

VISIT GLOUCESTER

Social Media Performance


June 2022

 @VisitGloucester

 @visitgloucester

 Gloucester

 Visit Gloucester

 @visit_gloucester

Summary:

This month our audience grew by 1.3% (327). We had over 56.8K 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 3,000,000 times.

This is an increase on last month (May 2022). Our engagements are up by 27.7% and our impressions are up by 312.6%.

This month we started using our TikTok account ([visit_gloucester](#)).

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 6/13/2022 11:30 am BST

The Titanic Honour and Glory Exhibition is coming to the Museum of Gloucester on 29 June until 29 September. This incredible...




Total Engagements	6,367
Reactions	746
Comments	754
Shares	149
Post Link Clicks	915
Other Post Clicks	3,803

⋮ 🗨️

 Gloucester
Sun 6/5/2022 8:05 am BST

Today is the famous annual Cheese Rolling Ceremony at Coopers Hill. The event sees a 9lb Double Gloucester released down one of...



Total Engagements	5,868
Reactions	2,154
Comments	466
Shares	258
Post Link Clicks	—
Other Post Clicks	2,990

⋮ 🗨️

 Gloucester
Sat 6/4/2022 6:51 pm BST




What a fantastic day! Are you coming along tomorrow when we'll do it all again! ❤️👤
🚩... #tallship #tallshipsgloucester #tallshi...



Total Engagements	1,797
Reactions	475
Comments	21
Shares	14
Post Link Clicks	—
Other Post Clicks	1,287

⋮ 🗨️

Top 3 Instagram Posts:

Post	Date	Total Engagements	Likes	Comments	Saves
 <p>Today is the famous annual Cheese Rolling Ceremony at Coopers Hill. The event sees a 9lb Double Gloucester released down one of...</p>	Sun 6/5/2022 8:05 am BST	190	181	2	7
 <p>What a fantastic day! Are you coming along tomorrow when we'll do it all again! ❤️👤 #tallship #tallshipsgloucester #tallshi...</p>	Sat 6/4/2022 6:51 pm BST	145	144	0	1
 <p>Sunday is the final day of this year's Tall Ships Festival but it is just as busy as the others! 👤 You have the chance to see performances...</p>	Thu 6/2/2022 3:30 pm BST	141	139	1	1

Top Twitter Post:

 **@VisitGloucester**
Fri 6/3/2022 11:43 am BST

🔪 Ticketing Announcement 🔪 If you have bought a boarding pass with museum entry, your museum entry starts at 10am and ship...




Total Engagements ⓘ	13
Likes	1
Comments	0
Shares	1
Post Link Clicks	—
Other Post Clicks	11
Other Engagements	0


⋮ 

We didn't use twitter as much this month.

Top TikTok Post:

 **Visit Gloucester**
Wed 6/8/2022 4:21 pm BST

So excited to welcome these riders to the city!
#visitgloucester #gloucestershire
#womenstour #tourofbritain #cycling



Total Engagements ⓘ 26

Likes 26

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.

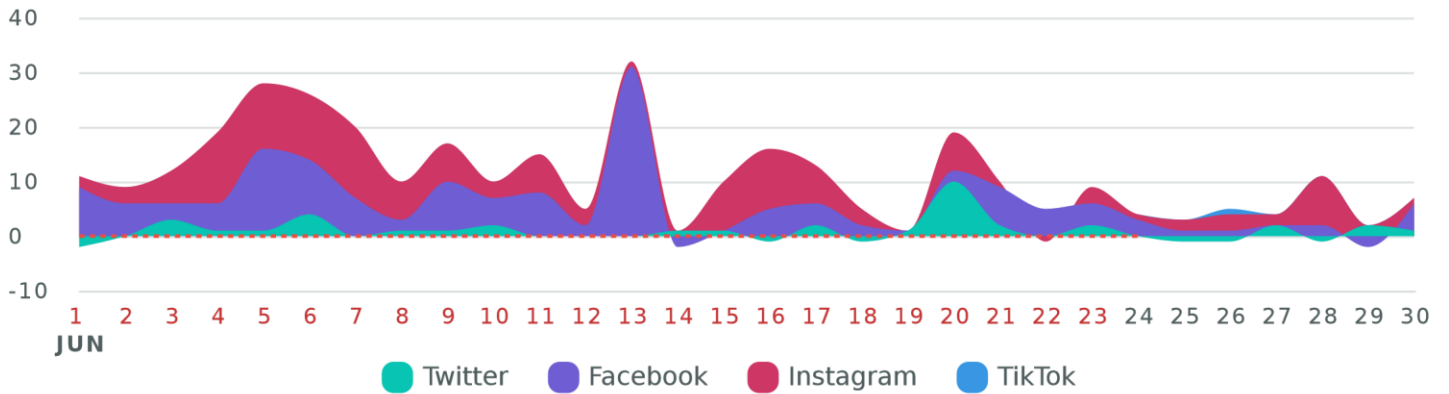
<p>Impressions</p> <p>3,412,847</p> <p>↗ 312.6%</p>	<p>Engagements</p> <p>56,894</p> <p>↗ 27.7%</p>	<p>Post Link Clicks</p> <p>6,229 ↘ 8.3%</p>
<p>Engagement Rate (per Impression)</p> <p>1.7% ↘ 69.1%</p>		

