



# VISIT GLOUCESTER


## Social Media Performance

January 2023

 @VisitGloucester

 @visitgloucester

 @visit\_gloucester

 Gloucester

 Visit Gloucester



**Summary:**

**This month our audience grew by 1.4% (526). We had over 22.5K 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.**




**Our engagements are up by 37.4% compared to December 2022 but our impressions are down by 17.5%**

**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](mailto: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:

Post	Date	Total Engagements	Reactions	Comments	Shares	Post Link Clicks	Other Post Clicks
 <p>Brighten up these wet and miserable days with a visit to The Rainbow Square! 🌈 The Rainbow Square was created by local artist...</p>	Sat 1/14/2023 9:00 am GMT	2,673	350	88	30	—	2,205
 <p>Happy #throwbackthursday Gloucester! Here is a lovely photo of Kings Square! We would love to hear any memories you may have!</p>	Thu 1/12/2023 10:00 am GMT	2,253	396	126	20	1	1,710
 <p>Are you looking for the perfect venue for your wedding? From historic to modern, rustic to chic, we have some stunning locations to...</p>	Wed 1/11/2023 3:00 pm GMT	1,191	134	38	6	39	974

## Top 3 Instagram Posts:

 **visitgloucester**  
Sat 1/14/2023 9:00 am GMT

Brighten up these wet and miserable days with a visit to The Rainbow Square! 🌈 The Rainbow Square was created by local artist...




**Total Engagements** 416

Likes 386


Comments 17

Saves 13

⋮ 📎

 **visitgloucester**  
Wed 1/11/2023 3:00 pm GMT

Are you looking for the perfect venue for your wedding? From historic to modern, rustic to chic, we have some stunning locations to...



**Total Engagements** 177

Likes 165

Comments 4

Saves 8

⋮ 📎

 **visitgloucester**  
Thu 1/26/2023 3:00 pm GMT

Gloucester's folk-tastic event returns next month with new venues and more workshops. 🗝️ On the 17-19 February, the city will...



**Total Engagements** 93







Likes 89

Comments 3




Saves 1

⋮ 📎

## Top 3 Twitter Posts:

Post	Date	Total Engagements																																										
<p> <a href="#">@VisitGloucester</a> Sat 1/14/2023 9:00 am GMT</p> <p>Brighten up these wet days with a visit to The Rainbow Square! 🌈 Created by local artist <a href="#">@FrootkoTash</a> and her team in 2022, 25...</p>  <table border="1"> <tr><td><b>Total Engagements</b></td><td><b>125</b></td></tr> <tr><td>Likes</td><td>30</td></tr> <tr><td>@Replies</td><td>2</td></tr> <tr><td>Retweets</td><td>9</td></tr> <tr><td>Post Link Clicks</td><td>1</td></tr> <tr><td>Other Post Clicks</td><td>83</td></tr> <tr><td>Other Engagements</td><td>0</td></tr> </table>	<b>Total Engagements</b>	<b>125</b>	Likes	30	@Replies	2	Retweets	9	Post Link Clicks	1	Other Post Clicks	83	Other Engagements	0	<p> <a href="#">@VisitGloucester</a> Thu 1/19/2023 10:00 am GMT</p> <p>Happy <a href="#">#throwbackthursday</a> Gloucester! Today we wanted to share this picture of Longsmith Street in the 1960s. Who...</p>  <table border="1"> <tr><td><b>Total Engagements</b></td><td><b>63</b></td></tr> <tr><td>Likes</td><td>21</td></tr> <tr><td>@Replies</td><td>0</td></tr> <tr><td>Retweets</td><td>2</td></tr> <tr><td>Post Link Clicks</td><td>—</td></tr> <tr><td>Other Post Clicks</td><td>39</td></tr> <tr><td>Other Engagements</td><td>1</td></tr> </table>	<b>Total Engagements</b>	<b>63</b>	Likes	21	@Replies	0	Retweets	2	Post Link Clicks	—	Other Post Clicks	39	Other Engagements	1	<p> <a href="#">@VisitGloucester</a> Thu 1/12/2023 10:00 am GMT</p> <p>Happy <a href="#">#throwbackthursday</a> Gloucester! Here is a lovely photo of Kings Square! We would love to hear any memories you may have!</p>  <table border="1"> <tr><td><b>Total Engagements</b></td><td><b>58</b></td></tr> <tr><td>Likes</td><td>20</td></tr> <tr><td>@Replies</td><td>2</td></tr> <tr><td>Retweets</td><td>1</td></tr> <tr><td>Post Link Clicks</td><td>—</td></tr> <tr><td>Other Post Clicks</td><td>35</td></tr> <tr><td>Other Engagements</td><td>0</td></tr> </table>	<b>Total Engagements</b>	<b>58</b>	Likes	20	@Replies	2	Retweets	1	Post Link Clicks	—	Other Post Clicks	35	Other Engagements	0
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## Top 3 TikTok Posts:

