



VISIT GLOUCESTER

Social Media Performance


December 2022

 @VisitGloucester

 @visitgloucester

 Gloucester

 Visit Gloucester

 @visit_gloucester

Summary:

This month our audience grew by 0.3% (105). We had over 16.4K engagements on our posts (likes, shares, comments) across our social channels (this report included Twitter, Instagram, Facebook, TikTok) and we entered consumer screens over 300,000 times.


This is an increase on last month (November 2022). Our impressions are up by 1.2% but our engagements are down by 15.8%.

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**
Mon 12/12/2022 10:30 am GMT

We've been dreaming of a White Christmas! Yesterday, Gloucester was transformed into a Winter Wonderland and we loved it! There...




Total Engagements	1,788
Reactions	445
Comments	41
Shares	25
Post Link Clicks	—
Other Post Clicks	1,277


⋮ 


 **Gloucester**
Wed 12/14/2022 10:00 am GMT

Have you visited Gloucester Cathedral during their Cathedral Christmas at Night Experience yet? Don't miss the chance to enjoy the...




Total Engagements	1,184
Reactions	155
Comments	49
Shares	14
Post Link Clicks	221
Other Post Clicks	745


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 **Gloucester**
Thu 12/22/2022 11:41 am GMT




A 27-foot-high sculpture, made from over 100,000 seized blades is coming to Gloucester in February 2023 as part of its National Anti-...









Total Engagements	852
Reactions	121
Comments	13
Shares	14
Post Link Clicks	86
Other Post Clicks	618

⋮ 

Top 3 Instagram Posts:

Post	Engagements
<p>visitgloucester Mon 12/12/2022 3:00 pm GMT</p> <p>We spent yesterday morning in the City, enjoying the snow and getting some snowy pictures that we could share with you all! He...</p>  <p>Total Engagements 170</p> <p>Likes 165</p> <p>Comments 1</p> <p>Saves 4</p>	170
<p>visitgloucester Sun 12/25/2022 9:00 am GMT</p> <p>Merry Christmas and Happy Holidays from all of us at Visit Gloucester! We hope you have a wonderful day! #visitgloucester #gloucester...</p>  <p>Total Engagements 162</p> <p>Likes 161</p> <p>Comments 0</p> <p>Saves 1</p>	162
<p>visitgloucester Fri 12/30/2022 10:00 am GMT</p> <p>Our latest blog discusses Gloucester's 80s music scene and how venues in Gloucester hosted bands that would sell out shows acro...</p>  <p>Total Engagements 118</p> <p>Likes 114</p> <p>Comments 0</p> <p>Saves 4</p>	118

Top 3 Twitter Posts:

Post	Date	Total Engagements																																										
<p> @VisitGloucester Thu 12/29/2022 3:01 pm GMT</p> <p>Check out this great video! @wherenextvlog is a travel game show that sees two teams racing around different UK cities and this tim...</p>  <table border="1"> <tr><td><u>Total Engagements</u></td><td>72</td></tr> <tr><td><u>Likes</u></td><td>10</td></tr> <tr><td><u>@Replies</u></td><td>0</td></tr> <tr><td><u>Retweets</u></td><td>2</td></tr> <tr><td><u>Post Link Clicks</u></td><td>15</td></tr> <tr><td><u>Other Post Clicks</u></td><td>45</td></tr> <tr><td><u>Other Engagements</u></td><td>0</td></tr> </table>	<u>Total Engagements</u>	72	<u>Likes</u>	10	<u>@Replies</u>	0	<u>Retweets</u>	2	<u>Post Link Clicks</u>	15	<u>Other Post Clicks</u>	45	<u>Other Engagements</u>	0	<p> @VisitGloucester Mon 12/12/2022 10:30 am GMT</p> <p>We've been dreaming of a White Christmas! Yesterday, Gloucester was transformed into a Winter Wonderland and we loved it! There...</p>  <table border="1"> <tr><td><u>Total Engagements</u></td><td>65</td></tr> <tr><td><u>Likes</u></td><td>15</td></tr> <tr><td><u>@Replies</u></td><td>0</td></tr> <tr><td><u>Retweets</u></td><td>2</td></tr> <tr><td><u>Post Link Clicks</u></td><td>1</td></tr> <tr><td><u>Other Post Clicks</u></td><td>47</td></tr> <tr><td><u>Other Engagements</u></td><td>0</td></tr> </table>	<u>Total Engagements</u>	65	<u>Likes</u>	15	<u>@Replies</u>	0	<u>Retweets</u>	2	<u>Post Link Clicks</u>	1	<u>Other Post Clicks</u>	47	<u>Other Engagements</u>	0	<p> @VisitGloucester Fri 12/30/2022 10:00 am GMT</p> <p>Our latest blog discusses Gloucester's 80s music scene and how venues in Gloucester hosted bands that would sell out shows acro...</p>  <table border="1"> <tr><td><u>Total Engagements</u></td><td>63</td></tr> <tr><td><u>Likes</u></td><td>7</td></tr> <tr><td><u>@Replies</u></td><td>2</td></tr> <tr><td><u>Retweets</u></td><td>1</td></tr> <tr><td><u>Post Link Clicks</u></td><td>31</td></tr> <tr><td><u>Other Post Clicks</u></td><td>22</td></tr> <tr><td><u>Other Engagements</u></td><td>0</td></tr> </table>	<u>Total Engagements</u>	63	<u>Likes</u>	7	<u>@Replies</u>	2	<u>Retweets</u>	1	<u>Post Link Clicks</u>	31	<u>Other Post Clicks</u>	22	<u>Other Engagements</u>	0
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Top 3 TikTok Posts:

