


VISIT GLOUCESTER

Social Media Performance

March 2022

 @VisitGloucester

 @visitgloucester

 @visit_gloucester

 Gloucester

 Visit Gloucester

Summary:

This month our audience grew by 0.7% (266). We had over 22.3K engagements on our posts (likes, shares, comments) across our social's channels (this report included Twitter, Instagram, Facebook) and we entered consumer screens over 500,000 times.


This is a decrease on last month (February 2022). Our engagements are down by 15.9% and our impressions are down by 47.7%.

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
Thu 3/24/2022 7:12 am GMT

Happy Thursday Gloucester! With the Kings Square developments nearing completion, for today's #throwbackthursday, we wanted to...




Total Engagements ⓘ	3,602
Reactions	784
Comments	258
Shares	45
Post Link Clicks	—
Other Post Clicks	2,515


⋮ 


 Gloucester
Wed 3/30/2022 12:53 pm BST

We just had to share this lovely video of the new fountains in Kings Square at night 🥰 ✨ It's great to see the development nearing...




Total Engagements ⓘ	1,276
Reactions	880
Comments	247
Shares	149
Post Link Clicks	—
Other Post Clicks	0

⋮ 

 Gloucester
Wed 3/2/2022 8:00 am GMT




Enjoy a weekend of Bright Nights! 🌈 🏠 🌟 From swimming under clouds of colour to meeting a gigantic friendly snail, kids will lov...












Total Engagements ⓘ	674
Reactions	59
Comments	17
Shares	18
Post Link Clicks	339
Other Post Clicks	241

⋮ 

Top 3 Instagram Posts:

Post	Date	Total Engagements	Likes	Comments	Saves
<p>Happy Thursday Gloucester! With the Kings Square developments nearing completion, for today's #throwbackthursday, we wanted to...</p> 	Thu 3/24/2022 7:12 am GMT	337	303	22	12
<p>Good morning Gloucester! We just had to share this gorgeous photo of Gloucester Cathedral that shows that spring is well and...</p> 	Sat 3/26/2022 7:30 am GMT	267	258	4	5
<p>We are super excited to say that Tickets to this year's Gloucester Tall Ships Festival are now on sale! The Award-Winning Festival runs from...</p> 	Thu 3/24/2022 2:31 pm GMT	212	156	48	8

Top 3 Twitter Posts:

Post	Date	Total Engagements	Likes	Comments	Shares	Post Link Clicks	Other Post Clicks	Other Engagements	
 <p>@VisitGloucester Thu 3/24/2022 7:12 am GMT</p> <p>Happy Thursday Gloucester! With the Kings Square developments nearing completion, for today's #throwbackthursday, we wanted to...</p> 	 <p>@VisitGloucester Sat 3/26/2022 7:30 am GMT</p> <p>Good morning Gloucester! We just had to share this gorgeous photo of Gloucester Cathedral that shows that spring is well and...</p> 	 <p>@VisitGloucester Wed 3/2/2022 8:00 am GMT</p> <p>Enjoy a weekend of Bright Nights! 🌈 🏠 ✨ From swimming under clouds of colour to meeting a gigantic friendly snail, kids will lov...</p> 	151	38	3	5	1	104	0
<p>Total Engagements ⓘ</p> <p>Likes</p> <p>Comments</p> <p>Shares</p> <p>Post Link Clicks</p> <p>Other Post Clicks</p> <p>Other Engagements</p>	<p>Total Engagements ⓘ</p> <p>Likes</p> <p>Comments</p> <p>Shares</p> <p>Post Link Clicks</p> <p>Other Post Clicks</p> <p>Other Engagements</p>	<p>Total Engagements ⓘ</p> <p>Likes</p> <p>Comments</p> <p>Shares</p> <p>Post Link Clicks</p> <p>Other Post Clicks</p> <p>Other Engagements</p>	86	41	0	3	1	41	0
<p>...</p> 	<p>...</p> 	<p>...</p> 							

Performance Summary

View your key profile performance metrics from the reporting period.

