

VISIT GLOUCESTER

Social Media Performance

September 2021

 @VisitGloucester

 visitgloucester

 Gloucester

 Visit Gloucester

Summary

This month we grew our audience by 0.5% (166). Our posts had over 22,000 engagements (likes, shares, comments) across social channels and entered consumers screens 400k times.

November's content focus will on:

- Using TikTok to post videos following the success of integrating Instagram Reels.
- Bright Nights - Breathing Room
- His Story Her Story- MOG
- Black friars opening times
- Ice rink and market at Gloucester Quays
- BID reindeer trail
-

Top performing content

- Gloucestershire film tourism map
- Mortimer and Whitehouse filming
- User Generated Content - Cathedral Cloisters
- #GlosDay
- Train station progression

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
Wed 9/29/2021 10:23 am BST

Our new movie map of Gloucestershire highlights locations of 35 films and TV series! 🎬🌟 More Info...



Total Engagements	581
Likes	22
Comments	2
Shares	9
Post Link Clicks	90
Other Post Clicks	458
Other Engagements	0



@VisitGloucester
Wed 9/8/2021 9:41 am BST

Bob Mortimer and Paul Whitehouse onboard SULA to film a special feature for the TV series 'Mortimer and...



Total Engagements	137
Likes	28
Comments	0
Shares	6
Post Link Clicks	24
Other Post Clicks	79
Other Engagements	0



@VisitGloucester
Tue 9/21/2021 8:02 am BST


Happy Gloucestershire Day Everyone! ❤️💙 Today is all about showing some love for our local businesses,...




Total Engagements	123
Likes	43
Comments	1
Shares	14
Post Link Clicks	—
Other Post Clicks	65
Other Engagements	0



Top 3 Instagram Posts

 **visitgloucester**
Wed 9/8/2021 9:41 am BST

Bob Mortimer and Paul Whitehouse ont a special feature for the TV series 'Morti Whitehouse: Gone Fishing!' 😊 🎣 Reac




Total Engagements	216
Likes	207
Comments	7
Saves	2

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 **visitgloucester**
Mon 9/27/2021 5:33 pm BST

The first phase of a £6 million scheme to Gloucester Railway Station is underway! <https://www.gloucestershirelive.co.uk/n>




Total Engagements	163
Likes	154
Comments	6
Saves	3

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 **visitgloucester**
Wed 9/29/2021 10:23 am BST







Our new movie map of Gloucestershire highlights locations of 35 films and TV series! 🎬 🌟 More Info:...



Total Engagements	155
Likes	127
Comments	11
Saves	17

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Top 3 Facebook Posts

Post	Date	Total Engagements	Reactions	Comments	Shares	Post Link Clicks	Other Post Clicks
 Gloucester Mon 9/27/2021 5:33 pm BST The first phase of a £6 million scheme to Gloucester Railway Station is underway! https://www.gloucestershirelive.co.uk/ne 	Mon 9/27/2021 5:33 pm BST	1,847	349	90	20	212	1,176
 Gloucester Wed 9/8/2021 9:41 am BST Bob Mortimer and Paul Whitehouse on a special feature for the TV series 'Morti Whitehouse: Gone Fishing'! 	Wed 9/8/2021 9:41 am BST	1,412	472	73	30	236	601
 Gloucester Sat 9/18/2021 7:30 am BST Happy Saturday Gloucester! Today we're sharing this stunning photo of the ceilings in Gloucester Cathedral... 	Sat 9/18/2021 7:30 am BST	1,289	660	16	31	—	582

