


VISIT GLOUCESTER

Social Media Performance

February 2023

 @VisitGloucester

 @visitgloucester

 @visit_gloucester

 Gloucester

 Visit Gloucester

Summary:

This month our audience grew by 1.4% (566). We had over 31.8K engagements on our posts (likes, shares, comments) across our social channels (this report included Twitter, Instagram, Facebook, TikTok) and we entered consumer screens over 395,000 times.

Our engagements are up by 41.6% compared to January 2023 and our impressions are up by 31.7%.

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 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
Sat 2/25/2023 9:00 am GMT

Happy Saturday Gloucester! Today we wanted to share with you this drone shot of Gloucester Cathedral, taken by @jakem_dro...



Total Engagements	2,879
Reactions	1,214
Comments	57
Shares	85
Post Link Clicks	2
Other Post Clicks	1,521

... 

 Gloucester
Thu 2/9/2023 3:30 pm GMT

The Knife Angel has been in Gloucester for one week! It will remain outside Gloucester Cathedral for the whole month so don't forg...



Total Engagements	2,776
Reactions	659
Comments	127
Shares	66
Post Link Clicks	89
Other Post Clicks	1,835

... 

 Gloucester
Fri 2/10/2023 10:30 am GMT

A new restaurant opened in Gloucester last month! Popular Japanese sushi and Asian fusion restaurant, Kokoro, opened up on...



Total Engagements	2,747
Reactions	274
Comments	148
Shares	21
Post Link Clicks	257
Other Post Clicks	2,047

... 

Top 3 Twitter Posts



@VisitGloucester
Thu 2/23/2023 10:00 am GMT

Happy #ThrowbackThursday Gloucester! Today, we wanted to share this image of Southgate Street in the late 19th century!



Total Engagements	84
Likes	36
@Replies	2
Retweets	2
Post Link Clicks	—
Other Post Clicks	44
Other Engagements	0



@VisitGloucester
Thu 2/2/2023 10:00 am GMT

From The Knife Angel to the world's longest running photography exhibition, February brings a range of events and activities to...



Total Engagements	33
Likes	10
@Replies	0
Retweets	3
Post Link Clicks	12
Other Post Clicks	8
Other Engagements	0



@VisitGloucester
Fri 2/10/2023 3:00 pm GMT

Our latest blog explores beautiful photography spots in Gloucester city centre: bit.ly/3JQ2XR0 @The_RPS International...



Total Engagements	22
Likes	7
@Replies	0
Retweets	1
Post Link Clicks	7
Other Post Clicks	7
Other Engagements	0

Top 3 Instagram Posts:



visitgloucester
Thu 2/9/2023 3:30 pm GMT

The Knife Angel has been in Gloucester for one week! It will remain outside @gloucestercathedral for the whole month s...



Total Engagements	290
Likes	281
Comments	2
Saves	7



visitgloucester
Sat 2/18/2023 10:00 am GMT

Good Morning Gloucester! Today we wanted to share with you this photo of The Knife Angel outside the Cathedral, taken by...



Total Engagements	235
Likes	229
Comments	4
Saves	2



visitgloucester
Sat 2/25/2023 9:00 am GMT

Happy Saturday Gloucester! Today we wanted to share with you this drone shot of @gloucestercathedral, taken by...



Total Engagements	211
Likes	196
Comments	6
Saves	9



Top 3 TikTok Posts:

 **visit_gloucester**
Fri 2/10/2023 2:35 pm GMT

Gloucester Brewery and Tank are two great opt
#visitgloucester #fyp #gloucester #gloucesters
#cotswolds #traveltok #touristspot...



Total Engagements 2,863

Likes 2,613

Comments 66

Shares 184

 **visit_gloucester**
Thu 2/2/2023 4:53 pm GMT

The Cathedral has been in so much!
#visitgloucester #fyp #gloucester
#gloucestershire #cotswolds #traveltok...



Total Engagements 543

Likes 511

Comments 14

Shares 18

 **visit_gloucester**
Mon 2/6/2023 3:15 pm GMT

Gloucester <3 #visitgloucester #fyp
#gloucester #gloucestershire #cotswolds
#traveltok #touristspot #touristattraction...



Total Engagements 230

Likes 204

Comments 11

Shares 15

Performance Summary

View your key profile performance metrics from the reporting period.

