

VISIT GLOUCESTER

Social Media Performance

December 2021

 @VisitGloucester

 visitgloucester

 Gloucester

 Visit Gloucester

Summary

This month we grew our audience by 0.4% (135). Our posts had close to 19,000 engagements (likes, shares, comments) across social channels and entered consumers screens over 1.2 million times. These figures are slightly lower than last month with post link clicks falling- meaning consumers may have experienced creative fatigue from our content, it is important that when pushing out messaging we diversify our creative to re-engage our consumers.

February content focus will on:

- Video based content
- Free things to do in Gloucester
- Snackable content
- Sustainability campaign
- User Generated Content
- Throwbacks
-

Top performing content

- User Generated Content
- Throwbacks/ historic
- football day referencing
GCFC
- Seasonal
- Throwbacks/ historic

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 ellie.birch@gloucester.gov.uk to discuss taking over our Instagram for the day to show off your business or for a feature blog on our website free of charge.

Top 3 Twitter Posts



@VisitGloucester
Sun 12/26/2021 7:00 am GMT

Take a look at Richard Auckland's History of Barnwood blog A great place to explore on your boxing day walk 🧑🏻...



<u>Total Engagements</u>	66
<u>Likes</u>	14
<u>Comments</u>	0
<u>Shares</u>	1
<u>Post Link Clicks</u>	33
<u>Other Post Clicks</u>	18
<u>Other Engagements</u>	0



@VisitGloucester
Thu 12/30/2021 7:00 am GMT

Good Morning Gloucester! Today we are sharing with you a photo of Barnwood House Hospital c1880 sent...



<u>Total Engagements</u>	55
<u>Likes</u>	21
<u>Comments</u>	0
<u>Shares</u>	2
<u>Post Link Clicks</u>	1
<u>Other Post Clicks</u>	31
<u>Other Engagements</u>	0



@VisitGloucester
Fri 12/10/2021 8:52 am GMT




Today is world football day! ⚽️ ⚽️ ⚽️
Wishing our local team Gloucester City and fans a great day of celebrations!...



<u>Total Engagements</u>	54
<u>Likes</u>	19
<u>Comments</u>	0
<u>Shares</u>	2
<u>Post Link Clicks</u>	—
<u>Other Post Clicks</u>	33
<u>Other Engagements</u>	0



Top 3 Instagram Posts

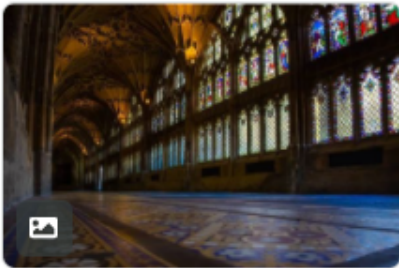
Post	Engagements	Likes	Comments	Saves
<p>visitgloucester Sat 12/18/2021 12:00 pm GMT</p> <p>Good afternoon Glos! Who's feeling Christmassy? 🎅 🌲 Today we are sharing this beautifully lit photo of...</p> 	140	135	5	0
<p>visitgloucester Sat 12/4/2021 10:06 am GMT</p> <p>Businesses across Gloucester have decorated their windows for the festive period! Explore the city and spot som...</p> 	128	128	0	0
<p>visitgloucester Fri 12/3/2021 5:38 pm GMT</p> <p>PHOTO COMPETITION WINNERS Thank you to everyone who joined us in celebrating the 20-year Harry Potter...</p> 	117	114	3	0

Top 3 Facebook Posts


Post Rank	Date & Time	Total Engagements	Reactions	Comments	Shares	Post Link Clicks	Other Post Clicks
1	Fri 12/3/2021 5:41 pm GMT	1,030	397	188	9	—	436
2	Thu 12/23/2021 12:16 pm GMT	792	154	11	13	145	469
3	Sat 12/11/2021 7:30 am GMT	727	391	11	16	—	309

Post Rank	Date & Time	Total Engagements	Reactions	Comments	Shares	Post Link Clicks	Other Post Clicks
1	Fri 12/3/2021 5:41 pm GMT	1,030	397	188	9	—	436

PHOTO COMPETITION WINNERS Thank you to everyone who joined us in celebrating the 20-year Harry Potter...




Total Engagements	1,030
Reactions	397
Comments	188
Shares	9
Post Link Clicks	—
Other Post Clicks	436


... 

