


VISIT GLOUCESTER

Social Media Performance


July 2022

 @VisitGloucester

 @visitgloucester

 Gloucester

 Visit Gloucester

 @visit_gloucester



Summary:

This month our audience grew by 0.7% (166). We had over 18.9K engagements on our posts (likes, shares, comments) across our social's channels (this report included Twitter, Instagram, Facebook, TikTok) and we entered consumer screens over 300,000 times.

This is a decrease on last month (June 2022). Our engagements are down by 66.7% and our impressions are down by 89.4%.

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 7/4/2022 3:30 pm BST

Instagrammable Gloucester! The 'Rainbow Square' was created by local artist Tash Frootko and her team of creatives in May...



Total Engagements	3,555
Reactions	899
Comments	153
Shares	45
Post Link Clicks	—
Other Post Clicks	2,458


⋮ 

 Gloucester
Tue 7/19/2022 3:30 pm BST

The Strongman's League is coming to Gloucester on the 20 August! The SCL series is a complete series of 16 competitions, played...



Total Engagements	1,098
Reactions	101
Comments	76
Shares	43
Post Link Clicks	318
Other Post Clicks	560

⋮ 

 Gloucester
Wed 7/6/2022 10:15 am BST

The Queens Baton passed through Gloucester yesterday! It arrived by boat to Gloucester Docks and then made its way up Southgate...



Total Engagements	1,086
Reactions	199
Comments	13
Shares	6
Post Link Clicks	—
Other Post Clicks	868

⋮ 

Top 3 Instagram Posts:

 **visitgloucester**
Mon 7/4/2022 3:30 pm BST

Instagrammable Gloucester! The 'Rainbow Square' was created by local artist Tash Frootko and her team of creatives in May...



Total Engagements ⓘ 182

Likes 174

Comments 3

Saves 5

⋮ ↻

 **visitgloucester**
Sat 7/2/2022 9:30 am BST

Good Morning Gloucester! Today we would like to share with you this lovely photo of the House of the Tailor of Gloucester and St...



Total Engagements ⓘ 137

Likes 132

Comments 2

Saves 3

⋮ ↻

 **visitgloucester**
Thu 7/14/2022 10:00 am BST

Good Morning Gloucester! Today's #throwbackthursday is of Kings Square in 1963! Who remembers this? If you have any...



Total Engagements ⓘ 77


Likes 69

Comments 4

Saves 4


⋮ ↻

Top Twitter Post:




[@VisitGloucester](#)
Sat 7/30/2022 10:00 am BST

Wanting to go out tomorrow to watch the Women's Euro Final? We have compiled a list over on our blog of place across Gloucester...



Total Engagements ⓘ	6
<u>Likes</u>	2
<u>Comments</u>	0
<u>Shares</u>	2
<u>Post Link Clicks</u>	2
<u>Other Post Clicks</u>	0
<u>Other Engagements</u>	0

⋮ 

Top 3 TikTok Posts:

 Visit Gloucester
Wed 7/20/2022 10:52 am BST

3 Harry Potter movies were filmed here so it's easy to get confused! #visitgloucester #gloucestercathedral #harrypotter #hogwart...



Total Engagements ⓘ 67

Likes 66

Comments 1

Shares 0

 Visit Gloucester
Thu 7/28/2022 12:29 pm BST

The best event #visitgloucester #traveltok #cheese #cheeserolling



Total Engagements ⓘ 46

Likes 46

Comments 0

Shares 0

 Visit Gloucester
Fri 7/29/2022 1:04 pm BST

Learning history in a fun way #visitgloucester #history #roman #medieval #lego #legomodel #traveltok #historytok #fyp



