

VISIT GLOUCESTER

Social Media Performance

November 2021

 @VisitGloucester

 visitgloucester

 Gloucester

 Visit Gloucester

Summary

This month we grew our audience by 1% (260). Our posts had close to 40,000 engagements (likes, shares, comments) across social channels and entered consumers screens over 1.2 million times. These figures are significantly higher than last month with post link clicks up by 145%- meaning consumers are visiting our website for more information.

January content focus will on:

- Using TikTok to post videos following the success of integrating Instagram Reels.
- Bright Nights
- Sustainability campaign
- User Generated Content
- Throwbacks
-

Top performing content

- Film Tourism
- Bright Nights
- Quays
- User Generated Content
- Throwbacks

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

Post	Date	Total Engagements	Likes	Comments	Shares	Post Link Clicks	Other Post Clicks	Other Engagements
Throwback to this snap of Southgate Street looking towards The Cross! When do you think this photo was...	Thu 11/4/2021 8:14 am GMT	150	8	5	1	1	135	0
Good morning Gloucester! Today we're sharing this great aerial photo of Gloucester Docks and beyond in the...	Thu 11/11/2021 7:29 am GMT	116	19	1	4	1	91	0
Here's our round-up of things to do this Christmas in Gloucester! 🎄 visitgloucester.co.uk/blog/read/2021...	Fri 11/19/2021 3:48 pm GMT	72	12	0	5	16	39	0



@VisitGloucester
Thu 11/4/2021 8:14 am GMT

Throwback to this snap of Southgate Street looking towards The Cross! When do you think this photo was...



Total Engagements	150
Likes	8
Comments	5
Shares	1
Post Link Clicks	1
Other Post Clicks	135
Other Engagements	0



@VisitGloucester
Thu 11/11/2021 7:29 am GMT

Good morning Gloucester! Today we're sharing this great aerial photo of Gloucester Docks and beyond in the...



Total Engagements	116
Likes	19
Comments	1
Shares	4
Post Link Clicks	1
Other Post Clicks	91
Other Engagements	0



@VisitGloucester
Fri 11/19/2021 3:48 pm GMT

Here's our round-up of things to do this Christmas in Gloucester! 🎄
visitgloucester.co.uk/blog/read/2021...



Total Engagements	72
Likes	12
Comments	0
Shares	5
Post Link Clicks	16
Other Post Clicks	39
Other Engagements	0



Top 3 Instagram Posts

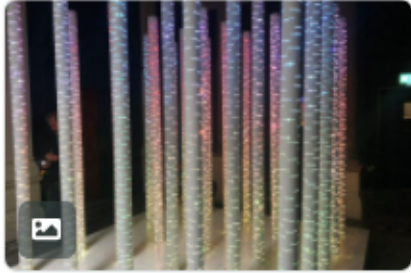
Post	Date	Total Engagements	Likes	Comments	Saves
Photo Competition 📱⚡🐼🎞️ To celebrate 20 years of Harry Potter movie magic, we are running a photo...	Mon 11/1/2021 6:24 pm GMT	172	167	0	5
Happy Saturday Gloucester! We're looking back to Bonfire Night with this stunning shot of fireworks over...	Sat 11/13/2021 7:32 am GMT	135	129	4	2
Good morning Gloucester! We wanted to share this stunning photo of Hillfield Gardens 🌿🌿 Taken by...	Sat 11/6/2021 7:30 am GMT	115	112	2	1

Top 3 Facebook Posts



Gloucester
Thu 11/11/2021 4:52 pm GMT

There's lots on this weekend as part of Bright Nights in Gloucester! Plan your itinerary and get lost in some incredib...



Total Engagements	5,289
Reactions	474
Comments	228
Shares	129
Post Link Clicks	229
Other Post Clicks	4,229



Gloucester
Sat 11/20/2021 9:45 am GMT

Gloucester's Lantern Procession and Christmas Lights Switch-On is tomorrow at 4:45pm! Meet on Southgate Street...



Total Engagements	1,356
Reactions	209
Comments	80
Shares	48
Post Link Clicks	230
Other Post Clicks	789



Gloucester
Fri 11/12/2021 3:44 pm GMT

Coming soon to Gloucester! The Gloucester Quays Open Air Ice Rink will be opening on 25 November Find...



