



# VISIT GLOUCESTER


## Social Media Performance

November 2022

 @VisitGloucester

 @visitgloucester

 @visit\_gloucester

 Gloucester

 Visit Gloucester



**Summary:**

**This month our audience grew by 0.4% (117). We had over 19.4K engagements on our posts (likes, shares, comments) across our social channels (this report included Twitter, Instagram, Facebook, TikTok) and we entered consumer screens over 300,000 times.**


**This is an increase on last month (September 2022). Our engagements are up by 18.2% and our impressions are up by 10.2%.**

**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](mailto: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 11/10/2022 10:00 am GMT

Good Morning Gloucester! For todays #throwbackthursday we wanted to share this photo of Kings Square from the late 80s! A...




<b>Total Engagements</b>	<b>1,209</b>
Reactions	341
Comments	63
Shares	17
Post Link Clicks	12
Other Post Clicks	776


⋮ 


 **Gloucester**  
Mon 11/14/2022 3:00 pm GMT

Gloucester Cathedral has announced a packed programme of events, services and concerts for the Advent and Christmas period. There...




<b>Total Engagements</b>	<b>706</b>
Reactions	178
Comments	8
Shares	20
Post Link Clicks	306
Other Post Clicks	194

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 **Gloucester**  
Sat 11/26/2022 9:00 am GMT

Happy Saturday Gloucester! Today we wanted to share with you this photo taken by @diamond\_jim on Instagram! Thank you for...



<b>Total Engagements</b>	<b>660</b>
Reactions	216
Comments	17
Shares	4
Post Link Clicks	—
Other Post Clicks	423

⋮ 

# Top 3 Instagram Posts


 **visitgloucester**  
Sun 11/20/2022 9:00 am GMT

Many film and TV Shows have been filmed here in Gloucester, with our fantastic architecture becoming a firm favourite! Can...




<b>Total Engagements</b>	<b>146</b>
Likes	138
Comments	7
Saves	1


... 


 **visitgloucester**  
Fri 11/25/2022 11:30 am GMT

On Saturday, Alice in Wonderland Themed Lanterns, created by local schools, passed through the City Centre! Coupled with the...




<b>Total Engagements</b>	<b>134</b>
Likes	131
Comments	2
Saves	1

... 

 **visitgloucester**  
Mon 11/14/2022 3:01 pm GMT

@gloucestercathedral has announced a packed programme of events, services and concerts for the Advent and Christmas perio...



<b>Total Engagements</b>	<b>127</b>
Likes	126
Comments	1
Saves	0

... 

# Top 3 Twitter Posts

 [@VisitGloucester](#)  
Mon 11/14/2022 3:00 pm GMT

[@GlosCathedral](#) has announced a packed programme of events, services and concerts for the Advent and Christmas period. Read...




<b>Total Engagements</b>	<b>56</b>
Likes	17
@Replies	2
Retweets	7
Post Link Clicks	16
Other Post Clicks	14
Other Engagements	0

 [@VisitGloucester](#)  
Tue 11/1/2022 2:00 pm GMT

Gloucester is gearing up for the festive period this month with a range of exciting events! Read more about what's on this month on o...



<b>Total Engagements</b>	<b>46</b>
Likes	14
@Replies	0
Retweets	5
Post Link Clicks	20
Other Post Clicks	7
Other Engagements	0

 [@VisitGloucester](#)  
Wed 11/16/2022 10:00 am GMT

Don't forget! The Lantern Processions and Christmas Light Switch-On is this Saturday, 19 November at 4:45pm! More information is...



<b>Total Engagements</b>	<b>25</b>
Likes	10
@Replies	0
Retweets	4
Post Link Clicks	7
Other Post Clicks	4
Other Engagements	0



## Top TikTok Posts

 Visit Gloucester  
Wed 11/30/2022 10:00 am GMT

The 1980s Britain: Money Changes Everything Exhibition at the Museum of Gloucester is a great place to learn and reminisce about this...



<u>Total Engagements</u>	79
<u>Likes</u>	77
<u>Comments</u>	1
<u>Shares</u>	1

 Visit Gloucester  
Wed 11/2/2022 3:06 pm GMT

Gloucester's Hidden Secrets - Greyfriars Priory  
#visitgloucester #fyp #hiddengems #history #gloucesterhistory #gloucester #medieval...