Total Engagements ⓘ 34

Likes 34

Comments 0

Shares 0

Included in this Report

 @VisitGloucester  Gloucester

 @visitgloucester  @visit_gloucester

Performance Summary

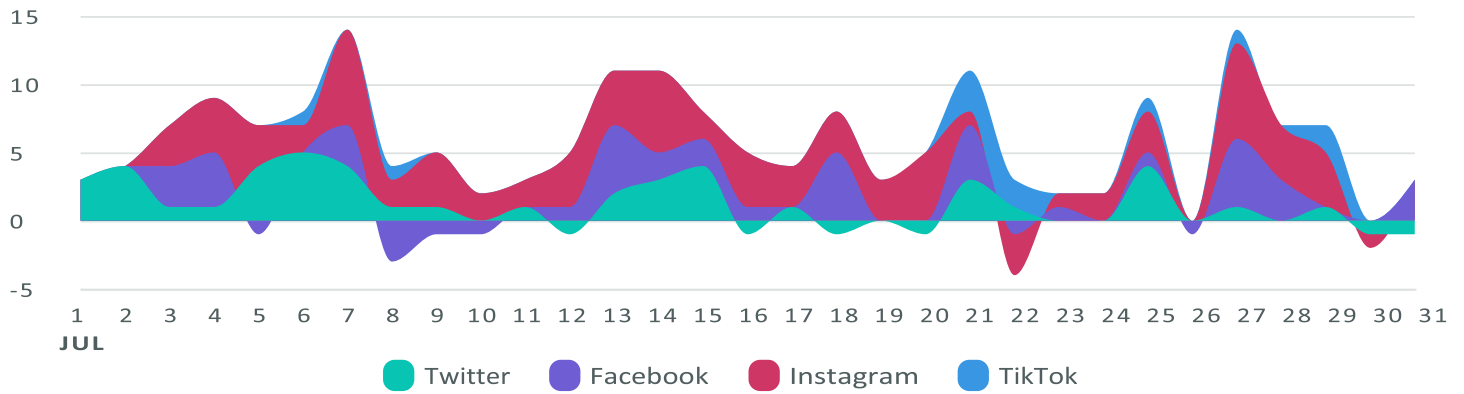
View your key profile performance metrics from the reporting period.

<p>Impressions</p> <p>360,929</p> <p>↘ 89.4%</p>	<p>Engagements</p> <p>18,955</p> <p>↘ 66.7%</p>	<p>Post Link Clicks</p> <p>2,161</p> <p>↘ 65.3%</p>
<p>5.2% ↗ 212.8%</p> <p>Engagement Rate (per Impression)</p>		

Audience Growth

See how your audience grew during the reporting period.