Audience Growth

See how your audience grew during the reporting period.

Net Audience Growth, by Day

⚠ Data Unavailable: We are unable to provide data for this date range.

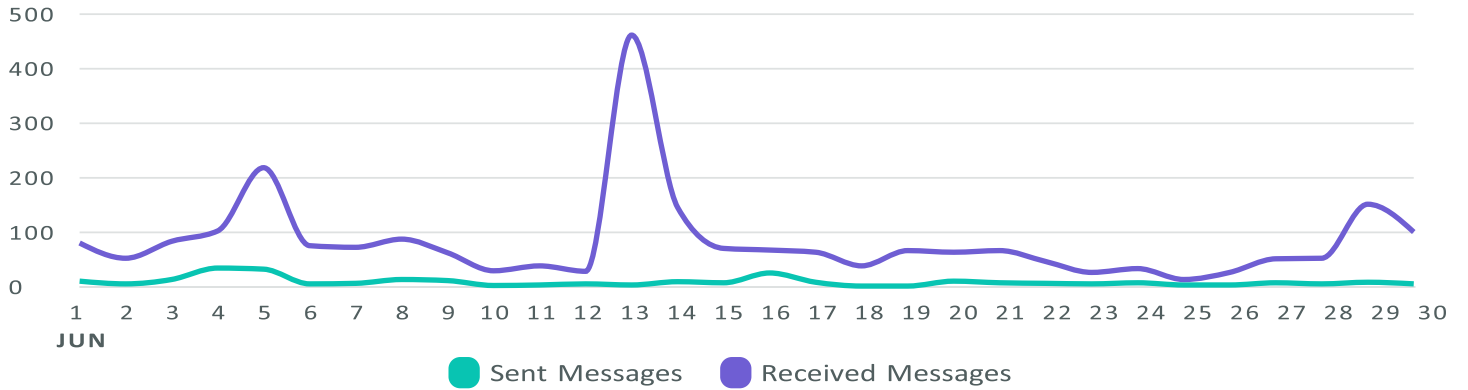


Audience Metrics	Totals	% Change
Total Audience	40,456	↗ 1.3%
Total Net Audience Growth	327	↗ 15.5%
Twitter Net Follower Growth	30	↘ 49.2%
Facebook Net Page Likes	149	↗ 40.6%
Instagram Net Follower Growth	147	↗ 24.6%
TikTok Net Follower Growth	1	—

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	229	↗ 38.8%
Twitter Sent Messages	1	↘ 97.1%
Facebook Sent Messages	82	↗ 17.1%
Instagram Sent Messages	145	↗ 137.7%
TikTok Sent Messages	1	↗ —

Message Volume

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

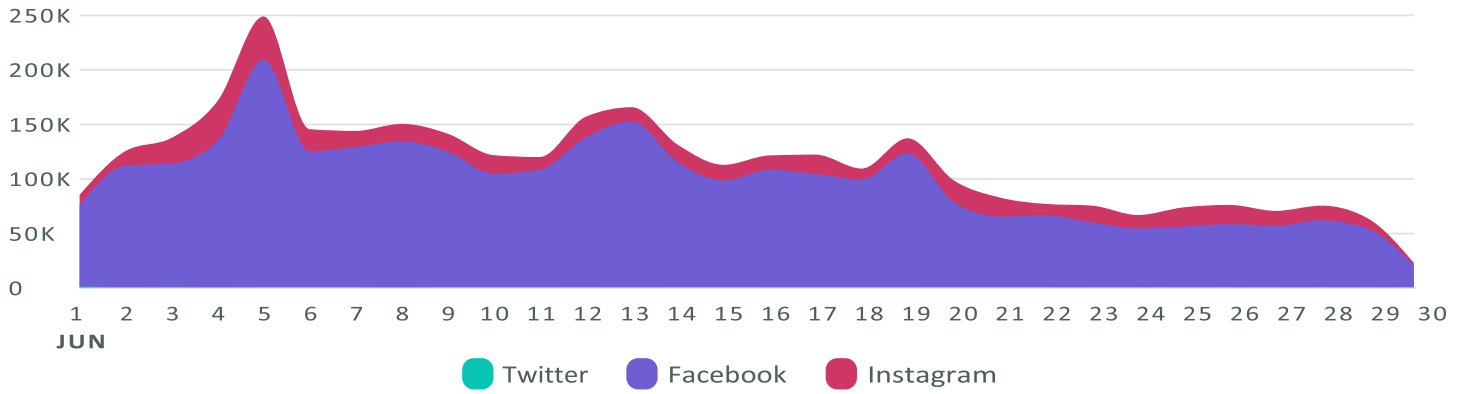
period.

