



Gloucester's Creepy Crawl Evaluation

As this was only a week-long campaign, it was decided a feedback survey was not required.

Campaign Statistics:

Social Media:

- Total impressions - 51,418
- Reach (Facebook & Instagram) - 37,365
- Potential reach (Twitter) - 54,307
- Engagements - 1996

Website:

- 298 total page views
- 276 unique page views

Participants:

- 381 people took part in the activity
- 61 entered the online tie breaker
- 7 prize winners

Written Feedback:

- 'Thank you for including Gloucester Library in the Creepy Crawl. We had a big increase in footfall, a large part of which was for the Crawl! We would love to continue to work with you on similar activities, so please feel free to contact me to arrange something.'
- 'Just a quick one to let you know that we've had lots of people coming in to find our owl, and the feedback from participants has been really positive again! 😊'
- 'Gosh I cannot believe my son was one of the winners selected! He loved doing the trail (and the one in the summer in association with Gloucester Quays) and we are looking forward to doing the reindeer trail around the city this Christmas. I just wanted to say he has really enjoyed these trails and it has enabled him to explore parts of Gloucester which he hadn't been before. It's resulted in him taking a guided tour around Blackfriars and also becoming a member of the Waterways Museum. They are great and hope they continue in the future.'