

VISIT GLOUCESTER

Social Media Performance

January 2022

 @VisitGloucester

 visitgloucester

 Gloucester

 Visit Gloucester

Summary

This month we grew our audience by 0.3% (110). Our posts had close to 10,000 engagements (likes, shares, comments) across social channels and entered consumers screens over 730k 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.

March content focus will on:

- Video based content
- Whats on this month
- Snackable content
- Sustainability campaign
- User Generated Content
- Throwbacks

Top performing content

- User Generated Content (Hillfield Gardens, Docks)
- Robinswood Hill Picnic
- Cheese Lovers Day
- Free things to do in Gloucester
- Top Food and Drink 2022

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

Sat 1/29/2022 7:29 am GMT

Happy Saturday Gloucester! We just had to share this incredible photo of Gloucester Docks 📷 📍 Taken by...



Total Engagements 66

Likes 23

Comments 0

Shares 0

Post Link Clicks 1

Other Post Clicks 42

Other Engagements 0



@VisitGloucester

Mon 1/3/2022 4:38 pm GMT

There are lots of low-cost ways to explore Gloucester, so we've pulled together a list of free things to do in...



Total Engagements 39

Likes 9

Comments 0

Shares 6

Post Link Clicks 15

Other Post Clicks 9

Other Engagements 0



@VisitGloucester

Sat 1/22/2022 7:32 am GMT

Good morning Gloucester! Today we're sharing this lovely photo of Hillfield Gardens 🌿 🌳 Taken by...



Total Engagements 27

Likes 10

Comments 0

Shares 4

Post Link Clicks 1

Other Post Clicks 12


Other Engagements 0




Top 3 Instagram Posts

Post	Engagement Metric	Value
1. Happy Saturday Gloucester! We just had to share this incredible photo of Gloucester Docks 📷 📸 Taken by...	Total Engagements	145
	Likes	138
	Comments	6
	Saves	1
2. We want to say a big thank you to all our followers for your support throughout 2021! 🍷 🍷 We love...	Total Engagements	99
	Likes	96
	Comments	3
	Saves	0
3. Happy National Cheese Lovers Day Gloucester! 🧀 Do you love cheese as much as our Cooper's Hill Champs? 🏆 ...	Total Engagements	98
	Likes	93
	Comments	3
	Saves	2

Top 3 Facebook Posts


 Gloucester
Fri 1/14/2022 12:13 am GMT

The top 10 places to eat in Gloucester in 2022 according to TripAdvisor 📍 Find Out More...




Total Engagements	1,276
Reactions	102
Comments	9
Shares	10
Post Link Clicks	495
Other Post Clicks	660

⋮ ↻


 Gloucester
Sat 1/29/2022 7:29 am GMT

Happy Saturday Gloucester! We just had to share this incredible photo of Gloucester Docks 📷 📍 Taken by...

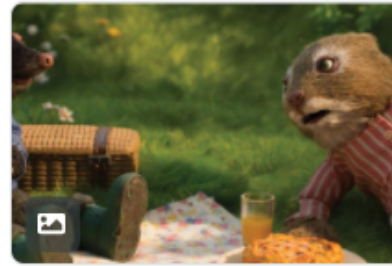


Total Engagements	642
Reactions	359
Comments	11
Shares	12
Post Link Clicks	—
Other Post Clicks	260

⋮ ↻

 Gloucester
Fri 1/21/2022 12:44 pm GMT

Head to Robinswood Hill for a Wild Teddy Bears Picnic and to try out new all-weather activities 🐻 📅 This...



