

VISIT GLOUCESTER

Social Media Performance


September 2022

 @VisitGloucester

 @visitgloucester

 Gloucester

 Visit Gloucester

 @visit_gloucester

Summary:

This month our audience grew by 0.5% (87). We had over 15.4K engagements on our posts (likes, shares, comments) across our social channels (this report included Twitter, Instagram, Facebook) and we entered consumer screens over 200,000 times.

This is a decrease on last month (August 2022). Our engagements are down by 76.6% and our impressions are down by 73.9%. This decrease will be due to the social media blackout we participated in during the mourning period following the death of Queen Elizabeth.

We did not post on TikTok during this month.

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 9/27/2022 10:30 am BST

GL1 Leisure Centre want to commemorate the history of this important part of Gloucester life! Do you have any photos or memories of...

| | |
|----------------------------|--------------|
| Total Engagements ⓘ | 2,098 |
| Reactions | 309 |
| Comments | 98 |
| Shares | 21 |
| Post Link Clicks | — |
| Other Post Clicks | 1,670 |

⋮

Gloucester

Thu 9/8/2022 9:16 pm BST

TOUR OF BRITAIN

STATEMENT

The Tour of Britain organisation, alongside the teams, riders and officials involved in the event, are deeply saddened by the passing of Her Majesty The Queen.

We would like to send our deepest condolences to the whole of the Royal Family.

As a result, stage six in Gloucestershire on Friday 9 September, scheduled to take place between Tewkesbury and Gloucester, will not take place.

Further updates in regards to the status of stages seven and eight will be provided in due course.

| | |
|----------------------------|--------------|
| Total Engagements ⓘ | 1,932 |
| Reactions | 115 |
| Comments | 28 |
| Shares | 43 |
| Post Link Clicks | — |
| Other Post Clicks | 1,746 |

⋮

Gloucester

Fri 9/2/2022 11:00 am BST

There are only a few more weeks to see the Titanic Honour and Glory Exhibition at the Museum of Gloucester This incredible...

| | |
|----------------------------|--------------|
| Total Engagements ⓘ | 1,713 |
| Reactions | 149 |
| Comments | 97 |
| Shares | 39 |
| Post Link Clicks | 248 |
| Other Post Clicks | 1,180 |

⋮

Top 3 Instagram Posts:



visitgloucester
Mon 9/26/2022 11:30 am BST

Be one of the first to explore this building which was closed for several years Gloucester Civic Trust have taken over this amazing and...



Total Engagements ⓘ 158

Likes 152

Comments 3

Saves 3



visitgloucester
Thu 9/8/2022 8:04 pm BST

Mayor, Cllr Howard Hyman has expressed great sadness following the announcement of the death of Her Majesty The Queen. Read...



Total Engagements ⓘ 144

Likes 141

Comments 0

Saves 3



visitgloucester
Thu 9/22/2022 10:00 am BST

Happy #throwbackthursday Today, we wanted to share with you this photo of Mariners Chapel! Please tag us in any old photos of...



Total Engagements ⓘ 71


Likes 69

Comments 2


Saves 0



Top 3 Twitter Posts:

 **@VisitGloucester**
Tue 9/27/2022 10:30 am BST

Do you have any photos or memories of GL1, Gloucester Leisure Centre or even before? [@GL1Leisure](#) would love to showcase them i...



| | |
|----------------------------|-----------|
| Total Engagements ⓘ | 76 |
| Likes | 21 |
| Comments | 4 |
| Shares | 3 |
| Post Link Clicks | 2 |
| Other Post Clicks | 45 |
| Other Engagements | 1 |

 **@VisitGloucester**
Thu 9/29/2022 10:00 am BST


Good Morning Gloucester! Today's [#throwbackthursday](#) is of Southgate Street looking towards the cross! Can you tell us...



| | |
|----------------------------|-----------|
| Total Engagements ⓘ | 54 |
| Likes | 8 |
| Comments | 1 |
| Shares | 1 |
| Post Link Clicks | 1 |
| Other Post Clicks | 43 |
| Other Engagements | 0 |

