


VISIT GLOUCESTER

Social Media Performance


August 2022

 @VisitGloucester

 @visitgloucester

 Gloucester

 Visit Gloucester

 @visit_gloucester

Summary:

This month our audience grew by 1.4% (365). We had over 66.3K engagements on our posts (likes, shares, comments) across our social's channels (this report included Twitter, Instagram, Facebook, TikTok) and we entered consumer screens over 900,000 times.


This is a increase on last month (July 2022). Our engagements are up by 250.2% and our impressions are up by 176.6%.

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 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:


 Gloucester
Fri 8/26/2022 10:00 am BST

🚗 Gloucester Goes Retro is tomorrow! 🚗
Gloucester is gearing up to be taken back in time with more vehicles, music, dance, and...




Total Engagements ⓘ	5,056
Reactions	842
Comments	198
Shares	143
Post Link Clicks	42
Other Post Clicks	3,831

⋮ 🗨️

 Gloucester
Wed 8/17/2022 10:00 am BST

🚗 Who's heading to Gloucester Goes Retro next weekend? 🚗 On Saturday 27 August, Gloucester will be taken back in time with...



Total Engagements ⓘ	2,416
Reactions	496
Comments	201
Shares	124
Post Link Clicks	1
Other Post Clicks	1,594

⋮ 🗨️

 Gloucester
Wed 8/31/2022 11:00 am BST


On Thursday 15th September 2022, The Real Greek will open a brand new location in bustling shopping and dining destination...




Total Engagements ⓘ	2,245
Reactions	172
Comments	144
Shares	31
Post Link Clicks	365
Other Post Clicks	1,533

⋮ 🗨️

Top 3 Instagram Posts:

 **visitgloucester**
Tue 8/23/2022 10:45 am BST

🎉 We hit 5K followers on Instagram! 🎉 As a thank you to all our followers for helping us get to 5K we are now giving you the chance ...



Total Engagements ⓘ	128
Likes	127
Comments	1
Saves	0

⋮ 🗉


 **visitgloucester**
Fri 8/26/2022 10:00 am BST

🚗 Gloucester Goes Retro is tomorrow! 🚗 Gloucester is gearing up to be taken back in time with more vehicles, music, dance, and...




Total Engagements ⓘ	121
Likes	118
Comments	2
Saves	1

⋮ 🗉

 **visitgloucester**
Wed 8/31/2022 3:30 pm BST


Gloucester Day is taking place on Saturday 3 September! The Cross Streets of Gloucester will come alive with stalls, stands, lively...




Total Engagements ⓘ	98
Likes	94
Comments	0
Saves	4

⋮ 🗉


Top 3 Twitter Posts:


@VisitGloucester
 Tue 8/9/2022 3:30 pm BST

Have you seen the new parklet on Westgate Street? Perfect for outdoor eating, especially in the great weather this week!



Total Engagements	63
Likes	11
Comments	0
Shares	1
Post Link Clicks	—
Other Post Clicks	51
Other Engagements	0

... 


@VisitGloucester
 Fri 8/26/2022 10:00 am BST

🚗 Gloucester Goes Retro is tomorrow! 🚗
 Gloucester is gearing up to be taken back in time with more vehicles, music, dance, and...



Total Engagements	61
Likes	13
Comments	0
Shares	4
Post Link Clicks	—
Other Post Clicks	44
Other Engagements	0

... 


@VisitGloucester
 Wed 8/17/2022 10:00 am BST




🚗 Who's heading to Gloucester Goes Retro next weekend? 🚗 On Saturday 27 August, Gloucester will be taken back in time with...



Total Engagements	60
Likes	12
Comments	0
Shares	6
Post Link Clicks	—
Other Post Clicks	42
Other Engagements	0

... 