Post	Engagement Metric	Value
Post 1: Gloucester Cathedral in Winter Wonderland Date: Mon 12/12/2022 10:01 am GMT	Total Engagements	72
	Likes	68
	Comments	1
	Shares	3
Post 2: Gloucester Cathedral at Night Date: Wed 12/14/2022 10:01 am GMT	Total Engagements	51
	Likes	51
	Comments	0
	Shares	0
Post 3: Zoolander Meme Date: Fri 12/9/2022 1:14 pm GMT	Total Engagements	47
	Likes	42
	Comments	3
	Shares	2

Performance Summary

View your key profile performance metrics from the reporting period.

<p>Impressions</p> <p>364,253</p> <p>↗ 1.2%</p>	<p>Engagements</p> <p>16,402</p> <p>↘ 15.8%</p> <p>15.8%</p>	<p>Post Link Clicks</p> <p>2,068</p> <p>↘ 26.1%</p>
<p>Engagement Rate (per Impression)</p> <p>4.5%</p> <p>↘ 16.6%</p>		

Included in this Report

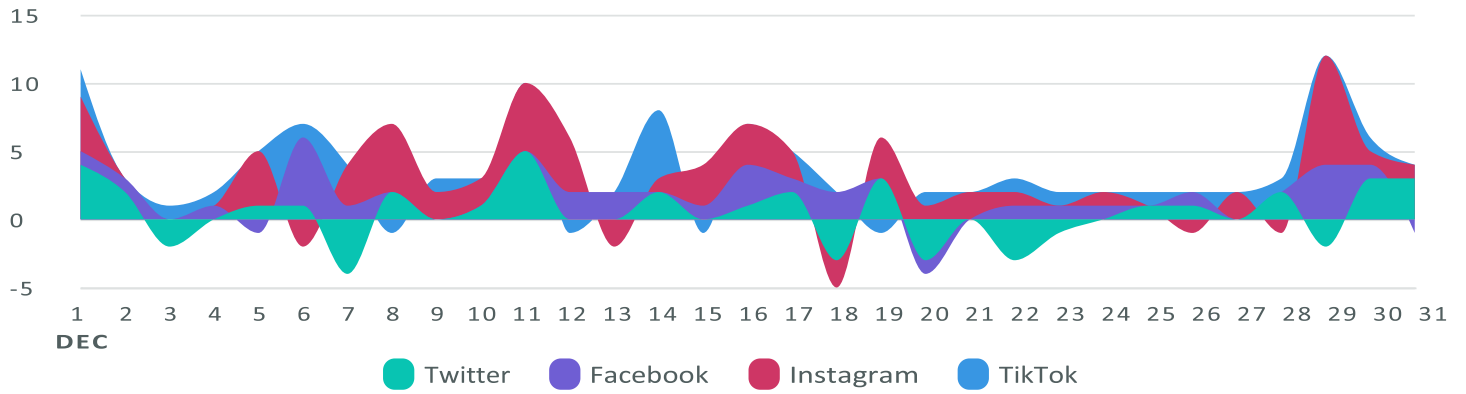
 @VisitGloucester  Gloucester

 @visitgloucester  @visit_gloucester

Audience Growth

See how your audience grew during the reporting period.