Total Engagements	1,215
Reactions	273
Comments	111
Shares	36
Post Link Clicks	165
Other Post Clicks	630



Included in this Report

 @VisitGloucester

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Performance Summary

View your key profile performance metrics from the reporting period.

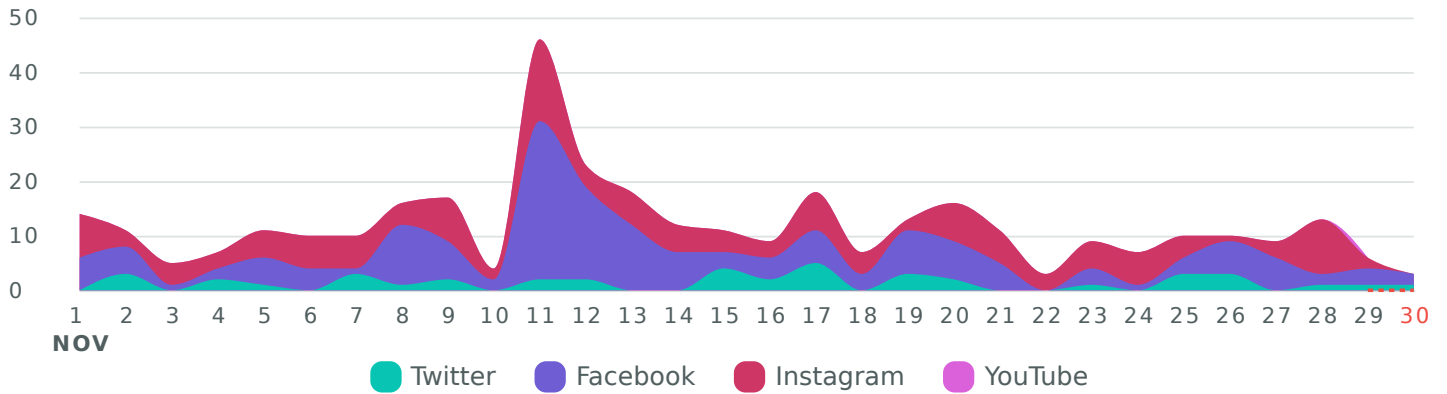
<p>Impressions ⓘ</p> <p>1,265,455</p> <p>↗213.7%</p>	<p>Engagements ⓘ</p> <p>38,799 ↗75.9%</p>	<p>Post Link Clicks ⓘ</p> <p>7,665 ↗145.1%</p>
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Audience Growth

See how your audience grew during the reporting period.

Audience Gained, by Day

⚠ Data Unavailable: We are unable to provide data for this date range.

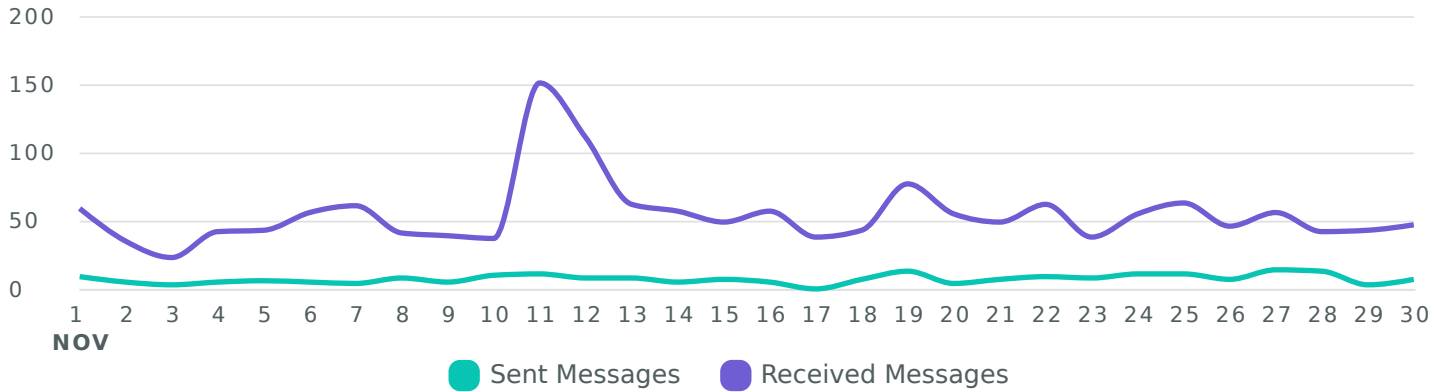


Audience Metrics	Totals	% Change
Total Audience ⓘ	38,422	↗ 1%
Total Net Audience Growth ⓘ	260	↗ 24.4%
Twitter Followers Gained	42	↘ 28.8%
Facebook Page Likes	171	↗ 69.3%
Instagram Followers Gained	146	↗ 8.1%
YouTube Subscribers Gained	0	→ 0%

