

VISIT GLOUCESTER

Monthly Social Media Report 01 August – 31 August

Compared to 01 July – 31 July



This month our audience increased by 1.1%. There was an average engagement rate of 4.23% across all channels, an increase of 7.4% compared to July. We reached over 551K users (up 2.7%) and entered consumer screens over 791K times (up 1.1%)

Top Content:

- Gloucester Goes Retro
- Latest News
- What's On

AVERAGE POST ENGAGEMENT RATE

4.41%

Up 12.6%
Instagram

4.38%

Down 12.6%
X (Twitter)

3.72%

Down 1%
Facebook

POST COMMENTS & REPLIES

374

Up 16.5%
Facebook

29

Up 93.3
Instagram

0

No Change
X (Twitter)

POST REACH

509,067

Up 2.5%
Facebook

42,758

Up 4.3%
Instagram

POST IMPRESSIONS

716,219

Down 0.4%
Facebook

73,779

Up 19.9%
Instagram

1,374

Down 15.3%
X (Twitter)

FANS & FOLLOWERS

33,269

Up 1.4%
Facebook

11,486

Up 0.1%
X (Twitter)

7,449

Up 1.8%
Instagram

POST SHARES

365

Down 14.5%
Facebook

36

Down 23.4%
Instagram

5

Down 37.5%
X (Twitter)

f Top posts > Engagement rate



What a day at Gloucester Goes Retro!! We hope you all had a lovely time!

21.9% engagement rate



WINNERS 🎉🎉 Congratulations to the winners of the Best Dressed Team and Window Competitions! Best Dressed Window: Acer Pets Best Dressed Team: Gloucester Antiques Centre Gloucester BID

15.34% engagement rate



On the 30 August, Gloucester Rugby will be taking over Kings Square to transform the heart of the City into a vibrant celebration of rugby, music, and family fun! This action-packed day marks the largest-ever rugby-themed event in Gloucester's city centre, with live screenings, interactive games,

8.99% engagement rate

@ Top posts > Engagement rate



Gloucester Civic Trust has announced its line up for Heritage Open Days 2025, the city's largest free festival of history and culture, taking place from Friday 12 - Sunday 14 September 2025! This year's national theme is Architecture, and Gloucester is set to shine with a vibrant programme of guided walks, talks,

8.94% engagement rate



It's August #visitgloucester #gloucester #gloucestershire #taylorswift #august

8.48% engagement rate



What a day at Gloucester Goes Retro!! We hope you all had a lovely time!
#visitgloucester #gloucester #gloucestershire #ggr #gloucestergoesretro

6.82% engagement rate

🔗 Top tweets



The summer is nearly over but September will still be keeping us busy! We've listed some highlights over on our blog! <https://ow.ly/mRFP50WNZER>
<https://twitter.com/VisitGloucester/status/1961360759352385996/photo/1>

8.39% engagement rate



Gloucester Goes Retro returns tomorrow! It is guaranteed to be a fantastic day! Find out more: <https://www.gloucestergoesretro.uk/>
<https://twitter.com/VisitGloucester/status/1958816655485620553/photo/1>

6.45% engagement rate



Who's Excited?! Gloucester Goes Retro returns in 5 days! 🎵 🚗 With a live music stage, the classic car show across the Gate Streets and Kings Square on Sea, there is something for everyone! This Saturday, 23 August! More info: <https://www.gloucestergoesretro.uk/>

6.34% engagement rate