

VISIT GLOUCESTER

Social Media Performance

March 2023

 @VisitGloucester

 @visitgloucester

 @visit_gloucester

 Gloucester

 Visit Gloucester



Summary:

This month our audience grew by 0.4% (169). We had over 22.8K engagements on our posts (likes, shares, comments) across our social channels (this report included Twitter, Instagram, Facebook, TikTok) and we entered consumer screens over 400,000 times.

Our engagements are down by 28.3% compared to February 2023 but our impressions are up by 18.9%.

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
Fri 3/24/2023 9:00 am GMT

Congratulations to Gloucester Blackfriars for winning the Gold Award for Wedding Venue of the Year last night at the Tourism Awards -...



Total Engagements	2,937
Reactions	572
Comments	40
Shares	15
Post Link Clicks	253
Other Post Clicks	2,057

... 

 Gloucester
Thu 3/9/2023 10:00 am GMT

In just a couple of weeks' time, our beautiful county will be full of visitors from far and wide as we once again welcome the world-famou...



Total Engagements	962
Reactions	117
Comments	33
Shares	15
Post Link Clicks	49
Other Post Clicks	748

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 Gloucester
Wed 3/1/2023 10:00 am GMT

There are lots of exciting things happening across Gloucester in March! We have compiled a list of some highlights over on our blog, so...



Total Engagements	740
Reactions	105
Comments	1
Shares	11
Post Link Clicks	331
Other Post Clicks	292

... 

Top 3 Twitter Posts:



@VisitGloucester
Mon 3/6/2023 10:30 am GMT

Happy Monday Gloucester! Don't forget to check out our what's on blog to plan your month in the city! bit.ly/3YlaQBP



Total Engagements	18
Likes	10
@Replies	0
Retweets	3
Post Link Clicks	3
Other Post Clicks	2
Other Engagements	0



@VisitGloucester
Fri 3/31/2023 3:00 pm BST

Easter Break is here so we thought we would share a few ideas of things to do in Gloucester during the holidays! There is plenty going on...



Total Engagements	6
Likes	1
@Replies	0
Retweets	0
Post Link Clicks	5
Other Post Clicks	0
Other Engagements	0



@VisitGloucester
Fri 3/24/2023 9:00 am GMT

Congratulations to [@GlosBlackfriars](#) for winning the Gold Award for Wedding Venue of the Year last night at the...



Total Engagements	6
Likes	2
@Replies	1
Retweets	0
Post Link Clicks	0
Other Post Clicks	3
Other Engagements	0

Top 3 Instagram Posts:

 **visitgloucester**
Mon 3/6/2023 10:30 am GMT

Happy Monday Gloucester! Don't forget to check out our what's on blog to plan your month in the city! Link in bio! #visitglouceste...



Total Engagements	126
Likes	114
Comments	6
Saves	6

... 

 **visitgloucester**
Fri 3/24/2023 9:00 am GMT

Congratulations to @blackfriarspriory for winning the Gold Award for Wedding Venue of the Year last night at the...



Total Engagements	101
Likes	94
Comments	6
Saves	1

... 

 **visitgloucester**
Fri 3/3/2023 10:00 am GMT

The Orchard St Food & Craft Market is back tomorrow and Sunday, from 10am-4pm Located at the stunning Gloucester Quays, th...



Total Engagements	90
Likes	87
Comments	1
Saves	2

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Performance Summary

View your key profile performance metrics from the reporting period.

<p>Impressions</p> <p>470,707</p> <p>↗ 18.9%</p>	<p>Engagements</p> <p>22,869</p> <p>↘ 28.3%</p>	<p>Post Link Clicks</p> <p>3,396</p> <p>↗ 36.6%</p>
<p>Engagement Rate (per impression)</p> <p>4.7%</p> <p>↘ 31.6%</p>		