Top 3 TikTok Posts:

Post	Engagements
<p>Visit Gloucester Thu 8/25/2022 10:17 am BST</p> <p>It's comtastic #itscorn #corn #visitgloucester #gloucester #gloucestercathedral #gloucesterdocks #viral #fyp</p> <p>what do you like about Gloucester?</p> 	<p>Total Engagements 70</p> <p>Likes 64</p> <p>Comments 5</p> <p>Shares 1</p>
<p>Visit Gloucester Sat 8/13/2022 9:48 am BST</p> <p>August in Gloucester #visitgloucester #gloucester #august #taylorswift #augusttaylorswift #traveltok #fyp</p> 	<p>Total Engagements 44</p> <p>Likes 43</p> <p>Comments 0</p> <p>Shares 1</p>
<p>Visit Gloucester Mon 8/1/2022 1:55 pm BST</p> <p>A fun way to learn history #visitgloucester #traveltok #historytok #history #exhibition #lego #legomodel #fyp #gloucester</p> 	<p>Total Engagements 31</p> <p>Likes 31</p> <p>Comments 0</p> <p>Shares 0</p>

Included in this Report

 @VisitGloucester  Gloucester

 @visitgloucester  @visit_gloucester

Performance Summary

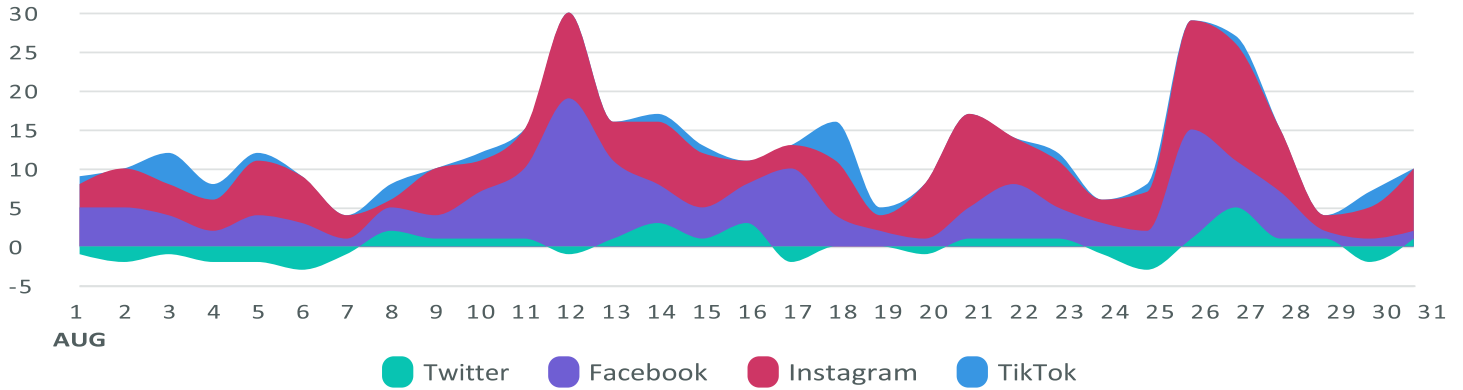
View your key profile performance metrics from the reporting period.

<p>Impressions</p> <p>998,336</p> <p>↗ 176.6%</p>	<p>Engagements</p> <p>66,379</p> <p>↗ 250.2%</p>	<p>Post Link Clicks</p> <p>10,738</p> <p>↗ 396.9%</p>
<p>6.6% ↗ 27%</p> <p>Engagement Rate (per impression)</p>		

Audience Growth

See how your audience grew during the reporting period.

