

# VISIT GLOUCESTER

Monthly Social Media Report 01 May – 31 May

Compared to 01 April – 30 April



This month we grew our audience by 2.5%. There was an average engagement rate of 4.04% across all channels, a decrease of 17.4% compared to April. We reached over 999K users (up 78.4%) and entered consumer screens over 980K times (up 123%)

#### Top Content:

- Weekly What's On
- Events – Dragon Boats & Markets
- Half Term

# AVERAGE POST ENGAGEMENT RATE

4.28%

Down 24.8%  
Instagram

4.28%

Down 11.4%  
X (Twitter)

3.81%

Up 14.7%  
Facebook

3.66%

Down 37.8%  
TikTok

# POST COMMENTS & REPLIES

1,035

Up 229%  
Facebook

16

Down 15.8%  
Instagram

0

Down 100%  
TikTok

1

Up  
X (Twitter)

# POST REACH

976,302

Up 86.3%

Facebook

22,333

Down 19.9%

Instagram

765

Down 90.6%

TikTok

# POST IMPRESSIONS

948,720

Up 140%  
Facebook

28,760

Down 15.4%  
Instagram

1,708

Down 30.2%  
X (Twitter)

871

Down 90.7%  
TikTok

# FANS & FOLLOWERS

32,175

Up 4.1%  
Facebook

11,492

Down 0.5%  
X (Twitter)

7,154

Up 1%  
Instagram

1,897

Up 0.1%  
TikTok

# POST SHARES

977

Up 128%  
Facebook

20

Down 44.4%  
Instagram

6

Down 25%  
X (Twitter)

2

Down 94.1%  
TikTok



**f Top posts > Engagement rate**



The Dragon Boat Festival returns to Gloucester Docks this Sunday, 18 May!  
Find out more below!

**12.52%** engagement rate



The city centre blooms with colour this summer! 🌸 🌻 🌼 For the sixth year running, Gloucester BID is transforming the city centre with stunning summer planters. Over the coming weeks, more than 125 displays - ranging from hanging baskets and multitiered arrangements to boxed and barrier planters -

**9%** engagement rate



Gloucester is welcoming June with Dinosaurs, markets, live music, and Moomins! We've listed some highlights over on our blog!  
<https://ow.ly/TLuk50W1nYE>

**6.75%** engagement rate

**@ Top posts > Engagement rate**



It's set to be a busy half-term in Gloucester! With Moomin events, history tours, and wildlife explorations, there is something for everyone! Read all about it on our blog! #visitgloucester #gloucester #gloucestershire #halfterm

**11.4%** engagement rate



The city centre blooms with colour this summer! 🌸 🌻 🌼 For the sixth year running, Gloucester BID is transforming the city centre with stunning summer planters. Over the coming weeks, more than 125 displays - ranging from hanging baskets and multitiered arrangements to boxed and barrier planters -

**7.49%** engagement rate



The annual Dragon Boat Festival returns to Gloucester Docks this Sunday, 18 May! 16 teams have signed up and are ready to race for the coveted Dragon Boat Shield! The first race starts at 10.30am! #visitgloucester #gloucester #gloucestershire

**7.02%** engagement rate



## Top tweets



Happy Monday Gloucester! Check out our website for what's on this week:  
<https://ow.ly/wZHk50VUNyh>  
<https://twitter.com/VisitGloucester/status/1924397213590942150/photo/1>

**8.47%** engagement rate



Happy Monday Gloucester! Check out our website for what's on this week:  
<https://ow.ly/F29U50VQQcc>  
<https://twitter.com/VisitGloucester/status/1921860501056659877/photo/1>

**7.59%** engagement rate



We hope you had a lovely bank holiday Gloucester! Check out our website for what's on this week: <https://ow.ly/rzfN50VNu4c>  
<https://twitter.com/VisitGloucester/status/1919686173494009892/photo/1>

**7.33%** engagement rate

## Top posts > Engagement rate



Head down this weekend! #fyp #visitgloucester #gloucester #gloucestershire  
#cotswolds #traveltok #touristspot

**3.66%** engagement rate