

VISIT GLOUCESTER

Social Media Performance

August 2021

 @VisitGloucester

 visitgloucester

 Gloucester

 Visit Gloucester

Summary

This month we grew our audience by 0.8% (217). Our posts had over 27,000 engagements (likes, shares, comments) across social channels and entered consumers screens 900k times.

October's content focus will on:

- Incorporating Reels into Instagram following algorithm announcements
- History and Heritage news
- New Cathedral Quarter Shop
- Halloween events in the City
- Autumn Campaign
- Guildhall Showings

Top performing content

- Gloucester Goes Retro including IGers Glos Instagram takeover
- City Archive Images #ThrowbackThursday
- Posukuma Bear Visit Britain Campaign
- National Dog Day
- Dinosaur Fun Fair
- City Branding Have your Say Campaign

Help us to help you!

We want to share your content

Tag us @visitgloucester and use our hashtag #visitgloucester

Let us know about upcoming events by submitting here: <https://www.visitgloucester.co.uk/information/submit-event>

Contact ellie.birch@gloucester.gov.uk to discuss taking over our Instagram for the day to show off your business or for a feature blog on our website free of charge.

Top 3 Twitter Posts



@VisitGloucester
Sat 8/28/2021 8:43 am BST

Good Morning Gloucester! TODAY IS THE DAY! 🎉 We hope you enjoy a fab day of swing dancing, dressing up,...



Total Engagements	328
Likes	37
Comments	2
Shares	11
Post Link Clicks	1
Other Post Clicks	277
Other Engagements	0
	...



@VisitGloucester
Thu 8/5/2021 7:29 am BST

Southgate Street in the late 19th Century [#gloucesterbackintime](#) [#throwbackthursday](#)



Total Engagements	134
Likes	33
Comments	0
Shares	1
Post Link Clicks	2
Other Post Clicks	98
Other Engagements	0
	...




@VisitGloucester
Fri 8/27/2021 11:26 am BST

[#Posukuma](#) bear travelled to Gloucester this morning and met Well-B at [@gloswaterways](#) He is so excited...




Total Engagements	87
Likes	13
Comments	1
Shares	2
Post Link Clicks	6
Other Post Clicks	64
Other Engagements	1
	...

Top 3 Instagram Posts

 **visitgloucester**
Sat 8/28/2021 8:43 am BST

Good Morning Gloucester! TODAY IS THE DAY! 🥳 We hope you enjoy a fab day of swing dancing, dressing up,...




Total Engagements	136
Likes	133
Comments	1
Saves	2

...


 **visitgloucester**
Sat 8/28/2021 2:28 pm BST

It's been a fantastic @igersglos photo meet, The models have been amazing @monrose_pinup go check out...




Total Engagements	122
Likes	117
Comments	5
Saves	0

...

 **visitgloucester**
Thu 8/26/2021 7:04 am BST

Happy National Doggo Day Gloucester! snaps of your furry friends exploring the more about dog friendly Gloucester...



Total Engagements	121
Likes	118
Comments	2
Saves	1

...

Top 3 Facebook Posts



Gloucester
Thu 8/5/2021 8:00 am BST

Do you have a Dino lover at home? Plan the perfect Dinosaur packed weekend in Gloucester. We have the...



Total Engagements	2,980
Reactions	114
Comments	305
Shares	70
Post Link Clicks	970
Other Post Clicks	1,521

...



Gloucester
Mon 8/9/2021 11:22 am BST

Have your say on what makes Gloucester us discover what makes you proud about you feel about the area and how you mi

Developing a place story for Glo...



Total Engagements	2,798
Reactions	144
Comments	247
Shares	21
Post Link Clicks	612
Other Post Clicks	1,774

...



Gloucester
Sat 8/28/2021 8:43 am BST

Good Morning Gloucester! TODAY IS THE DAY! 🥳 We hope you enjoy a fab day of swing dancing, dressing up,...



