

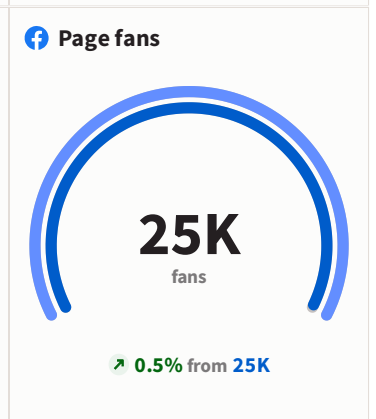
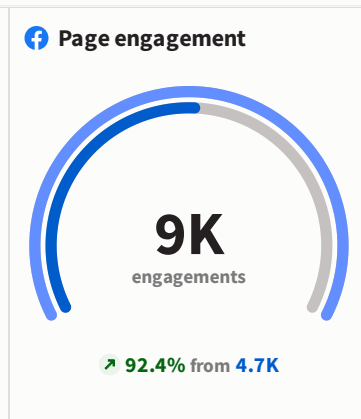
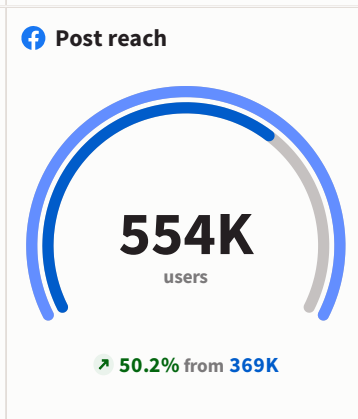
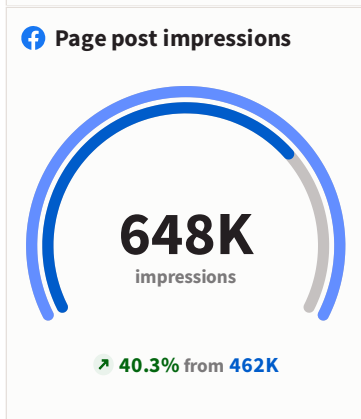
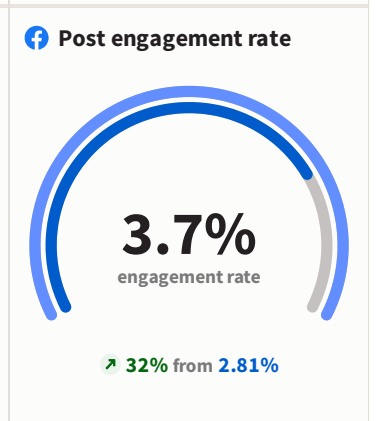
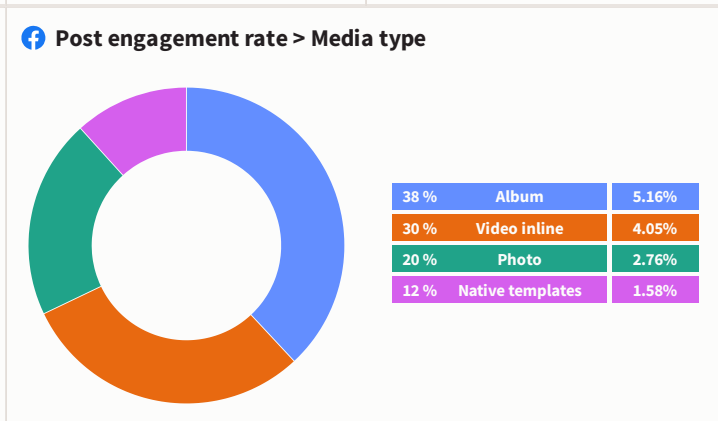
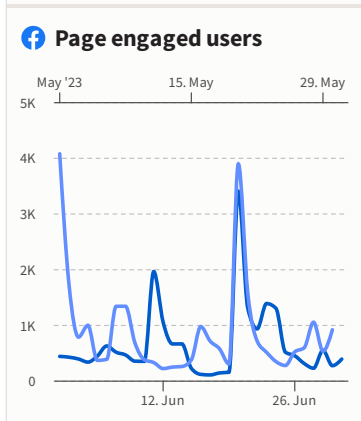


