

# VISIT GLOUCESTER

## Social Media Performance

October 2021

 @VisitGloucester

 visitgloucester

 Gloucester

 Visit Gloucester

## Summary

**This month we grew our audience by 0.8% (209). Our posts had under 22,000 engagements (likes, shares, comments) across social channels and entered consumers screens 397k times. Although these figures are >10% down on last month, post link clicks were up by 42.9%- meaning consumers are visiting our website for more information.**

December content focus will on:

- Using TikTok to post videos following the success of integrating Instagram Reels.
- Bright Nights
- Ice rink and market at Gloucester Quays
- BID reindeer trail
- User Generated Content
- Throwbacks

## Top performing content

- Gloucester's Creepy Crawl
- 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](mailto: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	Engagement Metric	Value
1. @VisitGloucester Sat 10/9/2021 7:30 am BST Good morning Gloucester! Today we're sharing this beautiful photo showing the beginnings of Autumn in... 	Total Engagements	150
	Likes	30
	Comments	1
	Shares	4
	Post Link Clicks	1
	Other Post Clicks	114
	Other Engagements	0
2. @VisitGloucester Thu 10/21/2021 6:00 am BST Good Morning Gloucester! Today we are sharing with you a throwback to Gloucester Docks in the mid-1880s ... 	Total Engagements	105
	Likes	32
	Comments	0
	Shares	13
	Post Link Clicks	1
	Other Post Clicks	59
	Other Engagements	0
3. @VisitGloucester Sat 10/23/2021 7:30 am BST Good morning Gloucester! We wanted to brighten your morning with this beautiful photo of College Court in th... 	Total Engagements	67
	Likes	28
	Comments	0
	Shares	3
	Post Link Clicks	—
	Other Post Clicks	36
	Other Engagements	0


# Top 3 Instagram Posts

Post Rank	Post Date	Total Engagements	Likes	Comments	Saves
1	Sat 10/23/2021 7:30 am BST	197	188	5	4
2	Sat 10/2/2021 7:29 am BST	192	185	4	3
3	Sat 10/30/2021 7:34 am BST	113	111	2	0


  

Post Rank	Post Date	Total Engagements	Likes	Comments	Saves
1	Sat 10/23/2021 7:30 am BST	197	188	5	4

Good morning Gloucester! We wanted to brighten your morning with this beautiful photo of College Court in th...




Total Engagements	197
Likes	188
Comments	5
Saves	4

... 


  

Post Rank	Post Date	Total Engagements	Likes	Comments	Saves
2	Sat 10/2/2021 7:29 am BST	192	185	4	3

Happy Saturday Gloucester! We just had to share this striking photo of Gloucester Docks at night! 🌙 Taken ...




Total Engagements	192
Likes	185
Comments	4
Saves	3

... 


  

Post Rank	Post Date	Total Engagements	Likes	Comments	Saves
3	Sat 10/30/2021 7:34 am BST	113	111	2	0

