



VISIT GLOUCESTER


Social Media Performance

October 2022

 @VisitGloucester

 @visitgloucester

 @visit_gloucester

 Gloucester

 Visit Gloucester

Summary:

This month our audience grew by 0.5% (162). We had over 16.4K 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 300,000 times.

This is an increase on last month (September 2022). Our engagements are up by 6.5% and our impressions are up by 25.2%.

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 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

Tue 10/25/2022 10:00 am BST

Historic Gloucester... In Lego is at the Museum of Gloucester this week! Don't miss out on your chance to see a Roman Forum, Medieva...



Total Engagements 1,021

Reactions 211

Comments 55

Shares 33

Post Link Clicks 211

Other Post Clicks 511



Gloucester

Fri 10/14/2022 10:00 am BST

Don't forget to book your tickets for 'Access Most Areas' at Gloucester Cathedral this October! Experience the Cathedral bathed in...



Total Engagements 699

Reactions 81

Comments 43

Shares 10

Post Link Clicks 225

Other Post Clicks 340



Gloucester

Sat 10/15/2022 8:55 am BST

🎉 Congratulations to Jodie for winning the GGR Photo Competition with this stunning photo! 🎉 This photo competition was set u...



Total Engagements 662

Reactions 187

Comments 54

Shares 5

Post Link Clicks —

Other Post Clicks 416



Top 3 Instagram Posts



visitgloucester

Mon 10/10/2022 11:30 am BST

The Folk of Gloucester has been awarded a grant of £57,890 by The National Lottery Heritage Fund to restore, conserve and...



Total Engagements 130

Likes 124

Comments 3

Saves 3



visitgloucester

Thu 10/27/2022 10:30 am BST

For #throwbackthursday we wanted to show you the aerial photos of Gloucester that have been added to the Historic England website!...



Total Engagements 106

Likes 102

Comments 3

Saves 1



visitgloucester

Sat 10/8/2022 9:30 am BST

Good Morning Gloucester! Today we wanted to share this gorgeous photo of Gloucester Docks with you, taken by @travel.loz88 Than...



Total Engagements 74

Likes 73

Comments 1

Saves 0



Top 3 Twitter Posts

 [@VisitGloucester](#)
Thu 10/27/2022 10:30 am BST

For [#throwbackthursday](#) we wanted to show you the aerial photos of Gloucester that have been added to the [@HistoricEngland](#) website...



Total Engagements	85
Likes	21
@Replies	2
Retweets	3
Post Link Clicks	18
Other Post Clicks	41
Other Engagements	0

 [@VisitGloucester](#)
Wed 10/19/2022 3:30 pm BST

Apple Day 📅 Saturday 22 October 📍 The Folk of Gloucester Apple Day is a national annual event! At The Folk, it is not just a celebration...



Total Engagements	32
Likes	11
@Replies	2
Retweets	8
Post Link Clicks	3
Other Post Clicks	8
Other Engagements	0

 [@VisitGloucester](#)
Thu 10/6/2022 11:30 am BST

Good Morning Gloucester! Today's [#throwbackthursday](#) is of Albert Mills in 1937!



Total Engagements	28
Likes	15
@Replies	0
Retweets	2
Post Link Clicks	1
Other Post Clicks	10
Other Engagements	0

Top 3 TikTok Posts



Visit Gloucester

Wed 10/12/2022 9:59 am BST

Gloucester's Hidden Secrets - 26 Westgate Street #visitgloucester #fyp #history #historical #medieval #hiddengems...



Total Engagements 744

Likes 730

Comments 7

Shares 7



Visit Gloucester

Wed 10/19/2022 9:57 am BST

Replying to @apollo_rising Gloucester has a rich Medieval Past! #visitgloucester #fyp #history #historical #medieval #tudor...



Total Engagements 203

Likes 201

Comments 1

Shares 1



Visit Gloucester

Mon 10/24/2022 10:13 am BST

The Access Most Areas event at the Cathedral gives you the chance to experience the magnificent building in a new way and you...



Total Engagements 37

Likes 35

Comments 0

Shares 2

Performance Summary

View your key profile performance metrics from the reporting period.

