

VISIT GLOUCESTER

Monthly Social Media Report 01 April – 30 April

Compared to 01 March – 31 March



This month our audience increased by 0.6%. There was an average engagement rate of 5.67% across all channels, an increase of 28.9% compared to March. We reached over 372K users (up 88.3%) and entered consumer screens over 527K times (up 67.7%)

Top Content:

- What's On
- Sunny Pics

AVERAGE POST ENGAGEMENT RATE

5.96%

Up 20%
Instagram

7.51%

Up 72.5%
X (Twitter)

4.06%

Up 54.4%
Facebook

3.34%

Down 37%
TikTok

POST COMMENTS & REPLIES

200

Up 51.5%
Facebook

24

Up 26.3%
Instagram

0

No Change
X (Twitter)

0

Down 100%
TikTok

POST IMPRESSIONS

492,184

Up 86.7%
Facebook

31,821

Down 23%
Instagram

2,171

Down 49%
X (Twitter)

1,538

Down 71.7%
TikTok

FANS & FOLLOWERS

34,608

Up 0.7%
Facebook

11,278

Down 0%
X (Twitter)

8,013

Up 1.3%
Instagram

2,255

Up 0.7%
TikTok

POST SHARES

336

Up 66.3%
Facebook

60

Down 18.9%
Instagram

3

Down 84.2%
X (Twitter)

2

Down 66.7%
TikTok

f Top posts > Engagement rate



🌟 What's on in May! 🌟 May is here with two bank holidays and plenty of events and activities to keep us all entertained! Fingers crossed for a beautiful, warm and sunny month here in Gloucester! Here are some of this month's highlights! You can find out more about these events over on our blog:

9.83% engagement rate



There's plenty going on at Gloucester Guildhall over the next couple of months! Check out their website for more info: <https://ow.ly/wBAh50YQX8L>

7.94% engagement rate



The Orchard St Food & Craft Market returns this Saturday and Sunday! Wander, taste, and soak up the vibrant market-day atmosphere while meeting the friendly, passionate producers and makers! It's the perfect way to spend the weekend! Find out more: <https://ow.ly/Kl2P50YB7Si>

7.34% engagement rate

@ Top posts > Engagement rate



How gorgeous is the Cathedral in the sun? 🌞 How are you spending the sunny days? #VisitGloucester #Gloucester #Gloucestershire

14.29% engagement rate



There is still time to book tickets to 'Mindful Soldier: From The Choir Stall to The Front Line' at Gloucester Cathedral this Friday, 24 April! It will be an inspiring evening with Ash Alexander-Cooper exploring the story behind his acclaimed book Mindful Soldier. A conversation hosted by Jo Durrant on

9.52% engagement rate



Let's hope the sun pops its hat on and shines for us all this weekend! Here's just a quick reminder that you can take a look at some of the fab things to see, do and enjoy over the Bank Holiday Weekend and Easter Break on our blog. Link in bio! #VisitGloucester #Gloucester #Gloucestershire #Easter

7.74% engagement rate

🔍 Top tweets



🌟 What's on in May! 🌟 May is here with two bank holidays and plenty of events and activities to keep us all entertained! Fingers crossed for a beautiful, warm and sunny month here in Gloucester! We've listed this month's highlights on our blog: <https://ow.ly/oTqY50YRAv0>

16.83% engagement rate



Happy Monday Gloucester! If you are looking for things to do this week, make sure you check out our What's On page where you will find a wide range of events happening across the city! You can find all information here: <https://ow.ly/soS050YBFtr>

11.22% engagement rate



Let's hope the sun pops its hat on and shines for us all this weekend! Here's just a quick reminder of just some of the fab things to see, do and enjoy over the Bank Holiday Weekend and Easter Break - <https://ow.ly/T0oH50YBFXQ>
<https://twitter.com/VisitGloucester/status/2039735034966413355/photo/1>

10.34% engagement rate

📺 Top posts > Engagement rate



May is here with two bank holidays and plenty of events and activities to keep us all entertained! Fingers crossed for a beautiful, warm and sunny month in Gloucester! Here are some of this months highlights! #gloucester #cotswolds #fyp #thingstodo #travel

4.72% engagement rate



There's plenty going on at Gloucester Guildhall over the next couple of months! Check out their website for more info! #fyp #gloucester #cotswolds #travel #thingstodo

1.95% engagement rate