Performance Summary

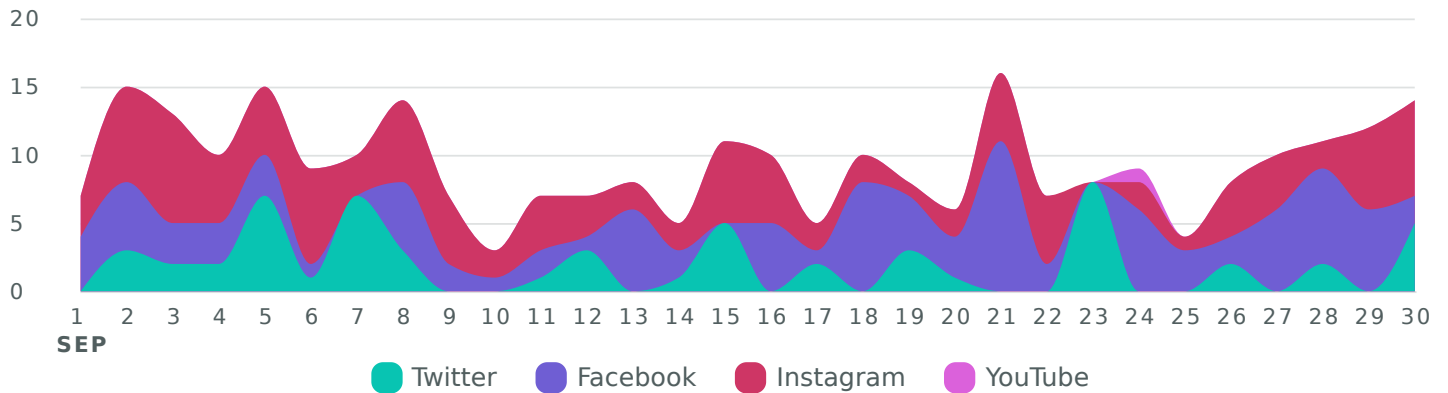
View your key profile performance metrics from the reporting period.

<p>Impressions ⓘ</p> <p>438,414 ↘ 51.7%</p>	<p>Engagements ⓘ</p> <p>22,398 ↘ 18.7%</p>	<p>Post Link Clicks ⓘ</p> <p>2,185 ↘ 55.9%</p>
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Audience Growth

See how your audience grew during the reporting period.

Audience Gained, by Day

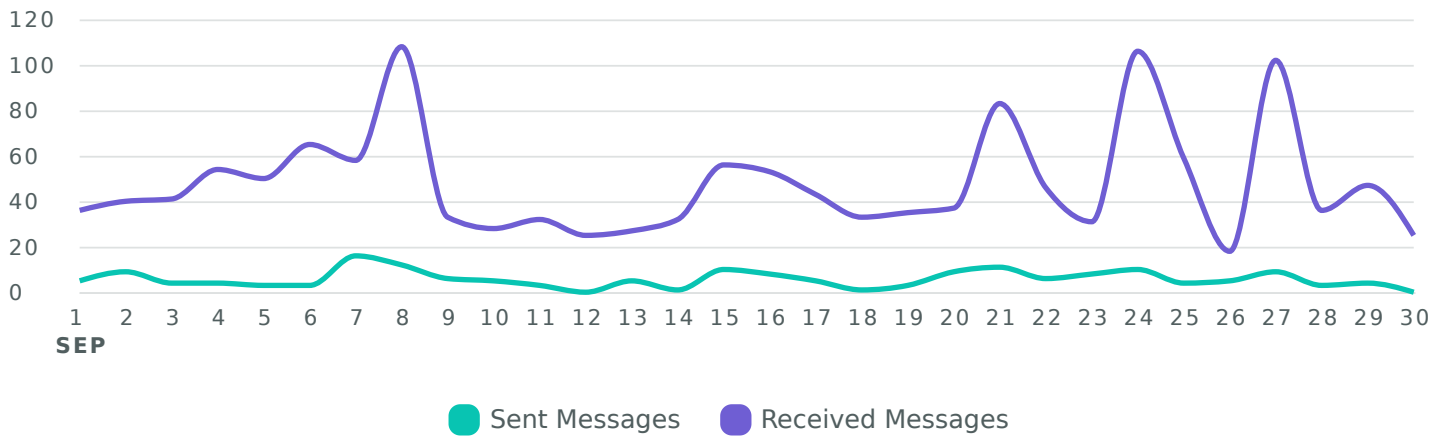


Audience Metrics	Totals	% Change
Total Audience ⓘ	37,784	↗10.5%
Total Net Audience Growth ⓘ	166	↘23.1%
Twitter Followers Gained	58	↗1.8%
Facebook Page Likes	104	↘18.8%
Instagram Followers Gained	116	↘25.6%
YouTube Subscribers Gained	1	→0%