Received Messages Metrics	Totals	% Change
Total Received Messages	2,433	↗ 76.9%
Twitter Received Messages	372	↗ 37.3%
Facebook Received Messages	924	↗ 81.5%
Instagram Received Messages	1,137	↗ 91.1%
TikTok Received Messages	0	→ 0%

Impressions

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

Impressions, by Day

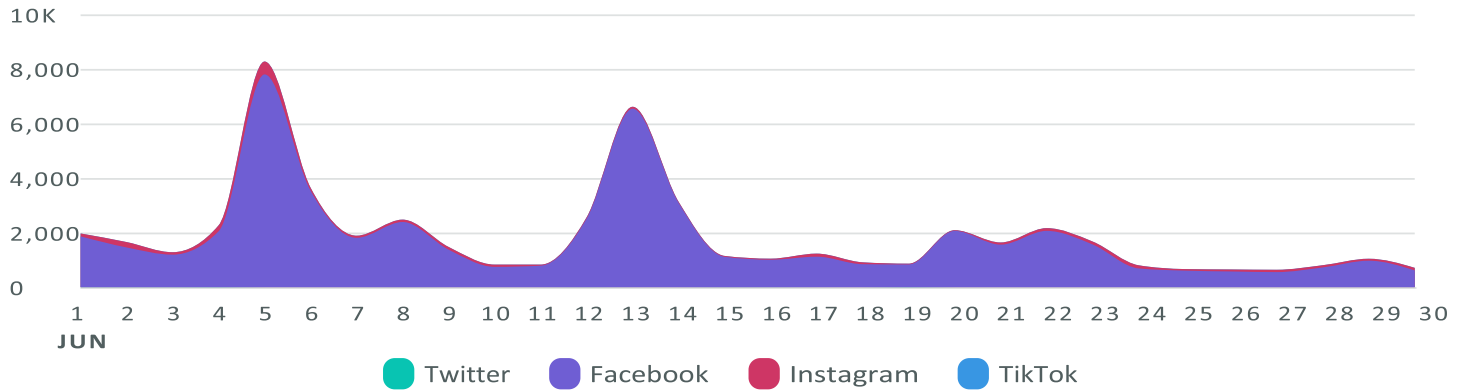


Impression Metrics	Totals	% Change
Total Impressions	3,412,847	↗ 312.6%
Twitter Impressions	2,423	↘ 91.1%
Facebook Impressions	2,923,908	↗ 305%
Instagram Impressions	486,516	↗ 525.3%