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 ⓘ

218

↗ **40.6%**

Twitter Sent Messages

66

↗ 46.7%

Facebook Sent Messages

82

↗ 64%

Instagram Sent Messages

70

↗ 18.6%

YouTube Sent Messages

0

↘ 100%

Received Messages Metrics

Totals

% Change

Total Received Messages ⓘ

1,637

↗ **61.6%**

Twitter Received Messages

337

↗ 14.6%

Facebook Received Messages

770

↗ 128.5%

Instagram Received Messages

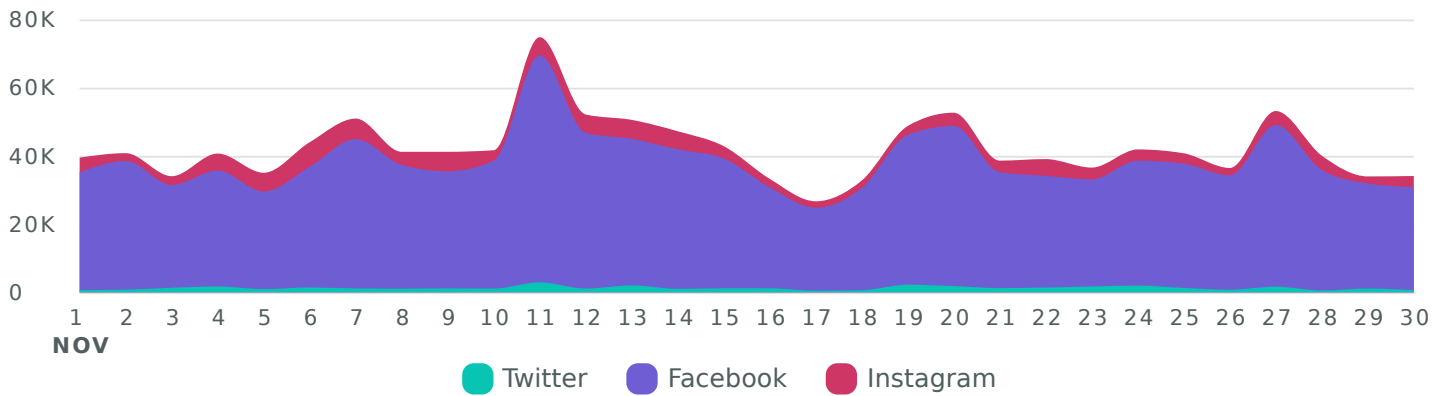
530

↗ 38.7%

Impressions

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

Impressions, by Day

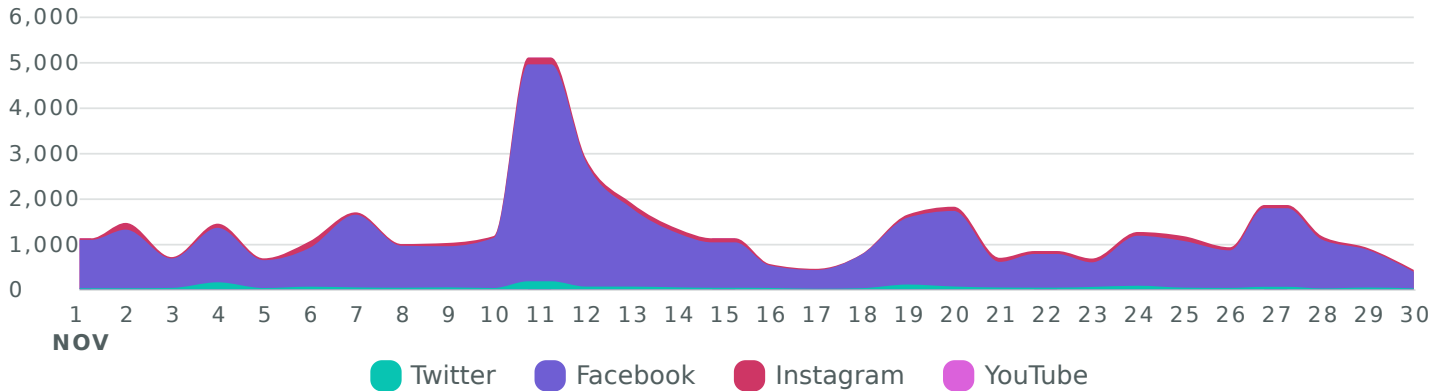


Impression Metrics	Totals	% Change
Total Impressions ⓘ	1,265,455	↗ 213.7%
Twitter Impressions	37,673	↗ 7%
Facebook Impressions	1,110,203	↗ 258%
Instagram Impressions	117,579	↗ 102.5%

Engagement

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

Engagements, by Day

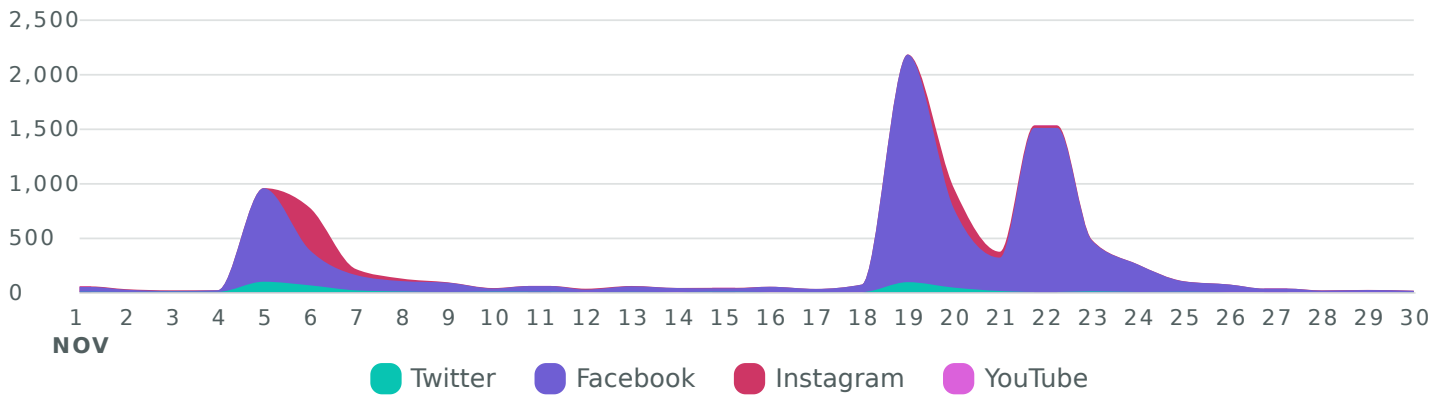