 **@VisitGloucester**
Mon 9/26/2022 11:30 am BST

Be one of the first to explore this building which was closed for several years! Guided Tours are now available and tell the stories of...



| | |
|----------------------------|-----------|
| Total Engagements ⓘ | 41 |
| Likes | 14 |
| Comments | 0 |
| Shares | 3 |
| Post Link Clicks | 17 |
| Other Post Clicks | 7 |
| Other Engagements | 0 |

sproutsocial

Included in this Report

 @VisitGloucester  Gloucester

 @visitgloucester

Performance Summary

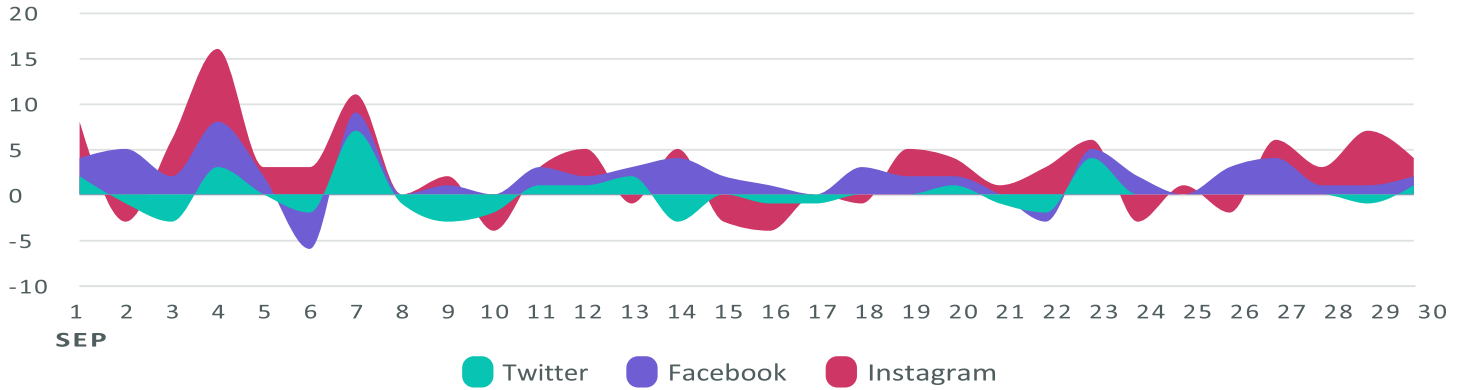
View your key profile performance metrics from the reporting period.

| | | |
|--|--|--|
| <p>Impressions</p> <p>261,050</p> <p>↘ 73.9%</p> | <p>Engagements</p> <p>15,454</p> <p>↘ 76.6%</p> | <p>Post Link Clicks</p> <p>1,527</p> <p>↘ 85.8%</p> |
| <p>5.9% ↘ 10.6% Engagement Rate (per impression)</p> | | |

Audience Growth

See how your audience grew during the reporting period.

