


VISIT GLOUCESTER

Social Media Performance


May 2022

 @VisitGloucester

 @visitgloucester

 Gloucester

 Visit Gloucester

 @visit_gloucester



Summary:

This month our audience grew by 0.9% (283). We had over 44.5K engagements on our posts (likes, shares, comments) across our social's channels (this report included Twitter, Instagram, Facebook) and we entered consumer screens over 800,000 times.



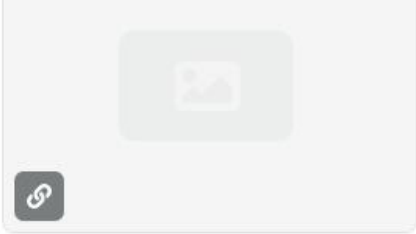
This is an increase on last month (April 2022). Our engagements are up by 97.5% and our impressions are up by 44.3%.

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:

Post	Date	Total Engagements	Reactions	Comments	Shares	Post Link Clicks	Other Post Clicks
 <p>Happy Saturday Gloucester! We just had to share this incredible aerial photo of Gloucester Cathedral and the surrounding area ❤️ Take...</p>	Sat 5/28/2022 7:30 am BST	3,000	1,610	131	132	—	1,127
 <p>Thank you to everyone who attended the launch of Kings Square on Saturday! 🎉🏠 #visitgloucester #gloucester #weloveglos...</p>	Tue 5/3/2022 5:32 pm BST	1,862	256	19	17	1	1,569
<p>And they are on their way ... 🚢 #glostallships</p> <p>This content isn't available at the mom...</p> 	Mon 5/30/2022 12:38 pm BST	1,647	386	57	0	3	1,201

Top 3 Instagram Posts:

Post	Date	Total Engagements	Likes	Comments	Saves
 <p>Happy Saturday Gloucester! We just had to share this incredible aerial photo of Gloucester Cathedral and the surrounding area ❤️ Take...</p>	Sat 5/28/2022 7:30 am BST	379	359	8	12
 <p>Thank you to everyone who attended the launch of Kings Square on Saturday! 🎉👏 #visitgloucester #gloucester #weloveglos...</p>	Tue 5/3/2022 5:32 pm BST	193	181	6	6
 <p>Good morning Gloucester! For today's #ThrowbackThursday, we're sharing this photo of The Midland Railway team of horses in...</p>	Thu 5/5/2022 7:30 am BST	153	145	3	5

Top 3 Twitter Posts:


 **@VisitGloucester**
Sat 5/28/2022 7:30 am BST

Happy Saturday Gloucester! We just had to share this incredible aerial photo of Gloucester Cathedral and the surrounding area ❤️ Take...




Total Engagements	293
Likes	117
Comments	4
Shares	14
Post Link Clicks	4
Other Post Clicks	154
Other Engagements	0

⋮ 🗨️

 **@VisitGloucester**
Tue 5/3/2022 5:32 pm BST

Thank you to everyone who attended the launch of Kings Square on Saturday! 🎉👏
[#visitgloucester](#) [#gloucester](#) [#weloveglos...](#)



Total Engagements	111
Likes	19
Comments	1
Shares	1
Post Link Clicks	2
Other Post Clicks	88
Other Engagements	0

⋮ 🗨️

 **@VisitGloucester**
Thu 5/5/2022 7:30 am BST

Good morning Gloucester! For today's [#ThrowbackThursday](#), we're sharing this photo of The Midland Railway team of horse...



Total Engagements	55
Likes	23
Comments	0
Shares	2
Post Link Clicks	1
Other Post Clicks	29
Other Engagements	0

⋮ 🗨️

Performance Summary

View your key profile performance metrics from the reporting period.

<p>Impressions</p> <p>827,138</p> <p>↗44.3%</p>	<p>Engagements</p> <p>44,561</p> <p>↗97.5%</p>	<p>Post Link Clicks</p> <p>6,790</p> <p>↗159.7%</p>
<p>Engagement Rate (per Impression)</p> <p>5.4%</p> <p>↗36.9%</p>		