Monthly Report

Comparison between [Jun 01 - Jun 30, 2023](#) and [May 01 - May 31, 2023](#)

| | | | |
|--|--|--|--|
| Average post engagem... TikTok ... ↘ 43.7% 8.21% | Post comments & replies Facebook ... ↗ 40.2% 617 | Post reach Faceboo... ↗ 50.2% 554K | Post impressions Faceboo... ↗ 52.4% 579K |
| Instagr... ↗ 24.5% 6.95% | Instagram B... ↗ 28.6% 45 | Instagram B... ↗ 7.4% 31K | Instagram ... ↗ 10.5% 32K |
| Facebook P... ↗ 32% 3.7% | Twitter ↗ 100% 4 | TikTok Busi... ↘ 96% 1.2K | Twitter ↗ 118% 9.7K |
| Twitter ↘ 17.6% 2.99% | TikTok Business ↘ 98.8% 3 | | TikTok B... ↘ 96.3% 1.4K |

| | | | |
|---|--|---|--|
| Post link clicks Facebook... ↗ 78.5% 1.6K | Page & profile reach Faceboo... ↗ 35.6% 562K | Fans & Followers Facebook P... ↗ 0.5% 25K | Post shares Facebook P... ↗ 155% 903 |
| | | Twitter ↗ % 12K | Twitter ↗ 122% 20 |
| Twitter ↗ % 46 | Instagram ... ↘ 60.9% 24K | Instagram ... ↗ 1.1% 5.6K | TikTok Business ↘ 98.8% 9 |
| | | TikTok Business ↗ % 1.5K | |



Top posts > Engagement rate

The new colourful Hopewell Street is officially open! 🌈
Local artist Tash Frootko and her team, have spent the last month transforming Hopewell Street with bright vivid