Net Audience Growth, by Day

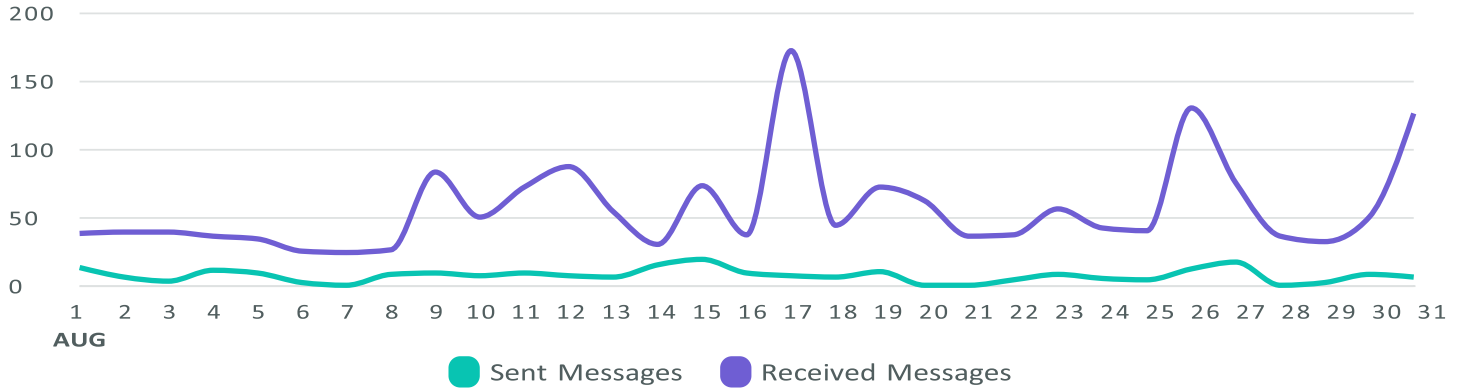


Audience Metrics	Totals	% Change
Total Audience	41,291	↗ 1.4%
Total Net Audience Growth	365	↗ 119.9%
Twitter Net Follower Growth	3	↘ 92.3%
Facebook Net Page Likes	154	↗ 340%
Instagram Net Follower Growth	184	↗ 127.2%
TikTok Net Follower Growth	24	↗ 118.2%

Message Volume

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

period. Messages per Day



Sent Messages Metrics

Sent Messages Metrics	Totals	% Change
Total Sent Messages	222	↗ 47%
Twitter Sent Messages	24	↗ 2,300%
Facebook Sent Messages	83	↗ 66%
Instagram Sent Messages	107	↗ 10.3%
TikTok Sent Messages	8	↗ 166.7%

Message Volume

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

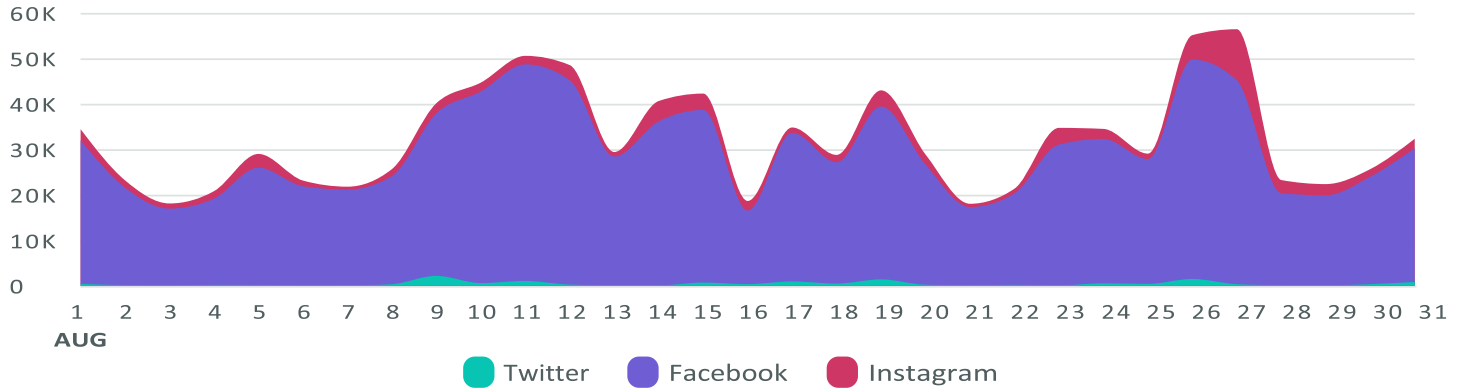
Received Messages Metrics

Received Messages Metrics	Totals	% Change
Total Received Messages	1,757	↗ 54%
Twitter Received Messages	181	↗ 16.8%
Facebook Received Messages	977	↗ 115.2%
Instagram Received Messages	592	↗ 11.3%
TikTok Received Messages	7	↗ —

