

# VISIT GLOUCESTER

Monthly Social Media Report 01 November – 30 November

Compared to 01 October – 31 October



This month our audience increased by 0.5%. There was an average engagement rate of 5.55% across all channels, an increase of 8% compared to October. We reached over 347K users (up 11.4%) and entered consumer screens over 458K times (up 3%)

### Top Content:

- Christmas
- New Openings
- Lantern Parade

# AVERAGE POST ENGAGEMENT RATE

**6.54%**

Up 17.4%  
Instagram

**3.98%**

Down 50.8%  
X (Twitter)

**3.71%**

Down 7%  
Facebook

# POST COMMENTS & REPLIES

254

Up 47.7%  
Facebook

26

Up 117%  
Instagram

1

Up  
X (Twitter)

# POST REACH

326,524

Up 11.6%  
Facebook

21,286

Up 7.8%  
Instagram

# POST IMPRESSIONS

**418,349**

Up 2.8%  
Facebook

**38,828**

Up 3.1%  
Instagram

**1,507**

Up 280%  
X (Twitter)

# FANS & FOLLOWERS

33,901

Up 0.8%  
Facebook

11,343

Down 0.9%  
X (Twitter)

7,680

Up 1%  
Instagram

# POST SHARES

205

Up 18.5%  
Facebook

177

Up 142%  
Instagram

3

Down 25%  
X (Twitter)

## Top posts > Engagement rate



G Gloucester  
Nov 13, 20:18

Two days until Christmas starts officially in Gloucester! 🎄🎅 This Saturday, come along with your family and friends as the city bursts into light with the annual Lantern Parade, Tree of Light and Christmas Lights Switch-On. Enjoy carols at the Cathedral and then witness the spectacle of dozens of magical

**9.76%** engagement rate



G Gloucester  
Nov 07, 10:30

The Lantern Parade Returns next week! 🎄 Enjoy a carol service at the Cathedral followed by the Lantern Parade inspired by how community is found in nature, lighting the way through the City Centre, and inspiring us to think about how coming together as a community is our superpower! 🎉 Saturday

**8%** engagement rate



G Gloucester  
Nov 17, 13:40

Now that we've all come down from the excitement of the Lantern Parade & Christmas Light Switch On, we would love to hear your feedback! 🎄 Fill out the feedback from here: <https://ow.ly/U3PG50XsNSE>

**7.85%** engagement rate

## Top posts > Engagement rate



V visitgloucester  
Nov 26, 10:30

The Cathedral Christmas at Night Experience returns on the 5 December! 🎄 Everything looks and feels just a bit more beautiful after dark in the Cathedral at this time of year. Wander among the twinkling lights and decorations while music fills the air. Don't forget your camera! Enjoy live performances from

**11.23%** engagement rate



V visitgloucester  
Nov 18, 11:45

Who's excited!!? #visitgloucester #gloucester #gloucestershire #gloucesterquays #søstrenegrene #shopping

**9.61%** engagement rate



V visitgloucester  
Nov 06, 10:30

Welcome Christmas with the Gloucester Food Dock as they officially light up the Docks Christmas tree and the Food Dock Christmas Light Installations! 🎄 Enjoy festive music, mulled wine, hot drinks from the Food Dock, and a visit from Father Christmas as we count down together for the big switch on! It's

**9.59%** engagement rate

## X Top tweets



@  
VisitGloucester  
Nov 07, 10:30

The Lantern Parade Returns next week! 🎄 Enjoy a carol service at the Cathedral followed by the Lantern Parade inspired by how community is found in nature, lighting the way through the City Centre! 🗓 Saturday 15 November  
👉 Find out more: <https://ow.ly/pATU50XmZoI>

**9.5%** engagement rate



@  
VisitGloucester  
Nov 03, 10:45

It's time to get in the festive mood as the Gloucester Quays Christmas Markets return this weekend! 🎁 Who's going down? 🎄 🗓 Sat 08 Nov, 10:00 - 18:00 🗓 Sun 09 Nov, 10:00 - 17:00 👉 Find out more: <https://ow.ly/PH8A50XIEB4>  
🕒 (c) Gloucester Quays

**8.16%** engagement rate



@  
VisitGloucester  
Nov 17, 10:30

Wrap up warm and make a date to join family and friends at the amazing Gloucester Quays Open-Air Ice Rink from November 20 to January 4! 🎩 Skate under the stars with your loved ones, whilst soaking in the stunning historic docks! Book your tickets now: <https://ow.ly/xy0R50XsE0E>

**4.81%** engagement rate