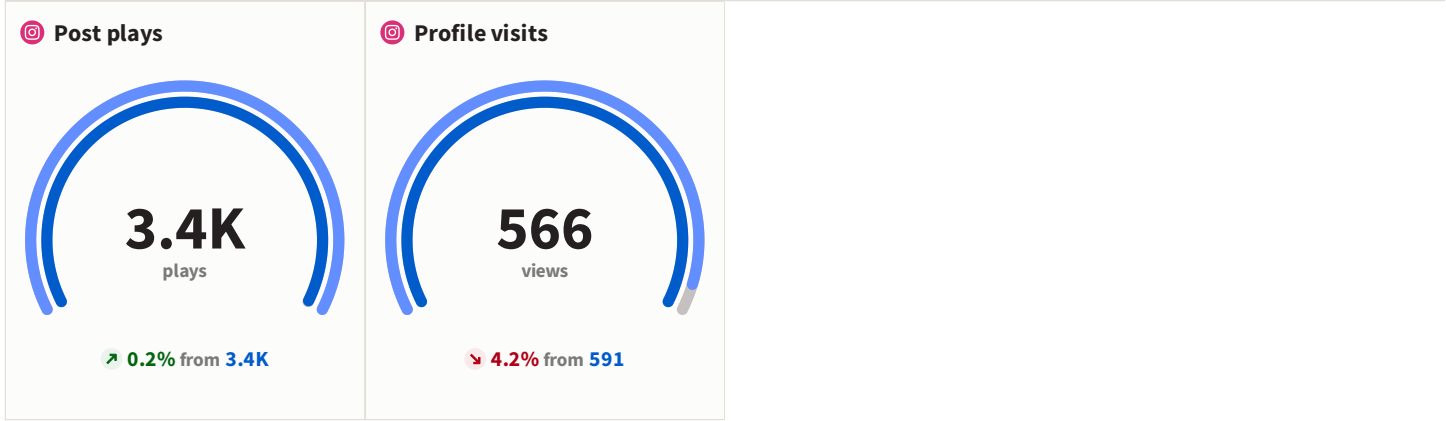
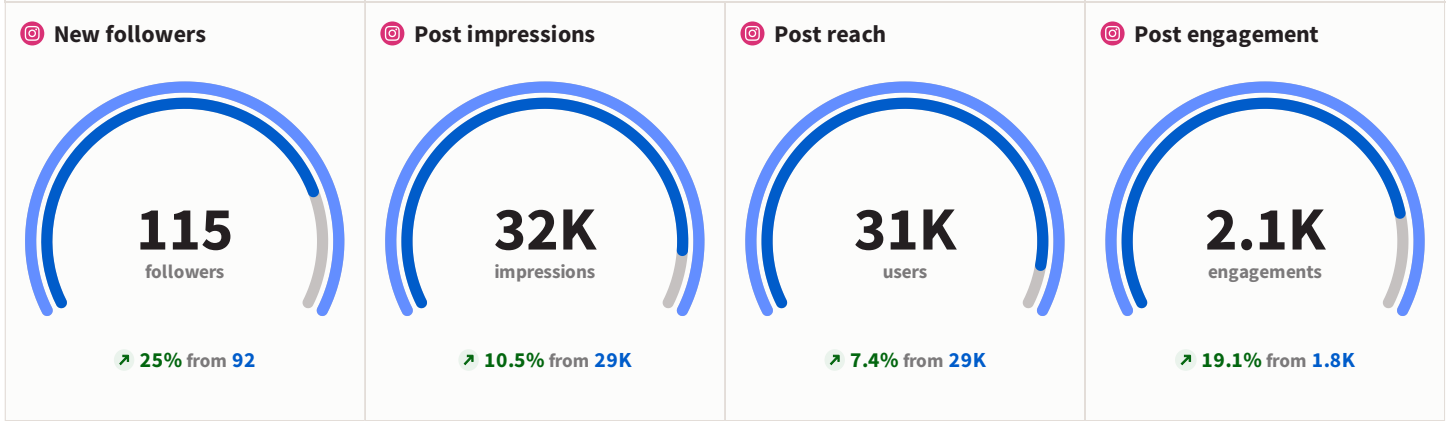
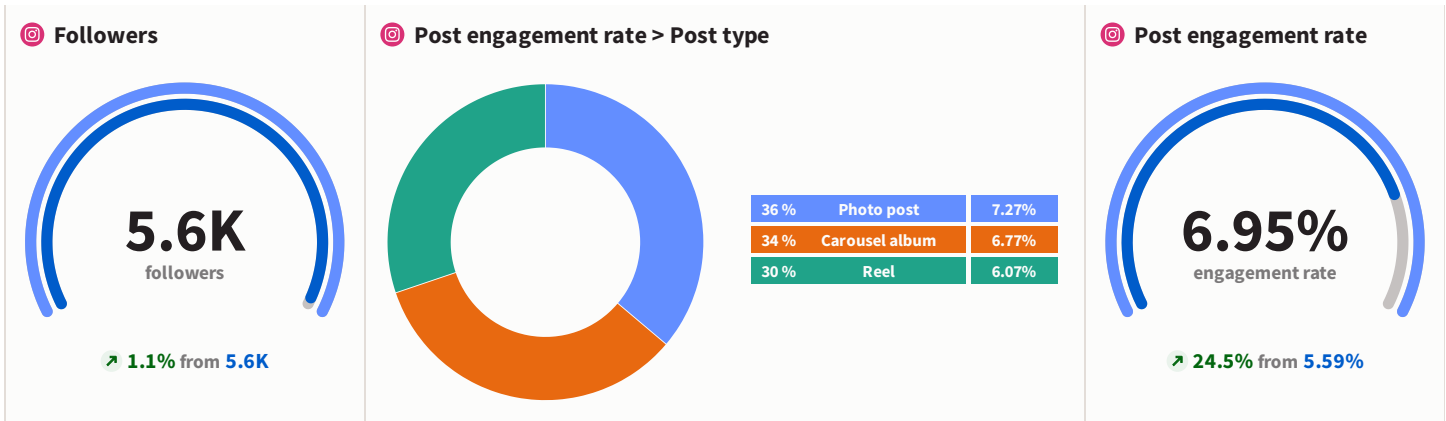
19.02% engagement rate