Total Engagements	1,390
Reactions	377
Comments	75
Shares	33
Post Link Clicks	—
Other Post Clicks	905

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Performance Summary

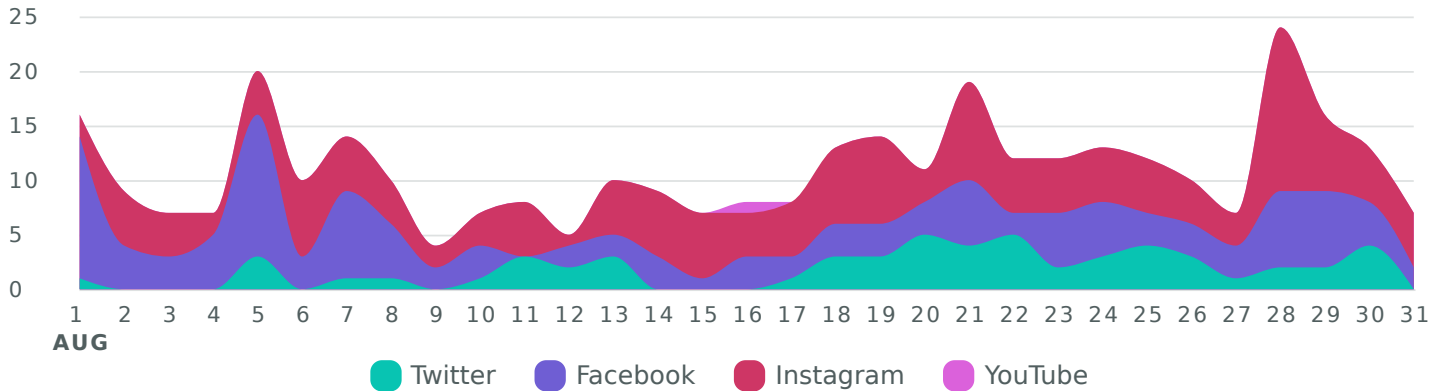
View your key profile performance metrics from the reporting period.

<p>Impressions ⓘ</p> <p>906,876 ↗71.7%</p>	<p>Engagements ⓘ</p> <p>27,560 ↗11.2%</p>	<p>Post Link Clicks ⓘ</p> <p>4,957 ↗49.6%</p>
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Audience Growth

See how your audience grew during the reporting period.

Audience Gained, by Day

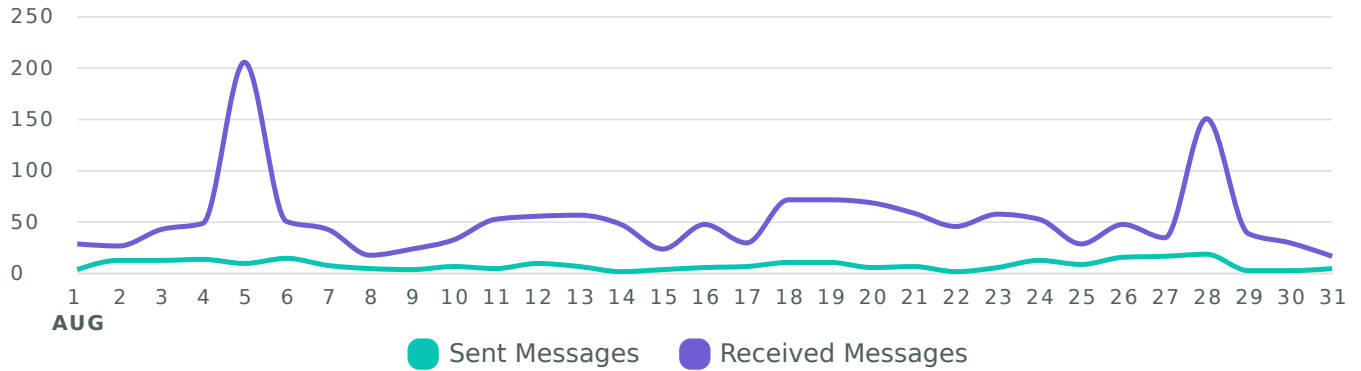


Audience Metrics	Totals	% Change
Total Audience ⓘ	37,578	↗ 10.8%
Total Net Audience Growth ⓘ	216	↗ 45.9%
Twitter Followers Gained	57	↗ 29.5%
Facebook Page Likes	128	↗ 54.2%
Instagram Followers Gained	156	↗ 38.1%
YouTube Subscribers Gained	1	↗ —

Message Volume

Review the volume of sent and received messages across networks during the selected time period.