<p>Impressions</p> <p>547,436</p> <p>↘ 47.7%</p>	<p>Engagements</p> <p>22,312</p> <p>↘ 15.9%</p>	<p>Post Link Clicks</p> <p>3,448</p> <p>↘ 50.3%</p>
<p>Engagement Rate (per Impression)</p> <p>4.1% ↗ 61%</p>		

Included in this Report

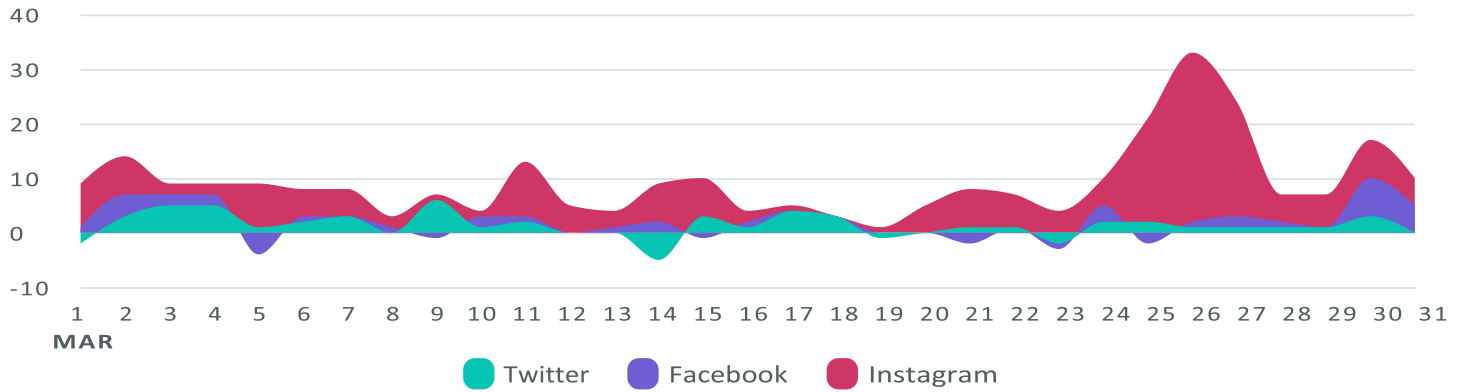
 @VisitGloucester  Gloucester

 @visitgloucester

Audience Growth

See how your audience grew during the reporting period.

Net Audience Growth, by Day

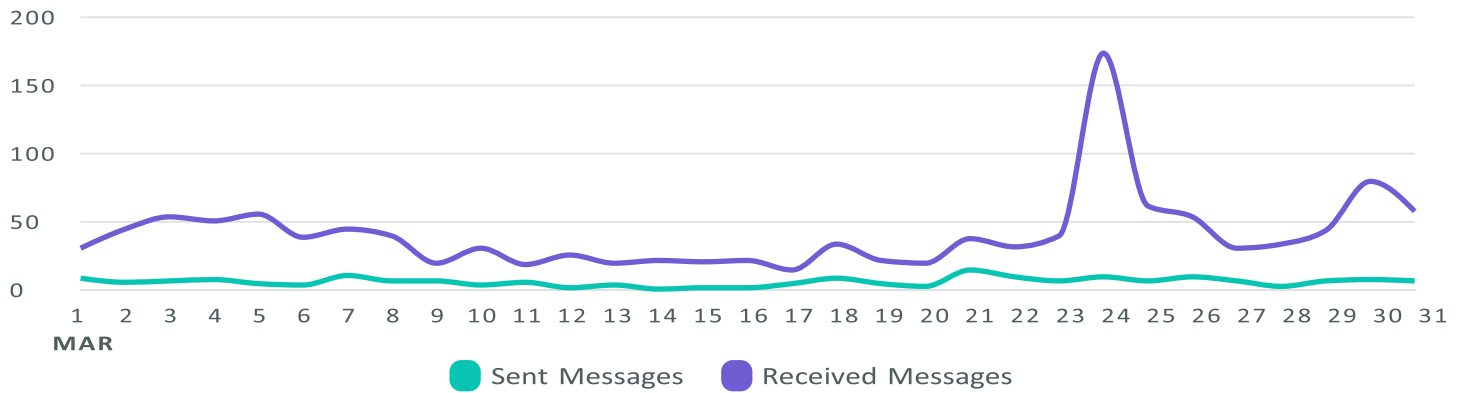


Audience Metrics	Totals	% Change
Total Audience	39,240	↗ 0.7%
Total Net Audience Growth	266	↗ 28.5%
Twitter Net Follower Growth	42	↘ 14.3%
Facebook Net Page Likes	26	↘ 29.7%
Instagram Net Follower Growth	198	↗ 63.6%

