

VISIT GLOUCESTER

Social Media Performance

June 2021

 @VisitGloucester

 visitgloucester

 Gloucester

 Visit Gloucester

Summary

Next month's content focus

- User Generated Content
- Feel good local news eg: Southgate Street, Gloucester Hidden Gem
- Historic
- Whats On

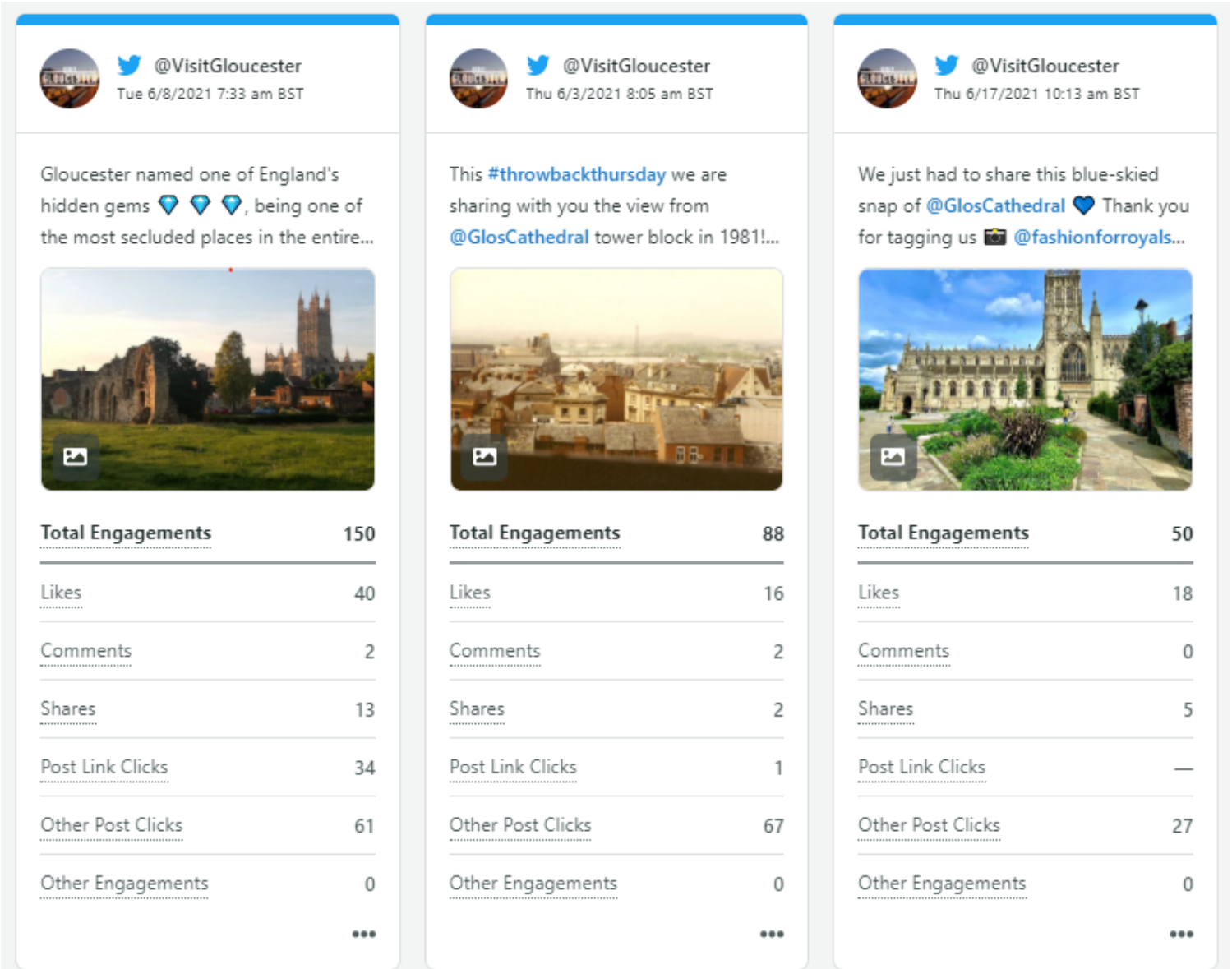
Observances

- Dusk photos of the city are popular this month
- Engagement is high on cit history posts

Help us to help you!

Send us content , tag us and use our hashtag!

Top 3 Twitter Posts



@VisitGloucester
Tue 6/8/2021 7:33 am BST

Gloucester named one of England's hidden gems 💎💎💎, being one of the most secluded places in the entire...



