

VISIT GLOUCESTER

Monthly Social Media Report 01 September – 30 September

Compared to 01 August – 31 August



This month our audience increased by 0.5%. There was an average engagement rate of 5.34% across all channels, an increase of 26.2% compared to August. We reached over 367K users (down 33.4%) and entered consumer screens over 533K times (down 32.6%)

Top Content:

- Latest News
- Pride
- Heritage

AVERAGE POST ENGAGEMENT RATE

5.75%

Up 30.3%
Instagram

5.51%

Up 26%
X (Twitter)

4.01%

Up 7.8%
Facebook

POST COMMENTS & REPLIES

424

Up 13.4%
Facebook

27

Down 6.9%
Instagram

0

No Change
X (Twitter)

POST REACH

343,884

Down 32.4%

Facebook

23,494

Down 45.1%

Instagram

POST IMPRESSIONS

486,191

Down 32.1%

Facebook

46,162

Down 37.4%

Instagram

929

Down 32.4%

X (Twitter)

FANS & FOLLOWERS

33,453

Up 0.6%
Facebook

11,469

Down 0.1%
X (Twitter)

7,525

Up 1.2%
Instagram

POST SHARES

178

Down 51.2%
Facebook

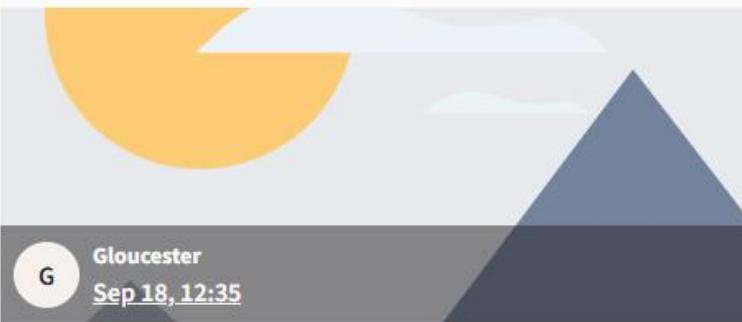
167

Up 364%
Instagram

4

Down 20%
X (Twitter)

Top posts > Engagement rate



G Gloucester
Sep 18, 12:35

Check out this incredible video about The Folk of Gloucester!

12.32% engagement rate



G Gloucester
Sep 09, 09:30

Søstrene Grene Announces New Store Opening at Gloucester Quays! The Danish lifestyle brand is bringing its distinctive blend of Scandinavian design and hygge-inspired shopping to Gloucester Quays, with a new store set to open soon on the historic docks. Known for affordable homewares, furniture

10.44% engagement rate



G Gloucester
Sep 04, 10:01

Pride in Gloucestershire returns on Saturday 13 September for a joyful, community-powered celebration of LGBTQ+ identity, inclusion, and visibility! Kicking off with a vibrant Pride March through the city, the day continues with live music and cabaret, family-friendly zones, local food and drink, community

8.47% engagement rate

Top posts > Engagement rate



V visitgloucester
Sep 09, 09:30

Søstrene Grene Announces New Store Opening at Gloucester Quays! The Danish lifestyle brand is bringing its distinctive blend of Scandinavian design and hygge-inspired shopping to Gloucester Quays, with a new store set to open soon on the historic docks. Known for affordable homewares, furniture

11.72% engagement rate



V visitgloucester
Sep 03, 09:30

The Heritage Open Days are returning on the 12 - 14 September! Gloucester Cathedral are hosting a range of events giving you a chance to see the Medieval Library exhibition, the Stonemasons Workshop, the Parliament Rooms, and the Cathedral after dark! Find out more on the Cathedral website!

10.23% engagement rate



V visitgloucester
Sep 29, 14:58

Exciting News! 🎉🎉 Hospitality company Loungers is set to breathe new life into the former Chambers Pub in a major boost to the transformation of Kings Square! The south-west based company known for its popular brands Cosy Club, Lounge and Brightside, all recognised for their eye-catching interiors

9.15% engagement rate

Top tweets



@VisitGloucester
Sep 09, 09:30

Søstrene Grene Announces New Store Opening at Gloucester Quays! Read all about it on our blog: <https://ow.ly/lKl650WTlo7>

<https://twitter.com/VisitGloucester/status/1965347040105222505/photo/1>

12.29% engagement rate



@VisitGloucester
Sep 29, 14:58

Exciting News! 🎉🎉 Hospitality company Loungers is set to breathe new life into the former Chambers Pub in a major boost to the transformation of Kings Square! 🎉 Read all about it on our blog: <https://ow.ly/hjOk50X3HKx> 🎉 Malto Lounge Warminster

9.48% engagement rate



@VisitGloucester
Sep 03, 09:30

The Heritage Open Days are returning this month! Gloucester Cathedral are hosting a range of events giving you a chance to see the Medieval Library exhibition, the Stonemasons Workshop, the Parliament Rooms, and the Cathedral after dark! Find out: <https://ow.ly/JKOn50WQc9c>

5.56% engagement rate