

VISIT GLOUCESTER

Monthly Social Media Report 01 March – 31 March

Compared to 01 February – 28 February



This month our audience increased by 0.4%. There was an average engagement rate of 4.4% across all channels, an decrease of 7.5% compared to February. We reached over 197K users (up 31.7%) and entered consumer screens over 314K times (up 36.5%)

Top Content:

- English Tourism Week
- What's On
- Cathedral News & Events

AVERAGE POST ENGAGEMENT RATE

4.97%

Down 4.9%
Instagram

4.35%

Down 30.2
X (Twitter)

2.63%

Down 24%
Facebook

5.3%

Up 24.8%
TikTok

POST COMMENTS & REPLIES

132

Down 14.8%
Facebook

19

Up 18.8%
Instagram

0

No Change
X (Twitter)

2

Down 88.2%
TikTok

POST IMPRESSIONS

263,666

Up 36%
Facebook

41,317

Up 76.6%
Instagram

4,256

Up 536%
X (Twitter)

5,436

Down 56.5%
TikTok

FANS & FOLLOWERS

34,369

Up 0.3%
Facebook

11,282

Down 0.1%
X (Twitter)

7,911

Up 0.9%
Instagram

2,240

Up 1.4%
TikTok

POST SHARES

202

Up 78.8%
Facebook

88

Up 51.7%
Instagram

19

Up
X (Twitter)

6

Down 97.9%
TikTok

f Top posts > Engagement rate



Gloucester Cathedral will celebrate a landmark moment in its musical history this June with the unveiling of its new organ at the Gloucester Cathedral Organ Festival taking place 13-15 June 2026! This special weekend of performances and events will offer audiences the opportunity to experience the full power of

7.9% engagement rate



Easter weekend will soon be upon us and there is lots going on in the city, and lots of Easter Activities over the coming weeks too! 🌈 We've listed these events & activities on our blog: <https://ow.ly/19p950YAC8Q>

6.82% engagement rate



April showers can't get us down when there is so much to look forward to! Live music, guided tours, markets - there is something for everyone to enjoy! Here are some highlights! We've also listed them on our blog here: <https://ow.ly/Wo6o50YzAL9>

6.38% engagement rate

@ Top posts > Engagement rate



This Easter, Gloucester Cathedral warmly welcomes all to share in a rich and varied programme of services and events celebrating this season of hope and new life! 🌈 At the centre of the programme are the Cathedral's Holy Week and Easter services, open to all with no booking required. Highlights include

9.16% engagement rate



Guess what!! There's only a few days left until the Orchard St Food & Craft market returns to Gloucester Quays! 🌈 Set against the stunning backdrop of Gloucester Quays, the market brings together an exciting mix of delicious, locally sourced food and drink, artisan arts and crafts, jewellery, homeware,

7.51% engagement rate



One of Gloucester's most distinctive historic landmarks is preparing to welcome visitors once again as St Michael's Tower reopens for the summer season on Wednesday 1 April 2026! Throughout April, the tower will be open daily from 10:30 a.m. to 2:00 p.m., giving visitors the chance to step inside and

7.48% engagement rate

🔗 Top tweets



'The Queen of Classics' and one of Britain's top TV historians, Mary Beard, has been announced as a headline speaker at the Gloucester History Festival Spring Weekend in April! Read all about it on our blog: <https://ow.ly/xhV650Yp7vx>.

9.8% engagement rate



This Saturday, 7 march, you can visit Gloucester Cathedral's medieval library! See books the choir sang from, read the tales of musicians and find out a little more about some of the "unsung" women represented in the musical collection! Find out more: <https://ow.ly/a0Rw50Ypvn6>

9.09% engagement rate



Easter weekend will soon be upon us and there is lots going on in the city, and lots of Easter Activities over the coming weeks too! 🌈 We've listed these events & activities on our blog: <https://ow.ly/HCKf50YAC80> <https://twitter.com/VisitGloucester/status/2038602744911577527/photo/1>

8.77% engagement rate

📺 Top posts > Engagement rate



We visited Gloucester Cathedral for English Tourism Week! We are spending the week celebrating some of the amazing businesses we have here in the city. Check it out! #EnglishTourismWeek26 #fyp #gloucester #travel #gloucestercathedral

9.07% engagement rate



We couldn't celebrate our amazing Gloucester businesses without visiting the incredible LV14 Sula Lightship which we did today on the 5th day of English Tourism Week! We've been loving this week so make sure to check out our other videos! #EnglishTourismWeek26 #fyp #gloucester #travel #cotswolds

8.55% engagement rate



For the fourth day of English Tourism Week, we are with Gloucester Rugby! Don't forget to keep an eye out on our socials for our daily videos celebrating the best of Gloucester's businesses! #EnglishTourismWeek26 #fyp #gloucester #gloucester rugby #travel

7.64% engagement rate