Message Volume

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

Messages per Day



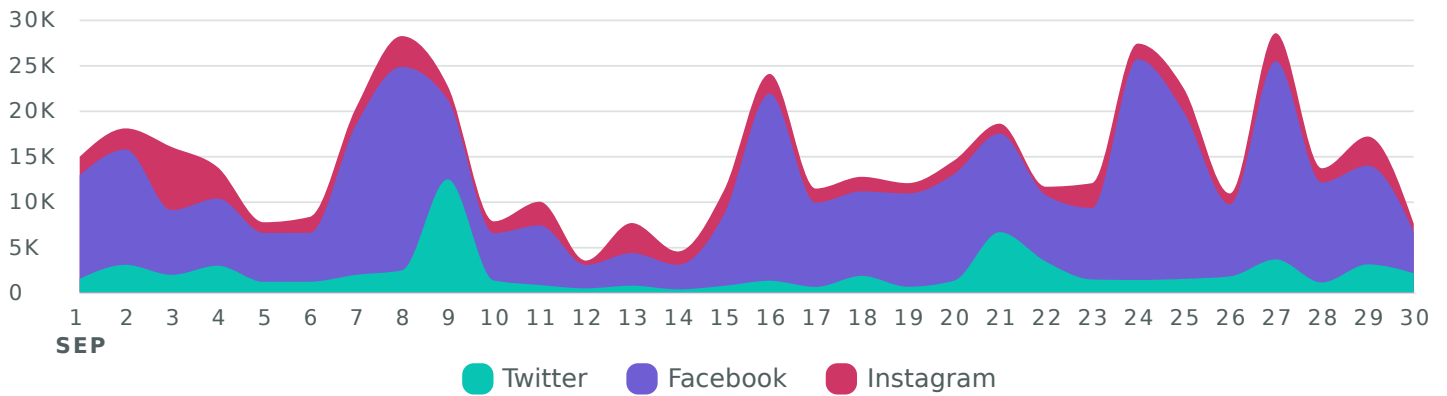
Sent Messages Metrics	Totals	% Change
Total Sent Messages ⓘ	172	↘ 25.5%
Twitter Sent Messages	52	↘ 1.9%
Facebook Sent Messages	66	↘ 27.5%
Instagram Sent Messages	54	↘ 37.9%
YouTube Sent Messages	0	→ 0%