Total Engagements	150
Likes	40
Comments	2
Shares	13
Post Link Clicks	34
Other Post Clicks	61
Other Engagements	0



@VisitGloucester
Thu 6/3/2021 8:05 am BST

This #throwbackthursday we are sharing with you the view from @GlosCathedral tower block in 1981!...



Total Engagements	88
Likes	16
Comments	2
Shares	2
Post Link Clicks	1
Other Post Clicks	67
Other Engagements	0



@VisitGloucester
Thu 6/17/2021 10:13 am BST

We just had to share this blue-skied snap of @GlosCathedral ❤️ Thank you for tagging us 📸 @fashionforroyals...



Total Engagements	50
Likes	18
Comments	0
Shares	5
Post Link Clicks	—
Other Post Clicks	27
Other Engagements	0

Top 3 Instagram Posts



visitgloucester
Mon 6/28/2021 1:20 pm BST

🗨️ We want to hear from you Let us know what this means to you ❤️ Tell Us:
<https://www.visitgloucester.co.uk/blog/r>



Total Engagements	160
Likes	114
Comments	44
Saves	2



visitgloucester
Thu 6/17/2021 10:13 am BST

We just had to share this blue-skied snap of @GlosCathedral ❤️ Thank you for tagging us 📷 @fashionforroyals...



Total Engagements	159
Likes	156
Comments	2
Saves	1



visitgloucester
Tue 6/8/2021 7:33 am BST

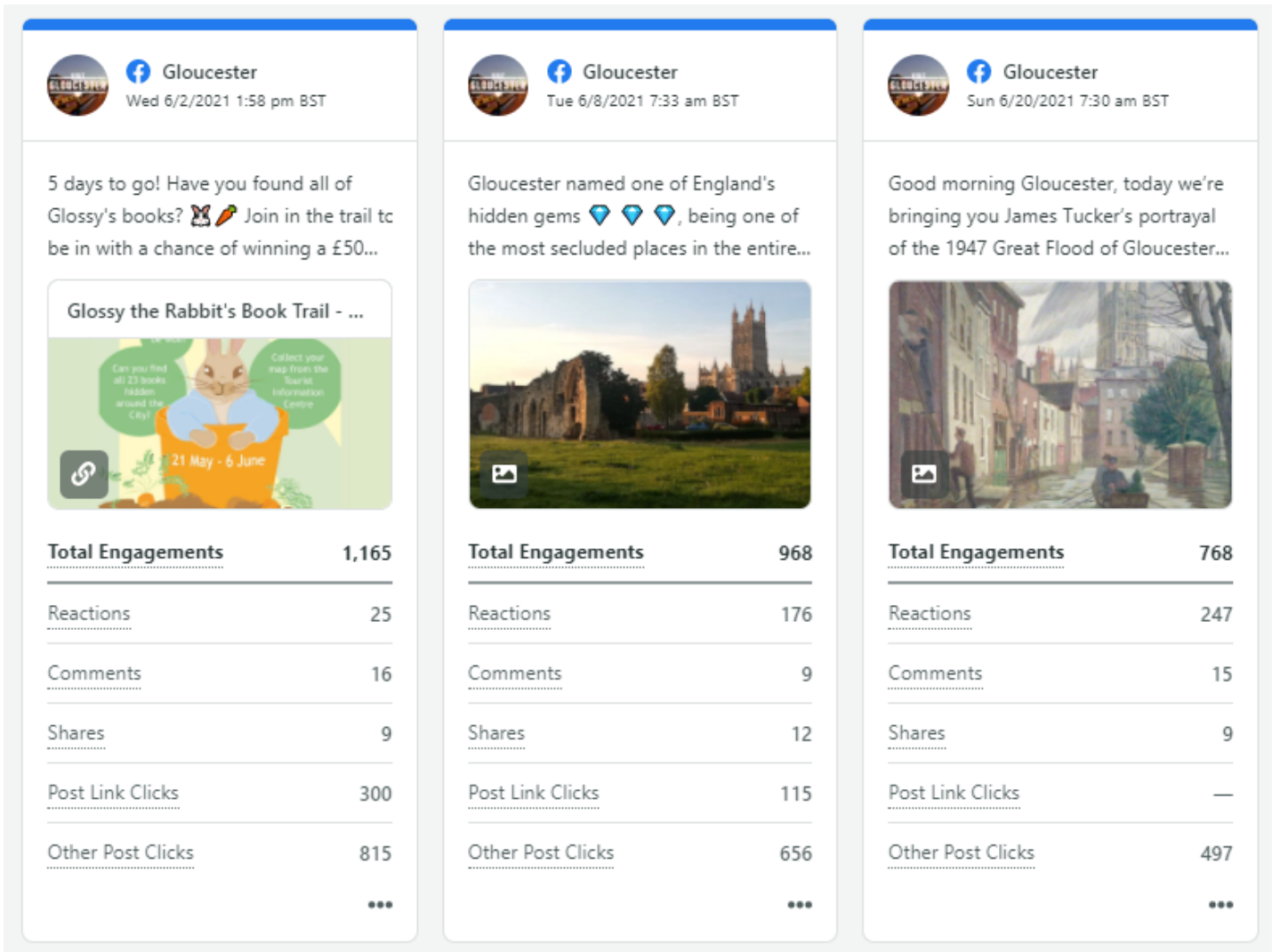
Gloucester named one of England's hidden gems 💎💎💎, being one of the most secluded places in the entire...