<u>Total Engagements</u>	61
<u>Likes</u>	54
<u>Comments</u>	3
<u>Shares</u>	4

## Performance Summary

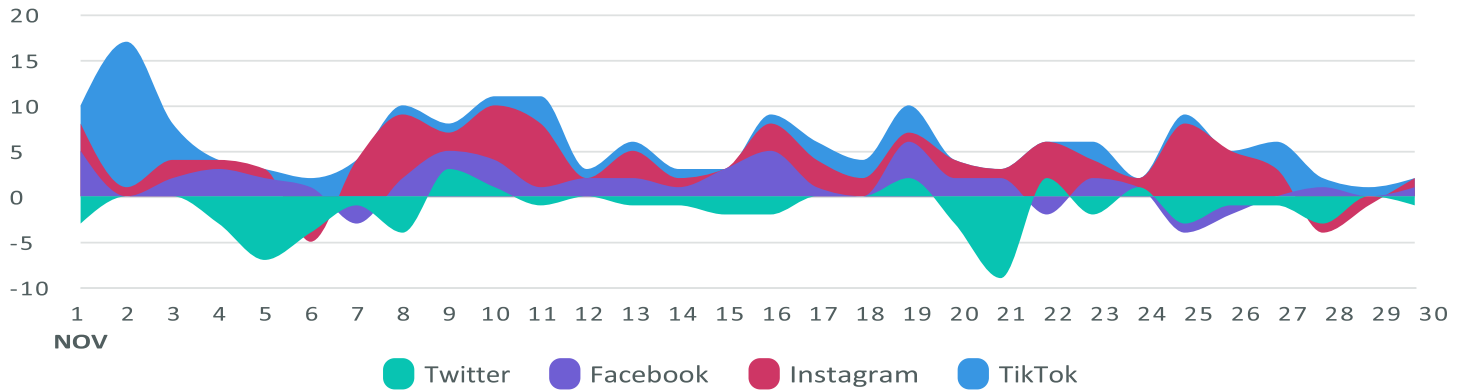
View your key profile performance metrics from the reporting period.

Impressions <b>360,069</b> ↗10.2%	Engagements <b>19,473</b> ↗18.2%	Post Link Clicks <b>2,800</b> ↘0.4%
Engagement Rate (per Impression) <b>5.4%</b> ↗13.8%		

### Audience Growth

See how your audience grew during the reporting period.

Net Audience Growth, by Day



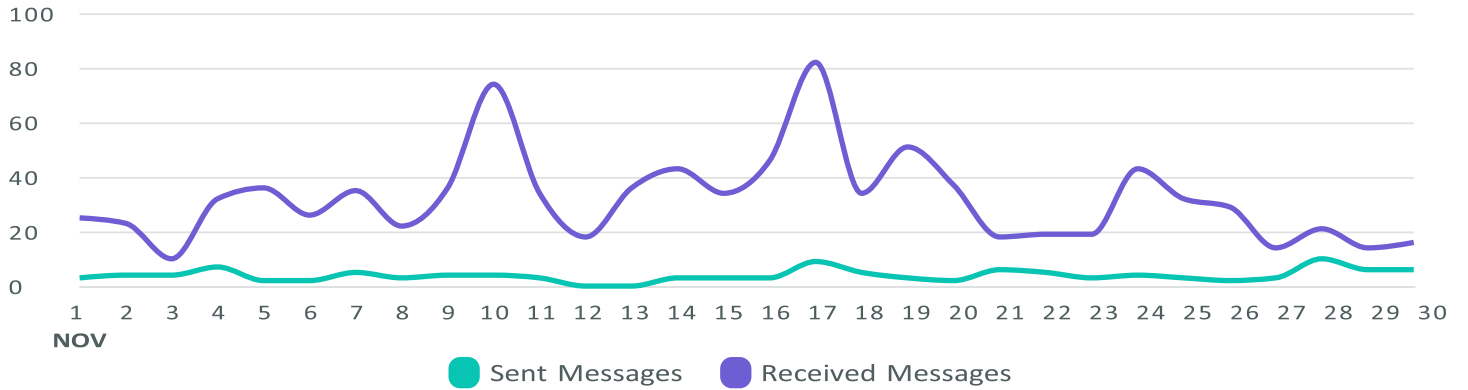
Audience Metrics	Totals	% Change
<b>Total Audience</b>	<b>41,877</b>	<b>↗ 10.4%</b>
<b>Total Net Audience Growth</b>	<b>117</b>	<b>↘ 27.8%</b>
Twitter Net Follower Growth	-43	↘ 377.8%
Facebook Net Page Likes	41	↗ 95.2%
Instagram Net Follower Growth	71	↘ 2.7%
TikTok Net Follower Growth	48	↘ 37.7%



### 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
<b>Total Sent Messages</b>	<b>117</b>	<b>↘11.4%</b>
Twitter Sent Messages	25	↘26.5%
Facebook Sent Messages	44	↗4.8%
Instagram Sent Messages	46	↗4.5%
TikTok Sent Messages	2	↘83.3%