Post	Engagements
<p><b>visit_gloucester</b> Wed 1/18/2023 3:46 pm GMT</p> <p>New square means new fountains #visitgloucester #gloucester #gloucestershire #fyp #rennovation #traveltok #viral #funny</p>  <p><b>Total Engagements</b> 4,193</p> <p>Likes 4,016</p> <p>Comments 100</p> <p>Shares 77</p>	4,193
<p><b>visit_gloucester</b> Fri 1/20/2023 10:00 am GMT</p> <p>Gloucesters best bits #visitgloucester #fyp #gloucester #gloucestershire #cotswolds #travel #traveltok #gloucestercathedral...</p>  <p><b>Total Engagements</b> 126</p> <p>Likes 119</p> <p>Comments 5</p> <p>Shares 2</p>	126
<p><b>visit_gloucester</b> Tue 1/24/2023 10:00 am GMT</p> <p>We love it! #visitgloucester #fyp #gloucester #gloucestershire #cotswolds #travel #traveltok #gloucestercathedral #cathedral #history...</p>  <p>POV: You walk down College Court and are</p> <p><b>Total Engagements</b> 106</p> <p>Likes 104</p> <p>Comments 2</p> <p>Shares 0</p>	106

### Performance Summary

View your key profile performance metrics from the reporting period.

<p>Impressions</p> <p><b>300,587</b></p> <p>↘ 17.5%</p>	<p>Engagements</p> <p><b>22,531</b></p> <p>↗ 37.4%</p> <p>37.4%</p>	<p>Post Link Clicks</p> <p><b>1,735</b></p> <p>↘ 16.1%</p>
<p>Engagement Rate (per impression)</p> <p><b>5.5%</b></p> <p>↗ 23.6%</p>		

## Included in this Report

 @VisitGloucester  Gloucester

 @visitgloucester  @visit\_gloucester

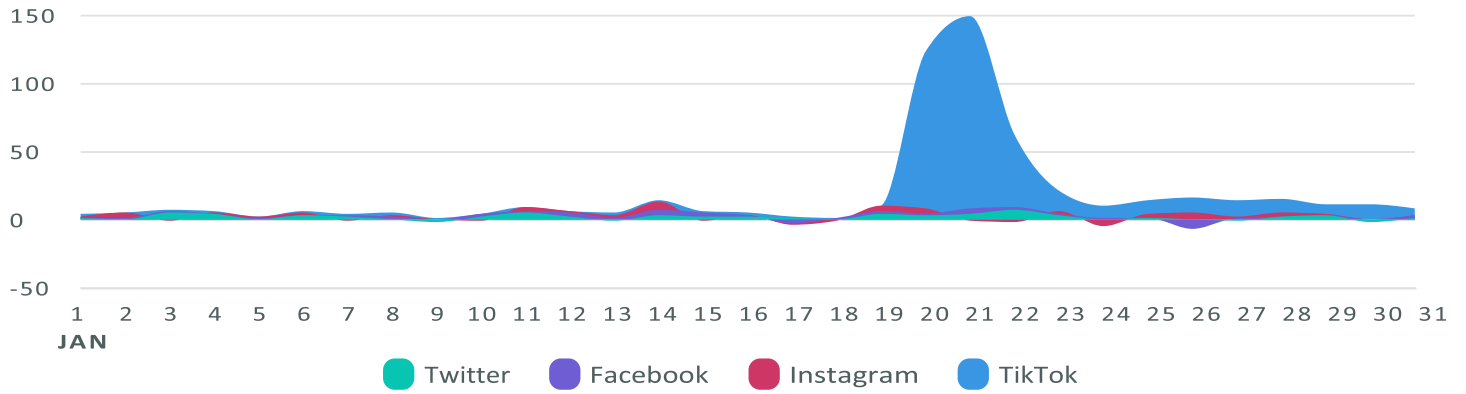




### Audience Growth

See how your audience grew during the reporting period.