Net Audience Growth, by Day

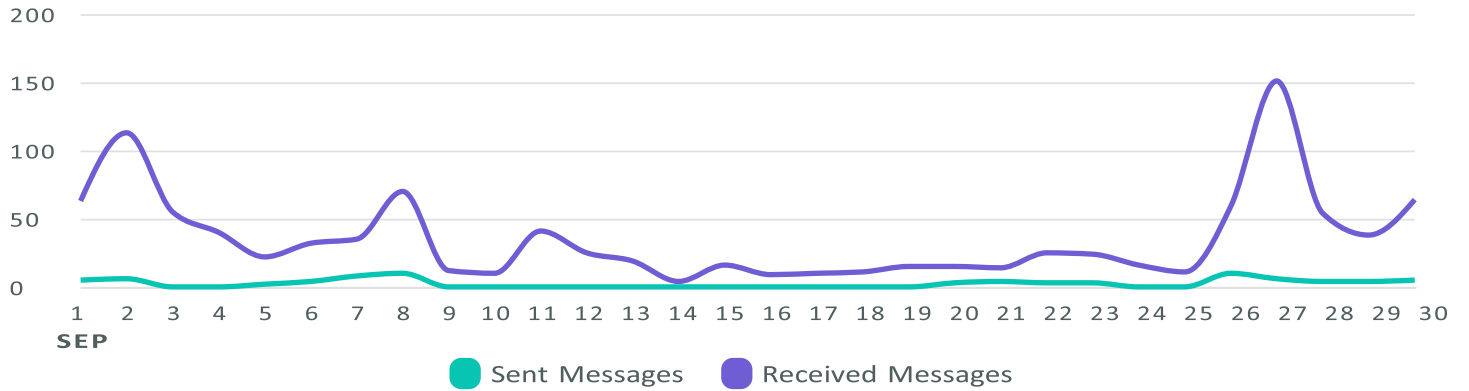


| Audience Metrics | Totals | % Change |
|----------------------------------|---------------|---------------|
| Total Audience | 41,455 | ↗0.5% |
| Total Net Audience Growth | 78 | ↘77.1% |
| Twitter Net Follower Growth | 1 | ↘66.7% |
| Facebook Net Page Likes | 44 | ↘71.4% |
| Instagram Net Follower Growth | 33 | ↘82.1% |

Message Volume

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

period. Messages per Day



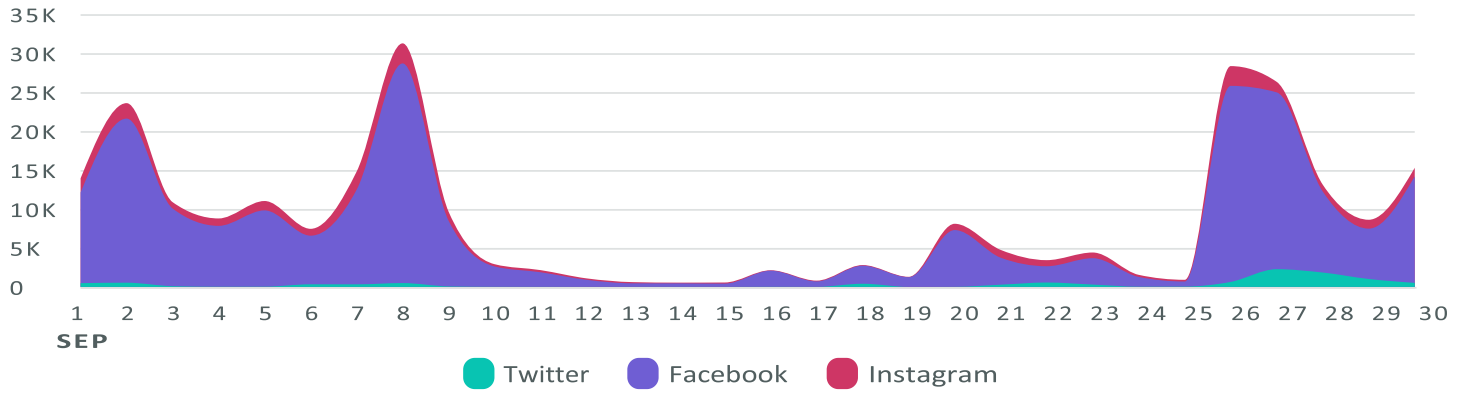
| Sent Messages Metrics | Totals | % Change |
|----------------------------|-----------|-------------|
| Total Sent Messages | 77 | ↘64% |
| Twitter Sent Messages | 16 | ↘33.3% |
| Facebook Sent Messages | 36 | ↘56.6% |
| Instagram Sent Messages | 25 | ↘76.6% |

| Received Messages Metrics | Totals | % Change |
|--------------------------------|--------------|---------------|
| Total Received Messages | 1,073 | ↘38.7% |
| Twitter Received Messages | 132 | ↘27.1% |
| Facebook Received Messages | 501 | ↘48.7% |
| Instagram Received Messages | 440 | ↘25.7% |

