

VISIT GLOUCESTER

Monthly Social Media Report 01 October – 31 October

Compared to 01 September – 30 September



This month our audience increased by 0.4%. There was an average engagement rate of 5.14% across all channels, a decrease of 3.8% compared to September. We reached over 312K users (down 15%) and entered consumer screens over 445K times (down 16.5%)

Top Content:

- Latest News
- New Openings
- Events

AVERAGE POST ENGAGEMENT RATE

5.57%

Down 3.2%
Instagram

8.1%

Up 46.9%
X (Twitter)

3.99%

Down 0.6%
Facebook

POST COMMENTS & REPLIES

172

Down 59.4%
Facebook

12

Down 55.6%
Instagram

0

No Change
X (Twitter)

POST REACH

292,476

Down 14.9%

Facebook

19,738

Down 16%

Instagram

POST IMPRESSIONS

407,098

Down 16.3%

Facebook

37,664

Down 18.4%

Instagram

397

Down 57.3%

X (Twitter)

FANS & FOLLOWERS

33,625

Up 0.5%
Facebook

11,441

Down 0.2%
X (Twitter)

7,605

Up 0.9%
Instagram

POST SHARES

173

Down 2.8%
Facebook

73

Up 56.3%
Instagram

4

Up
X (Twitter)

Top posts > Engagement rate



G Gloucester
Oct 28, 10:30

Danish lifestyle brand Søstrene Grene is bringing its mix of affordable homeware, stylish décor and Scandinavian charm to Gloucester Quays this Christmas. The new store will offer a thoughtfully curated selection of kitchenware, gifts, craft supplies and seasonal decorations, giving shoppers a

11.22% engagement rate



G Gloucester
Oct 24, 09:30

There's only two nights left of Poppy Fields at Gloucester Cathedral! Don't miss your chance to see this incredible installation by Luxmuralis and book your tickets now! 👉 Find out more: <https://ow.ly/SQpt50Xho4v>

8.78% engagement rate



G Gloucester
Oct 10, 14:04

Last night was a night of celebration as the pride of lion sculptures, seen around Gloucester & Cheltenham this summer, went under the hammer at Gloucester Cathedral - raising nearly a quarter of a million pounds for The Big Space Cancer Appeal! The evening was a huge success, with people

8.44% engagement rate

Top posts > Engagement rate



V visitgloucester
Oct 20, 09:35

Happy Monday Gloucester! Here's what's on this week: 🌸 Poppy Fields by Luxmuralis at Gloucester Cathedral, until 25 October! 🍻 Big Pub Push, 20 October! 🎭 The Metropolitan Opera: La Sonnambula at Gloucester Guildhall, 21 October! 💃 Toby Lee at Gloucester Guildhall, 22 October! 🎭 National

10.16% engagement rate



V visitgloucester
Oct 24, 09:30

There's only two nights left of Poppy Fields at Gloucester Cathedral! Don't miss your chance to see this incredible installation by Luxmuralis and book your tickets now! 👉 Find out more on the Cathedral website! #visitgloucester #gloucester #gloucestershire

8.57% engagement rate



V visitgloucester
Oct 28, 10:30

Danish lifestyle brand Søstrene Grene is bringing its mix of affordable homeware, stylish décor and Scandinavian charm to Gloucester Quays this Christmas. The new store will offer a thoughtfully curated selection of kitchenware, gifts, craft supplies and seasonal decorations, giving shoppers a

7.76% engagement rate

Top tweets

NOVEMBER

@
@VisitGloucester
Oct 30, 10:30

It's a busy month for Gloucester with a range of events taking place! 👏 Read more on our blog: <https://ow.ly/b7np50XkcA9>
<https://twitter.com/VisitGloucester/status/1983843896779030606/photo/1>

19.27% engagement rate



@
@VisitGloucester
Oct 01, 09:30

Step inside this beautiful medieval building and learn all about the Lost Library of Llanthony! Join speakers Liz Griffith, Rose McDowell, and Rachel Roberts as they reveal the fascinating story of Llanthony's library! 📚
Thursday 9 Oct 👏 Find out more: <https://ow.ly/Xrx350X4NIT>

4.19% engagement rate



@
@VisitGloucester
Oct 03, 09:30

The Orchard St Food and Craft Market returns this weekend! Located at the stunning Gloucester Quays, the market offers a great mix of delicious, locally sourced food and drink, and artisan arts and crafts! 👏 Find out more: <https://ow.ly/INgJ50X60Rm>

0.83% engagement rate