


VISIT GLOUCESTER

Social Media Performance


February 2022

 @VisitGloucester

 @visitgloucester

 Gloucester

 Visit Gloucester

 @visit_gloucester

Summary:

This month our audience grew by 0.6% (207). We had over 26.5K engagements on our posts (likes, shares, comments) across our social's channels (this report included Twitter, Instagram, Facebook) and we entered consumer screens over 1million times.

This is an increase on last month (January 2022). Our engagements are up by 163.6% and our impressions are up by 43.5%.

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
Thu 2/17/2022 11:25 am GMT

🔗 BOOK YOUR TICKETS for this once in a lifetime, immersive experience at GL1 Leisure Centre Illuminated Swim is an interactive ligh...

Illuminated Swim - Art in Gloucester, G...




Total Engagements	3,711
Reactions	129
Comments	113
Shares	36
Post Link Clicks	1,196
Other Post Clicks	2,237

Boosted

Gloucester
Thu 2/17/2022 10:56 am GMT

Book your tickets now for the world's longest running photography exhibition. 📷🔗
<https://www.visitgloucester.co.uk/whats-...>

The RPS International Photography Ex...




Total Engagements	1,216
Reactions	53
Comments	15
Shares	11
Post Link Clicks	369
Other Post Clicks	768

Boosted

Gloucester
Thu 2/24/2022 7:00 am GMT




A new Family Sculpture Trail is opening at Robinswood Hill! Ten specially-commissioned wooden sculptures, including carved...




Total Engagements	1,015
Reactions	269
Comments	48
Shares	28
Post Link Clicks	—
Other Post Clicks	670

Boosted


Top 3 Instagram Posts:

Post	Date	Total Engagements	Likes	Comments	Saves
<p>visitgloucester Sat 2/19/2022 7:14 am GMT</p> <p>Good morning Gloucester! Today we're sharing this lovely photo of the snowdrops at Painswick Rococo Garden Taken by...</p> 	Sat 2/19/2022 7:14 am GMT	295	290	2	3
<p>visitgloucester Sat 2/26/2022 8:43 am GMT</p> <p> Happy Saturday Gloucester We had to share this snap from @kyvisualsuk on Insta Enjoy a walk around Gloucester docks, take i...</p> 	Sat 2/26/2022 8:43 am GMT	168	163	3	2
<p>visitgloucester Mon 2/14/2022 6:53 pm GMT</p> <p>Happy Valentines Day Gloucester Today we are delighted to share with you this fabulous photo captured by...</p> 	Mon 2/14/2022 6:53 pm GMT	110	109	1	0


Top 3 Twitter Posts:

 [@VisitGloucester](#)
 Mon 2/21/2022 6:14 pm GMT

We are delighted to let you know that we have rescheduled the cancelled Bright Nights events from last weekend. Windows Through...



Total Engagements	57
Likes	20
Comments	0
Shares	14
Post Link Clicks	—
Other Post Clicks	23
Other Engagements	0

⋮ 


 [@VisitGloucester](#)
 Sun 2/13/2022 5:31 pm GMT

A weekend of fun in #gloucester! Enjoy free music at a number of venues from Friday 18th-20th Feb, street Morris dancers and the...




Total Engagements	46
Likes	17
Comments	0
Shares	8
Post Link Clicks	1
Other Post Clicks	20
Other Engagements	0


⋮ 

 [@VisitGloucester](#)
 Thu 2/24/2022 7:00 am GMT

A new Family Sculpture Trail is opening at Robinswood Hill! Ten specially-commissioned wooden sculptures, including carved...



Total Engagements	45
Likes	16
Comments	0
Shares	7
Post Link Clicks	1
Other Post Clicks	21
Other Engagements	0

⋮ 

Performance Summary

View your key profile performance metrics from the reporting period.

<p>Impressions</p> <p>1,047,198</p> <p>↗43.5%</p>	<p>Engagements</p> <p>26,518</p> <p>↗163.6%</p>	<p>Post Link Clicks</p> <p>6,941</p> <p>↗213.5%</p>
<p>Engagement Rate (per Impression)</p> <p>2.5%</p> <p>↗83.6%</p>		