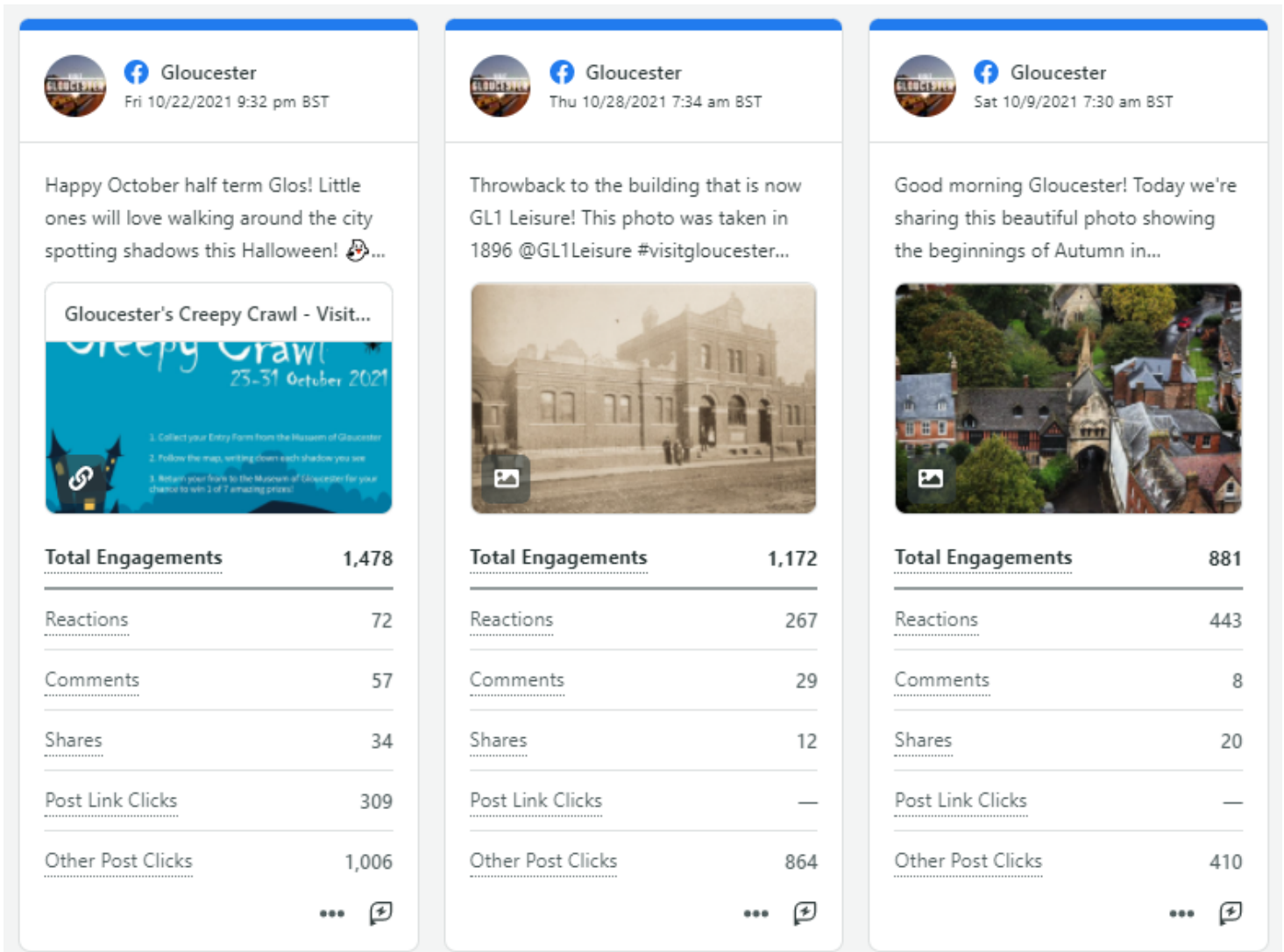
Happy Saturday Gloucester! Today we're sharing this lovely photo of Robert Raikes's House on Southgate...



Total Engagements	113
Likes	111
Comments	2
Saves	0

... 

# Top 3 Facebook Posts



## Included in this Report

 @VisitGloucester

 visitgloucester

 Gloucester

 Visit Gloucester

### Performance Summary

View your key profile performance metrics from the reporting period.

