

VISIT GLOUCESTER

Monthly Social Media Report 01 May – 31 May

Compared to 01 April – 30 April



This month our audience increased by 0.4%. There was an average engagement rate of 5.63% across all channels, a decrease of 0.8% compared to April. We reached over 286K users (down 23%) and entered consumer screens over 331K times (down 37.2%)

Top Content:

- The Folk
- What's On
- Kings Bastion

AVERAGE POST ENGAGEMENT RATE

6.07%

Up 1.8%
Instagram

7.19%

Down 4.3%
X (Twitter)

3.42%

Down 15.9%
Facebook

5.35%

Up 60.4%
TikTok

POST COMMENTS & REPLIES

73

Down 63.5%
Facebook

12

Down 50%
Instagram

0

No Change
X (Twitter)

0

No Change
TikTok

POST IMPRESSIONS

299,999

Down 39%
Facebook

21,153

Down 5.1%
Instagram

786

Down 63.8%
X (Twitter)

493

Down 67.9%
TikTok

FANS & FOLLOWERS

34,764

Up 0.5%
Facebook

11,274

Down 0%
X (Twitter)

8,089

Up 0.9%
Instagram

2,260

Up 0.2%
TikTok

POST SHARES

164

Down 51.2%
Facebook

55

Down 8.3%
Instagram

2

Down 0%
X (Twitter)

2

Down 33.3%
TikTok

f Top posts > Engagement rate



Before & After ✨ A piece of Gloucester's history has been successfully restored thanks to the hard work of several heritage organisations working together! The Pin Factory Annexe, located in the courtyard of The Folk of Gloucester is an important part of Gloucester's pin manufacturing history. In

9.2% engagement rate



7.41% engagement rate



Sounds, art and family fun. What more could you want? After a very warm end of May, June is bringing a range of exciting events to Gloucester! Here are just some of the highlights! You can read more about them over on our blog: <https://ow.ly/eX0V50Z53nW>

6.97% engagement rate

@ Top posts > Engagement rate



Don't forget to book onto one of the Cathedral's Tower Tours! You will get the chance to climb 269 steps to the top of Gloucester's most iconic landmark and enjoy breath taking views of 40 miles over the countryside, and will get behind the scenes access to ancient roof spaces and see the largest medieval bell in

10.21% engagement rate



9.68% engagement rate



Before & After ✨ A piece of Gloucester's history has been successfully restored thanks to the hard work of several heritage organisations working together! The Pin Factory Annexe, located in the courtyard of @thefolkofgloucester is an important part of Gloucester's pin manufacturing

8.31% engagement rate

🔗 Top tweets



Sounds, art and family fun. What more could you want? After a very warm end of May, June is bringing a range of exciting events to Gloucester! We've listed some of the highlights over on our blog: <https://ow.ly/gt7P50Z53nZ>
<https://twitter.com/VisitGloucester/status/2059941556652564632/photo/1>

11.88% engagement rate



From the 16 - 30 May, Gloucester Civic Trust is hosting a range of activities and events as part of the Gloucester Local History Month! Find out more: <https://ow.ly/3VHb50YWrt7>
<https://twitter.com/VisitGloucester/status/2053037386477523120/photo/1>

7.37% engagement rate



This month, The Folk of Gloucester is opening an exhibition and a programme of events to celebrate and remember important campaigns and protests that have happened in the last 100 years since the General Strike of 1926. You can read about in on our blog:

6.88% engagement rate

📺 Top posts > Engagement rate



Two metres below ground you can find the King's Bastion, the remains of a section of Gloucester's Roman wall with a defensive tower. A gorgeous part of this city's history, right below our feet! #gloucester #cotswolds #fyp #touristspot #history

5.35% engagement rate