Included in this Report

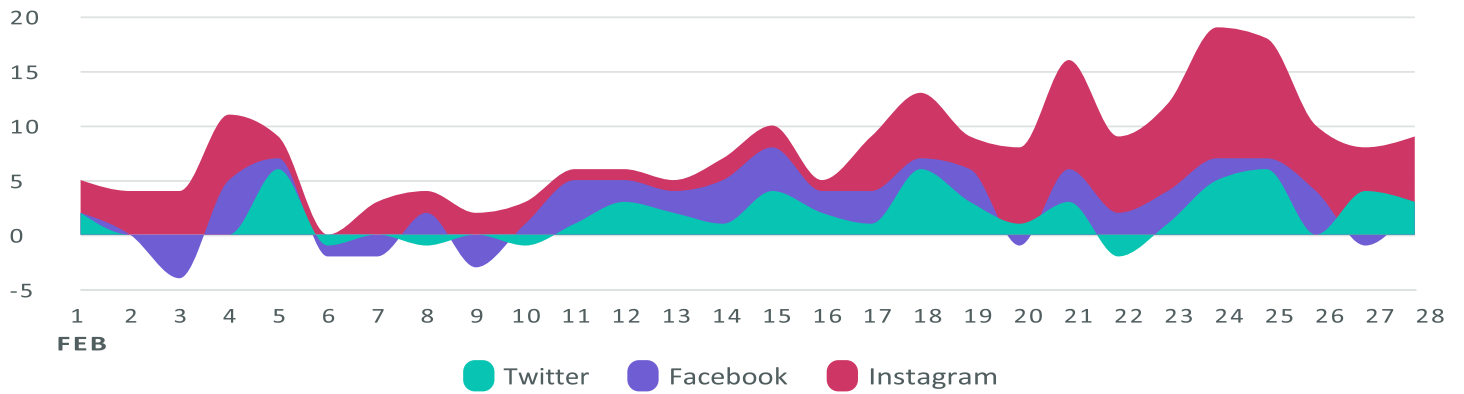
 @VisitGloucester  Gloucester

 @visitgloucester

Audience Growth

See how your audience grew during the reporting period.

Net Audience Growth, by Day

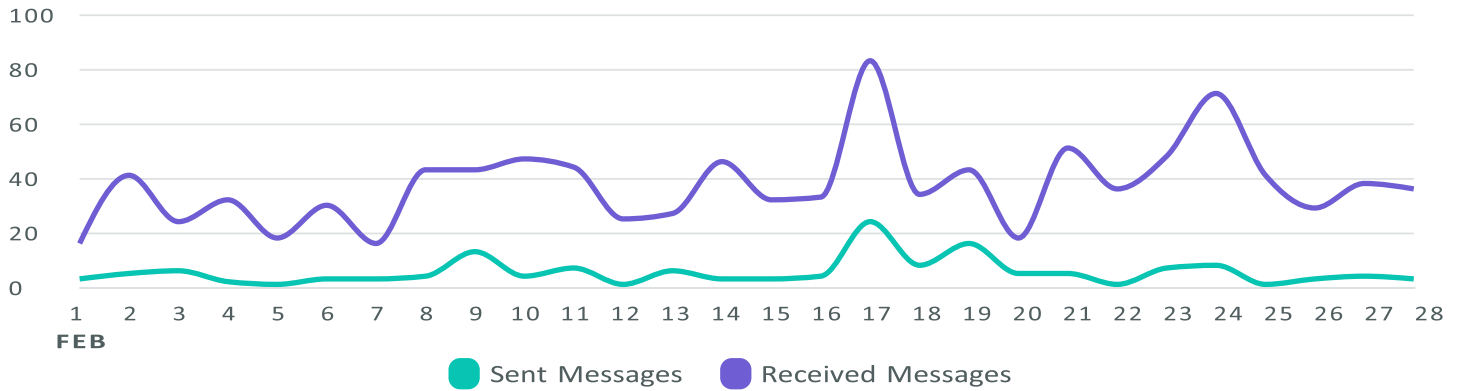


Audience Metrics	Totals	% Change
Total Audience	38,949	↗ 10.6%
Total Net Audience Growth	207	↗ 88.2%
Twitter Net Follower Growth	49	↗ 40%
Facebook Net Page Likes	37	↗ 428.6%
Instagram Net Follower Growth	121	↗ 77.9%