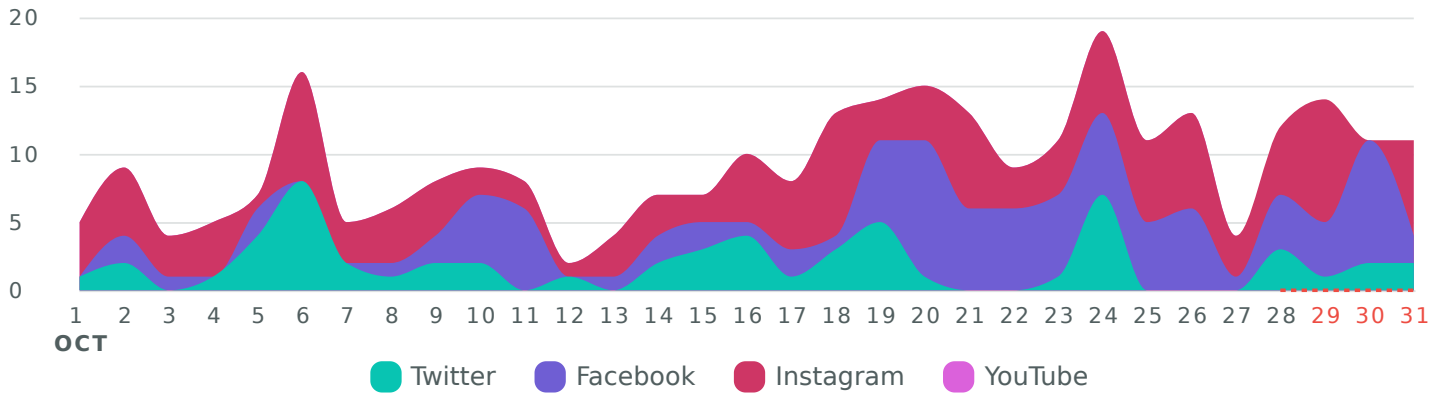
<p>Impressions ⓘ</p> <p><b>397,159</b> ↘ 9.4%</p>	<p>Engagements ⓘ</p> <p><b>21,790</b> ↘ 2.7%</p>	<p>Post Link Clicks ⓘ</p> <p><b>3,123</b> ↗ 42.9%</p>
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### Audience Growth

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.



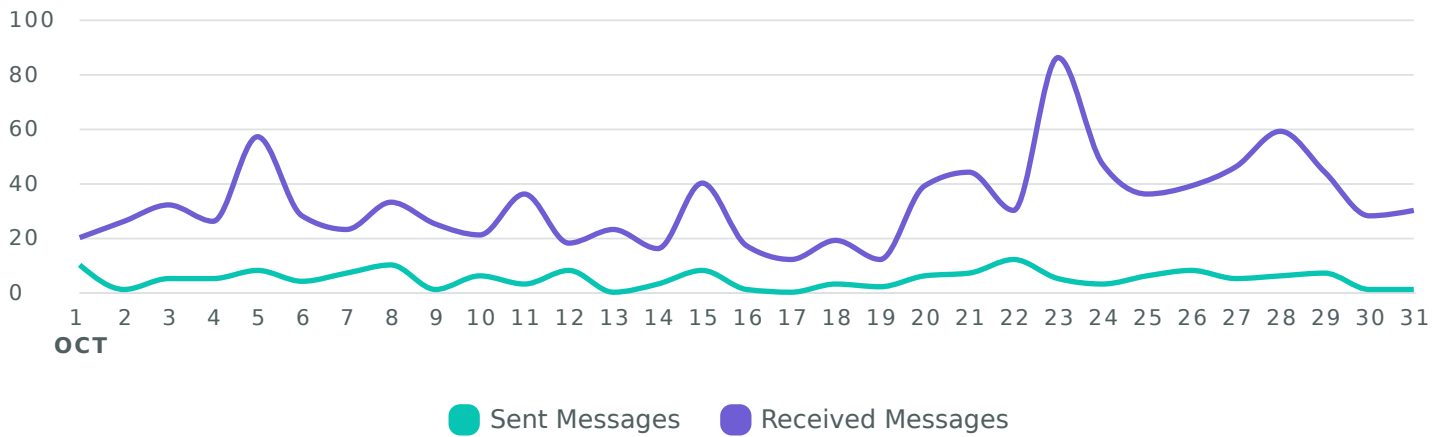
Audience Metrics	Totals	% Change
<b>Total Audience ⓘ</b>	<b>38,088</b>	<b>↗ 0.8%</b>
<b>Total Net Audience Growth ⓘ</b>	<b>209</b>	<b>↗ 25.9%</b>
Twitter Followers Gained	59	↗ 1.7%
Facebook Page Likes	99	↘ 4.8%
Instagram Followers Gained	132	↗ 13.8%
YouTube Subscribers Gained	0	↘ 100%