Total Engagements	113
Likes	109
Comments	1
Saves	3



Top 3 Facebook Posts



Performance Summary

View your key profile performance metrics from the reporting period.

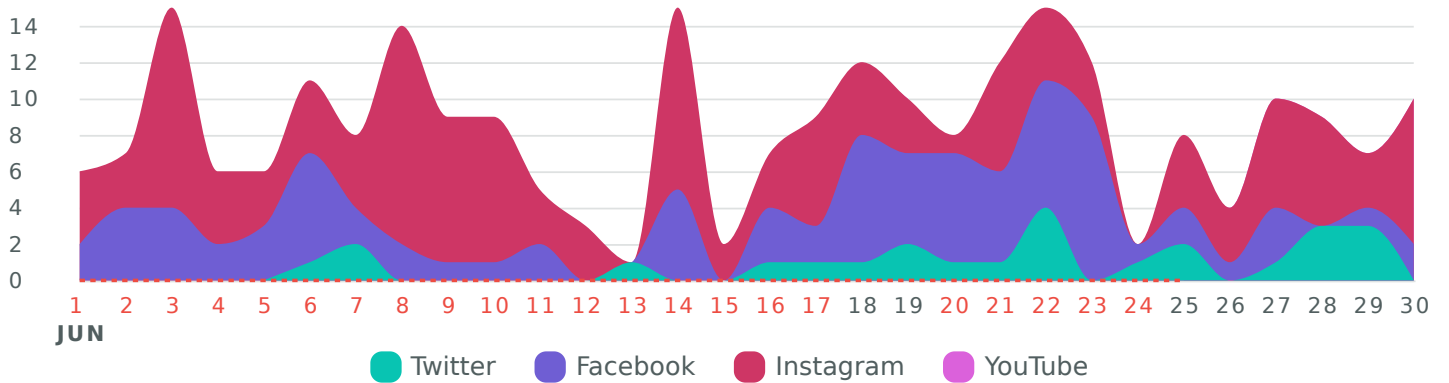
<p>Impressions ⓘ</p> <p>450,823 ↗21.6%</p>	<p>Engagements ⓘ</p> <p>16,413 ↘9.4%</p>	<p>Post Link Clicks ⓘ</p> <p>2,285 ↗24.1%</p>
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Audience Growth

See how your audience grew during the reporting period.

Audience Gained, by Day

We are unable to retrieve all of your data at this time.