Net Audience Growth, by Day

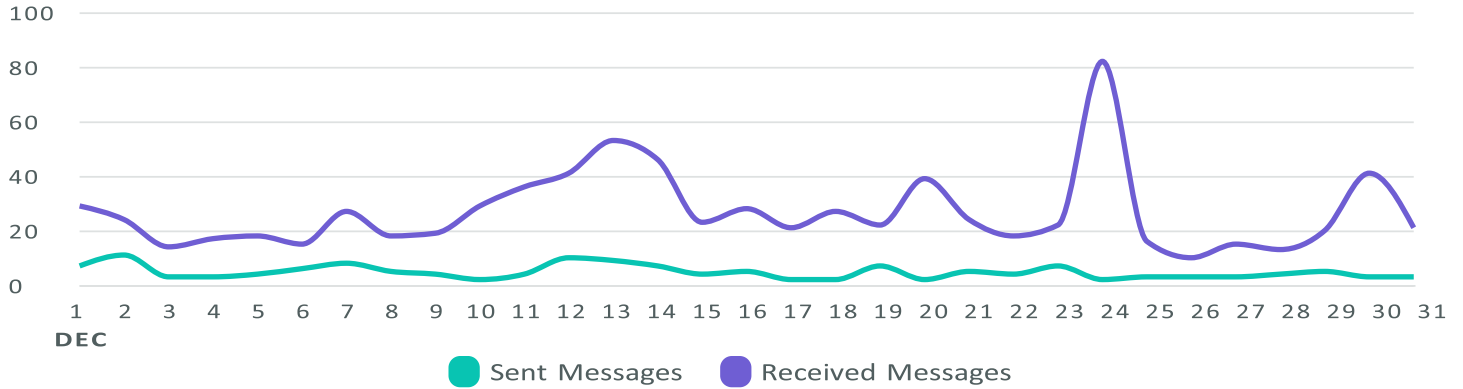


Audience Metrics	Totals	% Change
Total Audience	42,001	↗10.3%
Total Net Audience Growth	105	↘10.3%
Twitter Net Follower Growth	16	↗137.2%
Facebook Net Page Likes	26	↘36.6%
Instagram Net Follower Growth	50	↘29.6%
TikTok Net Follower Growth	13	↘72.9%

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
Total Sent Messages	147	↗ 25.6%
Twitter Sent Messages	35	↗ 40%
Facebook Sent Messages	57	↗ 29.5%
Instagram Sent Messages	52	↗ 13%
TikTok Sent Messages	3	↗ 50%

Message Volume

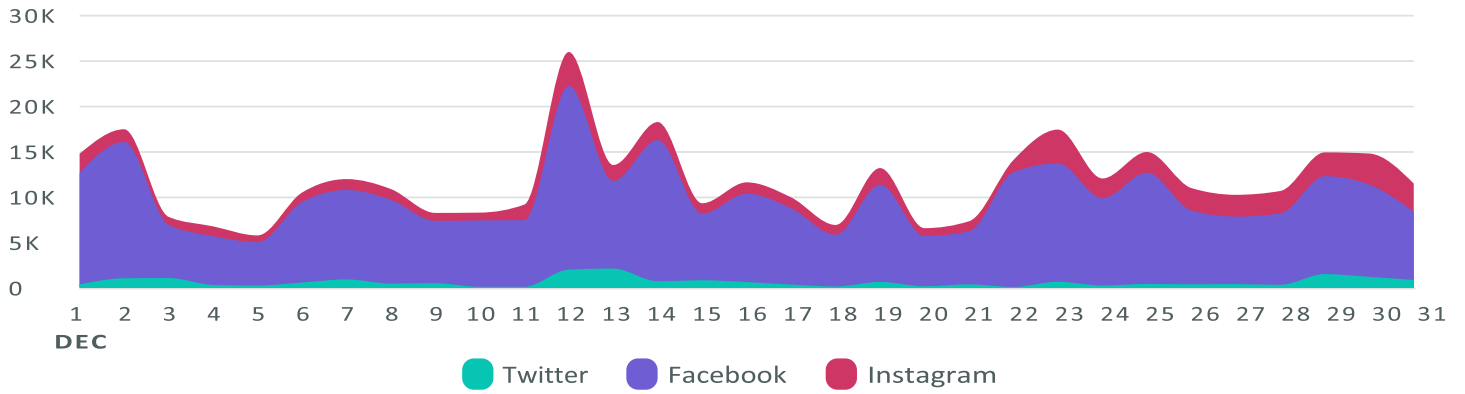
Review the volume of sent and received messages across networks during the selected time period.