Total Engagements	507
Reactions	38
Comments	27
Shares	17
Post Link Clicks	173
Other Post Clicks	252

⋮ ↻

Included in this Report

 @VisitGloucester

 Gloucester

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Performance Summary

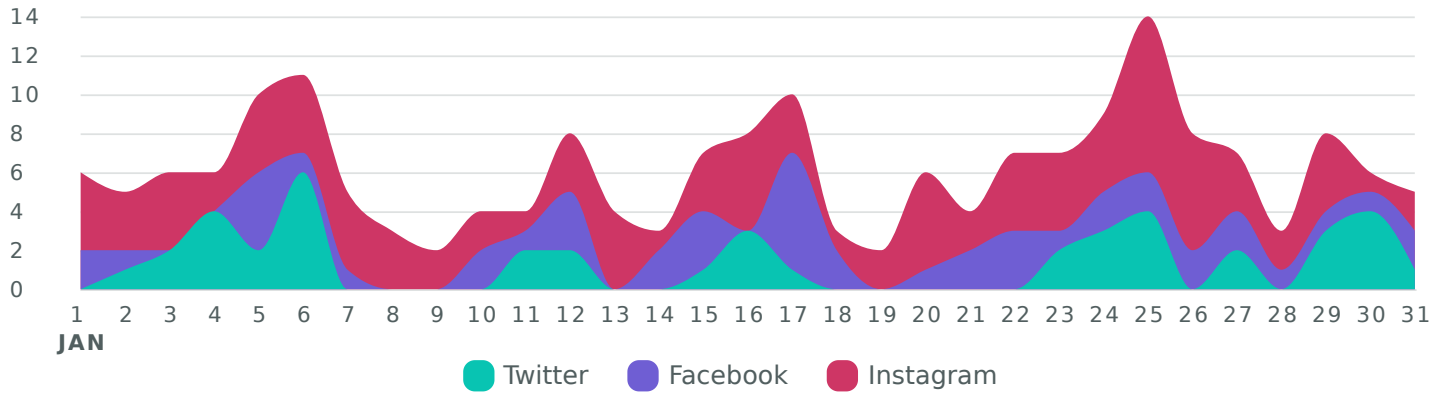
View your key profile performance metrics from the reporting period.

<p>Impressions ⓘ</p> <p>729,805 ↘ 42.8%</p>	<p>Engagements ⓘ</p> <p>9,850 ↘ 47.7%</p>	<p>Post Link Clicks ⓘ</p> <p>2,215 ↘ 39.4%</p>
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Audience Growth

See how your audience grew during the reporting period.

Audience Gained, by Day

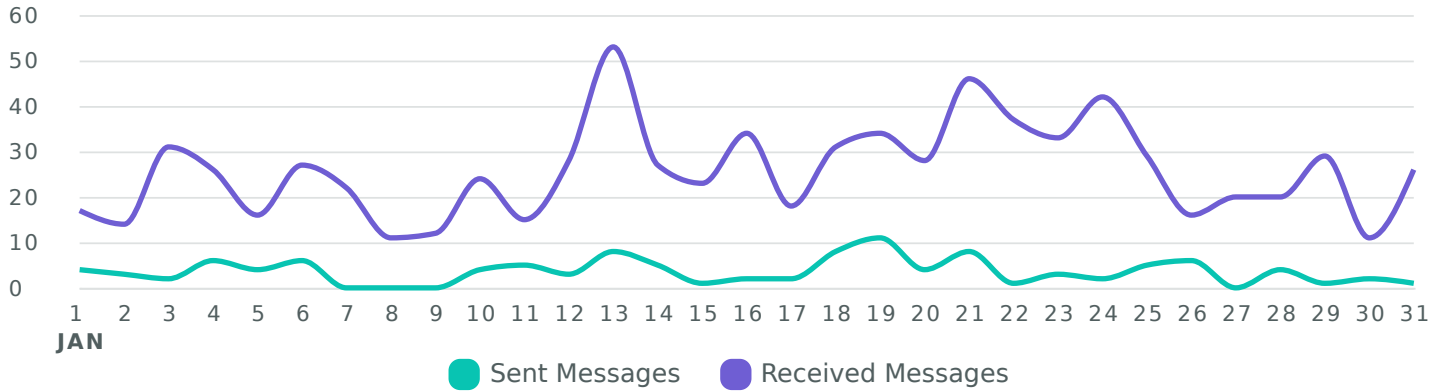


Audience Metrics	Totals	% Change
Total Audience ⓘ	38,706	↗0.3%
Total Net Audience Growth ⓘ	110	↘18.5%
Twitter Followers Gained	43	↘15.7%
Facebook Page Likes	48	↘35.1%
Instagram Followers Gained	100	↘2.9%