Included in this Report

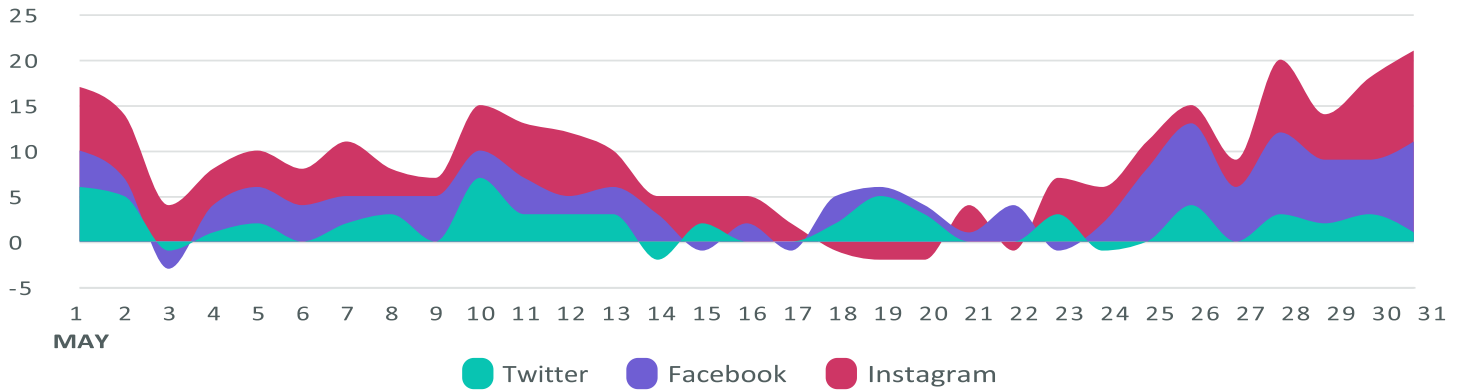
 @VisitGloucester  Gloucester

 @visitgloucester

Audience Growth

See how your audience grew during the reporting period.

Net Audience Growth, by Day

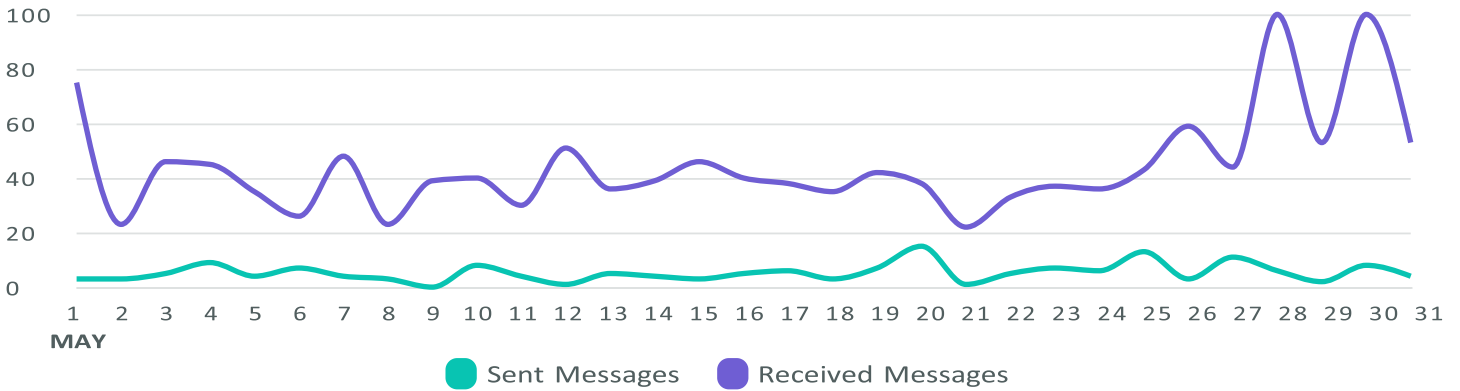


Audience Metrics	Totals	% Change
Total Audience	39,933	↗ 10.9%
Total Net Audience Growth	283	↘ 3.7%
Twitter Net Follower Growth	59	↗ 37.2%
Facebook Net Page Likes	106	↗ 241.9%
Instagram Net Follower Growth	118	↘ 46.4%