Received Messages Metrics	Totals	% Change
Total Received Messages	828	↘13.8%
Twitter Received Messages	150	↗3.4%
Facebook Received Messages	311	↘15.9%
Instagram Received Messages	352	↘20.2%
TikTok Received Messages	15	↗275%

Impressions

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

Impressions, by Day

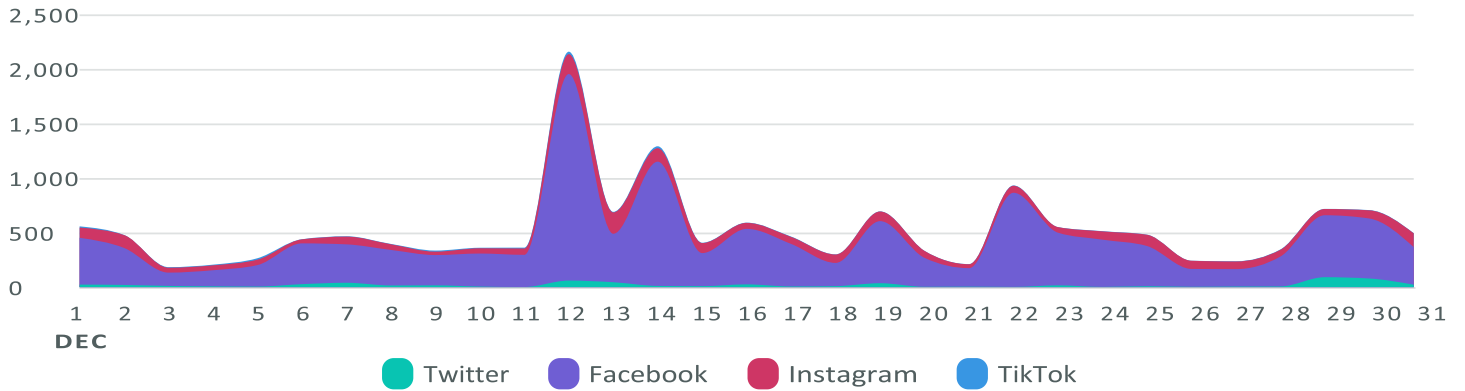


Impression Metrics	Totals	% Change
Total Impressions	364,253	↗1.2%
Twitter Impressions	18,774	↗93.6%
Facebook Impressions	290,579	↘6.4%
Instagram Impressions	54,900	↗37.6%