Impressions

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

Impressions, by Day

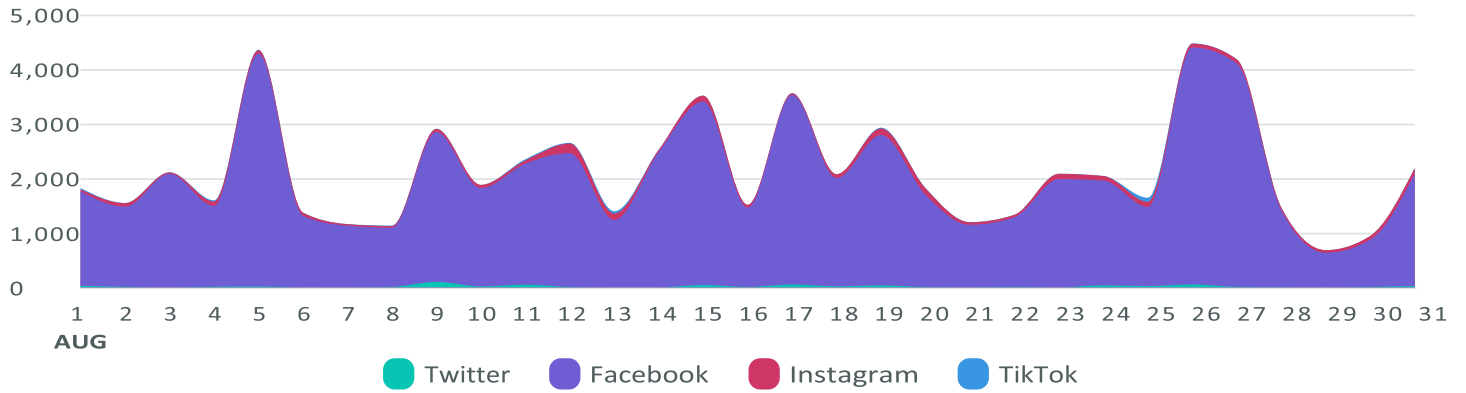


Impression Metrics	Totals	% Change
Total Impressions	998,336	↗ 176.6%
Twitter Impressions	13,049	↗ 1,639.9%
Facebook Impressions	908,321	↗ 191.4%
Instagram Impressions	76,966	↗ 58.8%