Messages per Day



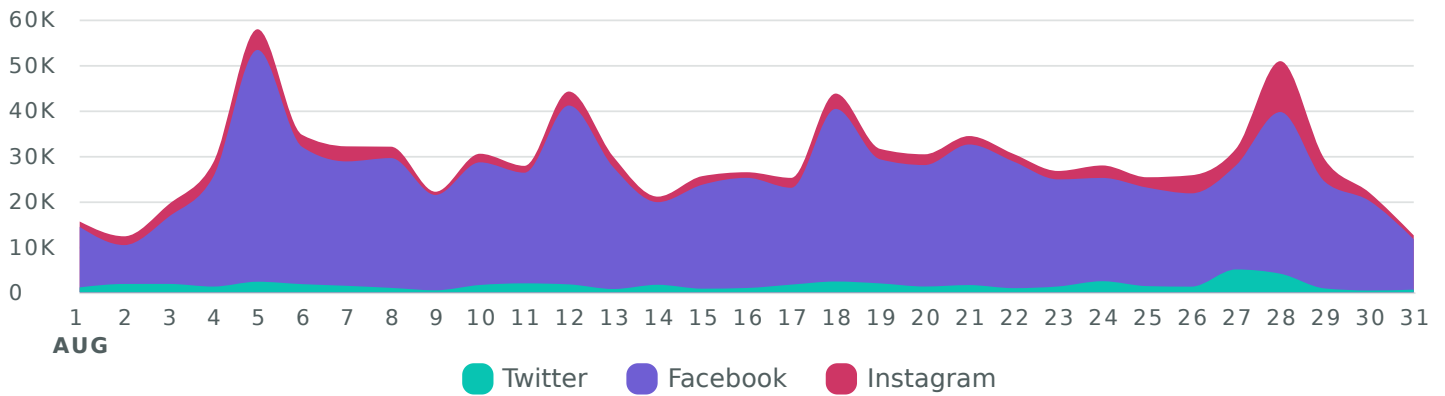
Sent Messages Metrics	Totals	% Change
Total Sent Messages ⓘ	231	↗ 17.9%
Twitter Sent Messages	53	↘ 36.1%
Facebook Sent Messages	91	↗ 42.2%
Instagram Sent Messages	87	↗ 77.6%
YouTube Sent Messages	0	→ 0%

Received Messages Metrics	Totals	% Change
Total Received Messages ⓘ	1,586	↗ 9.7%
Twitter Received Messages	341	↘ 27.6%
Facebook Received Messages	726	↗ 51.9%
Instagram Received Messages	519	↗ 4.4%

Impressions

Review how your content was seen across networks during the reporting period.

Impressions, by Day

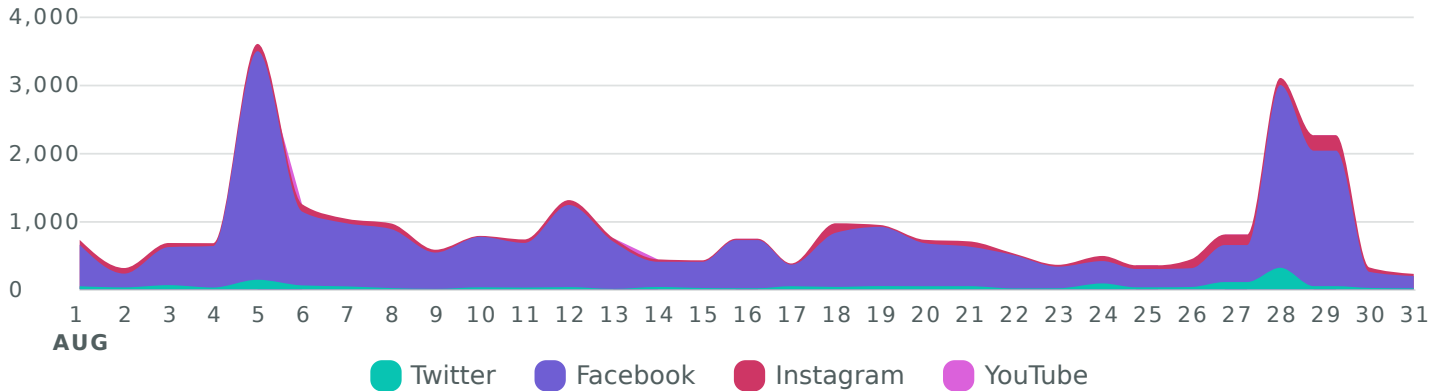


Impression Metrics	Totals	% Change
Total Impressions ⓘ	906,876	↗ 71.7%
Twitter Impressions	49,275	↘ 42.8%
Facebook Impressions	774,783	↗ 98.9%
Instagram Impressions	82,818	↗ 57.9%

Engagement

See how people are engaging with your posts during the reporting period.