Net Audience Growth, by Day

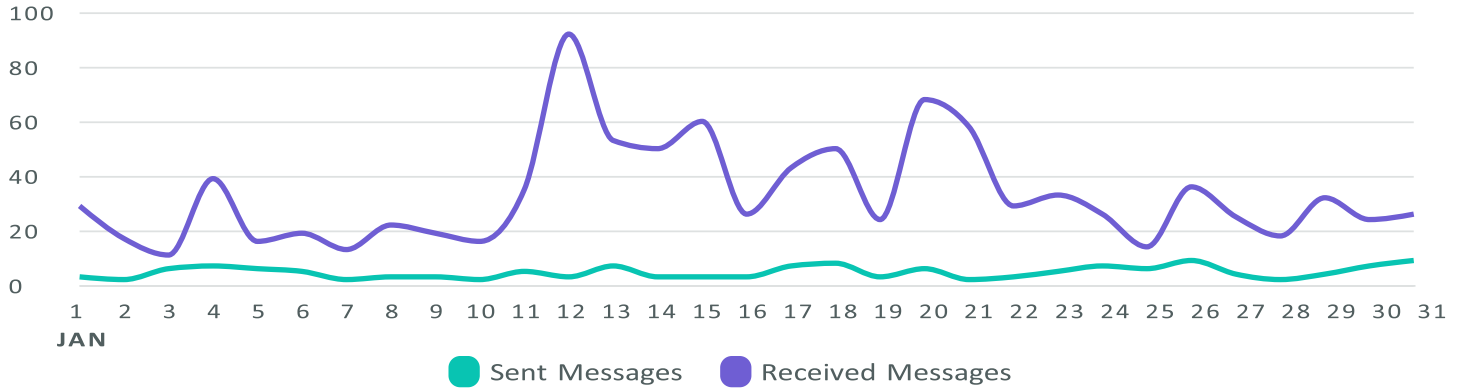


Audience Metrics	Totals	% Change
<b>Total Audience</b>	<b>42,580</b>	<b>↗1.4%</b>
<b>Total Net Audience Growth</b>	<b>526</b>	<b>↗401%</b>
Twitter Net Follower Growth	54	↗237.5%
Facebook Net Page Likes	26	→0%
Instagram Net Follower Growth	31	↘38%
TikTok Net Follower Growth	415	↗3,092.3%

### 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
<b>Total Sent Messages</b>	<b>145</b>	<b>↘1.4%</b>
Twitter Sent Messages	35	→0%
Facebook Sent Messages	53	↘7%
Instagram Sent Messages	53	↗1.9%
TikTok Sent Messages	4	↗33.3%

### Message Volume

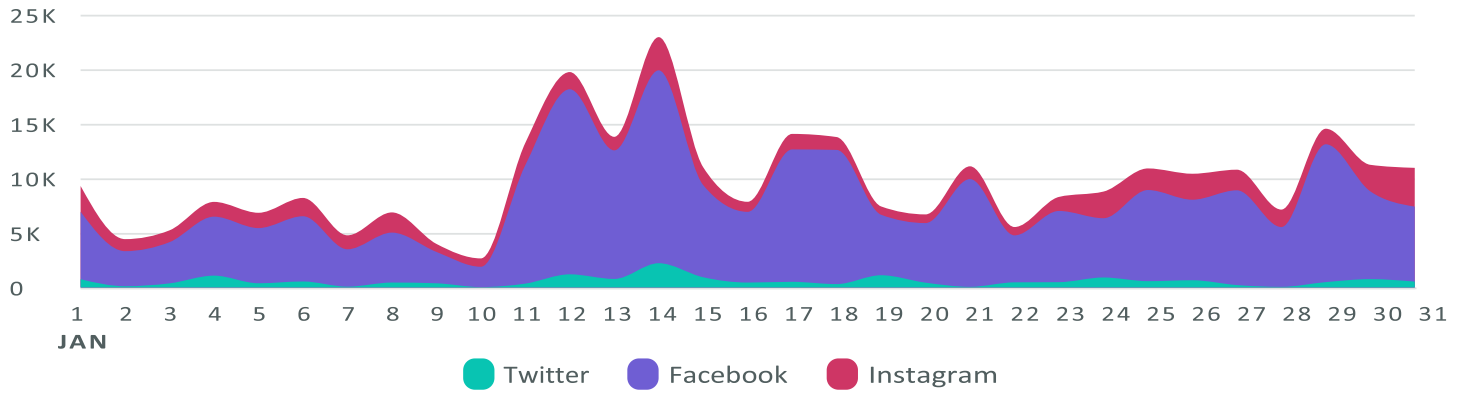
Review the volume of sent and received messages across networks during the selected time period.