Message Volume

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

period. Messages per Day



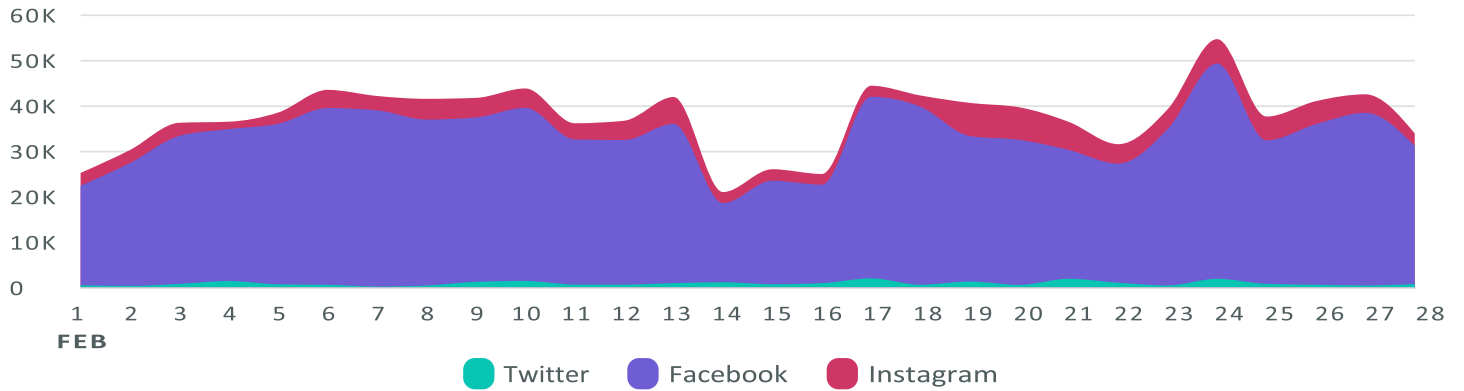
Sent Messages Metrics	Totals	% Change
Total Sent Messages	153	↗ 31.9%
Twitter Sent Messages	33	→ 0%
Facebook Sent Messages	69	↗ 76.9%
Instagram Sent Messages	51	↗ 15.9%

Received Messages Metrics	Totals	% Change
Total Received Messages	1,045	↗ 28.7%
Twitter Received Messages	255	↗ 59.4%
Facebook Received Messages	426	↗ 200%
Instagram Received Messages	364	↘ 28.6%

Impressions

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

Impressions, by Day

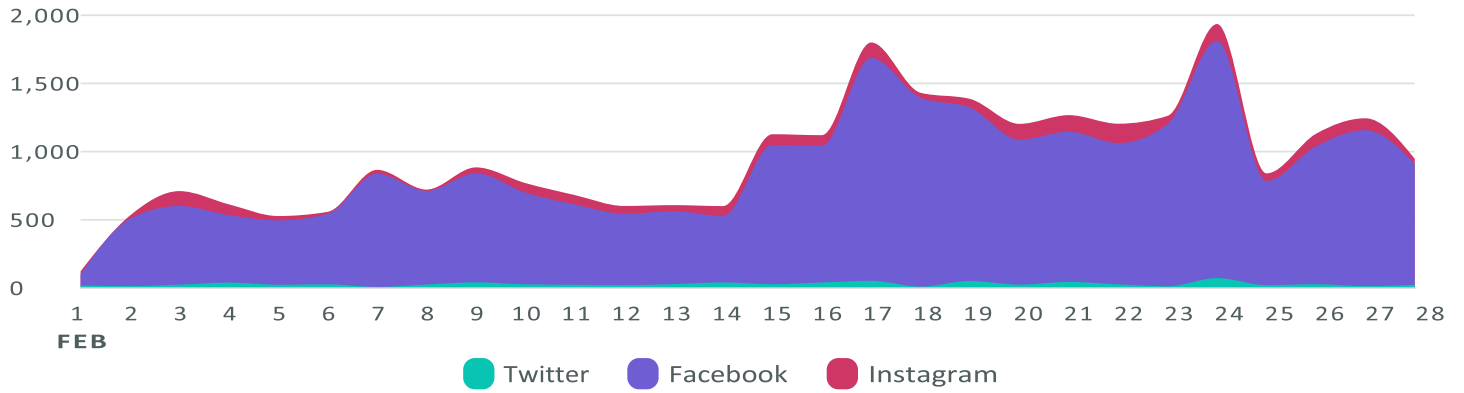


Impression Metrics	Totals	% Change
Total Impressions	1,047,198	↗ 43.5%
Twitter Impressions	22,583	↗ 17.8%
Facebook Impressions	914,120	↗ 49.8%
Instagram Impressions	110,495	↗ 10.3%