Post Rank	Date & Time	Total Engagements	Reactions	Comments	Shares	Post Link Clicks	Other Post Clicks
2	Thu 12/23/2021 12:16 pm GMT	792	154	11	13	145	469

There's less than two weeks until the Gloucester Quays Ice Rink closes. Don't miss out! ❄️ 📄 Find out more:...




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... 

Post Rank	Date & Time	Total Engagements	Reactions	Comments	Shares	Post Link Clicks	Other Post Clicks
3	Sat 12/11/2021 7:30 am GMT	727	391	11	16	—	309

Happy Saturday Gloucester! Today we're sharing this very festive photo of Gloucester Cathedral 🎄 Taken by...



Total Engagements	727
Reactions	391
Comments	11
Shares	16
Post Link Clicks	—
Other Post Clicks	309

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Included in this Report

 @VisitGloucester

 Gloucester

 visitgloucester

Performance Summary

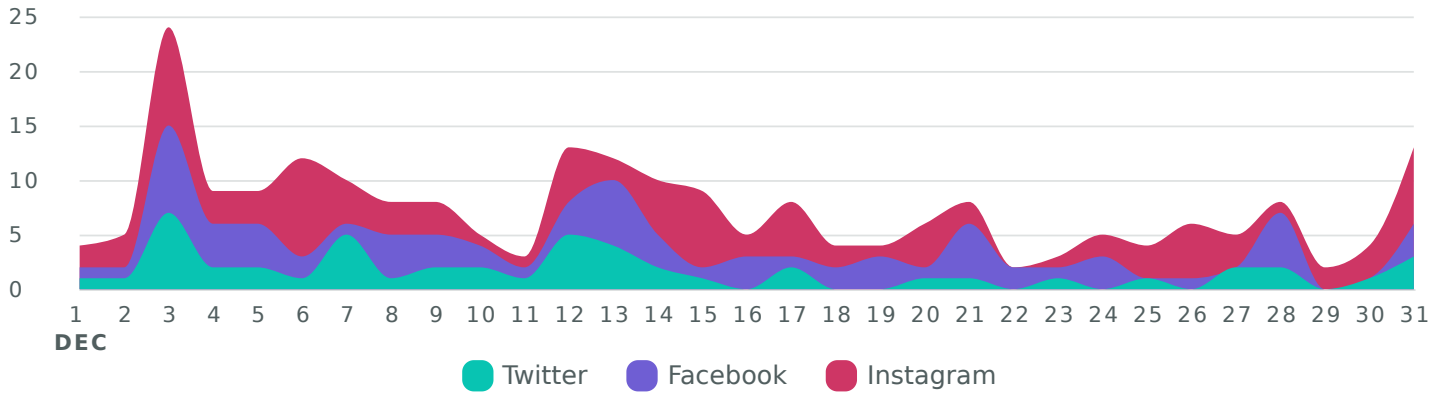
View your key profile performance metrics from the reporting period.

<p>Impressions ⓘ</p> <p>1,276,593</p> <p>↗0.9%</p>	<p>Engagements ⓘ</p> <p>18,819 ↘51.5%</p>	<p>Post Link Clicks ⓘ</p> <p>3,656 ↘52.3%</p>
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Audience Growth

See how your audience grew during the reporting period.