Received Messages Metrics	Totals	% Change
<b>Total Received Messages</b>	<b>1,023</b>	<b>↗23.6%</b>
Twitter Received Messages	186	↗24%
Facebook Received Messages	336	↗8%
Instagram Received Messages	382	↗8.5%
TikTok Received Messages	119	↗693.3%

### Impressions

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

Impressions, by Day

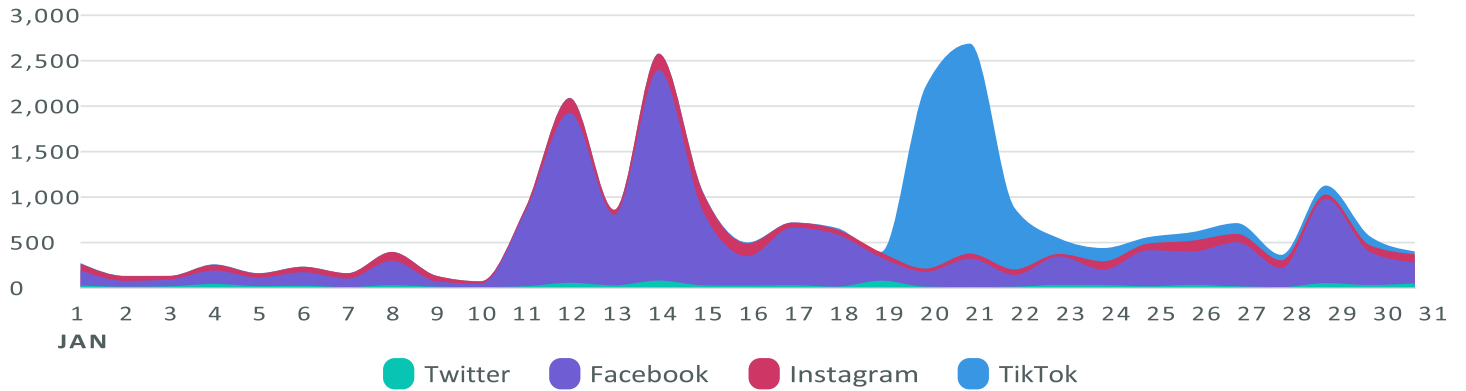


Impression Metrics	Totals	% Change
<b>Total Impressions</b>	<b>300,587</b>	<b>↘17.5%</b>
Twitter Impressions	17,787	↘5.3%
Facebook Impressions	233,660	↘19.6%
Instagram Impressions	49,140	↘10.5%