Message Volume

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

Messages per Day



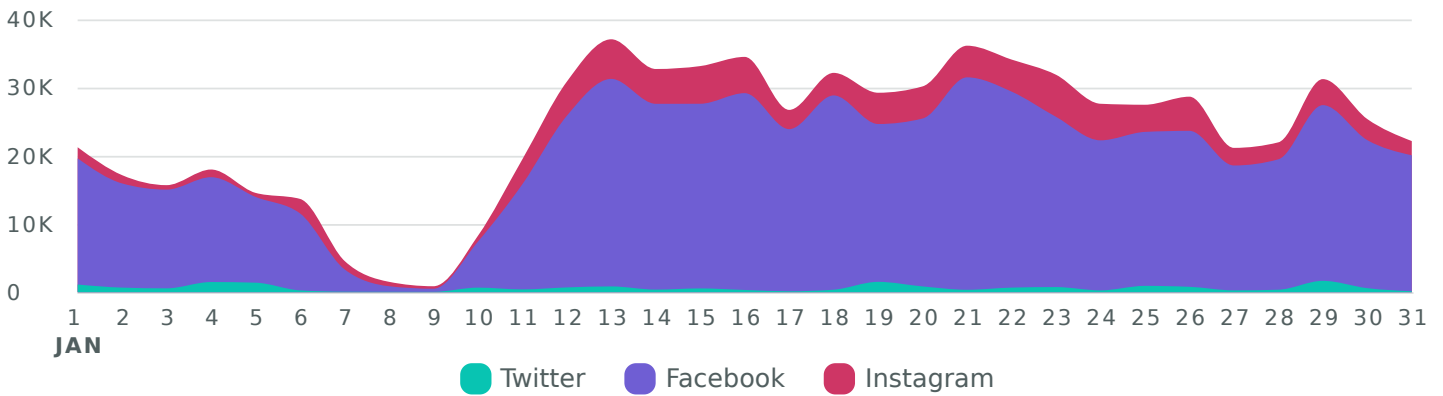
Sent Messages Metrics	Totals	% Change
Total Sent Messages ⓘ	111	↘ 27.9%
Twitter Sent Messages	33	↘ 29.8%
Facebook Sent Messages	39	↘ 33.9%
Instagram Sent Messages	39	↘ 18.8%

Received Messages Metrics	Totals	% Change
Total Received Messages ⓘ	800	↘ 28.5%
Twitter Received Messages	160	↘ 41.2%
Facebook Received Messages	142	↘ 38.8%
Instagram Received Messages	498	↘ 19%