Impressions

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

Impressions, by Day

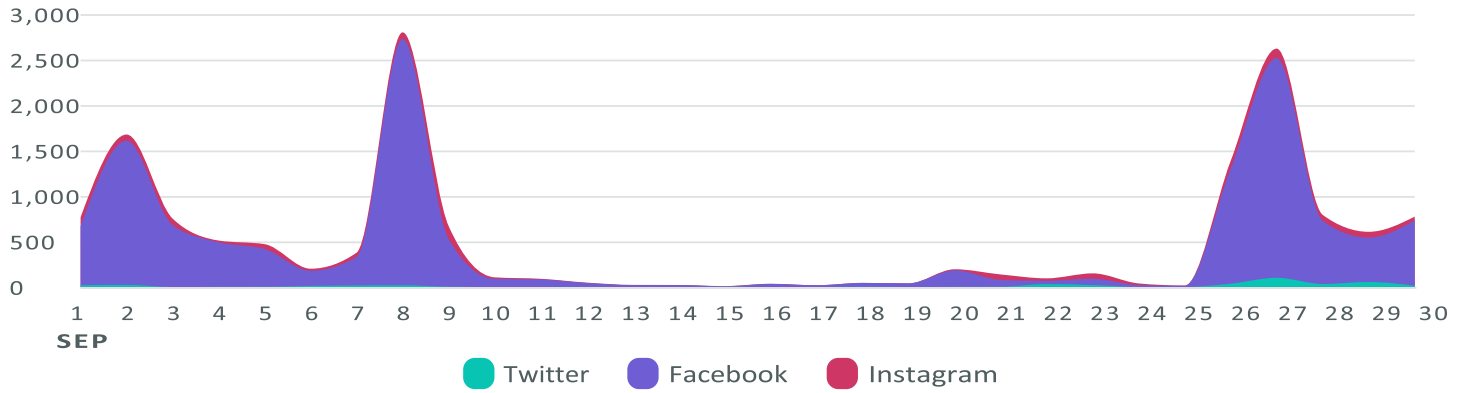


| Impression Metrics | Totals | % Change |
|--------------------------|----------------|----------------|
| Total Impressions | 261,050 | ↘ 73.9% |
| Twitter Impressions | 10,370 | ↘ 20.5% |
| Facebook Impressions | 224,765 | ↘ 75.3% |
| Instagram Impressions | 25,915 | ↘ 66.3% |

