

# 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

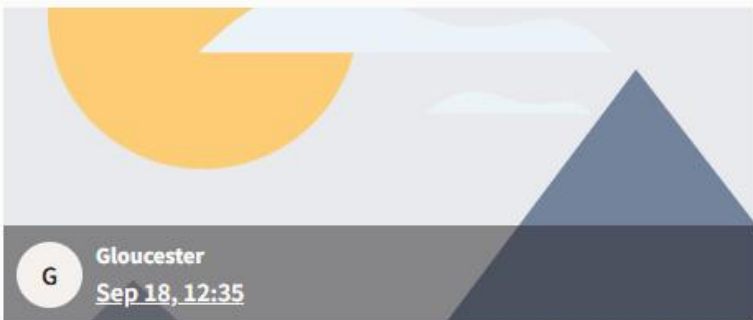
Up 364%  
Instagram

4

Down 20%  
X (Twitter)



**f Top posts > Engagement rate**



Check out this incredible video about The Folk of Gloucester!

**12.32%** engagement rate



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



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**



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**11.72%** engagement rate



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



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



Søstre Grene Announces New Store Opening at Gloucester Quays! Read all about it on our blog: <https://ow.ly/lKl650WTIo7>  
<https://twitter.com/VisitGloucester/status/1965347040105222505/photo/1>

**12.29%** engagement rate



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



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