Received Messages Metrics	Totals	% Change
Total Received Messages ⓘ	1,439	↘ 9.3%

Impressions

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

Impressions, by Day

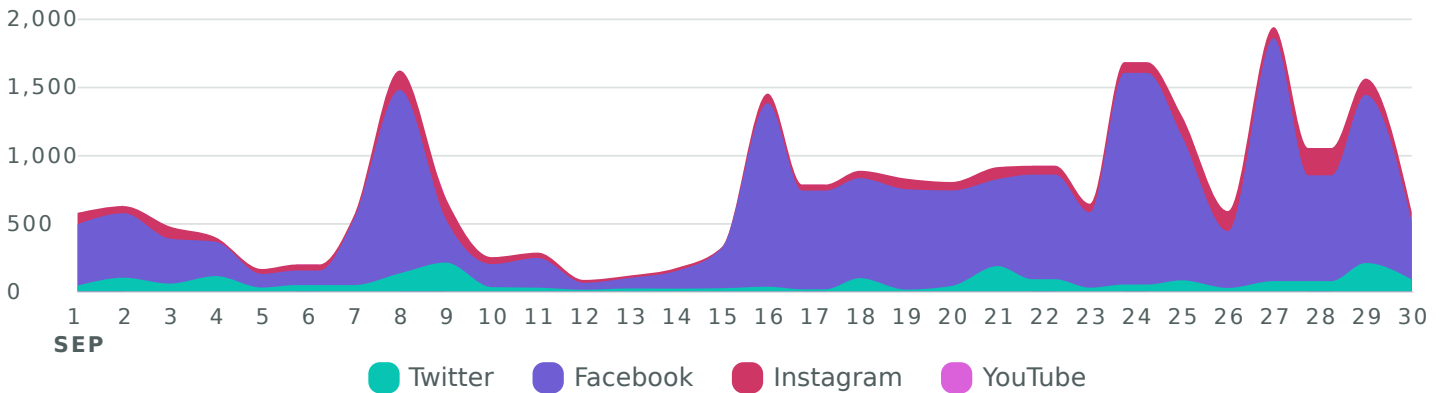


Impression Metrics	Totals	% Change
Total Impressions ⓘ	438,414	↘ 51.7%
Twitter Impressions	63,983	↗ 29.7%
Facebook Impressions	311,319	↘ 59.8%
Instagram Impressions	63,112	↘ 23.8%

Engagement

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

Engagements, by Day

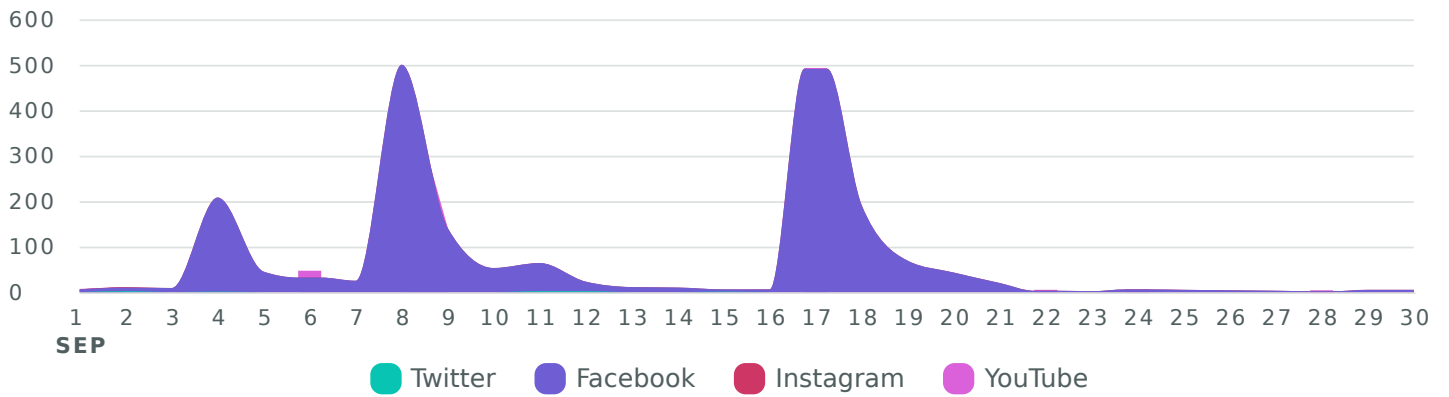


Engagement Metrics	Totals	% Change
Total Engagements ⓘ	22,398	↘ 18.7%
Twitter Engagements	1,979	↗ 36.2%
Facebook Engagements	18,240	↘ 24%
Instagram Engagements	2,175	↗ 2.4%
YouTube Engagements	4	↗ —
Engagement Rate (per Impression) ⓘ	5.1%	↗ 68.1%

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 ⓘ	2,023	↗ 27.9%
Twitter Video Views	8	↘ 72.4%
Facebook Video Views	1,990	↗ 31.4%
Instagram Post Video Views	1	↘ 95.5%
YouTube Video Views	24	↗ 41.2%

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 Sep 1, 2021 - Sep 30, 2021	37,784 ↗0.5%	166 ↘23.1%	164 ↘21.5%	438,414 ↘51.7%	22,398 ↘18.7%	5.1% ↗68.1%	2,023 ↗27.9%
Compare to Aug 1, 2021 - Aug 31, 2021	37,581	216	209	906,942	27,563	3%	1,582
 @VisitGloucester	11,452	45	51	63,983	1,979	3.1%	8
 Gloucester	22,647	51	64	311,319	18,240	5.9%	1,990
 Visit Gloucester	8	1	—	N/A	4	—	24
 visitgloucester	3,677	69	49	63,112	2,175	3.4%	1