Impressions

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

Impressions, by Day

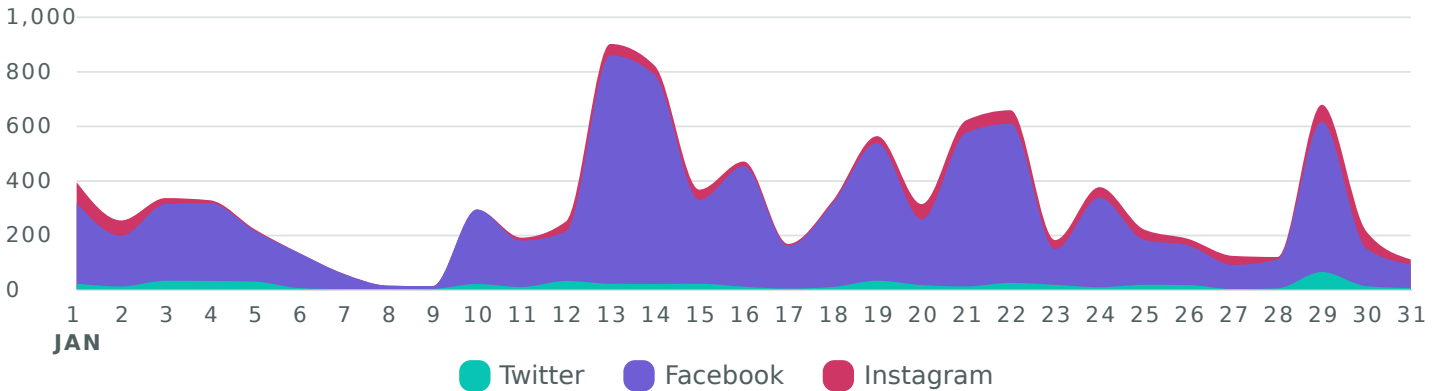


Impression Metrics	Totals	% Change
Total Impressions ⓘ	729,805	↘ 42.8%
Twitter Impressions	19,353	↘ 43.6%
Facebook Impressions	610,239	↘ 43.7%
Instagram Impressions	100,213	↘ 36.9%

Engagement

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

Engagements, by Day

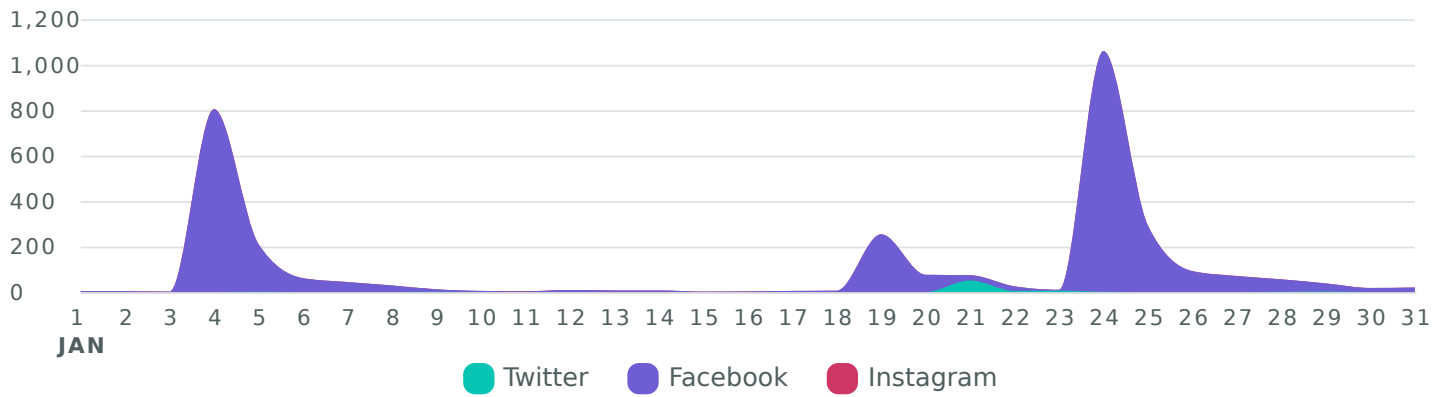


Engagement Metrics	Totals	% Change
Total Engagements ⓘ	9,850	↘ 47.7%
Twitter Engagements	473	↘ 41.5%
Facebook Engagements	8,518	↘ 47.8%
Instagram Engagements	859	↘ 50%
Engagement Rate (per Impression) ⓘ	1.3%	↘ 8.5%

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 ⓘ	3,306	↗ 245.1%
Twitter Video Views	68	↗ 750%
Facebook Video Views	3,235	↗ 246%
Instagram Post Video Views	3	↘ 80%

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 Jan 1, 2022 - Jan 31, 2022	38,706 ↗ 0.3%	110 ↘ 18.5%	94 ↘ 33.3%	729,805 ↘ 42.8%	9,850 ↘ 47.7%	1.3% ↘ 8.5%	3,306 ↗ 245.1%
Compare to Dec 1, 2021 - Dec 31, 2021	38,584	135	141	1,276,386	18,835	1.5%	958
 @VisitGloucester	11,618	35	33	19,353	473	2.4%	68
 Gloucester	23,066	7	39	610,239	8,518	1.4%	3,235
 visitgloucester	4,022	68	22	100,213	859	0.9%	3