

# VISIT GLOUCESTER

Monthly Social Media Report 01 January – 31 January

Compared to 01 December 25 – 31 December 25



This month our audience increased by 0.4%. There was an average engagement rate of 4.61% across all channels, an increase of 22% compared to December 2025. We reached over 373K users (down 3.7%) and entered consumer screens over 566K times (up 15.2%)

#### Top Content:

- Business Openings
- Dog Images
- Monthly What's On

# AVERAGE POST ENGAGEMENT RATE

4.75%

Up 23.3%  
Instagram

8.38%

Up 38.8%  
X (Twitter)

3.79%

Up 21.8%  
Facebook

3.62%

Down 26.1%  
TikTok

# POST COMMENTS & REPLIES

447

Up 255%  
Facebook

11

Up 120%  
Instagram

1

Up  
X (Twitter)

0

Down 100%  
TikTok

# POST REACH

0

Down  
Facebook

17,421

Up 4.1%  
Instagram

1,383

Down 31%  
TikTok

# POST IMPRESSIONS

529,238

Up 14.9%  
Facebook

34,748

Up 25.6%  
Instagram

664

Down 15.1%  
X (Twitter)

1,656

Down 33.7%  
TikTok

# FANS & FOLLOWERS

34,186

Up 0.6%  
Facebook

11,303

Down 0.3%  
X (Twitter)

7,798

Up 0.7%  
Instagram

2,193

Up 0.2%  
TikTok

# POST SHARES

146

Down 18.9%  
Facebook

58

Up 38.1%  
Instagram

0

No Change  
X (Twitter)

5

Down 28.6%  
TikTok

**f Top posts > Engagement rate**



Dog Owners – we need your help! Would you like your pooch to have 15 minutes of fame and be in the chance of winning a £20 Gloucester Gift Card? Here at Visit Gloucester we have written a Dog Friendly Gloucester Itinerary, and we need some images of the gorgeous doggos out and about in Gloucester

**9.92%** engagement rate



Have you seen the new JD Gyms that has opened up here in Gloucester? You can find them at Eastern Avenue Retail Park! If you are looking to join, you can get your first month of standard membership for just £5 using the code 'JD5'! This code is only valid until the 31 January, so sign up now on their website!

**8.57%** engagement rate



🌟 February Highlights 🌟 January is out of the way and Gloucester is getting busy! February brings the return of the Gloucester Folk Trail, theatrical productions, and a chance to fall in love with the city! Scroll to see the highlights and check out our website for a full list of what's on! #visitgloucester

**8.4%** engagement rate

**@ Top posts > Engagement rate**



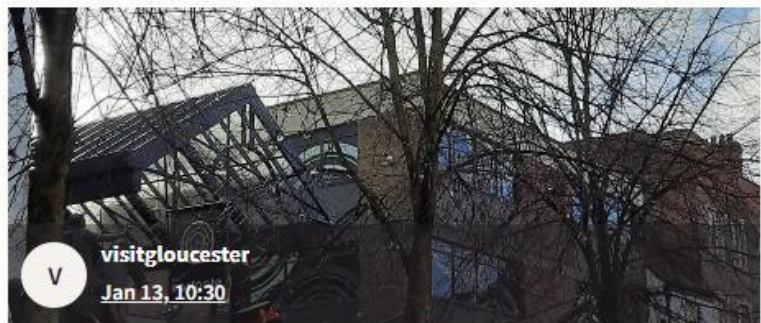
New year, new events, Free marketing by us for you! If you are hosting events in Gloucester, you can submit them to the Visit Gloucester website! All you have to do is fill out our online submission form! Once your events have been submitted, each will have its own page listing on the website, and they will be

**7.84%** engagement rate



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**7.32%** engagement rate



The much-loved Gloucester Folk Trail returns for 2026, promising three days of vibrant folk music, dance, hands-on workshops, performances and community spirit across the heart of the city from Friday 13 to Sunday 15 February 2026!

🎵 Organised by @gloucester\_bid, this city-wide festival celebrates the very

**7.22%** engagement rate

## Top tweets



@VisitGloucester  
Jan 16, 10:30

Exciting Foodie News! The Gloucester Food Dock is set to welcome two new independent businesses! Read all about in on our blog: <https://ow.ly/VHyT50XXQop>  
<https://twitter.com/VisitGloucester/status/2012110167442100582/photo/1>

**16.36%** engagement rate



@VisitGloucester  
Jan 08, 10:30

Welcome in the new year with The Folk of Gloucester at their traditional folk ceremony! Become part of a centuries-old custom as they bless the apple trees in their garden! 🍏 📅 Saturday 17 January, 10am-4pm Find out more: <https://ow.ly/pPkv50XTjyC> (c) Gareth Jayne

**9.35%** engagement rate



@VisitGloucester  
Jan 07, 10:30

This January, work has begun to restore the Pin Factory Annexe, a building of historic significance at The Folk of Gloucester! Read all about it on our blog: <https://ow.ly/v8ly50XSPcb> (c) Johan Jay Architects Limited  
<https://twitter.com/VisitGloucester/status/2008848654140870811/photo/1>

**8.91%** engagement rate

## Top posts > Engagement rate



visit\_gloucester  
Jan 30, 11:34

January is out of the way and Gloucester is getting busy! Scroll for some highlights and check out our website for a full list of what's on! #fyp #gloucester #cotswolds #travel

**3.62%** engagement rate