Message Volume

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

period. Messages per Day



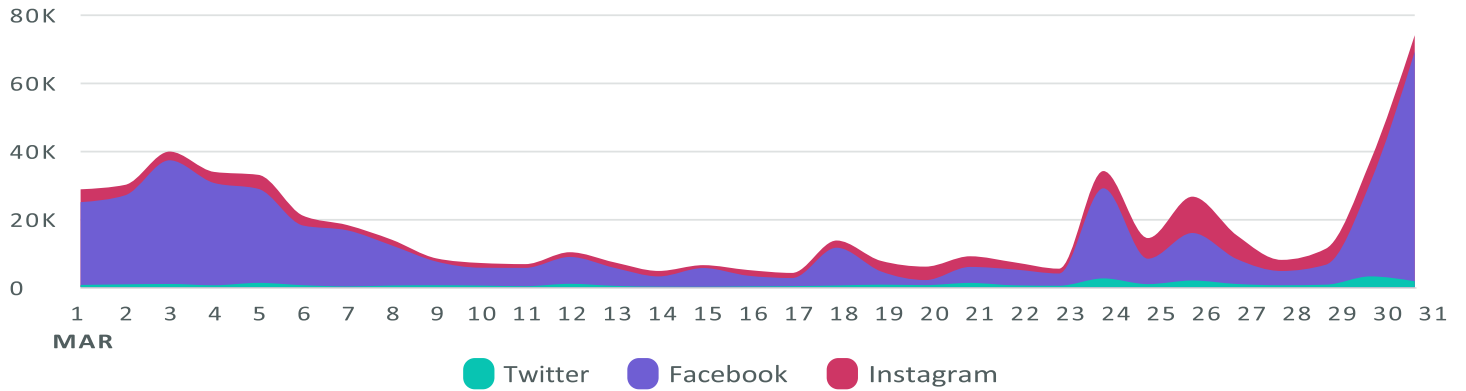
Sent Messages Metrics	Totals	% Change
Total Sent Messages	167	↗ 9.2%
Twitter Sent Messages	45	↗ 36.4%
Facebook Sent Messages	74	↗ 7.2%
Instagram Sent Messages	48	↘ 5.9%

Received Messages Metrics	Totals	% Change
Total Received Messages	1,249	↗ 19.5%
Twitter Received Messages	231	↘ 9.4%
Facebook Received Messages	435	↗ 2.1%
Instagram Received Messages	583	↗ 60.2%

Impressions

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

Impressions, by Day

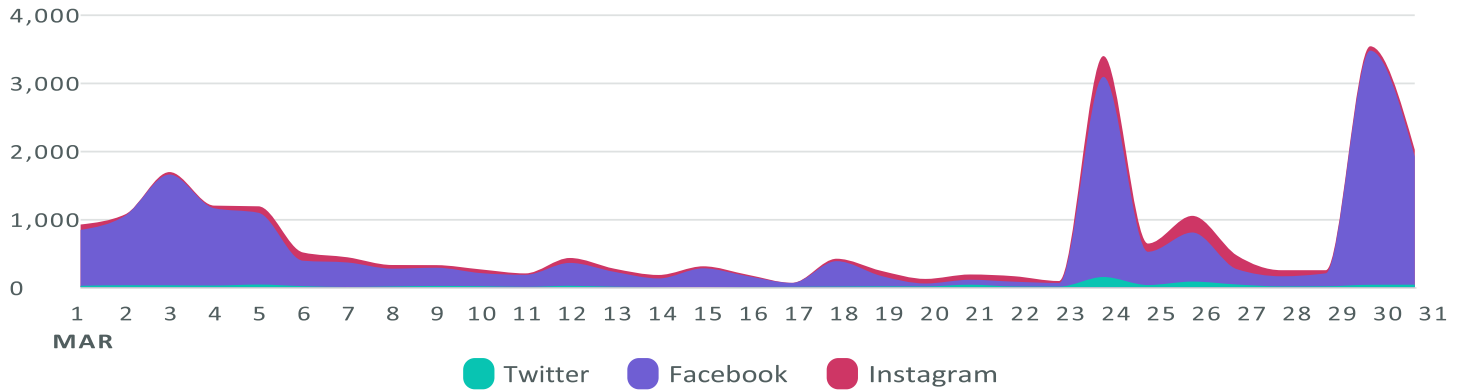


Impression Metrics	Totals	% Change
Total Impressions	547,436	↘ 47.7%
Twitter Impressions	24,770	↗ 9.7%
Facebook Impressions	424,232	↘ 53.6%
Instagram Impressions	98,434	↘ 10.9%