Engagements, by Day

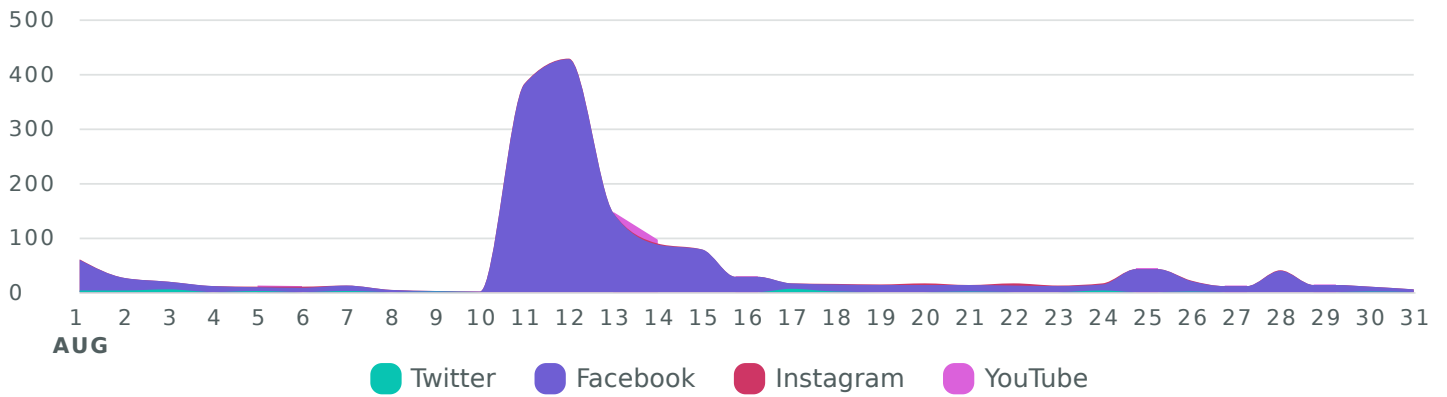


Engagement Metrics	Totals	% Change
Total Engagements ⓘ	27,560	↗ 11.2%
Twitter Engagements	1,450	↘ 40.4%
Facebook Engagements	23,987	↗ 18.3%
Instagram Engagements	2,123	↗ 2.4%
YouTube Engagements	0	↘ 100%
Engagement Rate (per Impression) ⓘ	3.0%	↘ 35.2%

Video Views

Review how your videos were viewed across networks during the reporting period.









Video Views, by Day



Video Views Metrics	Totals	% Change
Video Views ⓘ	1,582	↘ 84.5%
Twitter Video Views	29	↘ 98.6%
Facebook Video Views	1,514	↘ 71.5%
Instagram Post Video Views	22	↘ 67.6%
YouTube Video Views	17	↘ 99.4%

Profiles

Review your aggregate profile and page metrics from the reporting period.

Profile [▲]	Audience	Net Audience Growth	Published Posts	Impressions	Engagements	Engagement Rate (per Impression)	Video Views
Reporting Period Aug 1, 2021 - Aug 31, 2021	37,578 ↗0.8%	216 ↗45.9%	209 ↗13%	906,876 ↗71.7%	27,560 ↗11.2%	3% ↘35.2%	1,582 ↘84.5%
Compare to Jul 1, 2021 - Jul 31, 2021	37,276	148	185	528,111	24,783	4.7%	10,201
  @VisitGloucester	11,407	44	53	49,275	1,450	2.9%	29
  Gloucester	22,556	65	83	774,783	23,987	3.1%	1,514
  Visit Gloucester	7	1	—	N/A	0	—	17
  visitgloucester	3,608	106	73	82,818	2,123	2.6%	22