Engagement

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

Engagements, by Day

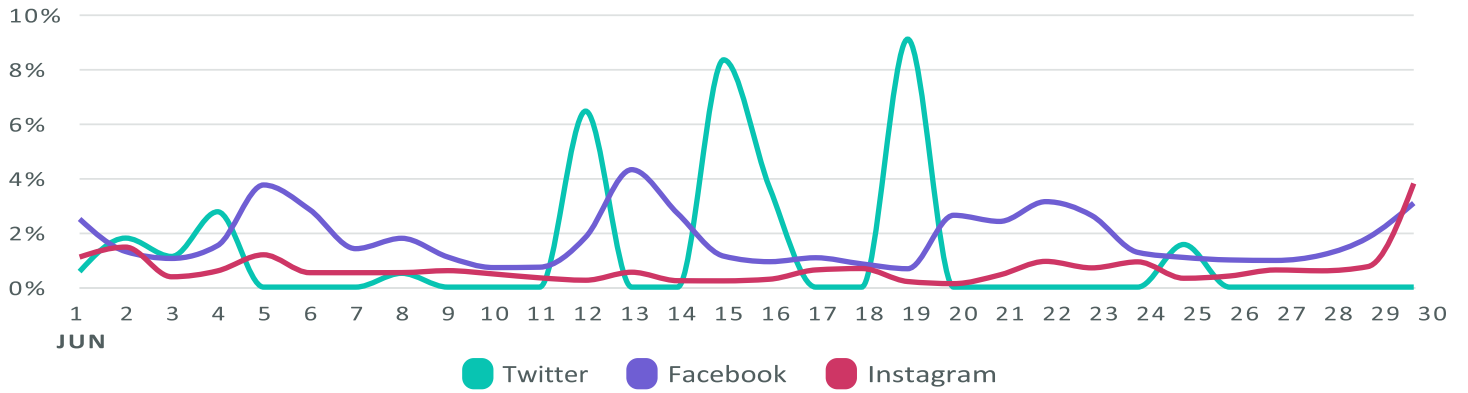


Engagement Metrics	Totals	% Change
Total Engagements	56,894	↗ 27.7%
Twitter Engagements	27	↘ 96.9%
Facebook Engagements	53,970	↗ 32.3%
Instagram Engagements	2,897	↗ 0%
TikTok Engagements	0	→ 0%

Engagement Rate

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

Engagement Rate (per Impression), by Day

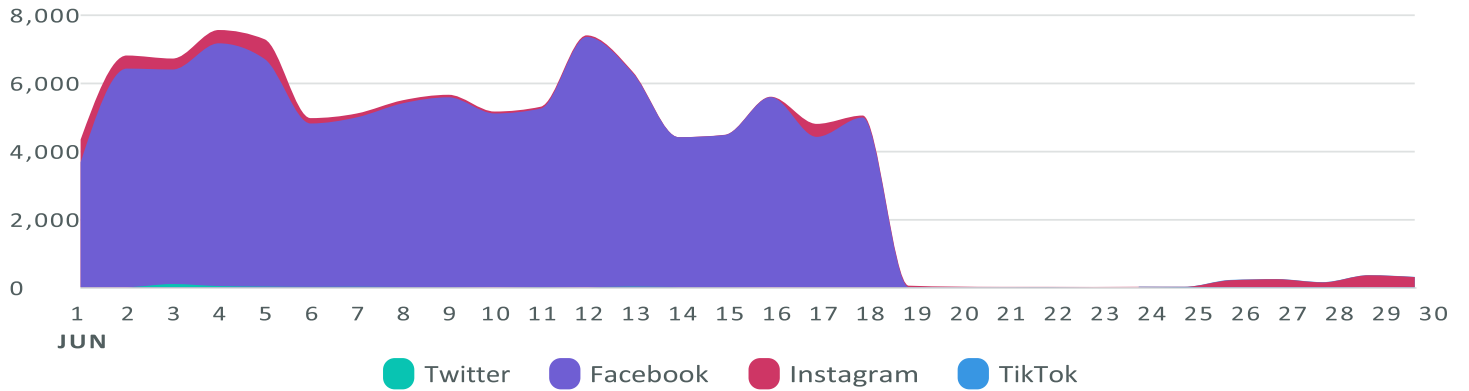


Engagement Rate Metrics	Rate	% Change
Engagement Rate (per Impression)	1.7%	↘ 69.1%
Twitter Engagement Rate	1.1%	↘ 64.8%
Facebook Engagement Rate	1.8%	↘ 67.3%
Instagram Engagement Rate	0.6%	↘ 84%

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	103,573	↗ 438.8%
Twitter Video Views	196	↘ 72.3%
Facebook Video Views	98,620	↗ 498.2%
Instagram Post Video Views	4,724	↗ 132.6%
TikTok Video Views	33	—

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 Vie
Reporting Period Jun 1, 2022 – Jun 30, 2022	40,456 ↗ 1.3%	327 ↗ 15.5%	178 ↗ 25.4%	3,412,847 ↗ 312.6%	56,894 ↗ 27.7%	1.7% ↘ 69.1%	103,5 ↗ 438.
Compare to May 1, 2022 – May 31, 2022	39,933	283	142	827,138	44,561	5.4%	19,2
 @VisitGloucester	11,841	30	1	2,423	27	1.1%	
 Gloucester	23,791	149	57	2,923,908	53,970	1.8%	98,
 Visit Gloucester	7	1	1	N/A	0	N/A	
 visitgloucester	4,817	147	119	486,516	2,897	0.6%	4,

1

6

7