Engagement

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

Engagements, by Day

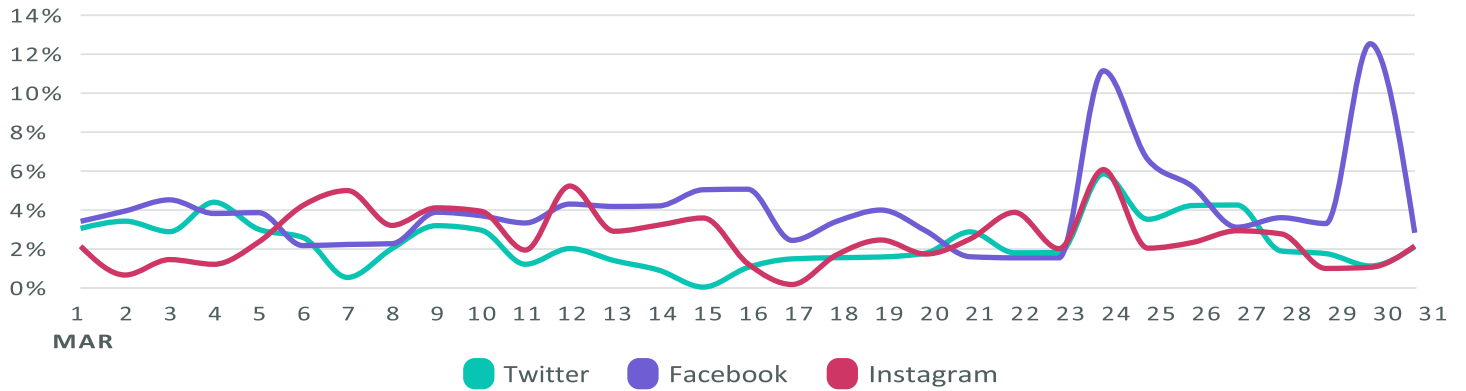


Engagement Metrics	Totals	% Change
Total Engagements	22,312	↘ 15.9%
Twitter Engagements	687	↗ 9.9%
Facebook Engagements	19,242	↘ 19.9%
Instagram Engagements	2,383	↗ 27.2%

Engagement Rate

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

Engagement Rate (per Impression), by Day

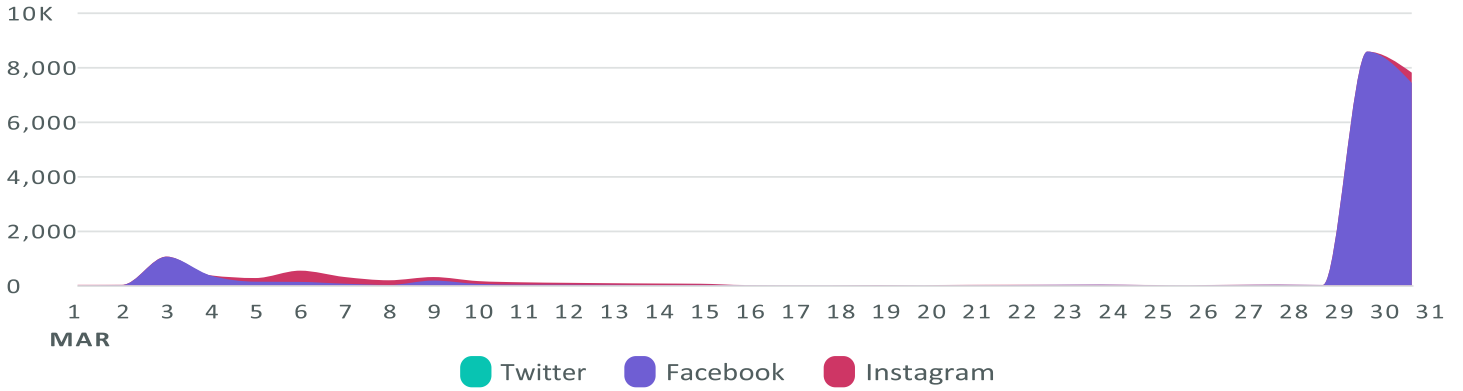


Engagement Rate Metrics	Rate	% Change
Engagement Rate (per Impression)	4.1%	↗61%
Twitter Engagement Rate	2.8%	↗0.2%
Facebook Engagement Rate	4.5%	↗72.6%
Instagram Engagement Rate	2.4%	↗42.7%

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	19,932	↗ 277.1%
Twitter Video Views	1	↗ —
Facebook Video Views	18,004	↗ 990.5%
Instagram Post Video Views	1,927	↘ 47%

Profiles

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