Message Volume

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

Messages per Day



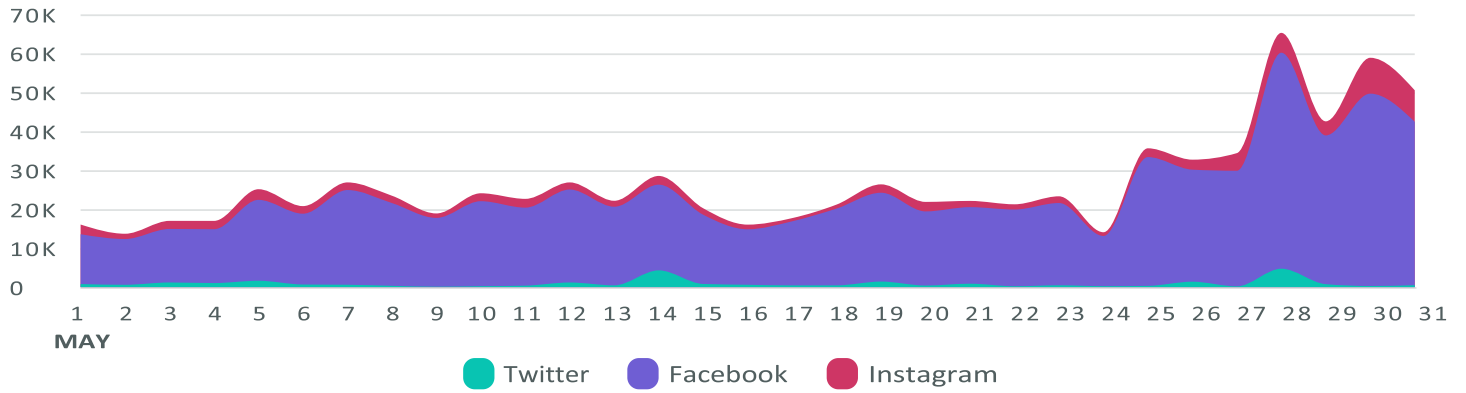
Sent Messages Metrics	Totals	% Change
Total Sent Messages	165	↘ 8.3%
Twitter Sent Messages	34	↘ 24.4%
Facebook Sent Messages	70	↗ 29.6%
Instagram Sent Messages	61	↘ 24.7%

Received Messages Metrics	Totals	% Change
Total Received Messages	1,375	↗ 27.1%
Twitter Received Messages	271	↗ 5%
Facebook Received Messages	509	↗ 102%
Instagram Received Messages	595	↗ 4%

Impressions

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

Impressions, by Day

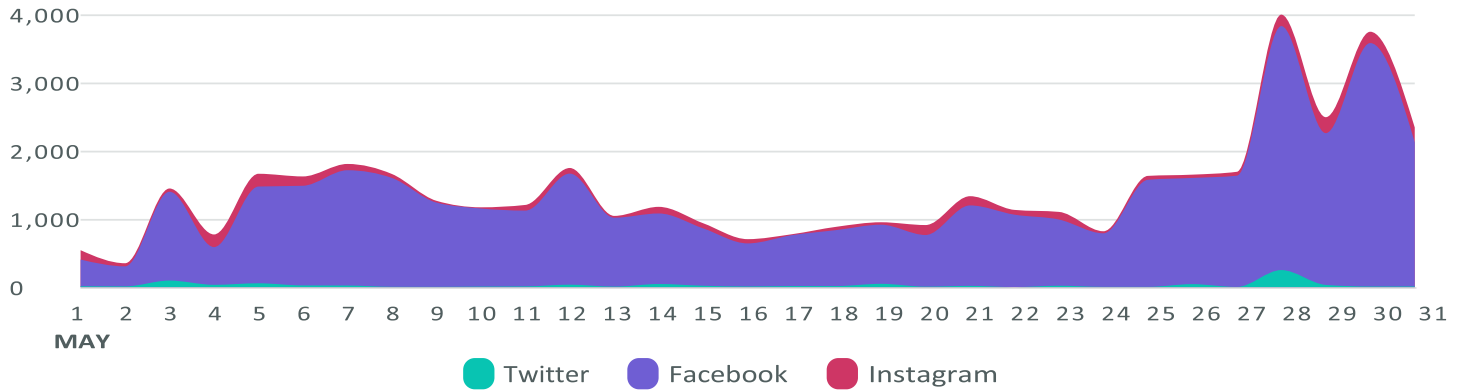


Impression Metrics	Totals	% Change
Total Impressions	827,138	↗ 44.3%
Twitter Impressions	27,370	↘ 7.2%
Facebook Impressions	721,965	↗ 65.2%
Instagram Impressions	77,803	↘ 27.3%