Net Audience Growth, by Day



Audience Metrics

Totals

% Change

Total Audience

40,723

↗ 0.7%

Total Net Audience Growth

166

↘ 49.2%

Twitter Net Follower Growth

39

↗ 30%

Facebook Net Page Likes

35

↘ 76.5%

Instagram Net Follower Growth

81

↘ 44.9%

TikTok Net Follower Growth

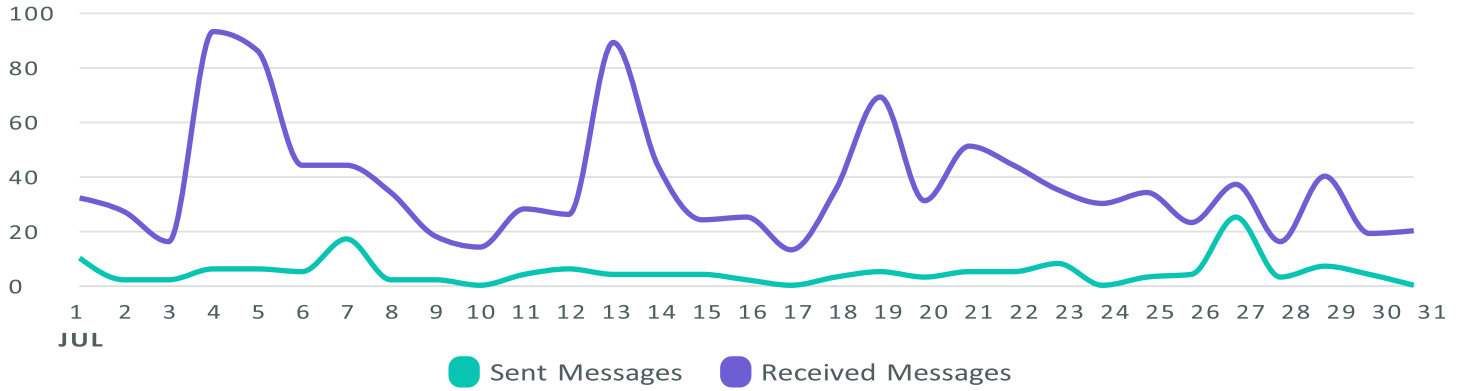
11

↗ 1,000%

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

151

↘ 34.1%

Twitter Sent Messages

1

→ 0%

Facebook Sent Messages

50

↘ 39%

Instagram Sent Messages

97

↘ 33.1%

TikTok Sent Messages

3

↗ 200%

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

1,141

↘ 53.1%

Twitter Received Messages

155

↘ 58.3%

Facebook Received Messages

454

↘ 50.9%

Instagram Received Messages

532

↘ 53.2%

TikTok Received Messages

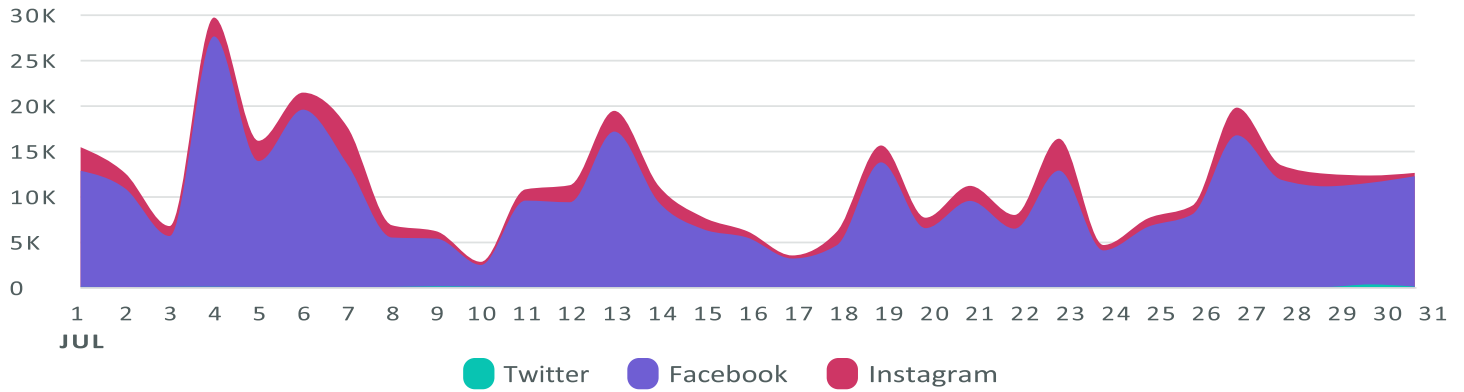
0

→ 0%

Impressions

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

Impressions, by Day

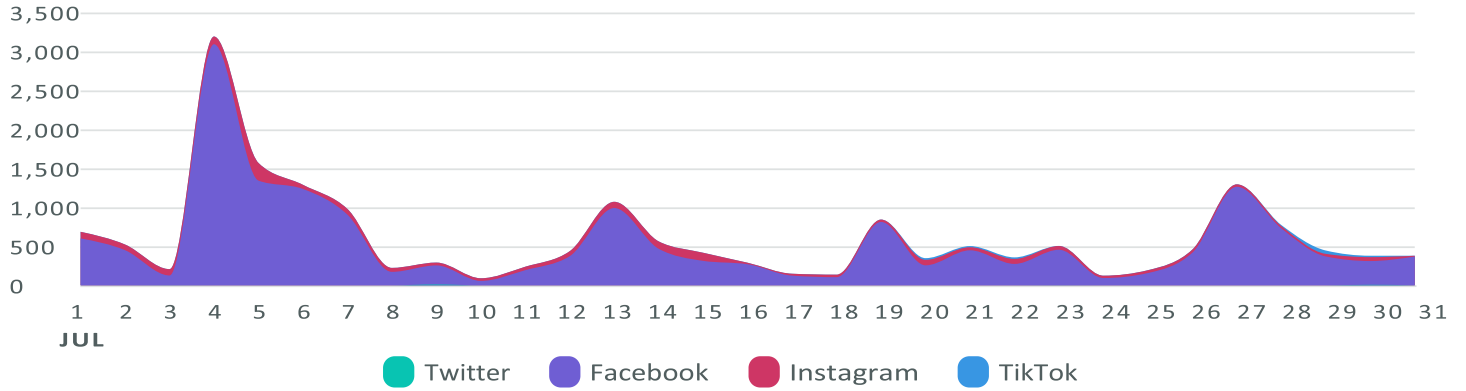


Impression Metrics	Totals	% Change
Total Impressions	360,929	↘ 89.4%
Twitter Impressions	750	↘ 69%
Facebook Impressions	311,723	↘ 89.3%
Instagram Impressions	48,456	↘ 90%

