

VISIT GLOUCESTER

Monthly Social Media Report 01 March – 31 March

Compared to 01 February – 28 February



This month we grew our audience by 0.7%. There was an average engagement rate of 4.3% across all channels, a decrease of 15.8% compared to January. We reached over 877K users (up 86.9%) and entered consumer screens over 648K times (up 59.3%)

Top Content:

- Bright Nights Events – The Whilers
- Exhibitions – Beyond The Veil, Moomins ABC
- Blogs/Press Releases – Mother's Day, Gloucester Cathedral, Festival of Archaeology

AVERAGE POST ENGAGEMENT RATE

4.69%

Down 10.1%
Instagram

2.55%

Down 32.2%
X (Twitter)

2.63%

Down 20.9%
Facebook

8.36%

Up 63.1%
TikTok

POST COMMENTS & REPLIES

1,045

Up 281%
Facebook

9

Down 30.8%
Instagram

0

Down 100%
TikTok

1

Up
X (Twitter)

POST REACH

856,683

Up 97.1%
Facebook

19,878

Down 24.9%
Instagram

754

Down 91%
TikTok

POST IMPRESSIONS

623,342

Up 71.4%
Facebook

23,017

Down 26.7%
Instagram

988

Down 56.2%
X (Twitter)

847

Down 91.1%
TikTok

FANS & FOLLOWERS

30,052

Up 1%
Facebook

11,568

Down 0.2%
X (Twitter)

7,007

Up 0.9%
Instagram

1,886

No Change
TikTok

POST SHARES

373

Up 24.3%
Facebook

23

Down 43.9%
Instagram

0

Down 100%
X (Twitter)

4

Down 91.8%
TikTok

Top posts > Engagement rate



Did you visit The Whilers while they were in Kings Square? We would love to hear your

8.35% engagement rate



There are two Morning Yoga Sessions coming at up Gloucester Cathedral this

5.75% engagement rate



There are still some tickets left for The Ultimate Bubble Show at Gloucester Guildhall! Find out more: [↓](#)

5.51% engagement rate

Top posts > Engagement rate



Mothering Sunday is a great reminder for us to show appreciation for the loved ones in

10.67% engagement rate



Gloucester Cathedral is delighted to have received a generous grant of £40,000 from

10.05% engagement rate



Happy Monday Gloucester. Here's what's on this week! - Moomin 80: Moomin ABC

7.23% engagement rate

Top tweets



Beyond The Veil Photography Exhibition
Kings Square On display until 15 March

5.3% engagement rate



Step into a world inspired by Moomins, catch
some live music, create some easter crafts

3.88% engagement rate



The much-anticipated Festival of
Archaeology returns to Gloucester in July

3.33% engagement rate

Top posts > Engagement rate



Step into a world inspired by Moomins this
Spring and Summer! Moomins ABC is open at

8.36% engagement rate