Engagement

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

Engagements, by Day

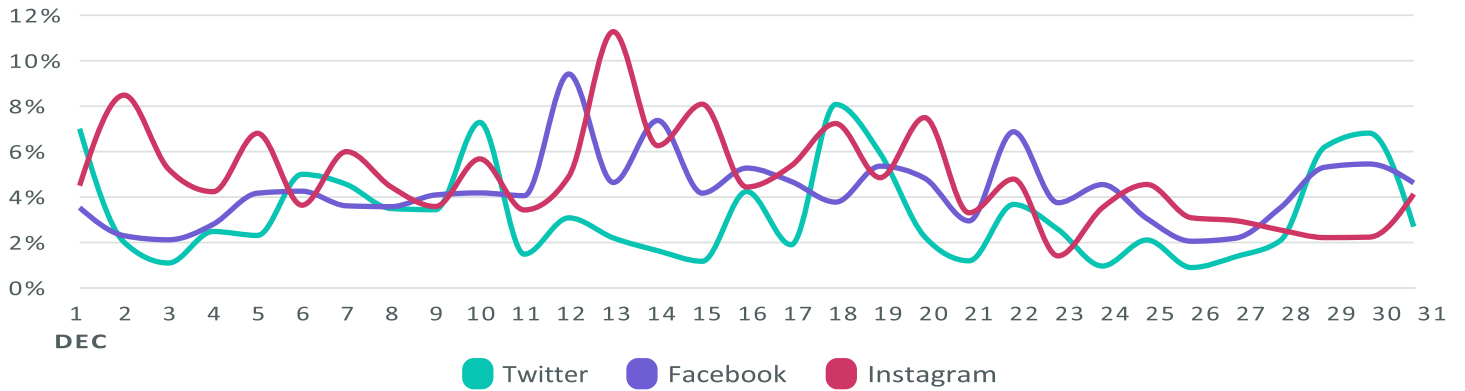


Engagement Metrics	Totals	% Change
Total Engagements	16,402	↘15.8%
Twitter Engagements	612	↗91.3%
Facebook Engagements	13,266	↘21.1%
Instagram Engagements	2,386	↗11.2%
TikTok Engagements	138	↘31.7%

Engagement Rate

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

Engagement Rate (per Impression), by Day

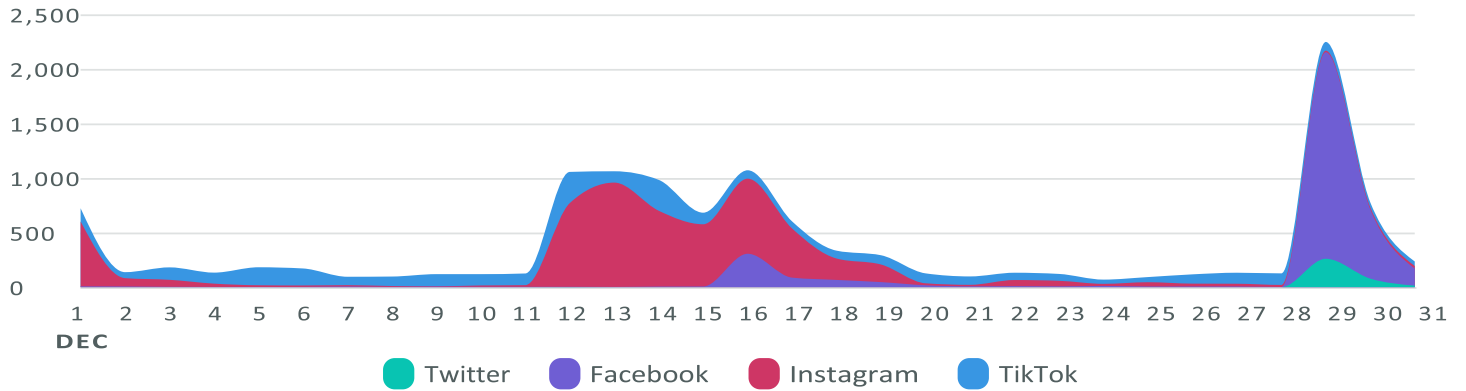


Engagement Rate Metrics	Rate	% Change
Engagement Rate (per Impression)	4.5%	↘16.6%
Twitter Engagement Rate	3.3%	↘1.2%
Facebook Engagement Rate	4.6%	↘15.7%
Instagram Engagement Rate	4.3%	↘19.2%

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	12,436	↗ 3.3%
Twitter Video Views	353	↗ 443.1%
Facebook Video Views	3,313	↗ 148.4%
Instagram Post Video Views	5,651	↘ 10.5%
TikTok Video Views	3,119	↘ 27.9%

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
Reporting Period Dec 1, 2022 – Dec 31, 2022	42,001 ↗ 0.3%	105 ↘ 10.3%	137 ↗ 42.7%	364,253 ↗ 1.2%	16,402 ↘ 15.8%	4.5% ↘ 16.6%	12,43 ↗ 3.3
Compare to Nov 1, 2022 – Nov 30, 2022	41,877	117	96	360,065	19,473	5.4%	12,03
 @VisitGloucester	11,848	16	35	18,774	612	3.3%	
 Gloucester	24,662	26	52	290,579	13,266	4.6%	3,31
 Visit Gloucester	189	13	3	N/A	138	N/A	3,11
 visitgloucester	5,302	50	47	54,900	2,386	4.3%	5,65
							6 %
							6
							353

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