Audience Gained, by Day

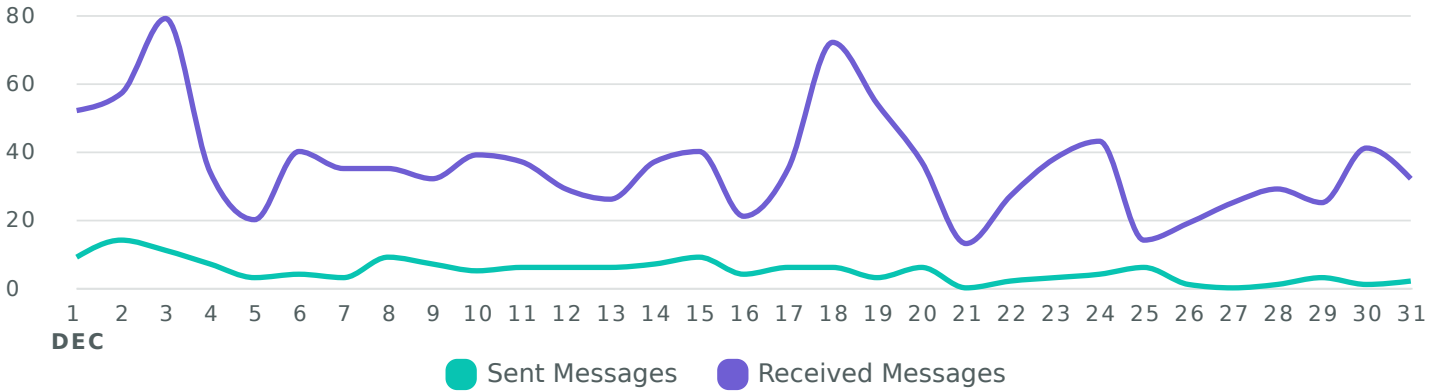


Audience Metrics	Totals	% Change
Total Audience ⓘ	38,583	↗0.4%
Total Net Audience Growth ⓘ	135	↘48.1%
Twitter Followers Gained	51	↗21.4%
Facebook Page Likes	74	↘56.7%
Instagram Followers Gained	103	↘29.9%

Message Volume

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

Messages per Day



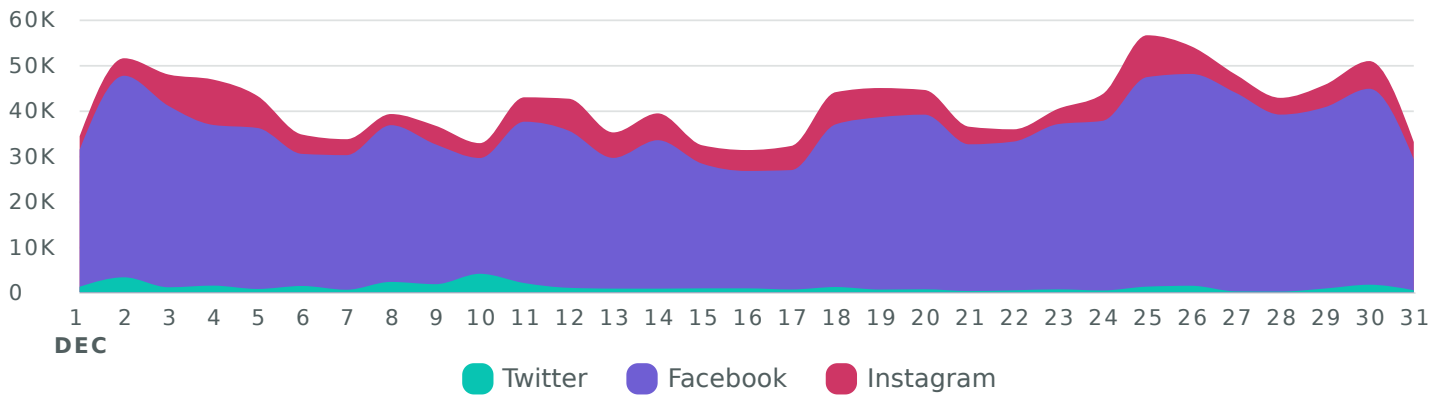
Sent Messages Metrics	Totals	% Change
Total Sent Messages ⓘ	154	↘ 29.7%
Twitter Sent Messages	47	↘ 28.8%
Facebook Sent Messages	59	↘ 28.9%
Instagram Sent Messages	48	↘ 31.4%

Received Messages Metrics	Totals	% Change
Total Received Messages ⓘ	1,117	↘ 31.8%
Twitter Received Messages	272	↘ 19.3%
Facebook Received Messages	232	↘ 69.9%
Instagram Received Messages	613	↗ 15.4%