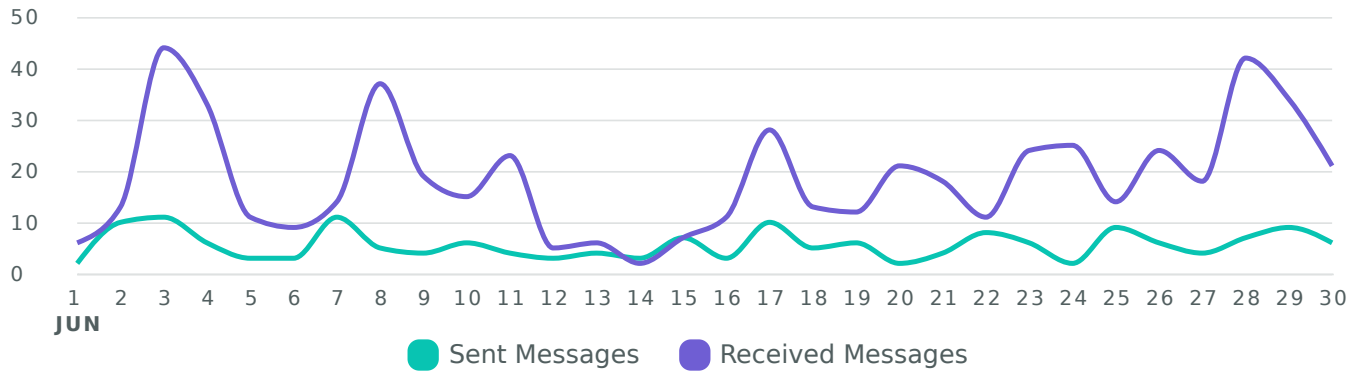


Audience Metrics	Totals	% Change
Total Audience ⓘ	37,072	↗ 45.2%
Total Net Audience Growth ⓘ	158	↗ 26.4%
Twitter Followers Gained	25	—
Facebook Page Likes	88	↗ 27.5%
Instagram Followers Gained	139	↗ 31.1%
YouTube Subscribers Gained	0	—

Message Volume

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

Messages per Day



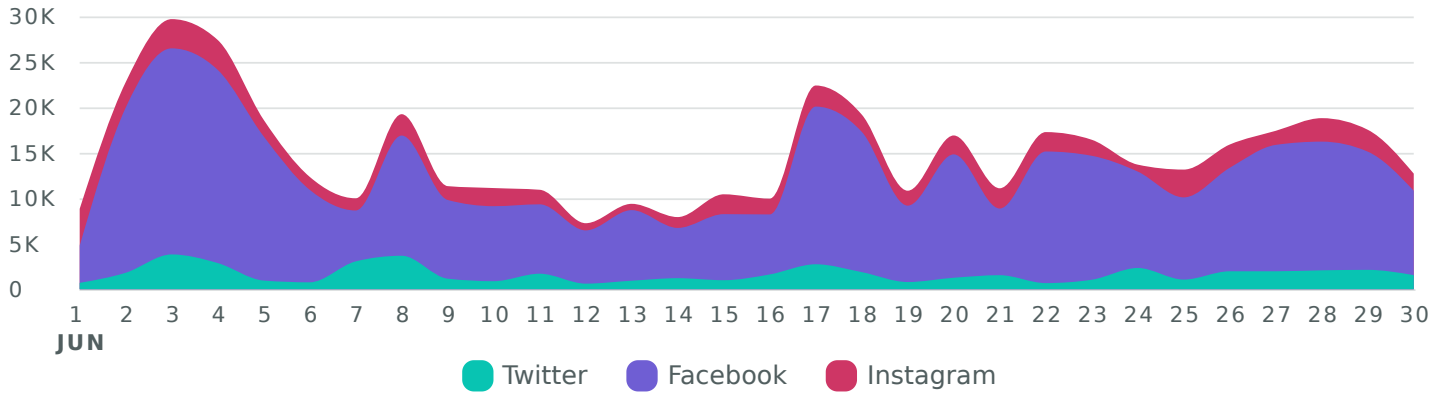
Sent Messages Metrics	Totals	% Change
Total Sent Messages ⓘ	169	↗1.8%
Twitter Sent Messages	58	↘4.9%
Facebook Sent Messages	69	↗23.2%
Instagram Sent Messages	42	↗7.7%
YouTube Sent Messages	0	↘100%

Received Messages Metrics	Totals	% Change
Total Received Messages ⓘ	560	↘8.3%
Twitter Received Messages	308	↘13.5%
Facebook Received Messages	133	↘30.7%
Instagram Received Messages	119	↗88.9%