### Message Volume

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

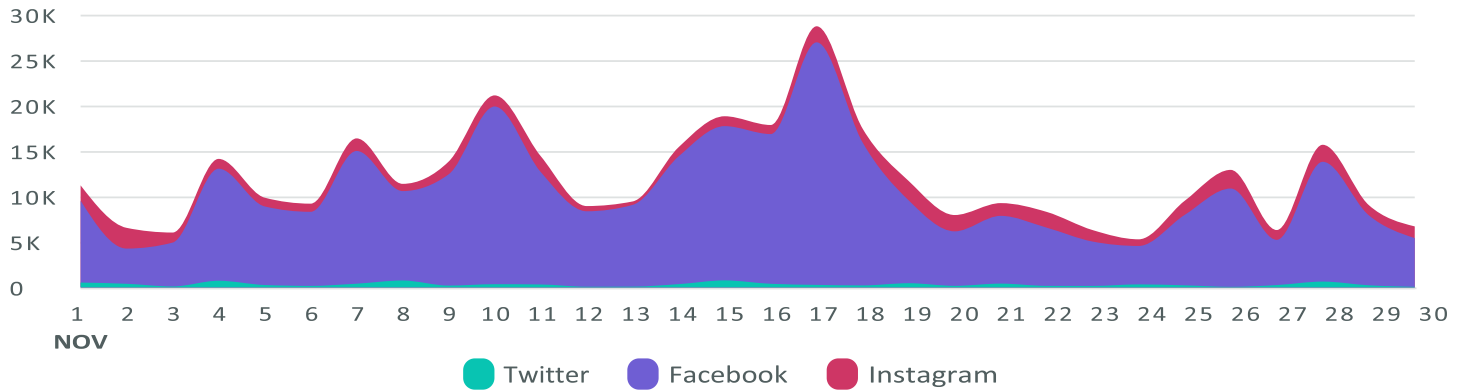
period.

Received Messages Metrics	Totals	% Change
<b>Total Received Messages</b>	<b>959</b>	<b>↗ 3.9%</b>
Twitter Received Messages	145	↘ 10.5%
Facebook Received Messages	369	↘ 4.4%
Instagram Received Messages	441	↗ 20.2%
TikTok Received Messages	4	↘ 50%

## Impressions

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

Impressions, by Day

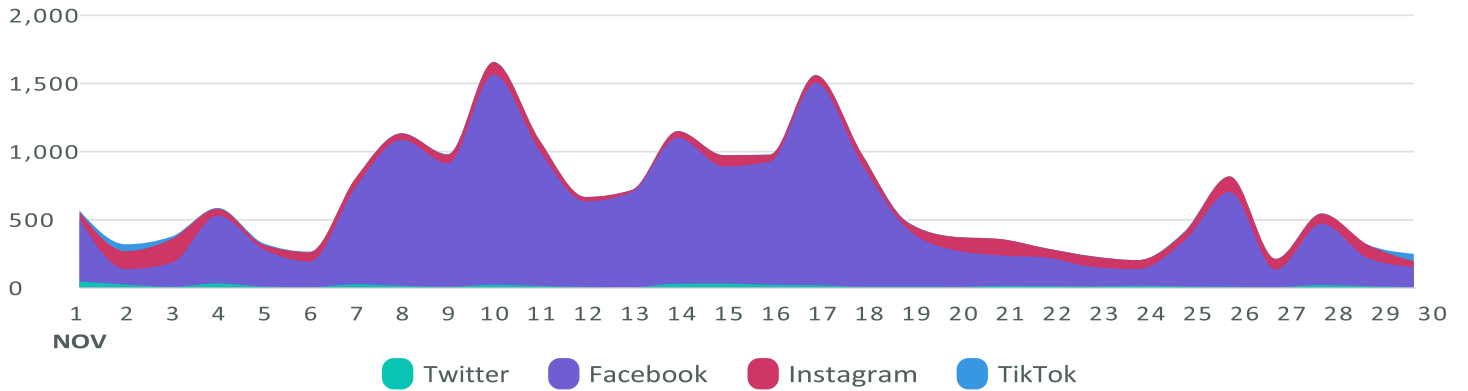


Impression Metrics	Totals	% Change
<b>Total Impressions</b>	<b>360,069</b>	<b>↗ 10.2%</b>
Twitter Impressions	9,701	↘ 22.7%
Facebook Impressions	310,470	↗ 13.7%
Instagram Impressions	39,898	↘ 3.2%