Impressions

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

Impressions, by Day

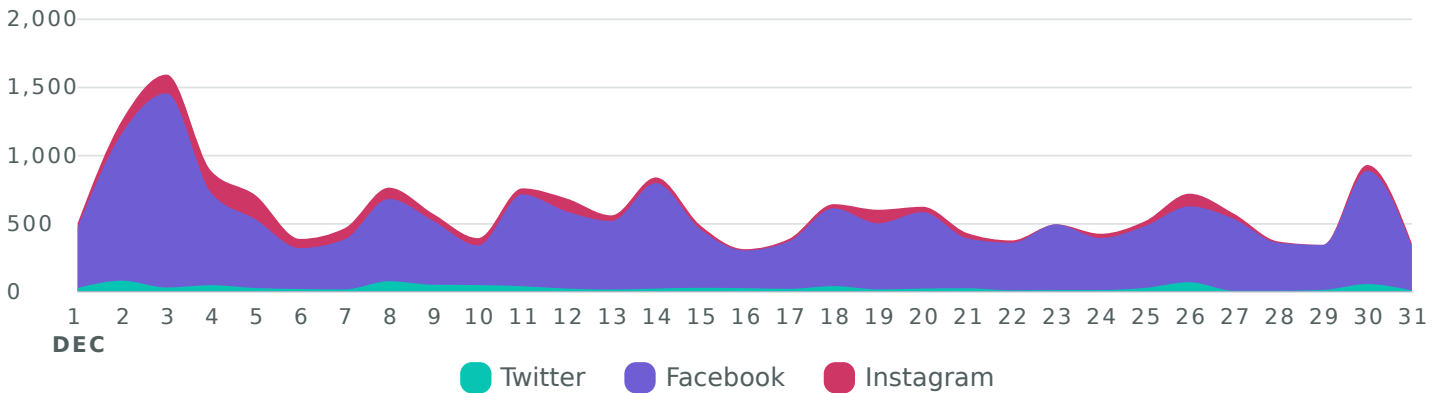


Impression Metrics	Totals	% Change
Total Impressions ⓘ	1,276,593	↗0.9%
Twitter Impressions	34,537	↘7.6%
Facebook Impressions	1,083,345	↘2.4%
Instagram Impressions	158,711	↗35%

Engagement

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

Engagements, by Day

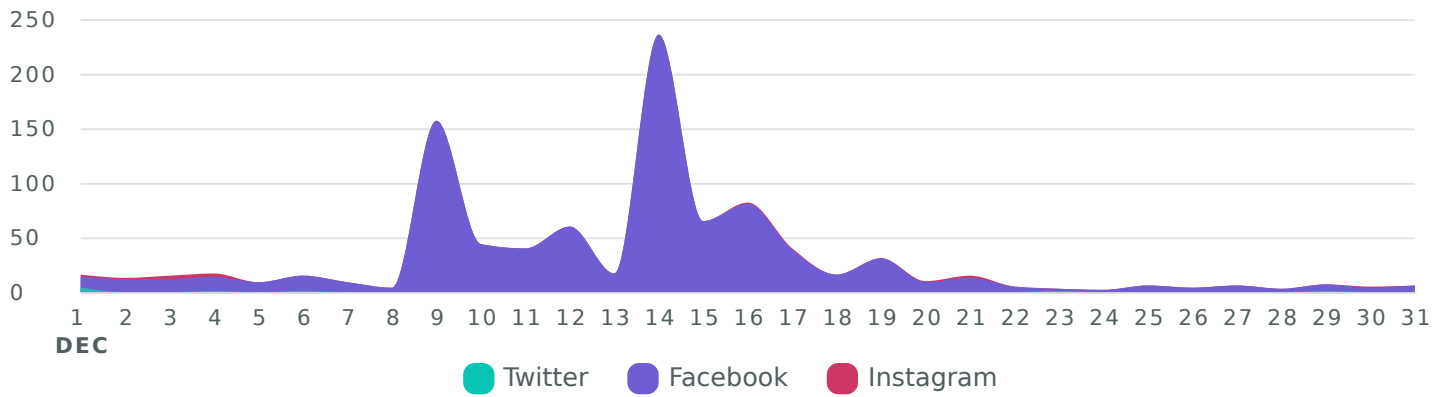


Engagement Metrics	Totals	% Change
Total Engagements ⓘ	18,819	↘ 51.5%
Twitter Engagements	812	↘ 42.6%
Facebook Engagements	16,307	↘ 53.7%
Instagram Engagements	1,700	↘ 21.2%
Engagement Rate (per Impression) ⓘ	1.5%	↘ 51.9%

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 ⓘ	958	↘ 89%
Twitter Video Views	8	↘ 97.8%
Facebook Video Views	935	↘ 87.6%
Instagram Post Video Views	15	↘ 98.1%

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 Views
Reporting Period Dec 1, 2021 - Dec 31, 2021	38,583 ↗ 0.4%	135 ↘ 48.1%	141 ↘ 30.5%	1,276,593 ↗ 0.9%	18,819 ↘ 51.5%	1.5% ↘ 51.9%	958 ↘ 89%
Compare to Nov 1, 2021 - Nov 30, 2021	38,431	260	203	1,265,186	38,788	3.1%	8,685
 @VisitGloucester	11,583	46	47	34,537	812	2.4%	8
 Gloucester	23,046	25	55	1,083,345	16,307	1.5%	935
 visitgloucester	3,954	64	39	158,711	1,700	1.1%	15