Included in this Report

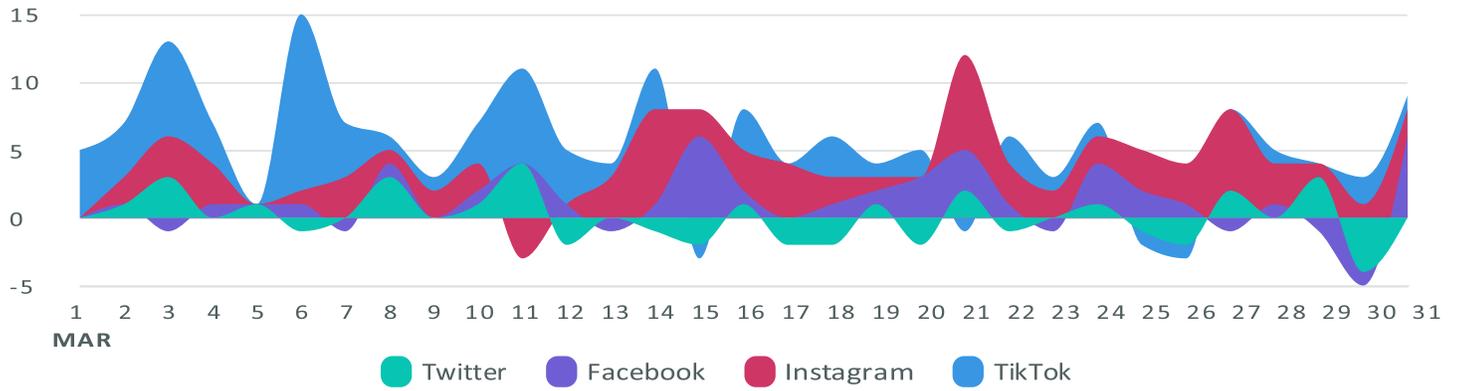
 @VisitGloucester  Gloucester

 @visitgloucester  @visit_gloucester

Audience Growth

See how your audience grew during the reporting period.

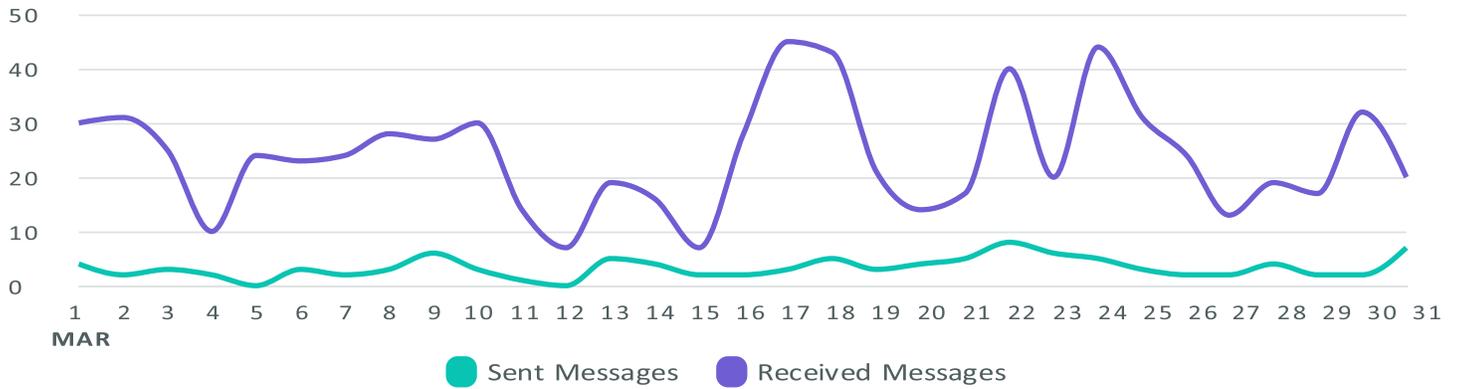
Net Audience Growth, by Day



Audience Metrics	Totals	% Change
Total Audience	43,384	↗ 70.4%
Total Net Audience Growth	169	↘ 70.1%
Twitter Net Follower Growth	3	↘ 89.3%
Facebook Net Page Likes	28	↘ 39.1%
Instagram Net Follower Growth	69	↗ 46.8%
TikTok Net Follower Growth	69	↘ 84.5%

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	103	↘28%
Twitter Sent Messages	9	↘25%
Facebook Sent Messages	43	↘15.7%
Instagram Sent Messages	49	↘31%
TikTok Sent Messages	2	↘77.8%

