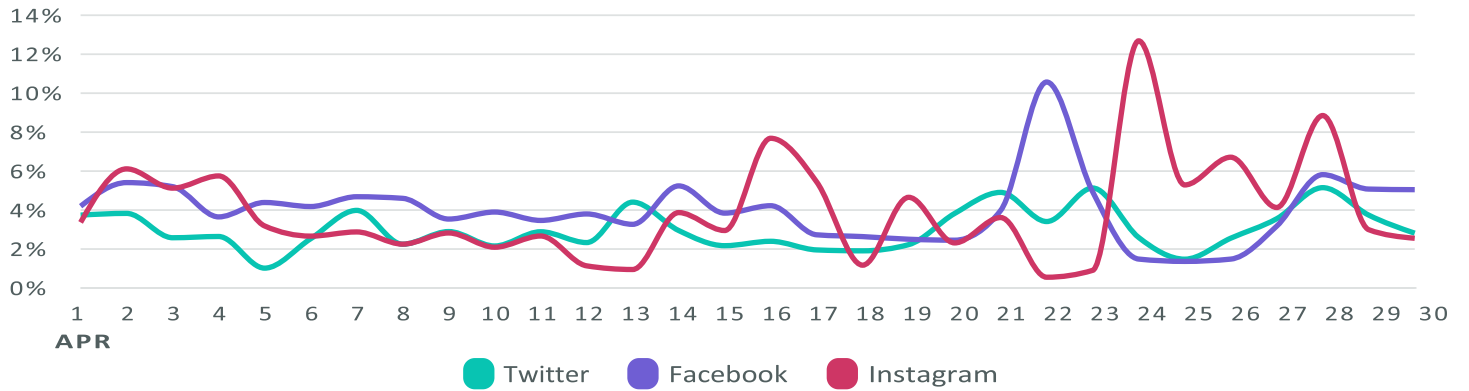


Engagement Metrics	Totals	% Change
<b>Total Engagements</b>	<b>22,558</b>	<b>↗ 1.1%</b>
Twitter Engagements	885	↗ 28.8%
Facebook Engagements	18,090	↘ 6%
Instagram Engagements	3,583	↗ 50.4%

## Engagement Rate

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

Engagement Rate (per Impression), by Day

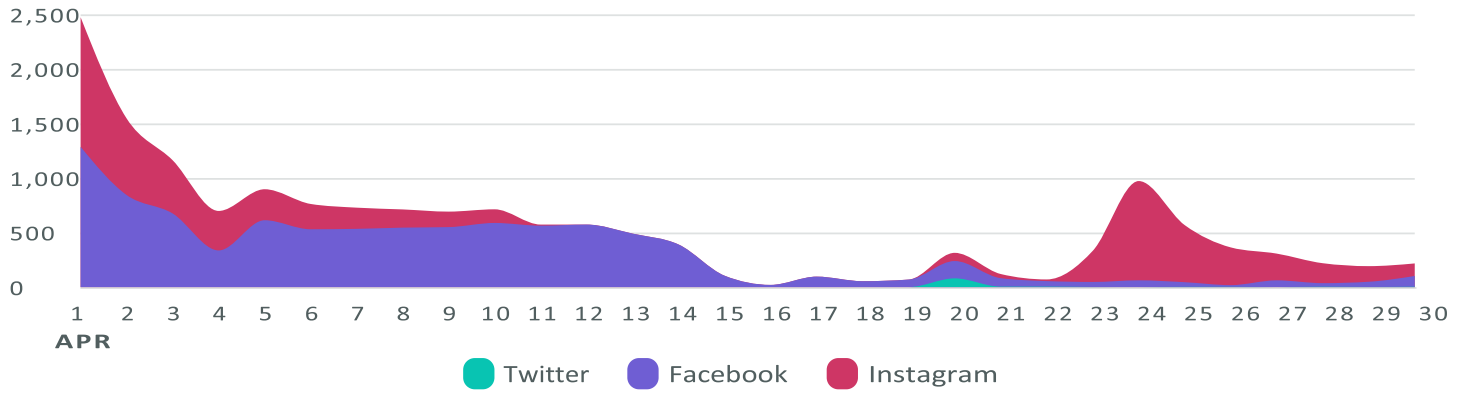


Engagement Rate Metrics	Rate	% Change
<b>Engagement Rate (per Impression)</b>	<b>3.9%</b>	<b>↘ 3.5%</b>
Twitter Engagement Rate	3.0%	↗ 8.2%
Facebook Engagement Rate	4.1%	↘ 8.7%
Instagram Engagement Rate	3.3%	↗ 38.4%

## 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>16,429</b>	<b>↘ 17.6%</b>
Twitter Video Views	100	↗ 9,900%
Facebook Video Views	9,557	↘ 46.9%
Instagram Post Video Views	6,772	↗ 251.4%

## 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)	
<b>Reporting Period</b> Apr 1, 2022 – Apr 30, 2022	<b>39,581</b> ↗ 0.9%	<b>294</b> ↗ 10.5%	<b>166</b> ↗ 16.1%	<b>573,376</b> ↗ 4.7%	<b>22,558</b> ↗ 1.1%	<b>3.9%</b> ↘ 3.5%	<b>16,429</b> ↘ 17.6
<b>Compare to</b> Mar 1, 2022 – Mar 31, 2022	<b>39,240</b>	<b>266</b>	<b>143</b>	<b>547,436</b>	<b>22,312</b>	<b>4.1%</b>	<b>19,932</b>
 @VisitGloucester	11,752	43	45	29,488	885	3%	
 Gloucester	23,277	31	46	436,930	18,090	4.1%	9,557
 visitgloucester	4,552	220	75	106,958	3,583	3.3%	6,772

Video Views

%

100