Engagement

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

Engagements, by Day

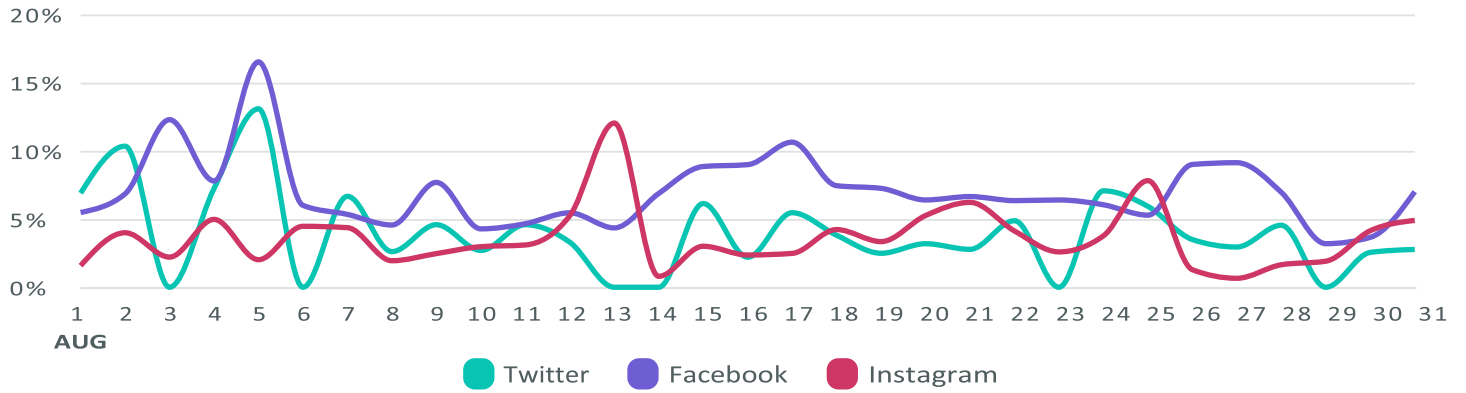


Engagement Metrics	Totals	% Change
Total Engagements	66,379	↗ 250.2%
Twitter Engagements	551	↗ 2,961.1%
Facebook Engagements	63,420	↗ 272.6%
Instagram Engagements	2,144	↗ 20.2%
TikTok Engagements	264	↗ 97%

Engagement Rate

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

Engagement Rate (per Impression), by Day

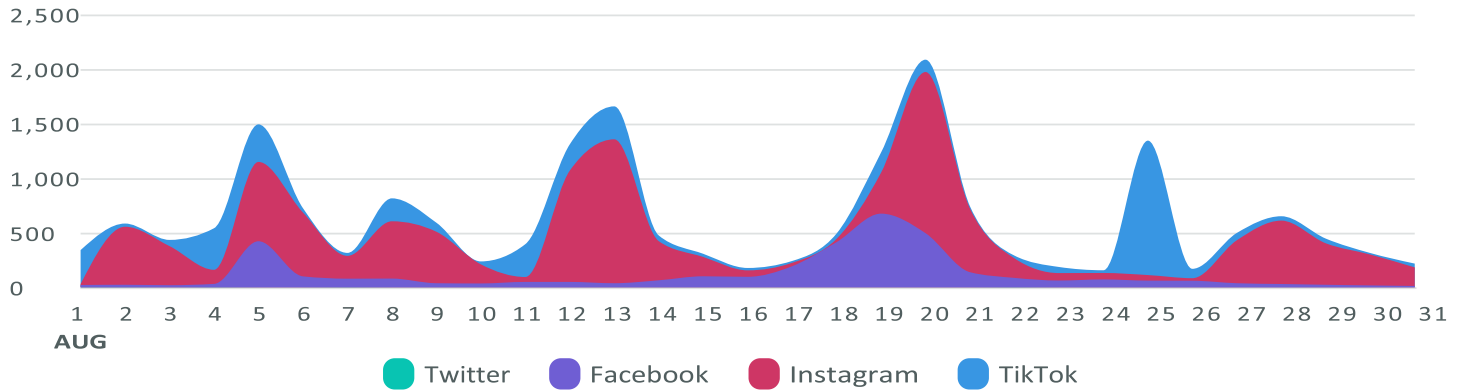


Engagement Rate Metrics	Rate	% Change
Engagement Rate (per Impression)	6.6%	↗ 27%
Twitter Engagement Rate	4.2%	↗ 75.9%
Facebook Engagement Rate	7.0%	↗ 27.9%
Instagram Engagement Rate	2.8%	↘ 24.3%

Video Views

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


Video Views, by Day






Video Views Metrics	Totals	% Change
Video Views	19,467	↗ 780.1%
Twitter Video Views	5	↘ 90%
Facebook Video Views	3,614	↗ 1,478.2%
Instagram Post Video Views	11,383	↗ 3,811.7%
TikTok Video Views	4,465	↗ 171.9%

Profiles

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

Profile ▲	Audience	Net Audience Growth	Published Posts	Impressions
Reporting Period Aug 1, 2022 – Aug 31, 2022	41,291 ↗ 1.4%	365 ↗ 119.9%	167 ↗ 25.6%	998,336 ↗ 176.6%
Compare to Jul 1, 2022 – Jul 31, 2022	40,723	166	133	360,929
 @VisitGloucester	11,883	3	24	13,049

 Gloucester	24,289	154	39	908,321
 Visit Gloucester	42	24	8	N/A
 visitgloucester	5,077	184	96	76,966