### Message Volume

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

Messages per Day



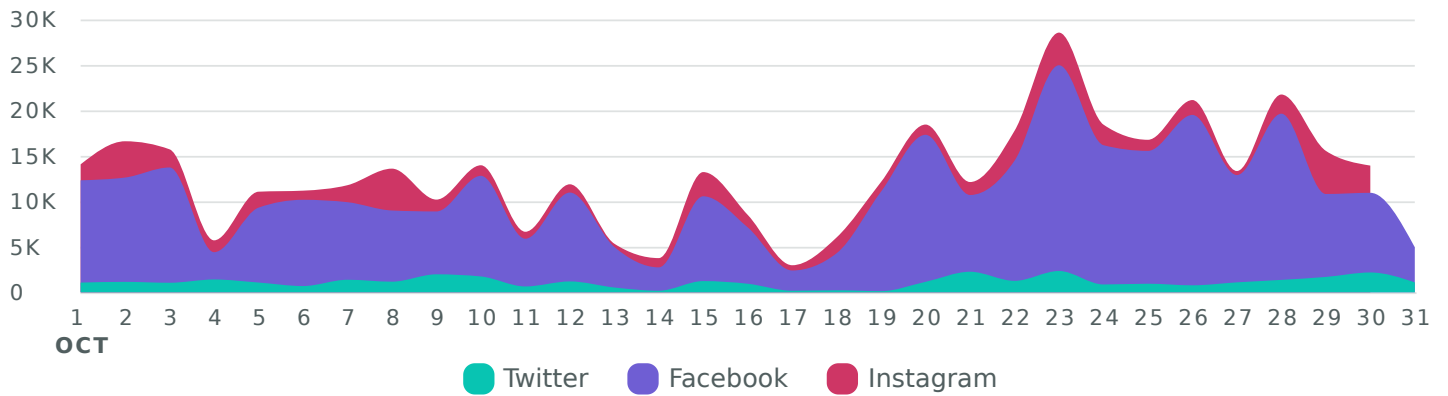
Sent Messages Metrics	Totals	% Change
<b>Total Sent Messages ⓘ</b>	<b>152</b>	<b>↘ 11.1%</b>
Twitter Sent Messages	45	↘ 13.5%
Facebook Sent Messages	47	↘ 27.7%
Instagram Sent Messages	59	↗ 9.3%
YouTube Sent Messages	1	↗ —

Received Messages Metrics	Totals	% Change
<b>Total Received Messages ⓘ</b>	<b>1,012</b>	<b>↘ 29.7%</b>

## Impressions

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

Impressions, by Day

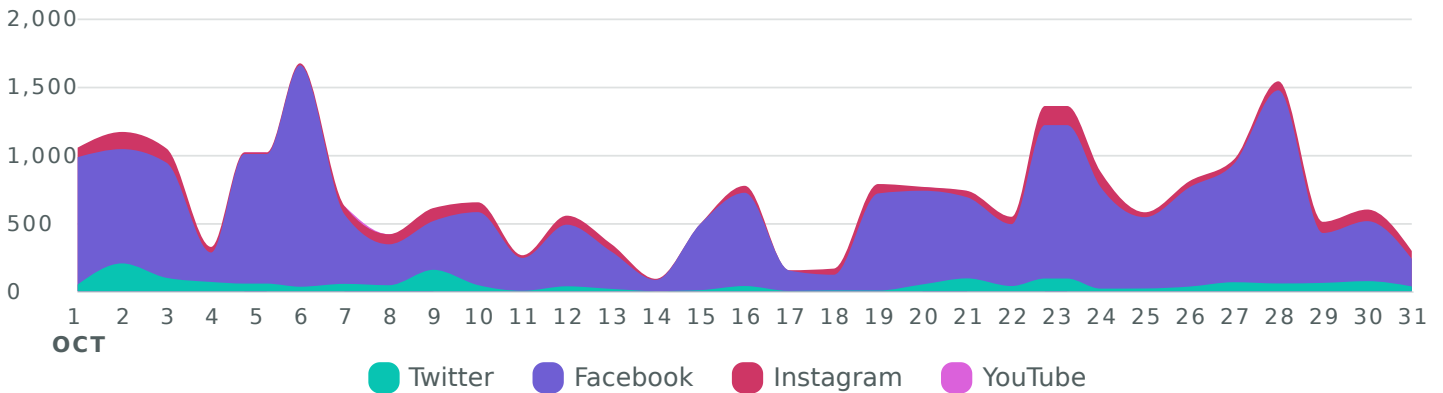


Impression Metrics	Totals	% Change
<b>Total Impressions ⓘ</b>	<b>397,159</b>	<b>↘9.4%</b>
Twitter Impressions	34,840	↘45.5%
Facebook Impressions	306,292	↘1.6%
Instagram Impressions	56,027	↘11.2%