Engagement Metrics	Totals	% Change
Total Engagements ⓘ	38,799	↗75.9%
Twitter Engagements	1,425	↘10.2%
Facebook Engagements	35,217	↗88.3%
Instagram Engagements	2,157	↗21.8%
YouTube Engagements	0	→0%
Engagement Rate (per Impression) ⓘ	3.1%	↘43.9%

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 ⓘ	8,690	↗67%
Twitter Video Views	356	↘30.6%
Facebook Video Views	7,541	↗79.4%
Instagram Post Video Views	788	↗65.5%
YouTube Video Views	5	↘54.5%

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 Nov 1, 2021 - Nov 30, 2021	38,422 ↗ 1%	260 ↗ 24.4%	203 ↗ 55%	1,265,455 ↗ 213.7%	38,799 ↗ 75.9%	3.1% ↘ 43.9%	8,690 ↗ 67%
Compare to Oct 1, 2021 - Oct 31, 2021	38,033	209	131	403,397	22,063	5.5%	5,203
 @VisitGloucester	11,537	33	66	37,673	1,425	3.8%	356
 Gloucester	22,987	107	81	1,110,203	35,217	3.2%	7,541
 Visit Gloucester	8	0	—	N/A	0	—	5
 visitgloucester	3,890	120	56	117,579	2,157	1.8%	788