### Engagement

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

Engagements, by Day

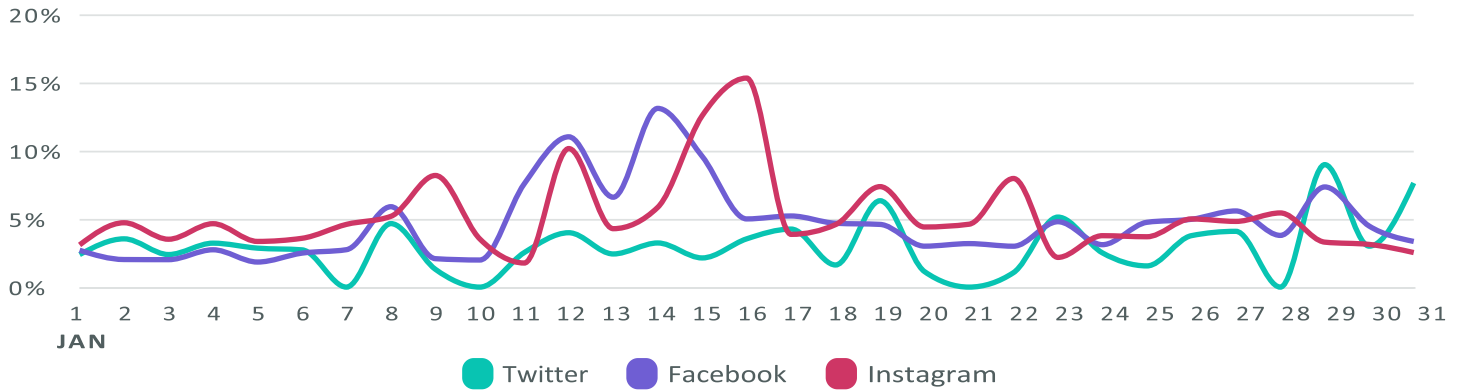


Engagement Metrics	Totals	% Change
<b>Total Engagements</b>	<b>22,531</b>	<b>↗ 37.4%</b>
Twitter Engagements	608	↘ 0.7%
Facebook Engagements	13,609	↗ 2.6%
Instagram Engagements	2,367	↘ 0.8%
TikTok Engagements	5,947	↗ 4,209.4%

### Engagement Rate

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

Engagement Rate (per Impression), by Day

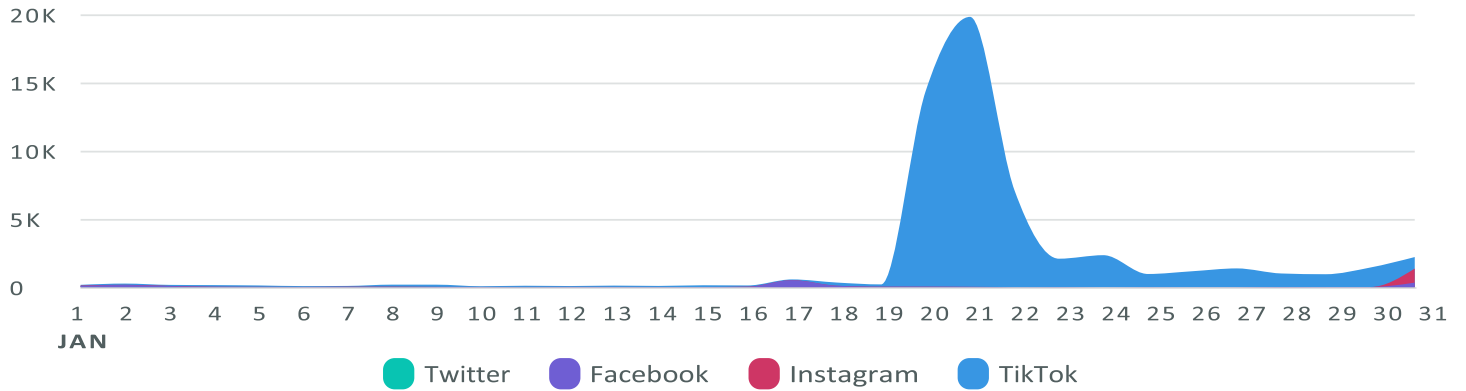


Engagement Rate Metrics	Rate	% Change
<b>Engagement Rate (per Impression)</b>	<b>5.5%</b>	<b>↗ 23.6%</b>
Twitter Engagement Rate	3.4%	↗ 4.9%
Facebook Engagement Rate	5.8%	↗ 27.6%
Instagram Engagement Rate	4.8%	↗ 10.8%

**Video Views**

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

Video Views, by Day







Video Views Metrics	Totals	% Change
<b>Video Views</b>	<b>57,971</b>	<b>↗ 366.2%</b>
Twitter Video Views	24	↘ 93.2%
Facebook Video Views	1,540	↘ 53.5%
Instagram Post Video Views	1,184	↘ 79%
TikTok Video Views	55,223	↗ 1,670.5%

**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)	Video View
<b>Reporting Period</b> Jan 1, 2023 – Jan 31, 2023	<b>42,580</b> ↗ 1.4%	<b>526</b> ↗401%	<b>128</b> ↘6.6%	<b>300,587</b> ↘ 17.5%	<b>22,531</b> ↗ 37.4%	<b>5.5%</b> ↗23.6%	<b>57,97</b> ↗366.2
<b>Compare to</b> Dec 1, 2022 – Dec 31, 2022	<b>42,001</b>	<b>105</b>	<b>137</b>	<b>364,253</b>	<b>16,402</b>	<b>4.5%</b>	<b>12,43</b>
 <b>@VisitGloucester</b>	11,902	54	30	17,787	608	3.4%	2
 <b>Gloucester</b>	24,743	26	48	233,660	13,609	5.8%	1,54
 <b>Visit Gloucester</b>	602	415	3	N/A	5,947	N/A	55,223
 <b>visitgloucester</b>	5,333	31	47	49,140	2,367	4.8%	1,18

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