Engagement

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

Engagements, by Day

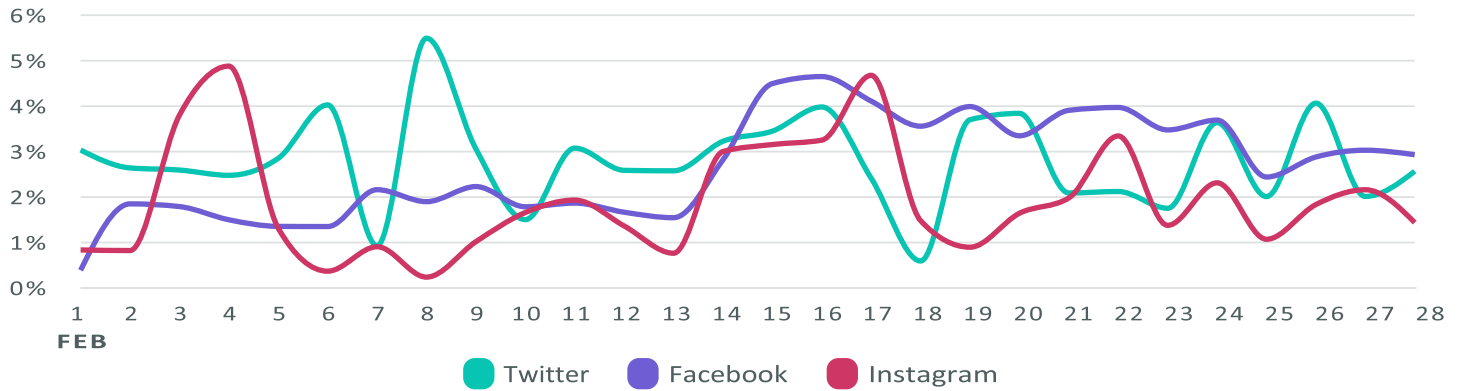


Engagement Metrics	Totals	% Change
Total Engagements	26,518	↗ 163.6%
Twitter Engagements	625	↗ 33%
Facebook Engagements	24,019	↗ 182%
Instagram Engagements	1,874	↗ 74.7%

Engagement Rate

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

Engagement Rate (per Impression), by Day

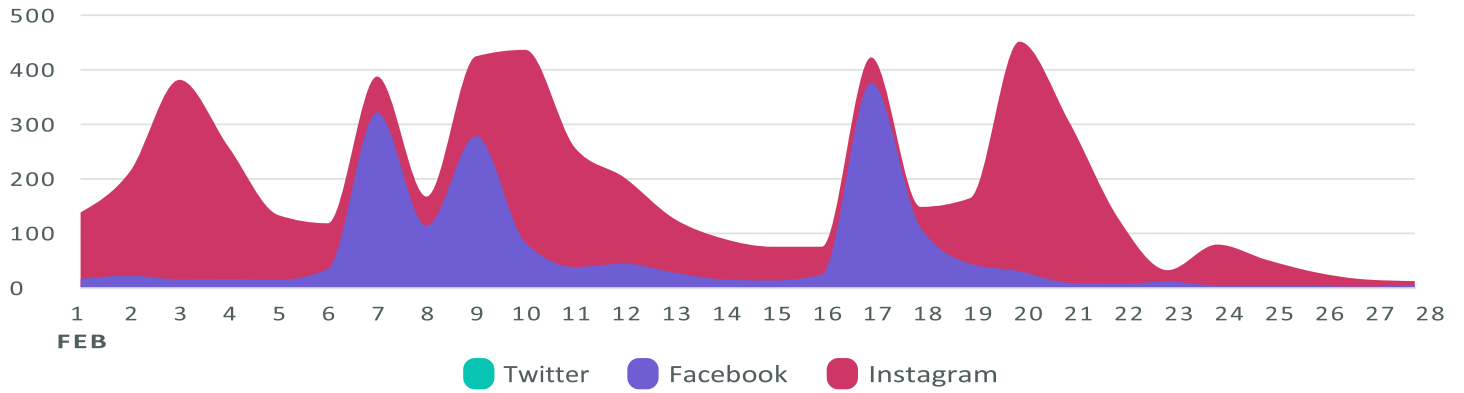


Engagement Rate Metrics	Rate	% Change
Engagement Rate (per Impression)	2.5%	↗ 83.6%
Twitter Engagement Rate	2.8%	↗ 12.9%
Facebook Engagement Rate	2.6%	↗ 88.2%
Instagram Engagement Rate	1.7%	↗ 58.4%

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	5,286	↘ 32.9%
Twitter Video Views	0	↘ 100%
Facebook Video Views	1,651	↘ 49%
Instagram Post Video Views	3,635	↘ 20.5%

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)	Videos
Reporting Period Feb 1, 2022 – Feb 28, 2022	38,949 ↗ 0.6%	207 ↗ 88.2%	142 ↗ 46.4%	1,047,198 ↗ 43.5%	26,518 ↗ 163.6%	2.5% ↗ 83.6%	5,28 ↘ 32.9
Compare to Jan 1, 2022 – Jan 31, 2022	38,704	110	97	729,630	10,061	1.4%	7,87
 @VisitGloucester	11,667	49	33	22,583	625	2.8%	
 Gloucester	23,139	37	62	914,120	24,019	2.6%	1,65
 visitgloucester	4,143	121	47	110,495	1,874	1.7%	3,63

View

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