<p>Impressions</p> <p>326,794</p> <p>↗ 25.2%</p>	<p>Engagements</p> <p>16,471</p> <p>↗ 6.5%</p>	<p>Post Link Clicks</p> <p>2,811</p> <p>↗ 84.1%</p>
<p>Engagement Rate (per impression)</p> <p>4.7%</p> <p>↘ 20.5%</p>		

Included in this Report

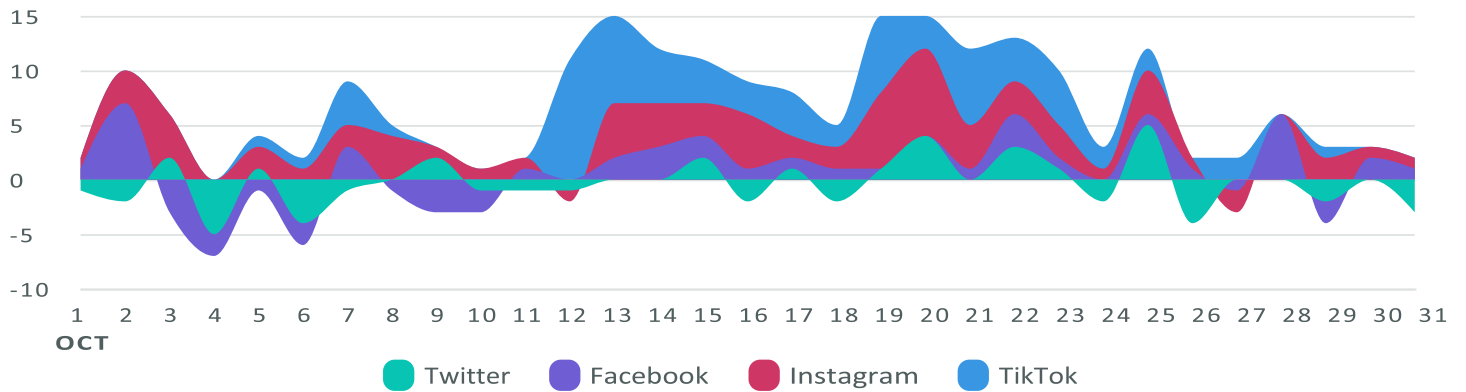
 @VisitGloucester  Gloucester

 @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

41,727

↗ 0.5%

Total Net Audience Growth

162

↗ 88.4%

Twitter Net Follower Growth

-9

↘ 1,000%

Facebook Net Page Likes

21

↘ 52.3%

Instagram Net Follower Growth

73

↗ 128.1%

TikTok Net Follower Growth

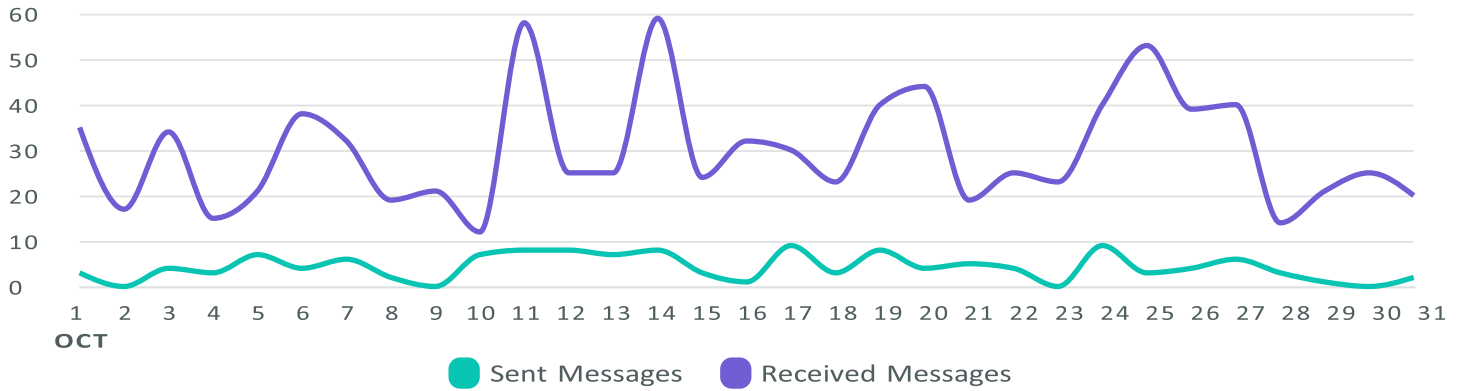
77

↗ 755.6%

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

132

↗ 71.4%

Twitter Sent Messages

34

↗ 112.5%

Facebook Sent Messages

42

↗ 16.7%

Instagram Sent Messages

44

↗ 76%

TikTok Sent Messages

12

↗ -

Message Volume

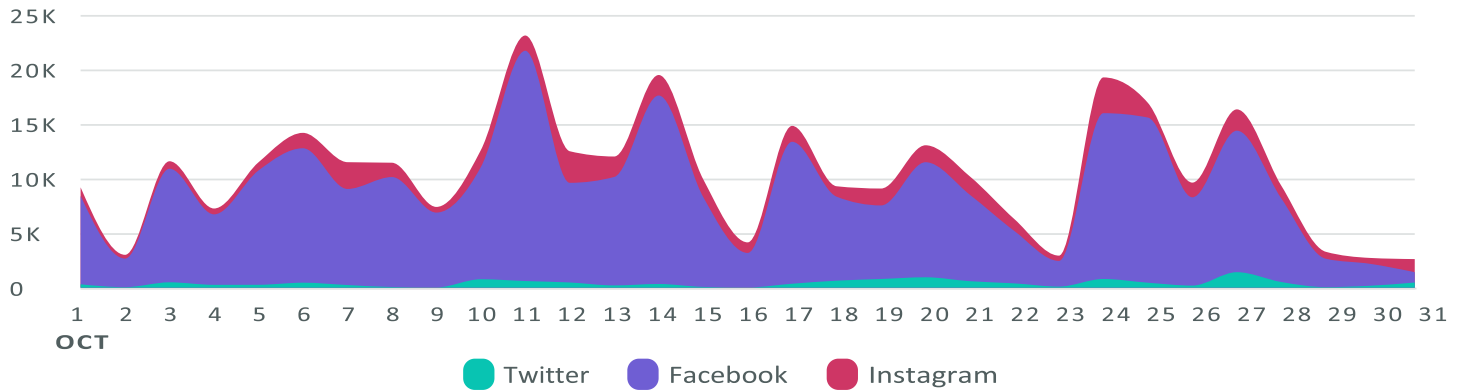
Review the volume of sent and received messages across networks during the selected time period.

Received Messages Metrics	Totals	% Change
Total Received Messages	923	↘14.4%
Twitter Received Messages	162	↗ 22.7%
Facebook Received Messages	386	↘ 23%
Instagram Received Messages	367	↘ 16.6%
TikTok Received Messages	8	↗ 60%

