

VISIT GLOUCESTER

Monthly Social Media Report 01 April – 30 April

Compared to 01 March – 31 March



This month we grew our audience by 1.8%. There was an average engagement rate of 4.9% across all channels, an increase of 36.4% compared to March. We reached over 560K users (down 37.3%) and entered consumer screens over 440K times (down 32.2%)

Top Content:

- New Business Opening – Roots & Seeds
- Easter Holiday Events
- TikTok Trends

AVERAGE POST ENGAGEMENT RATE

5.7%

Up 23%
Instagram

4.82%

Up 89.4%
X (Twitter)

3.33%

Up 27.1%
Facebook

5.89%

Down 29.4%
TikTok

POST COMMENTS & REPLIES

315

Down 70.5%
Facebook

19

Up 111%
Instagram

4

Up
TikTok

0

Down 100%
X (Twitter)

POST REACH

524,159

Down 40%
Facebook

27,897

Up 39.2%
Instagram

8,113

Up 958%
TikTok

POST IMPRESSIONS

394,646

Down 36.8%
Facebook

33,978

Up 46%
Instagram

2,448

Up 148%
X (Twitter)

9,395

Up 964%
TikTok

FANS & FOLLOWERS

30,919

Up 2.9%
Facebook

11,548

Down 0.2%
X (Twitter)

7,084

Up 1.1%
Instagram

1,986

Up 0.5%
TikTok

POST SHARES

428

Up 11.5%
Facebook

36

Up 56.5%
Instagram

8

Up
X (Twitter)

34

Up 750%
TikTok

f Top posts > Engagement rate



🌈 NOW OPEN 🌈 Roots & Seeds Café and Kitchen is now open at Gloucester Food Dock! This all-day café restaurant welcomes everyone, including dogs, and serves coffee, breakfast, brunch, and lunch Tuesday to Sunday. Its brasserie style menus of modern British dishes with influences from further

16.7% engagement rate



Roots & Seeds at the Gloucester_Food_Dock will officially be opening their doors on Tuesday 8 April! The opening of Roots + Seeds brings a fresh lunch selection to the Food Dock, from light bites and 'grab and go' takeaway options made to order in the Kitchen, to hearty mains. Read all about it on our

11.46% engagement rate



It's nearly May and the month is welcoming the sunny weather here in Gloucester with a few busy weeks! We have art exhibitions, markets, anniversary celebrations, live music, and sports! There is something for everyone! We've listed some highlights over on our blog!

7.48% engagement rate

📷 Top posts > Engagement rate



There is plenty of Easter family fun happening in Gloucester this year! With crafts, Easter egg hunts, trails, and family fun days, there is something for everyone! Read all about it on our blog! #visitgloucester #gloucester #gloucestershire #easter

12.56% engagement rate



Explore light and new life in the egg-cellent Easter trail at Gloucester Cathedral this April! Crack the clues and explore the Cathedral in this exciting new family trail! Find out more on our website! #visitgloucester #gloucester #gloucestershire

10.84% engagement rate



This Easter, head down to Gloucester Cathedral for their Easter Trail! Crack the clues and explore the Cathedral in this exciting new family trail and discover something new about Gloucester Cathedral! #visitgloucester #gloucester #gloucestershire

10.44% engagement rate

Top tweets



🌈 NOW OPEN 🌈 Roots & Seeds Café and Kitchen is now open at Gloucester Food Dock Read all about it on our blog! <https://ow.ly/5wxI50VAMkL>
<https://twitter.com/VisitGloucester/status/1912144656718049498/photo/1>

13.29% engagement rate



This Easter, head down to Gloucester Cathedral for their Easter Trail! Crack the clues and explore the Cathedral in this exciting new family trail and discover something new about Gloucester Cathedral. Find out more:
<https://ow.ly/ozun50VCgZm>

9.34% engagement rate



Happy Monday Gloucester! Check out our website for what's on this week:
<https://ow.ly/XGKq50VIFuM>
<https://twitter.com/VisitGloucester/status/1916787058879668314/photo/1>

8.66% engagement rate

Top posts > Engagement rate



What a view! #fyp #visitgloucester #gloucester #gloucestershire #cotswolds #traveltok #touristspot #gloucestercathedral

15% engagement rate



One of our favourite coffee spots! #fyp #visitgloucester #gloucester #gloucestershire #cotswolds #traveltok #touristspot #gloucestercathedral #icedcoffe #trend

11.74% engagement rate



Head down to the Cathedral now! #fyp #visitgloucester #gloucester #gloucestershire #cotswolds #traveltok #touristspot #gloucestercathedral

6.2% engagement rate