

# VISIT GLOUCESTER

Monthly Social Media Report 01 July – 31 July

Compared to 01 June – 30 June



This month our audience increased by 0.6%. There was an average engagement rate of 3.94% across all channels, a decrease of 7.4% compared to June. We reached over 537K users (down 20.6%) and entered consumer screens over 782K times (down 13.8%)

#### Top Content:

- Lions at Large
- Summer Holidays
- Events

# AVERAGE POST ENGAGEMENT RATE

3.76%

Up 3.8%  
Instagram

5.01%

Down 27%  
X (Twitter)

3.92%

Down 7.2%  
Facebook

# POST COMMENTS & REPLIES

321

Down 56.8%  
Facebook

15

Down 6.3%  
Instagram

0

No Change  
X (Twitter)

# POST REACH

496,476

Down 21.6%  
Facebook

40,992

Down 5.2%  
Instagram

# POST IMPRESSIONS

719,405

Down 14.6%  
Facebook

61,557

Down 3.9%  
Instagram

1,623

Down 6.1%  
X (Twitter)

# FANS & FOLLOWERS

32,822

Up 0.7%  
Facebook

11,480

Down 0.1%  
X (Twitter)

7,317

Up 1.2%  
Instagram

# POST SHARES

427

Down 24.6%  
Facebook

47

Down 24.2%  
Instagram

8

Up 14.4%  
X (Twitter)



**f Top posts > Engagement rate**



Gloucester  
Jul 19, 09:00

Tickets are now on sale for Poppy Fields, a powerful light and sound installation at Gloucester Cathedral created by the world-renowned projection art gallery and artistic collaboration Luxmuralis! Set within the Cathedral's beautiful sacred space, this immersive installation invites visitors to pause,

**10.58%** engagement rate



Gloucester  
Jul 25, 09:00

Don't forget to head down to the Fun Fair at Gloucester Park, there's only a few days left! You will find attractions for all the family, including thrills rides, family rides, children's rides, fun houses and more! Free entry, pay per ride!

Open until Sunday 27 July! Find out more: <https://ow.ly/MPsT50Wv7jE>

**10.21%** engagement rate



Gloucester  
Jul 18, 12:40

This Sunday! Find out more: <https://ow.ly/N5zj50WrN69>

**9.36%** engagement rate

**@ Top posts > Engagement rate**



visitgloucester  
Jul 20, 08:00

The summer holidays are starting so we compiled a list of some of the best things to do in Gloucester this summer! Read all about it on our blog!

#VisitGloucester #Gloucester #Gloucestershire #Summer

**8.37%** engagement rate



visitgloucester  
Jul 19, 09:00

Tickets are now on sale for Poppy Fields, a powerful light and sound installation at @gloucestercathedral created by the world-renowned projection art gallery and artistic collaboration Luxmuralis! Set within the Cathedral's beautiful sacred space, this immersive installation invites visitors

**7.42%** engagement rate



visitgloucester  
Jul 11, 09:01

Lions at Large is now roaring through the streets of Gloucester and Cheltenham! There are 32 large Lion sculptures, painted by local artists; celebrating Gloucestershire's rich history, culture and diversity! They will be joined by the Cub Club – a pride of little Lions lovingly created by local schools

**7.38%** engagement rate



🔍 Top tweets



Lions at Large is now roaring through the streets of Gloucester and Cheltenham! Find out more: <https://ow.ly/Xj0j50WoaoT>  
<https://twitter.com/VisitGloucester/status/1943670992334623200/photo/1>

**11.45%** engagement rate



The summer holidays are starting so we compiled a list of some of the best things to do in Gloucester this summer! Read all about it on our blog: <https://ow.ly/IBL750WrRVZ>  
<https://twitter.com/VisitGloucester/status/1946842664457925084/photo/1>

**9.86%** engagement rate



Tickets are now on sale for Poppy Fields, a powerful light and sound installation at @GlosCathedral created by the world-renowned projection art gallery and artistic collaboration Luxmuralis! Running from 17 Oct - 25 Oct. Book your tickets now! <https://ow.ly/meQt50Wr4Qu>

**8.29%** engagement rate