Message Volume

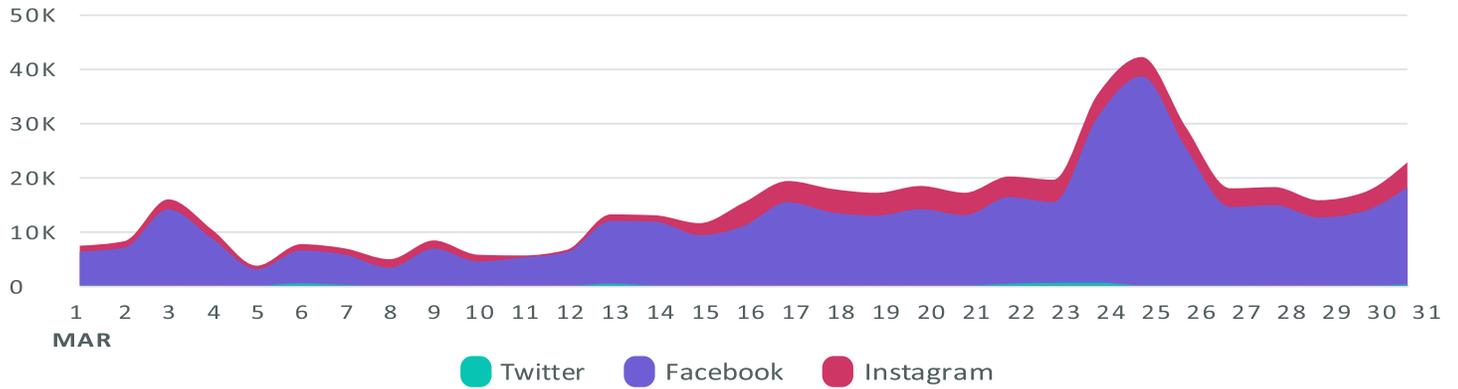
Review the volume of sent and received messages across networks during the selected time period.

Received Messages Metrics	Totals	% Change
Total Received Messages	743	↘30.6%
Twitter Received Messages	72	↘ 31.4%
Facebook Received Messages	296	↘ 31.6%
Instagram Received Messages	328	↘ 20.8%
TikTok Received Messages	47	↘ 60.5%

Impressions

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

Impressions, by Day

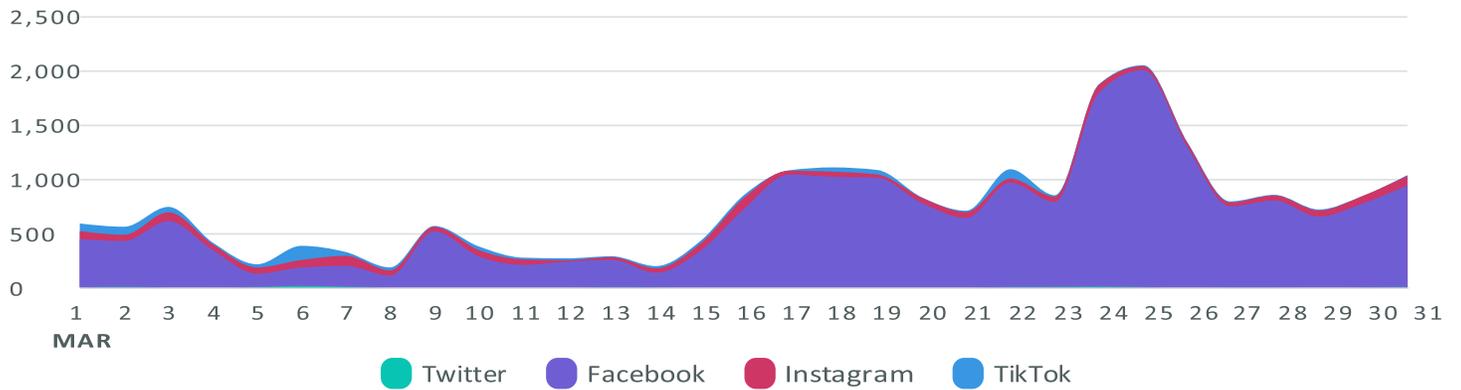


Impression Metrics	Totals	% Change
Total Impressions	470,707	↗ 18.9%
Twitter Impressions	2,827	↘ 57.3%
Facebook Impressions	386,865	↗ 13.1%
Instagram Impressions	81,015	↗ 71.8%