Impressions 395,845 ↗ 31.7%	Engagements 31,896 ↗ 41.6%	Post Link Clicks 2,486 ↗ 43.3%
Engagement Rate (per impression) 6.8% ↗ 24%		

Included in this Report

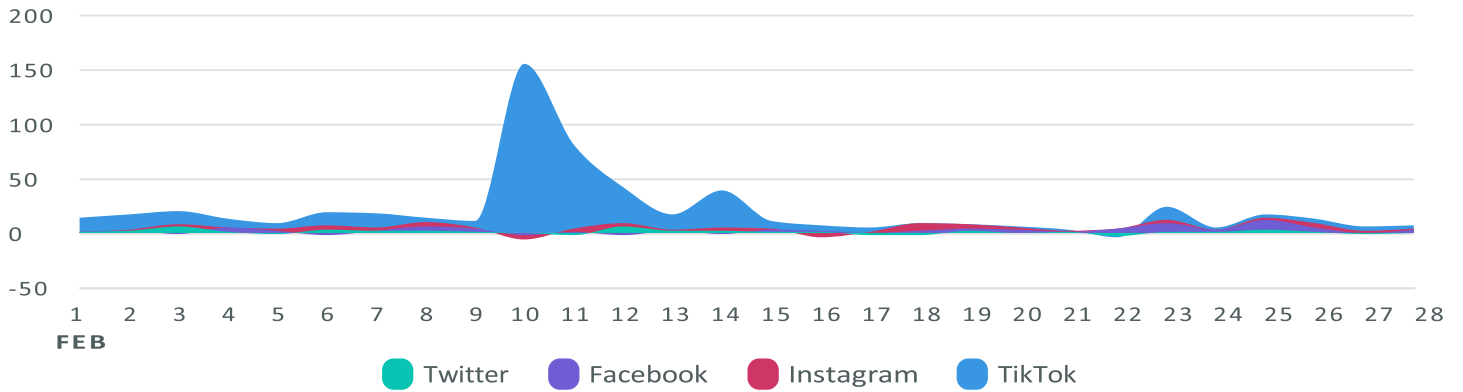
 @VisitGloucester  Gloucester

 @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

43,194

↗1.4%

Total Net Audience Growth

566

↗7.6%

Twitter Net Follower Growth

28

↘48.1%

Facebook Net Page Likes

46

↗76.9%

Instagram Net Follower Growth

47

↗51.6%

TikTok Net Follower Growth

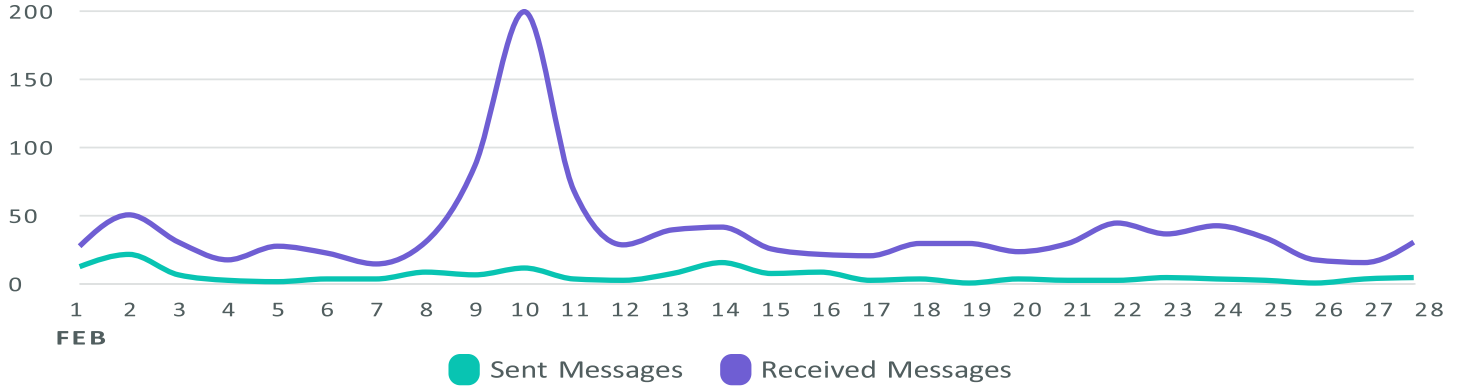
445

↗7.2%

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

143

↘ 1.4%

Twitter Sent Messages

12

↘ 65.7%

Facebook Sent Messages

51

↘ 3.8%

Instagram Sent Messages

71

↗ 34%

TikTok Sent Messages

9

↗ 125%

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

1,071

↗4.7%

Twitter Received Messages

105

↘43.5%

Facebook Received Messages

433

↗28.9%