Gloucester will be blooming with colour this summer! For the last 5 years, Gloucester BID has arranged for city streets to be adorned with beautiful blooms and this year has been

8.52% engagement rate

How incredible is the difference when you see the before and after pictures together! This is the corner of Hopewell Street and Barton Street, recently transformed by Tash Frootko

8.16% engagement rate



Top posts > Engagement rate



13.83% engagement rate

The new colourful Hopewell Street is officially open! 🌈 Local artist @tashfrootko and her team, have spent the last month transforming Hopewell Street with bright vivid



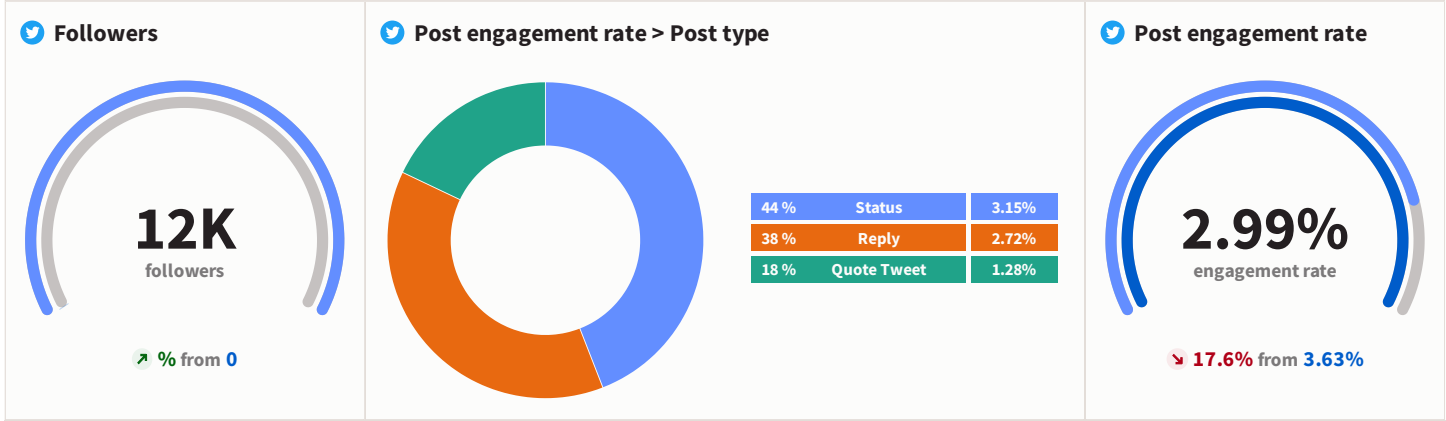
11.33% engagement rate

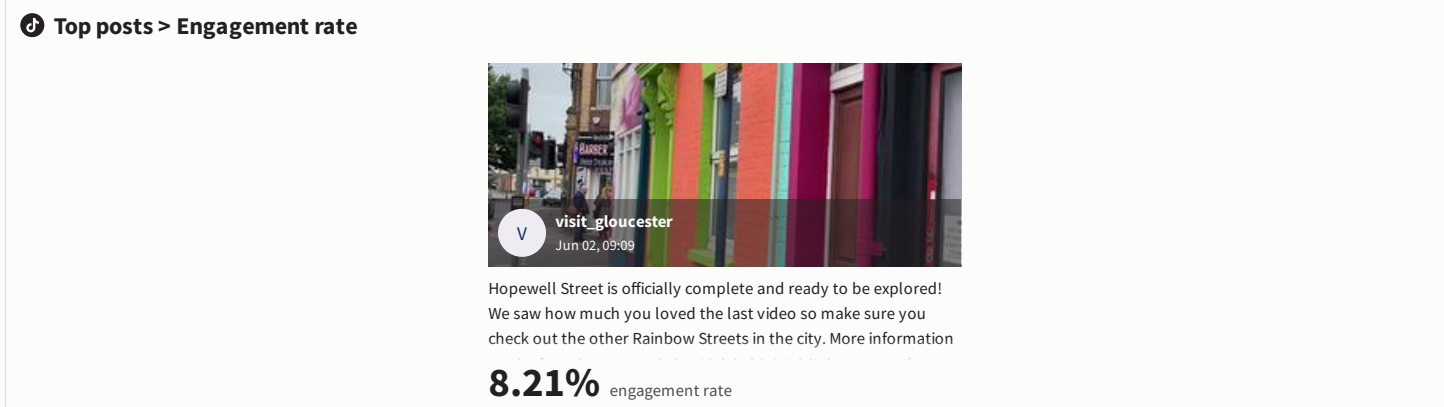
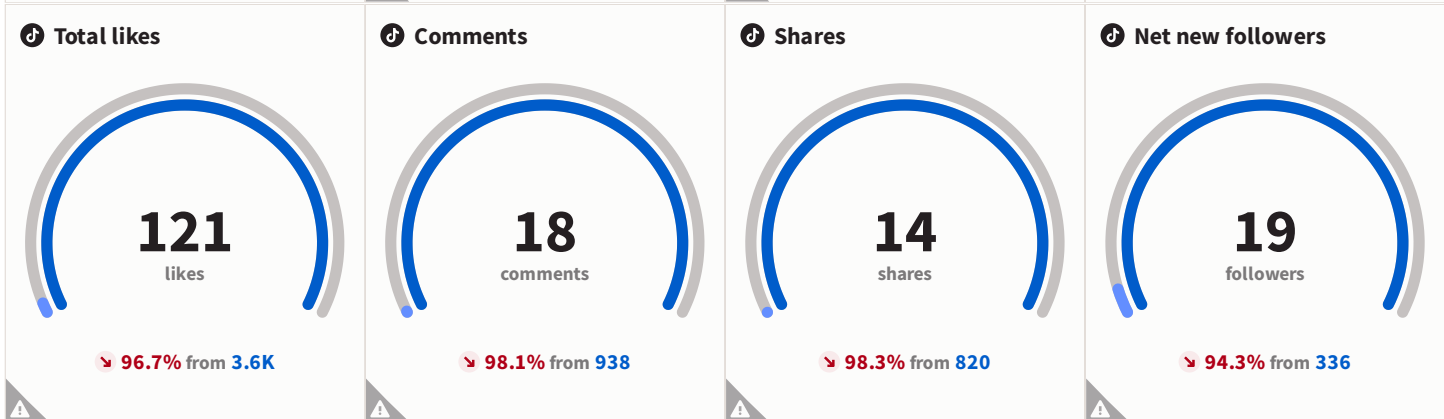
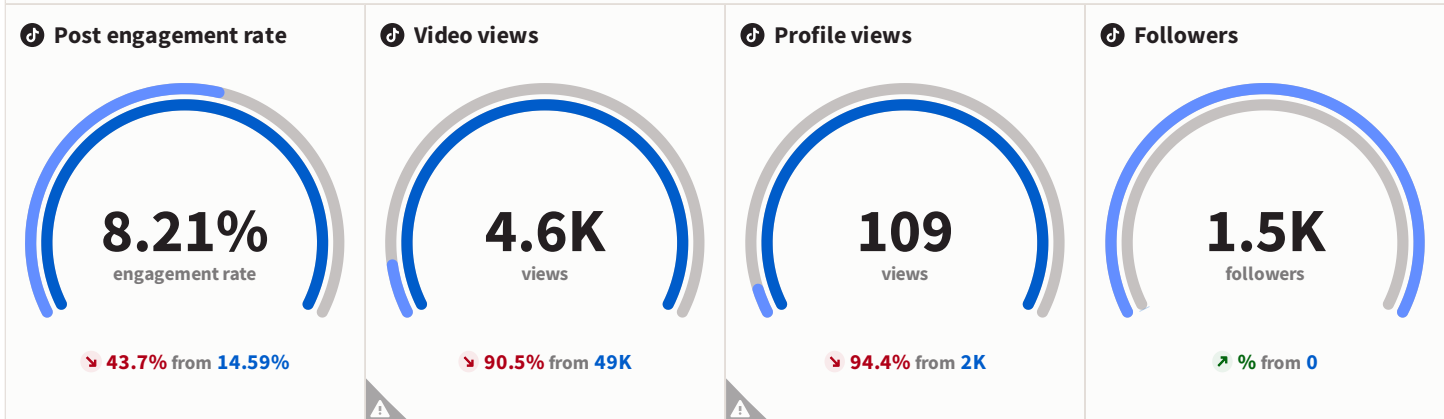
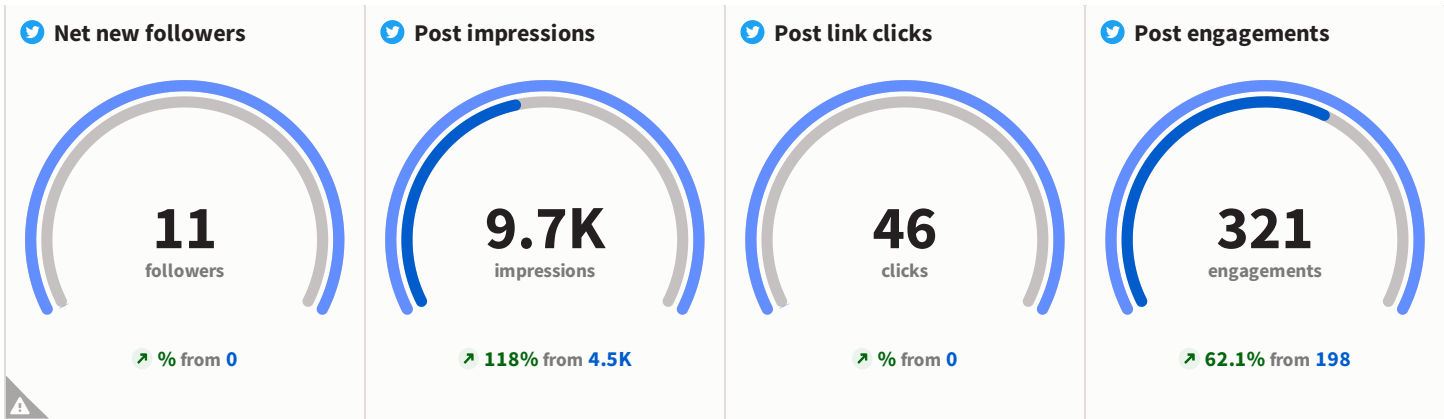
How incredible is the difference when you see the before and after pictures together! This is the corner of Hopewell Street and Barton Street, recently transformed by @tashfrootko



10.63% engagement rate

Happy Saturday Gloucester! Today we wanted to share with you this gorgeous photo of College Court taken by @emmabrookesphotography! Thank you for tagging us!





Report sources


 visitgloucester

 @VisitGloucester

 Gloucester

 visit_gloucester

Extra notes

All tiles marked with  might contain aggregated values across networks. To see the breakdown, head into Hootsuite and use compare by social network. You can customize these metric tiles in Hootsuite to see how each network contributed to the total.