## Engagement

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

Engagements, by Day

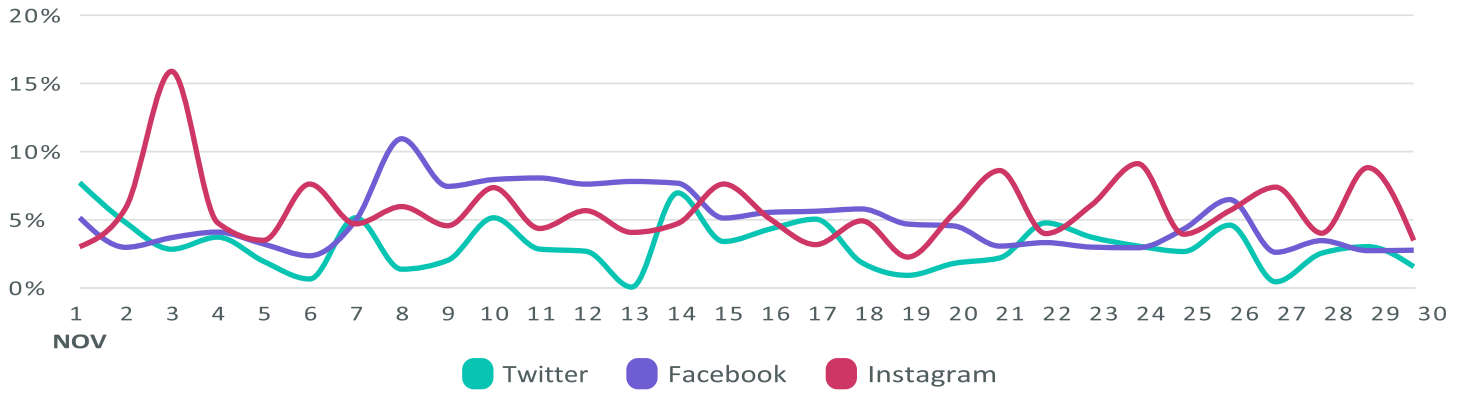


Engagement Metrics	Totals	% Change
<b>Total Engagements</b>	<b>19,473</b>	<b>↗ 18.2%</b>
Twitter Engagements	320	↘ 38.8%
Facebook Engagements	16,805	↗ 29.6%
Instagram Engagements	2,146	↗ 13.7%
LinkedIn Engagements	—	—
TikTok Engagements	202	↘ 81.6%
YouTube Engagements	—	—

**Engagement Rate**

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

Engagement Rate (per Impression), by Day

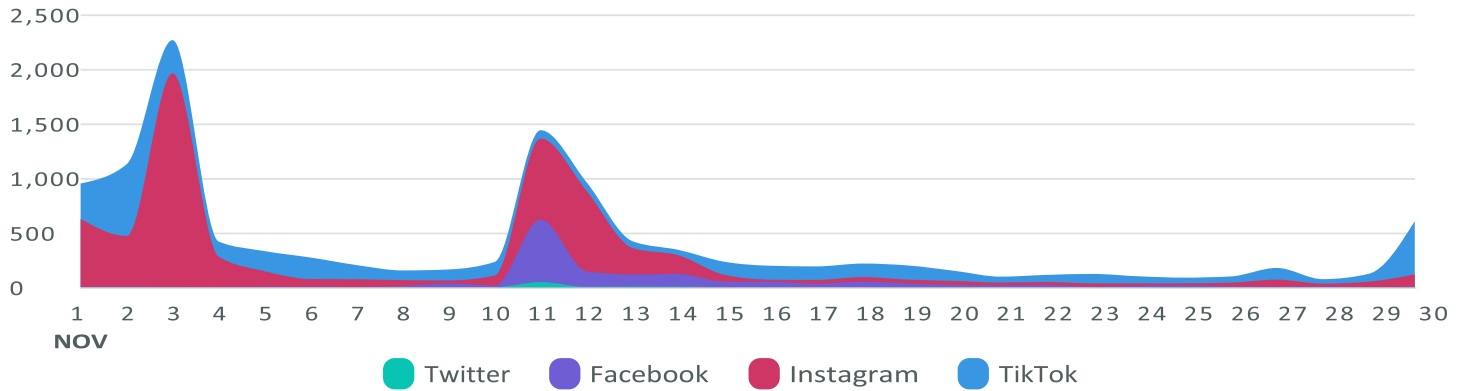


Engagement Rate Metrics	Rate	% Change
<b>Engagement Rate (per Impression)</b>	<b>5.4%</b>	<b>↗ 13.8%</b>
Twitter Engagement Rate	3.3%	↘ 20.8%
Facebook Engagement Rate	5.4%	↗ 14%
Instagram Engagement Rate	5.4%	↗ 17.5%

**Video Views**

Review how your videos were viewed across networks during the reporting period.

Video Views, by Day



Video Views Metrics	Totals	% Change
<b>Video Views</b>	<b>12,036</b>	<b>↘54.3%</b>
Twitter Video Views	65	↗ —
Facebook Video Views	1,334	↗ 1,220.8%
Instagram Post Video Views	6,312	↘ 47.3%
TikTok Video Views	4,325	↘ 69.7%

**Profiles**

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