Engagement

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

Engagements, by Day

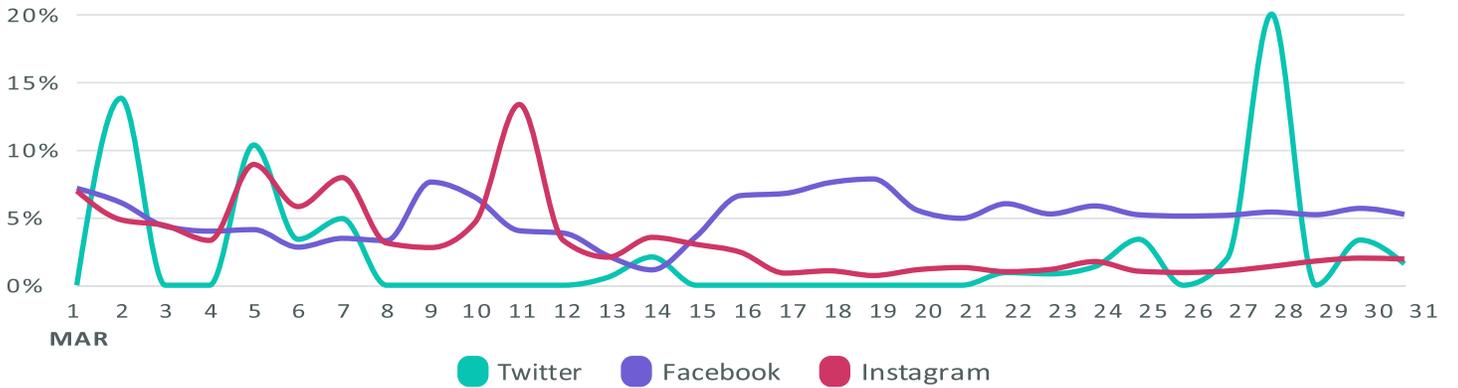


Engagement Metrics	Totals	% Change
Total Engagements	22,869	↘28.3%
Twitter Engagements	51	↘76.9%
Facebook Engagements	20,309	↘16.7%
Instagram Engagements	1,677	↘31.8%
TikTok Engagements	832	↘82.7%

Engagement Rate

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

Engagement Rate (per Impression), by Day

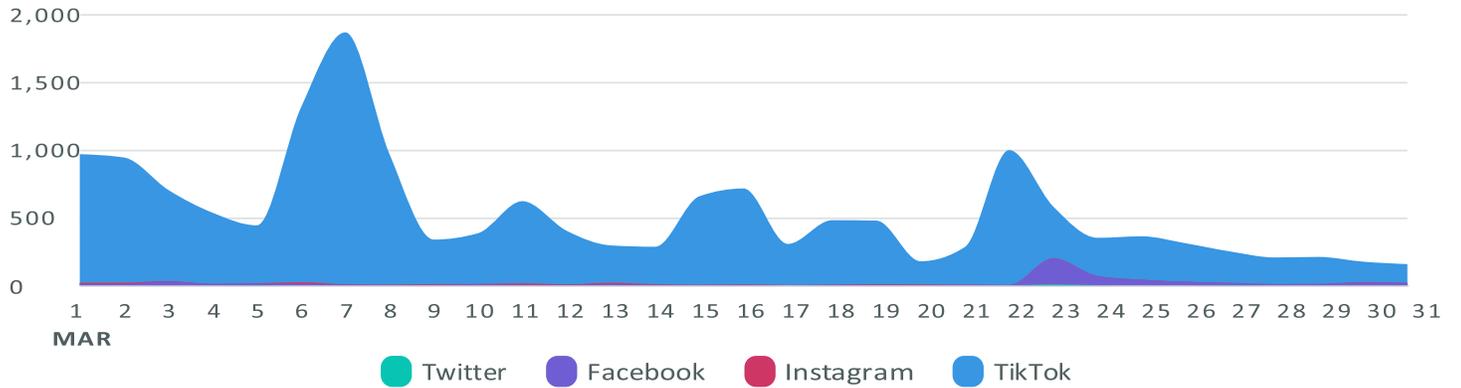


Engagement Rate Metrics	Rate	% Change
Engagement Rate (per Impression)	4.7%	↘31.6%
Twitter Engagement Rate	1.8%	↘46%
Facebook Engagement Rate	5.2%	↘26.4%
Instagram Engagement Rate	2.1%	↘60.3%

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	16,734	↘73.5%
Twitter Video Views	11	↗1,000%
Facebook Video Views	526	↘94.5%
Instagram Post Video Views	104	↘96%
TikTok Video Views	16,093	↘68.3%

Profiles

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