Instagram Received Messages

414

↗8.4%

TikTok Received Messages

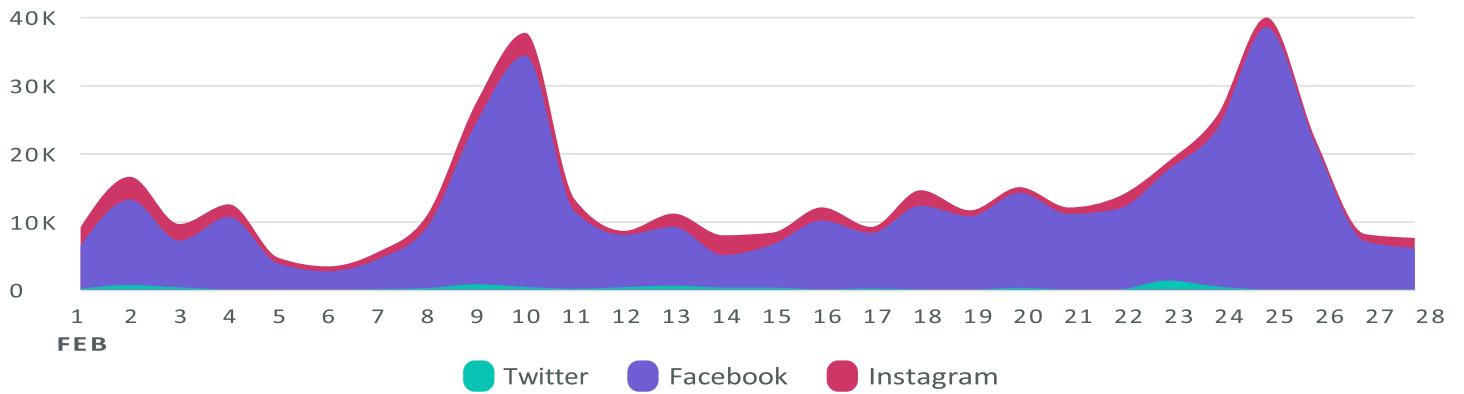
119

→0%

Impressions

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

Impressions, by Day



Impression Metrics

Totals

% Change

Total Impressions

395,845

↗ 31.7%

Twitter Impressions

6,618

↘ 62.7%

Facebook Impressions

342,071

↗ 46.4%

Instagram Impressions

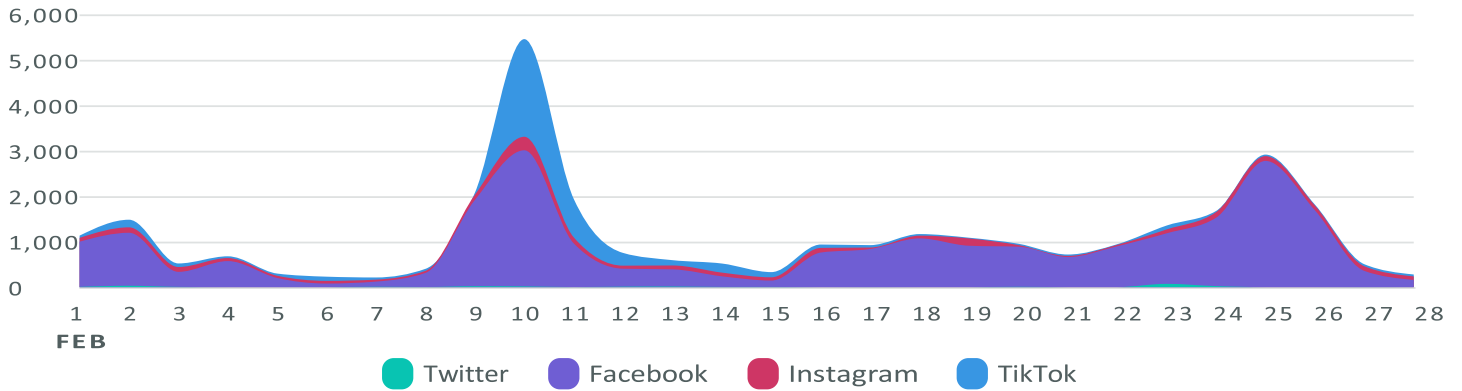
47,156

↘ 4%

Engagement

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

Engagements, by Day

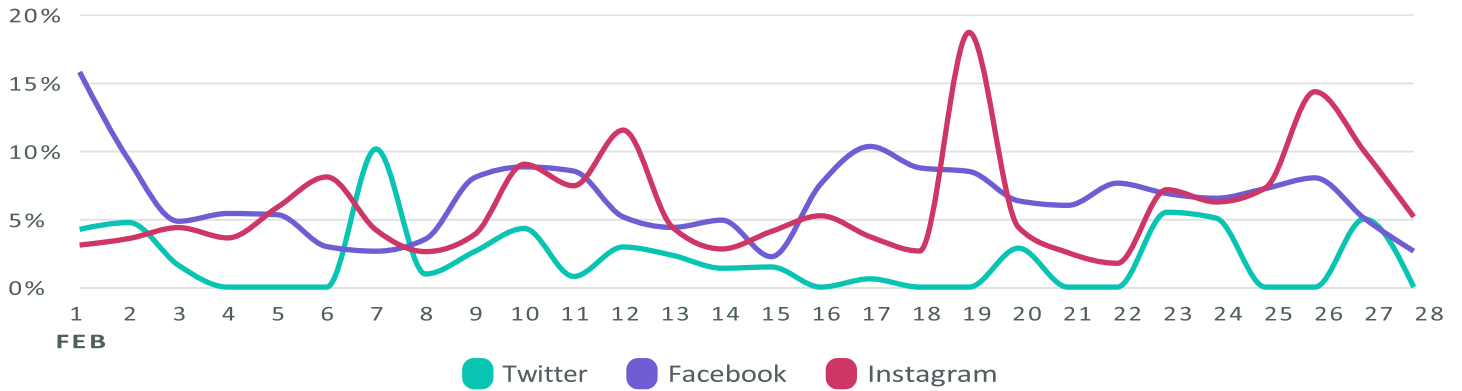


Engagement Metrics	Totals	% Change
Total Engagements	31,896	↗ 41.6%
Twitter Engagements	221	↘ 63.3%
Facebook Engagements	24,395	↗ 79.3%
Instagram Engagements	2,460	↗ 3.9%
TikTok Engagements	4,820	↘ 19%

Engagement Rate

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

Engagement Rate (per Impression), by Day

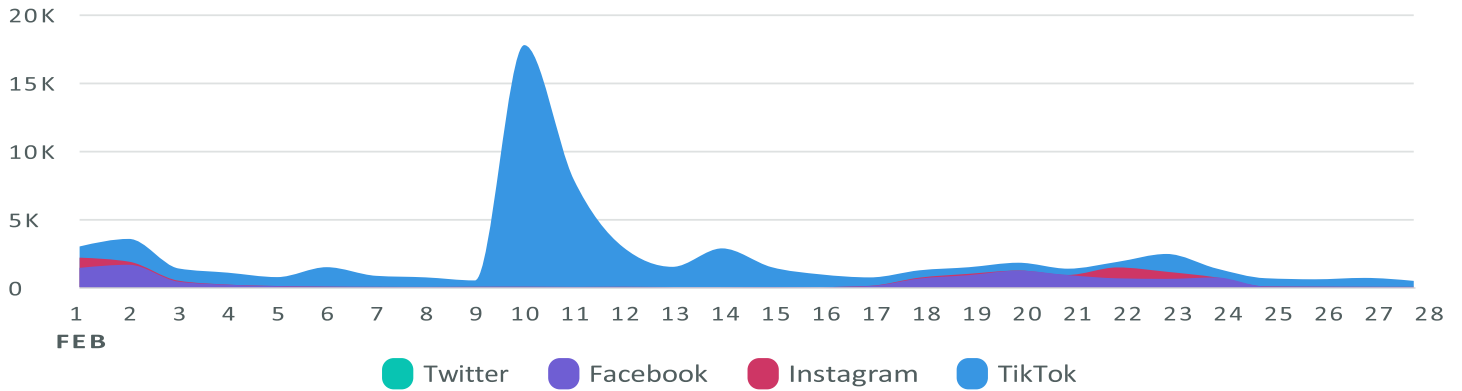