Engagement

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

Engagements, by Day

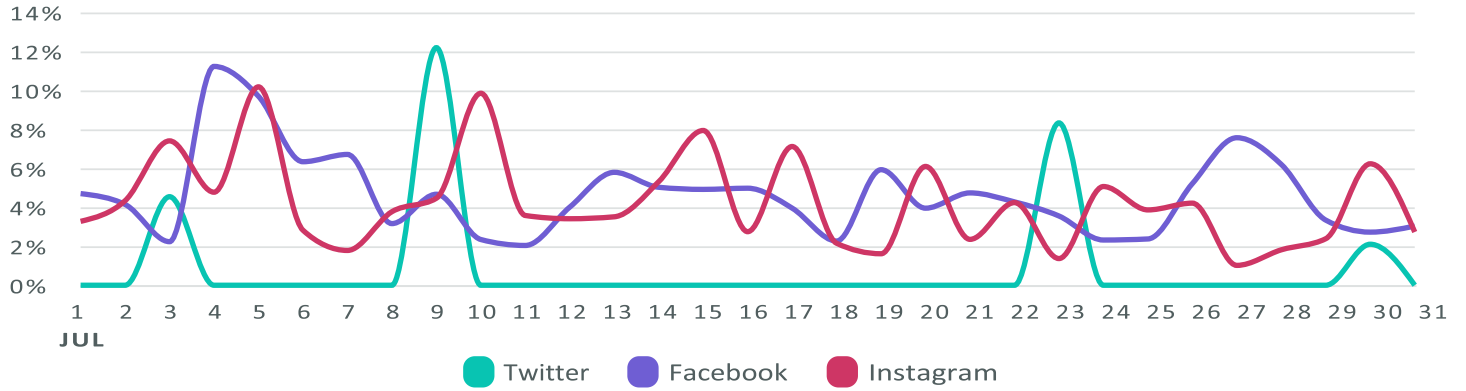


Engagement Metrics	Totals	% Change
Total Engagements	18,955	↘ 66.7%
Twitter Engagements	18	↘ 33.3%
Facebook Engagements	17,019	↘ 68.5%
Instagram Engagements	1,784	↘ 38.4%
TikTok Engagements	134	↗ —

Engagement Rate

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

Engagement Rate (per Impression), by Day

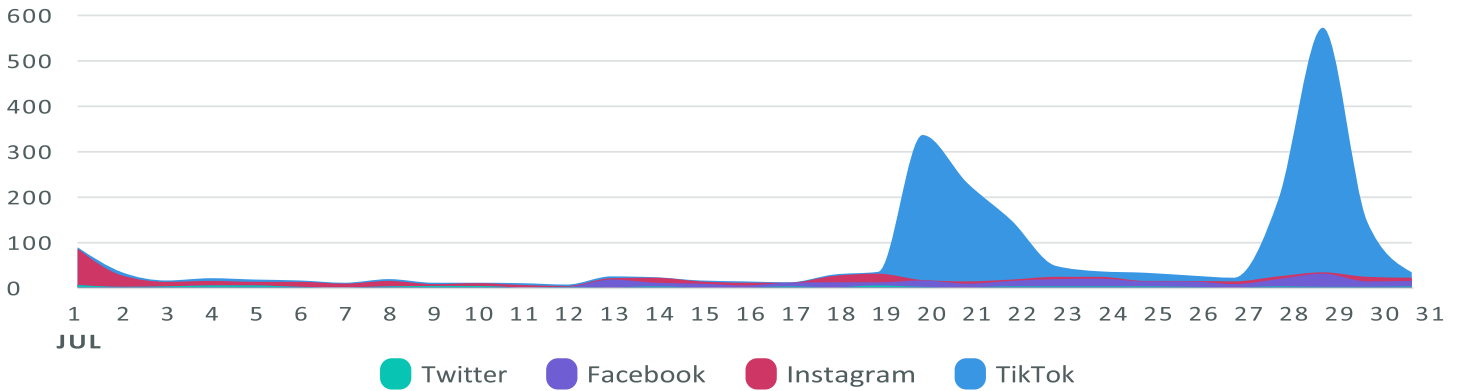


Engagement Rate Metrics	Rate	% Change
Engagement Rate (per Impression)	5.2%	↗ 212.8%
Twitter Engagement Rate	2.4%	↗ 115.4%
Facebook Engagement Rate	5.5%	↗ 195.8%
Instagram Engagement Rate	3.7%	↗ 518.3%

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	2,212	↘ 97.9%
Twitter Video Views	50	↘ 74.5%
Facebook Video Views	229	↘ 99.8%
Instagram Post Video Views	291	↘ 93.8%
TikTok Video Views	1,642	↗ 4,875.8%

Profiles

Review your aggregate profile and page metrics from the reporting period.

Profile [▲]	Audience	Net Audience Growth	Published Posts	Impressions	En
Reporting Period Jul 1, 2022 – Jul 31, 2022	40,723 ↗0.7%	166 ↘49.2%	133 ↘25.3%	360,929 ↘89.4%	
Compare to Jun 1, 2022 – Jun 30, 2022	40,456	327	178	3,412,847	
 @VisitGloucester	11,880	39	1	750	
 Gloucester	23,932	35	38	311,723	
 Visit Gloucester	18	11	3	N/A	
 visitgloucester	4,893	81	91	48,456	