Engagement

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

Engagements, by Day

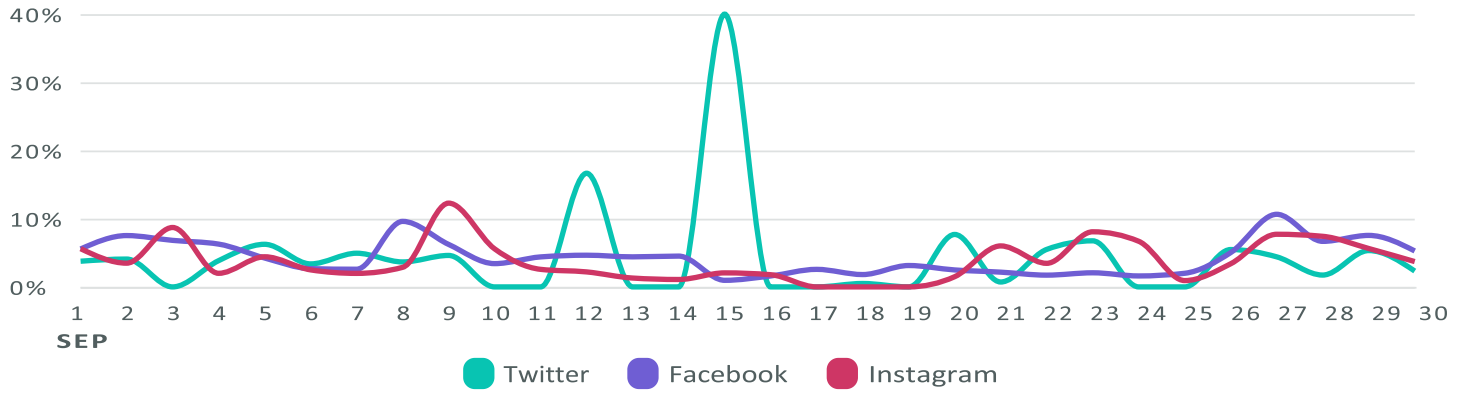


| Engagement Metrics | Totals | % Change |
|--------------------------|---------------|----------------|
| Total Engagements | 15,454 | ↘ 76.6% |
| Twitter Engagements | 383 | ↘ 30.5% |
| Facebook Engagements | 13,901 | ↘ 78.1% |
| Instagram Engagements | 1,170 | ↘ 45.4% |

Engagement Rate

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

Engagement Rate (per Impression), by Day

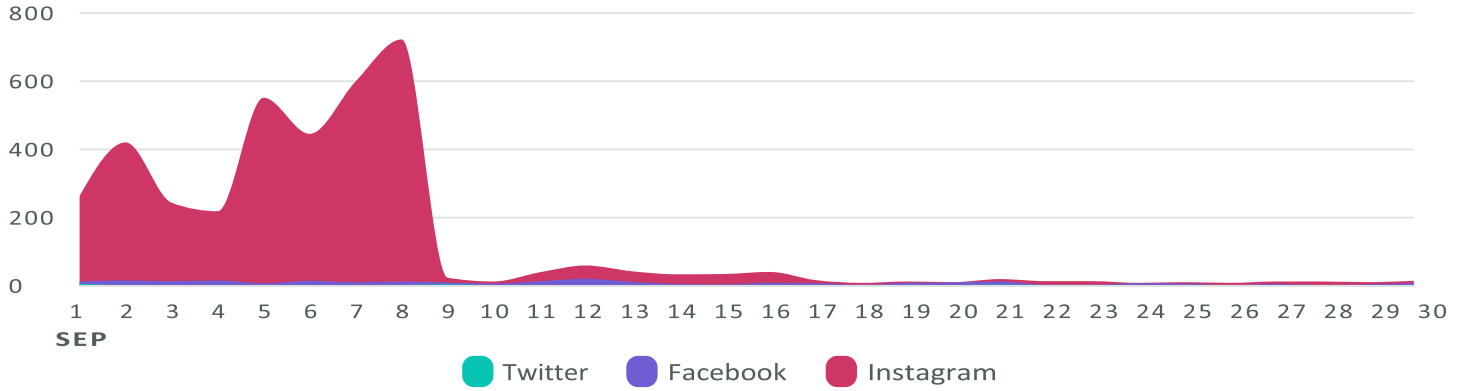


| Engagement Rate Metrics | Rate | % Change |
|---|-------------|----------------|
| Engagement Rate (per Impression) | 5.9% | ↘ 10.6% |
| Twitter Engagement Rate | 3.7% | ↘ 12.5% |
| Facebook Engagement Rate | 6.2% | ↘ 11.4% |
| Instagram Engagement Rate | 4.5% | ↗ 62.1% |

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 | 3,848 | ↘ 74.4% |
| Twitter Video Views | 6 | ↗ 20% |
| Facebook Video Views | 186 | ↘ 94.9% |
| Instagram Post Video Views | 3,656 | ↘ 67.9% |

Profiles

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

| Profile ▲ | Audience | Net Audience Growth | Published Posts | Impressions | Enga |
|---|----------------------|----------------------|--------------------|------------------------|------|
| Reporting Period Sep 1, 2022 – Sep 30, 2022 | 41,455 ↗ 0.5% | 78 ↘ 77.1% | 70 ↘ 56% | 261,050 ↘ 73.9% | |
| Compare to Aug 1, 2022 – Aug 31, 2022 | 41,249 | 341 | 159 | 998,336 | |
| @VisitGloucester | 11,884 | 1 | 16 | 10,370 | |
| Gloucester | 24,462 | 44 | 31 | 224,765 | |

| | | | | | |
|---|-----------------|-------|----|----|--------|
|  | visitgloucester | 5,109 | 33 | 23 | 25,915 |
|---|-----------------|-------|----|----|--------|