## Engagement

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

Engagements, by Day

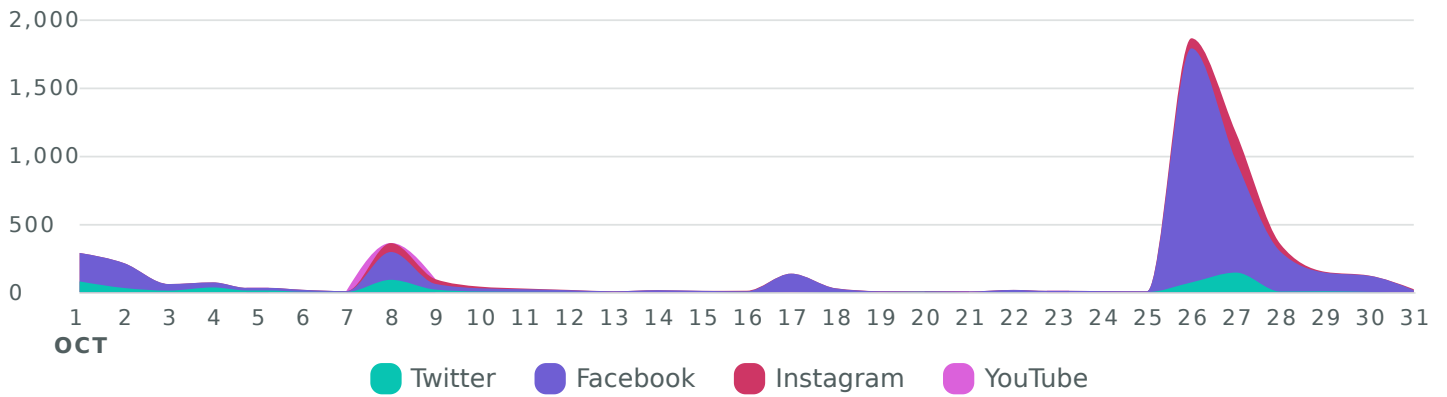


Engagement Metrics	Totals	% Change
<b>Total Engagements</b> ⓘ	<b>21,790</b>	<b>↘2.7%</b>
Twitter Engagements	1,565	↘20.8%
Facebook Engagements	18,454	↗1.2%
Instagram Engagements	1,771	↘18.6%
YouTube Engagements	0	↘100%
<b>Engagement Rate (per Impression)</b> ⓘ	<b>5.5%</b>	<b>↗7.4%</b>

### 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>5,161</b>	<b>↗ 155.1%</b>
Twitter Video Views	513	↗ 6,312.5%
Facebook Video Views	4,163	↗ 109.2%
Instagram Post Video Views	476	↗ 47,500%
YouTube Video Views	9	↘ 62.5%

## Profiles

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

Profile <sup>▲</sup>	Audience	Net Audience Growth	Published Posts	Impressions	Engagements	Engagement Rate (per Impression)	Video Views
<b>Reporting Period</b> Oct 1, 2021 - Oct 31, 2021	<b>38,088</b> ↗ 0.8%	<b>209</b> ↗ 25.9%	<b>131</b> ↘ 19.6%	<b>397,159</b> ↘ 9.4%	<b>21,790</b> ↘ 2.7%	<b>5.5%</b> ↗ 7.4%	<b>5,161</b> ↗ 155.1%
<b>Compare to</b> Sep 1, 2021 - Sep 30, 2021	<b>37,784</b>	<b>166</b>	<b>163</b>	<b>438,394</b>	<b>22,394</b>	<b>5.1%</b>	<b>2,023</b>
 <b>@VisitGloucester</b>	11,504	52	45	34,840	1,565	4.5%	513
 <b>Gloucester</b>	22,805	58	47	306,292	18,454	6%	4,163
 <b>Visit Gloucester</b>	8	0	1	N/A	0	—	9
 <b>visitgloucester</b>	3,771	99	38	56,027	1,771	3.2%	476