

VISIT GLOUCESTER

Monthly Social Media Report 01 February – 28 February

Compared to 01 January – 31 January



This month our audience increased by 0.2%. There was an average engagement rate of 4.76% across all channels, an increase of 3.3% compared to January. We reached over 150K users (down 59.8%) and entered consumer screens over 230K times (down 59.3%)

Top Content:

- Announcements (Monopoly, Kingsholm Concerts)
- What's On
- Press Releases

AVERAGE POST ENGAGEMENT RATE

5.22%

Up 9.8%
Instagram

6.24%

Down 25.6%
X (Twitter)

3.46%

Down 8.7%
Facebook

4.23%

Up 17%
TikTok

POST COMMENTS & REPLIES

155

Down 65.3%
Facebook

16

Up 45.5%
Instagram

0

Down 100%
X (Twitter)

17

Up
TikTok

POST IMPRESSIONS

193,935

Down 63.4%
Facebook

23,391

Down 32.7%
Instagram

669

Up 0.8%
X (Twitter)

12,486

Up 654%
TikTok

FANS & FOLLOWERS

34,262

Up 0.2%
Facebook

11,294

Down 0.1%
X (Twitter)

7,837

Up 0.5%
Instagram

2,210

Up 0.8%
TikTok

POST SHARES

113

Down 22.6%
Facebook

88

Up 51.7%
Instagram

0

No Change
X (Twitter)

292

Up 5.7K%
TikTok

f Top posts > Engagement rate



This is great news!! We are so excited for the Kingsholm Summer Series! 🎵 🎵

9.69% engagement rate



Check out what's coming up at Gloucester Guildhall! There is plenty for everyone to enjoy! It's going to be a busy few weeks! You can find out more about these events on the guildhall website! #visitgloucester #gloucester #gloucestershire #gloucesterguildhall

9.12% engagement rate



After some dreary days, March is bringing the first official day of spring and some fun events to Gloucester! We have live music including the tickets going on sale for the Kingsholm Summer Series, which sees the first concerts in the Stadium since 2019! Pre-sale tickets launch on the 4 March and you can sign

7.26% engagement rate

@ Top posts > Engagement rate



The Gloucester Folk trail returns this week, 13 - 15 Feb! From traditional tunes to hands-on workshops and lively ceillidhs, the Gloucester Folk Trail offers something for everyone! Across the weekend, the city will come alive with live performances in local venues, creative folk craft sessions, and a vibrant

8.67% engagement rate



PASS, GO, collect £200 and advance to Gloucester! Monopoly have announced that they are coming to Gloucester and there is a perfect opportunity for local residents to get involved with the new creation of this iconic game! They have invited you to suggest Gloucester landmarks to be featured on the famous

7.83% engagement rate



Gloucester Walks! We recently walked three miles along the canal, from Gloucester Docks to Sims Bridge! What's your favourite Gloucester walk? #visitgloucester #gloucester #gloucestershire #walking

6.84% engagement rate

🔗 Top tweets



Did you see that Monopoly is coming to Gloucester? Yesterday, it was announced that Gloucester is getting its very own version of the world's favourite family board game. Read all about it on our blog: <https://ow.ly/JWGY50Yh7c7>

10.09% engagement rate



A new volunteer initiative is set to bring an even warmer welcome to the city as Welcome to Gloucester Ambassadors launches this year, led by Gloucester BID and local stakeholders! Read all about it on our blog: <https://ow.ly/Eibq50YkTQ3>

7.8% engagement rate



Did you know that Hotel Indigo Gloucester - The Forum, a new design-led boutique hotel, opens this season in the heart of Gloucester city centre? Read all about it on our blog: <https://ow.ly/40cz50Yht0a> <https://twitter.com/VisitGloucester/status/2024068941677514795/photo/1>

6.45% engagement rate

📌 Top posts > Engagement rate



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9.57% engagement rate



We have live music, theatre and the return of the Orchard St Food & Craft Market! #fyp #gloucester #travel #cotswolds #touristspot

3.89% engagement rate



It's looking to be a busy few weeks over at the Museum with lots of events and activities for everyone to enjoy, especially over half term! Find out more about these events over on the Museum website! #fyp #gloucester #cotswolds #travel #museum

3.28% engagement rate