Impressions

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

Impressions, by Day

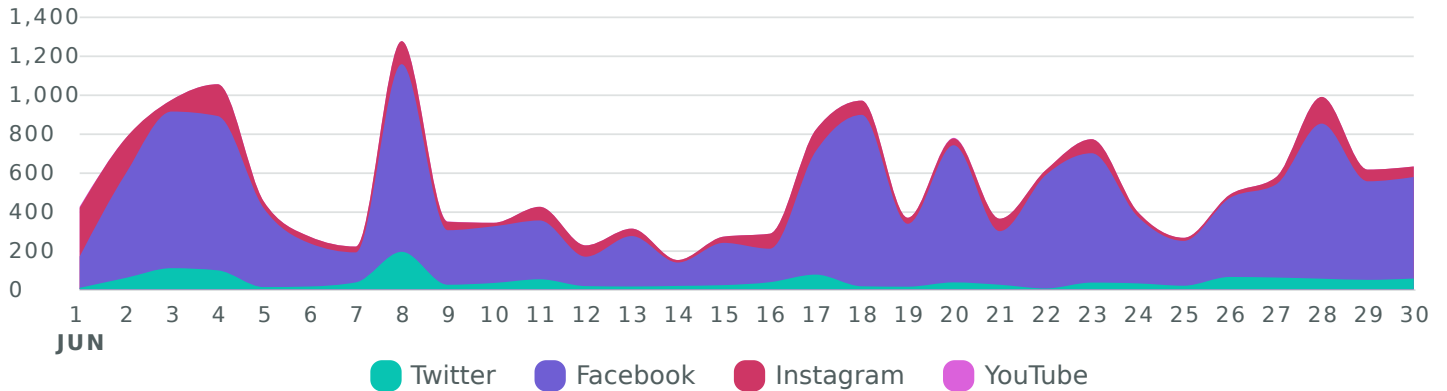


Impression Metrics	Totals	% Change
Total Impressions ⓘ	450,823	↗ 21.6%
Twitter Impressions	49,846	↘ 35.6%
Facebook Impressions	340,124	↗ 39%
Instagram Impressions	60,853	↗ 24.8%

Engagement

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

Engagements, by Day

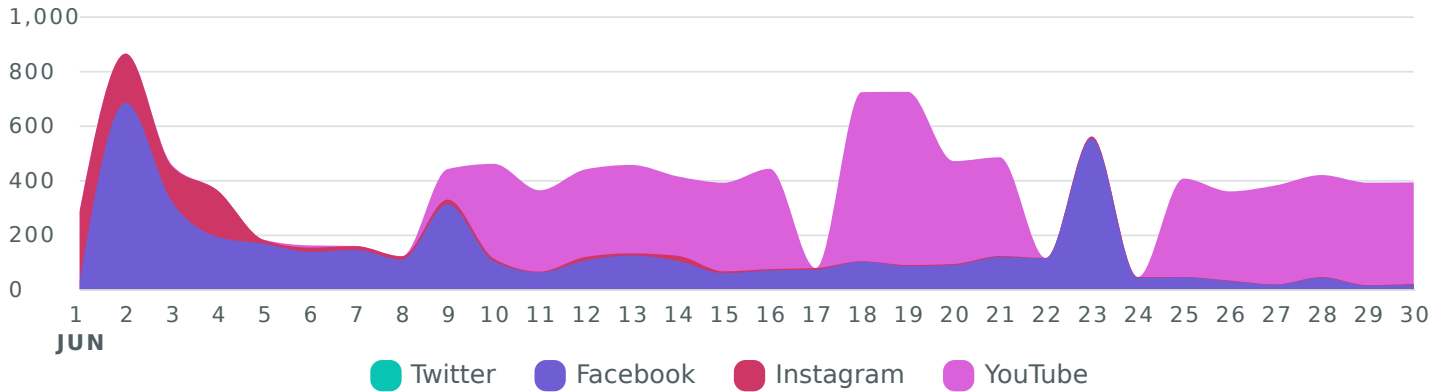


Engagement Metrics	Totals	% Change
Total Engagements ⓘ	16,413	↘9.4%
Twitter Engagements	1,259	↘42.5%
Facebook Engagements	13,167	↘6.6%
Instagram Engagements	1,976	↗10.3%
YouTube Engagements	11	↘60.7%
Engagement Rate (per Impression) ⓘ	3.6%	↘25.5%

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 ⓘ	11,520	↗ 22.1%
Twitter Video Views	0	→ 0%
Facebook Video Views	4,034	↘ 44.3%
Instagram Post Video Views	912	↘ 56.1%
YouTube Video Views	6,574	↗ 5,378.3%

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 Jun 1, 2021 – Jun 30, 2021	37,072 ↗45.2%	158 ↗26.4%	163 ↗5.2%	450,823 ↗21.6%	16,413 ↘9.4%	3.6% ↘25.5%	11,520 ↗22.1%
Compare to May 1, 2021 – May 31, 2021	25,538	125	155	370,803	18,114	4.9%	9,435
 @VisitGloucester	11,334	-2	55	49,846	1,259	2.5%	0
 Gloucester	22,317	49	66	340,124	13,167	3.9%	4,034
 Visit Gloucester	6	0	—	N/A	11	—	6,574
 visitgloucester	3,415	111	42	60,853	1,976	3.2%	912