Engagement Rate Metrics	Rate	% Change
Engagement Rate (per Impression)	6.8%	↗ 24%
Twitter Engagement Rate	3.3%	↘ 1.7%
Facebook Engagement Rate	7.1%	↗ 22.4%
Instagram Engagement Rate	5.2%	↗ 8.3%

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	63,044	↗ 8.8%
Twitter Video Views	1	↘ 95.8%
Facebook Video Views	9,592	↗ 522.9%
Instagram Post Video Views	2,630	↗ 122.1%
TikTok Video Views	50,821	↘ 8%

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 Feb 1, 2023 – Feb 28, 2023	43,194 ↗ 1.4%	566 ↗ 7.6%	113 ↘ 11.7%	395,845 ↗ 31.7%	31,896 ↗ 41.6%	6.8% ↗ 24%	63,04 ↗ 8.8
Compare to Jan 1, 2023 – Jan 31, 2023	42,580	526	128	300,526	22,525	5.5%	57,97
 @VisitGloucester	11,930	28	11	6,618	221	3.3%	
 Gloucester	24,837	46	37	342,071	24,395	7.1%	9,59
 Visit Gloucester	1,048	445	9	N/A	4,820	N/A	50,82:
 visitgloucester	5,379	47	56	47,156	2,460	5.2%	2,63

4

%

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