

VISIT GLOUCESTER

Monthly Social Media Report 01 June – 30 June

Compared to 01 May – 31 May



This month our audience increased by 0.3%. There was an average engagement rate of 5.08% across all channels, a decrease of 8.9% compared to May. We reached over 164K users (down 30.4%) and entered consumer screens over 237K times (down 28.5%)

Top Content:

- Summer of Sound
- Live Music
- What's On

AVERAGE POST ENGAGEMENT RATE

5.11%

Down 14.4%
Instagram

7.65%

Up 7.5%
X (Twitter)

3.72%

Up 5.2%
Facebook

4.75%

Down 4.1%
TikTok

POST COMMENTS & REPLIES

73

No Change
Facebook

19

Up 58.3%
Instagram

0

No Change
X (Twitter)

2

Up
TikTok

POST IMPRESSIONS

200,735

Down 33.3%
Facebook

34,073

Up 12.2%
Instagram

1,588

Up 101%
X (Twitter)

1,521

Up 180%
TikTok

FANS & FOLLOWERS

34,832

Up 0.2%
Facebook

11,262

Down 0.1%
X (Twitter)

8,155

Up 0.8%
Instagram

2,275

Up 0.7%
TikTok

POST SHARES

161

Down 0.6%
Facebook

42

Down 25%
Instagram

13

Up 550%
X (Twitter)

5

Up 150%
TikTok

Facebook Top posts > Engagement rate



Not long to go until the first Silent Disco in Kings Square on the 19 June! Grab a headset and choose your soundtrack as King's Square becomes a shared celebration of Gloucester's diverse communities. With state-of-the-art LED headphones, you control your musical journey. Switch between channels to

8.35% engagement rate



This summer, Gloucester is all about Sound! 🎵 From now until September, we're celebrating the sounds that make up our city, from some of the UK's biggest live music acts to the quiet places where you can find moments of connection. Featured events in Gloucester this summer include the Kingsholm

6.73% engagement rate



Gloucester's Summer of Sound is here! Over the next three months, the city has loads of amazing music, festivals, and gigs taking place, along with sound experiences and other ways to connect with each other, the natural world, and the city, through sound. This week, event organisers are shouting about some

6.24% engagement rate

Instagram Top posts > Engagement rate



A new self-led walking trail of Gloucester's historical and cultural sites is being launched on Saturday the 13 of June at St Michael's Tower! The map was set up by a partnership of local heritage and community organisations to offer a new way to explore the city over the summer. Copies of the free map will be

7.83% engagement rate



We have another busy weekend coming up here in Gloucester! Fingers crossed the weather improves! 🌞 Here's what's on: 🎧 Audio Junk Food Presents: Showcase 12 - The Thirsty Pine, 12 June. 🚶 Civic Trust Tours: Roman Gloucester Walks - Museum of Gloucester, 12 June. 🎉 Launch night: NEW

7.38% engagement rate



On Saturday 20 June, the Gloucester Vinyl Festival returns to Café Ren ! 🎵 They'll be bringing the vinyl loving community together for a day of music, beverages & dancing! You can look forward to: - All day vinyl DJ sets outdoors in the courtyard - Vinyl Open Deck - DJ sets until the early hours in the Main

6.73% engagement rate

🔗 Top tweets



It's looking to be a busy weekend in the city! Check out our website for a full list of what's on: <https://ow.ly/w9Jh50Z6Gpa>
<https://twitter.com/VisitGloucester/status/2062466946315014574/photo/1>

17.01% engagement rate



On Saturday 20 June, the Gloucester Vinyl Festival returns to Café René! 🎵 They'll be bringing the vinyl loving community together for a day of music, beverages & dancing! Find out more: <https://ow.ly/oSOU50Z9MF6>
<https://twitter.com/VisitGloucester/status/2064641299827827153/photo/1>

12.36% engagement rate



We have another busy weekend coming up here in Gloucester! Fingers crossed the weather improves! ☀️ Check out our website for what's on: <https://ow.ly/n97u50ZaVh>
<https://twitter.com/VisitGloucester/status/2065003688616219025/photo/1>

11.45% engagement rate

🎵 Top posts > Engagement rate



Sunset Sessions at @Gloucester_Food_Dock 🌞🌞🌞 In partnership with @themusicworksglos, each Thursday a local artist will be performing on the Food Dock Deck! Upcoming Dates: - 25 June - 2 July - 9 July - 16 July - 23 July - 30 July - 6 August Artist featured in this video: sometimesleanor #fyp #gloucester #cotswolds

4.89% engagement rate



From now until September, we're celebrating all the sounds that make up our city, from some of the UK's biggest live music acts to the quiet places where you can find moments of connection. Our featured events include the Kingsholm Summer Series, the Gloucester Cathedral Organ Festival, the Three Choirs Festival, the Rhythm &

4.6% engagement rate