Engagement

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

Engagements, by Day

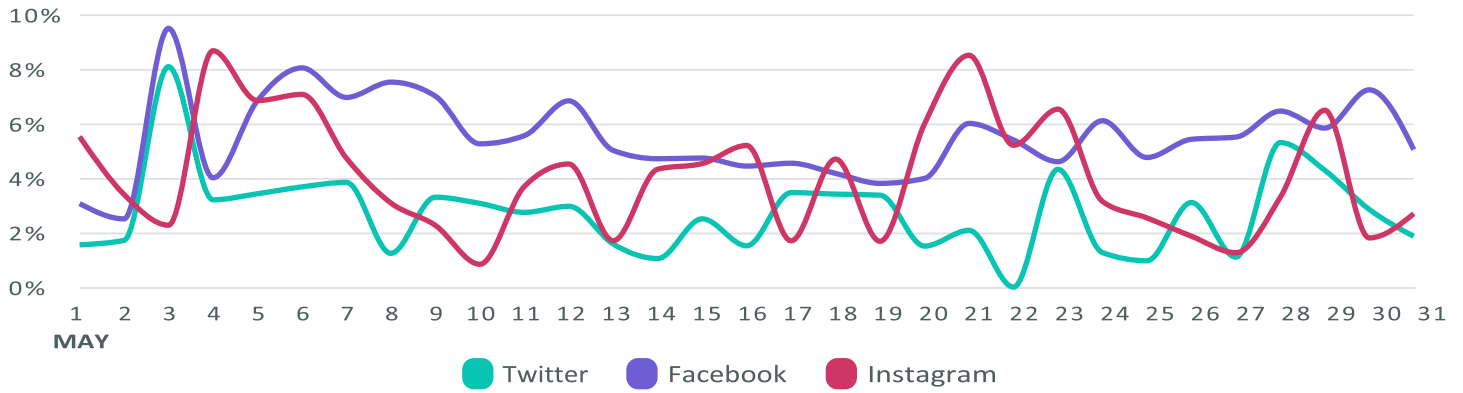


Engagement Metrics	Totals	% Change
Total Engagements	44,561	↗ 97.5%
Twitter Engagements	866	↘ 2.1%
Facebook Engagements	40,799	↗ 125.5%
Instagram Engagements	2,896	↘ 19.2%

Engagement Rate

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

Engagement Rate (per Impression), by Day

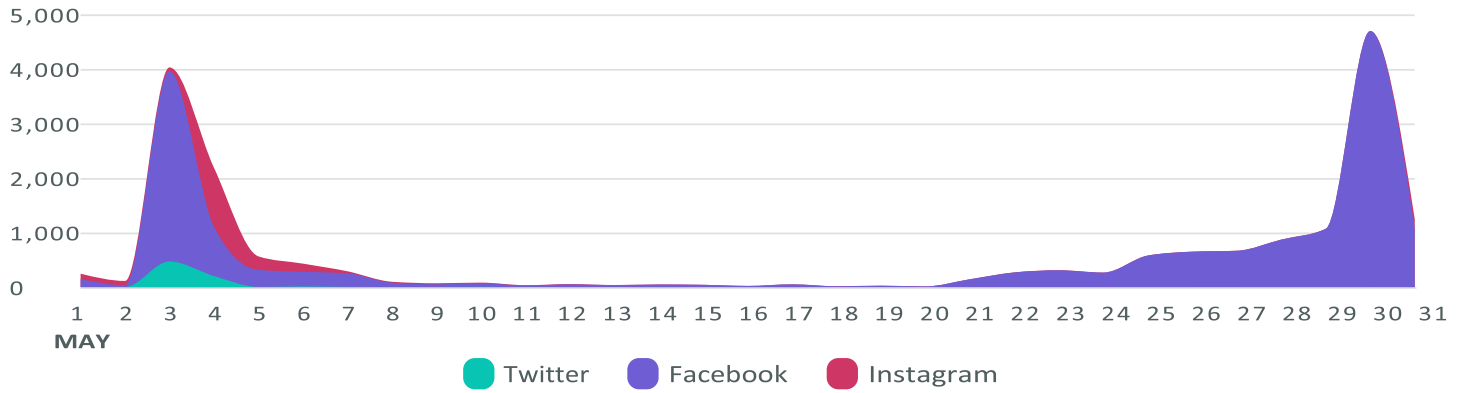


Engagement Rate Metrics	Rate	% Change
Engagement Rate (per Impression)	5.4%	↗ 36.9%
Twitter Engagement Rate	3.2%	↗ 5.4%
Facebook Engagement Rate	5.7%	↗ 36.5%
Instagram Engagement Rate	3.7%	↗ 11.1%

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	19,224	↗ 17%
Twitter Video Views	708	↗ 608%
Facebook Video Views	16,485	↗ 72.5%
Instagram Post Video Views	2,031	↘ 70%

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
Reporting Period May 1, 2022 – May 31, 2022	39,933 ↗ 0.9%	283 ↘ 3.7%	142 ↘ 14.5%	827,138 ↗ 44.3%	44,561 ↗ 97.5%	5.4% ↗ 36.9%	19,22 ↗ 17
Compare to Apr 1, 2022 – Apr 30, 2022	39,581	294	166	573,376	22,558	3.9%	16,42
 @VisitGloucester	11,811	59	34	27,370	866	3.2%	
 Gloucester	23,452	106	56	721,965	40,799	5.7%	16,48
 visitgloucester	4,670	118	52	77,803	2,896	3.7%	2,03
							4 %
							9
							708