Impressions

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

Impressions, by Day



Impression Metrics

Totals

% Change

Total Impressions

326,794

↗ 25.2%

Twitter Impressions

12,586

↗ 22%

Facebook Impressions

272,994

↗ 21.5%

Instagram Impressions

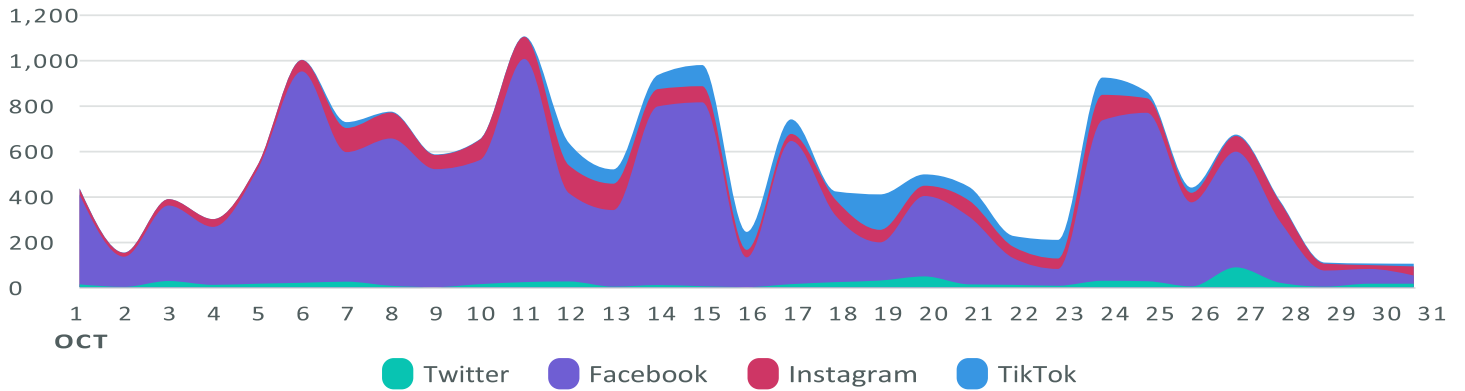
41,214

↗ 59%

Engagement

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

Engagements, by Day

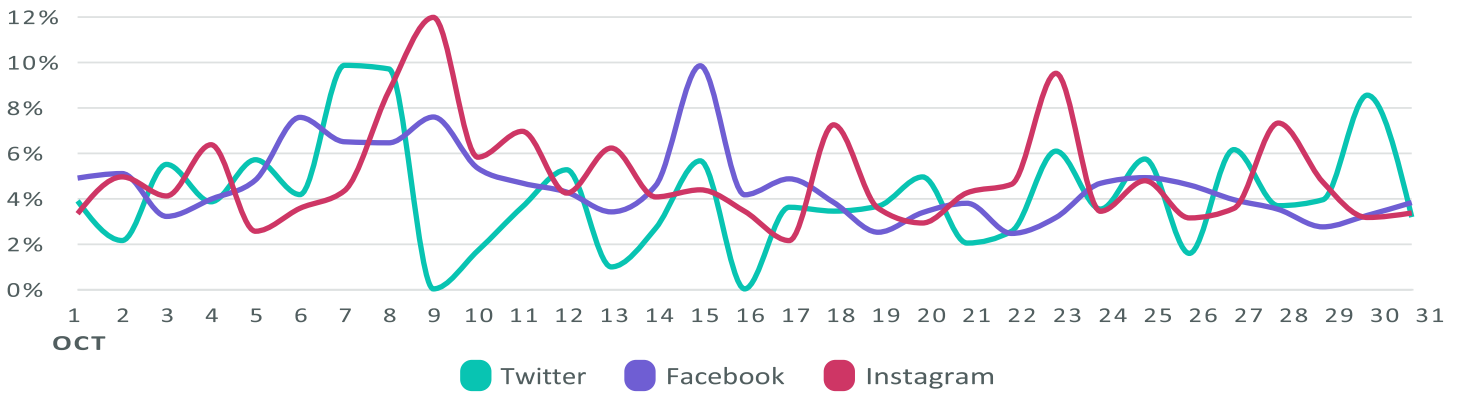


Engagement Metrics	Totals	% Change
Total Engagements	16,471	↗ 6.5%
Twitter Engagements	523	↗ 36.6%
Facebook Engagements	12,964	↘ 6.7%
Instagram Engagements	1,887	↗ 61.3%
TikTok Engagements	1,097	↗ 7,213.3%

Engagement Rate

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

Engagement Rate (per Impression), by Day

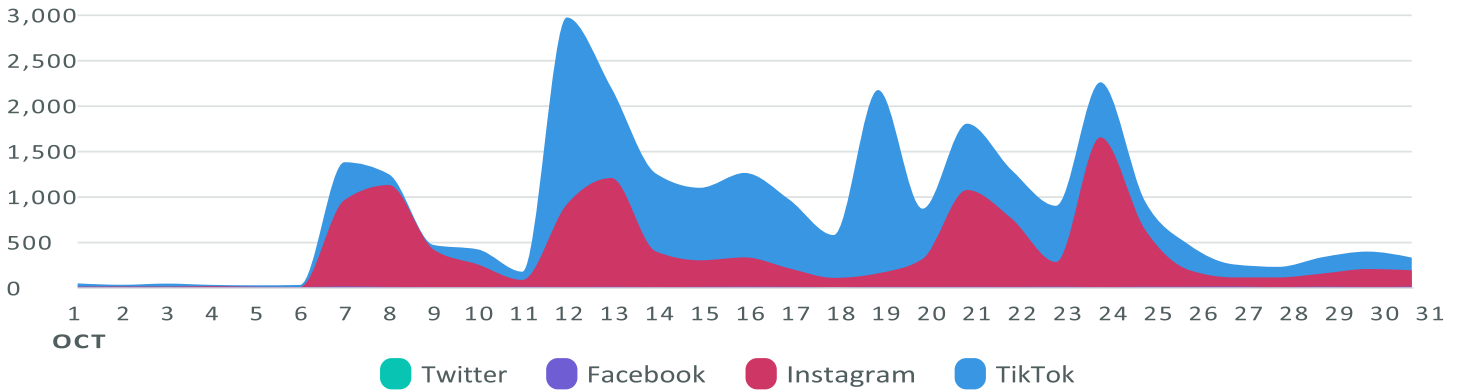


Engagement Rate Metrics	Rate	% Change
Engagement Rate (per Impression)	4.7%	↘20.5%
Twitter Engagement Rate	4.2%	↗12%
Facebook Engagement Rate	4.7%	↘23.2%
Instagram Engagement Rate	4.6%	↗1.4%

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	26,330	↗ 493%
Twitter Video Views	0	↓ 100%
Facebook Video Views	101	↓ 45.7%
Instagram Post Video Views	11,972	↗ 227.5%
TikTok Video Views	14,257	↗ 2,308.3%

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 Oct 1, 2022 – Oct 31, 2022	41,727 ↗ 0.5%	162 ↗88.4%	119 ↗70%	326,794 ↗ 25.2%	16,471 ↗ 6.5%	4.7% ↘20.5%	26,33 ↗493
Compare to Sep 1, 2022 – Sep 30, 2022	41,522	86	70	260,999	15,469	5.9%	4,44
 @VisitGloucester	11,875	-9	34	12,586	523	4.2%	
 Gloucester	24,543	21	34	272,994	12,964	4.7%	
 Visit Gloucester	128	77	10	N/A	1,097	N/A	14,257
 visitgloucester	5,181	73	41	41,214	1,887	4.6%	11,972

0

%

0

0

101