

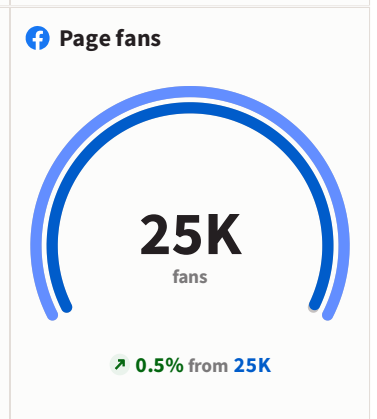
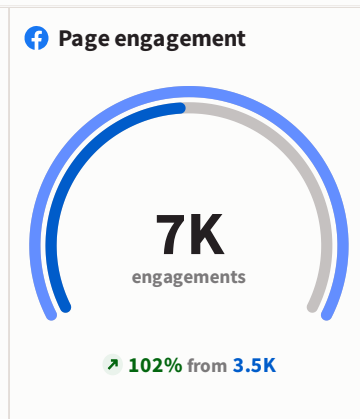
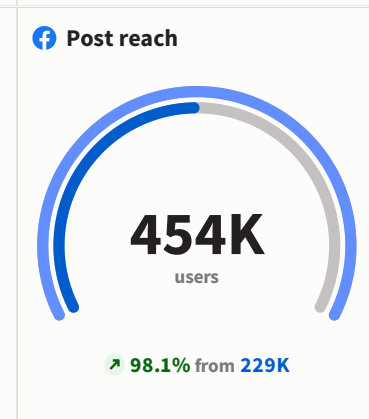
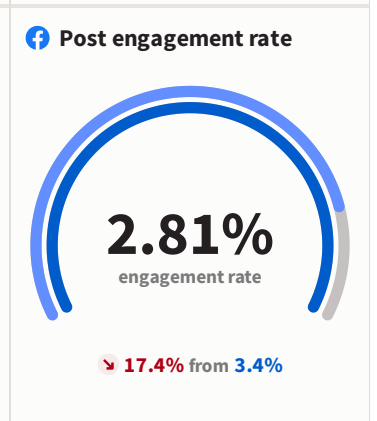
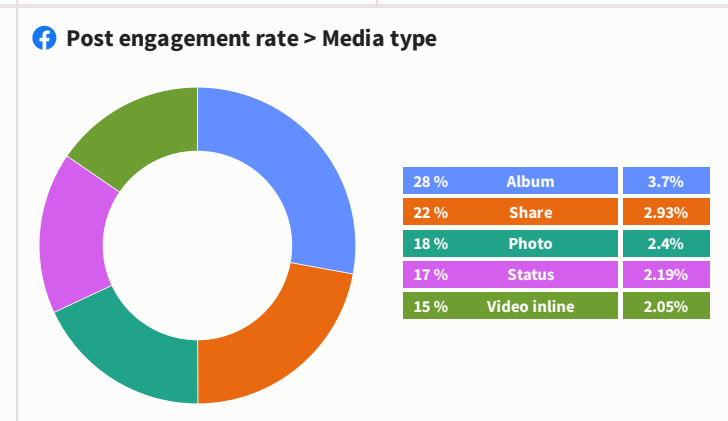
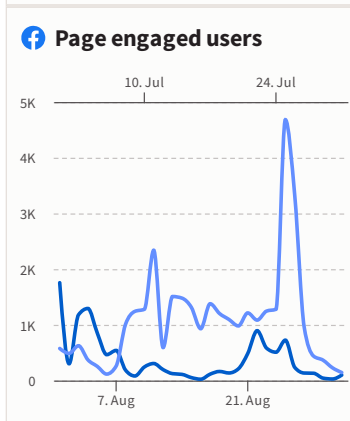


# Monthly Report

Comparison between [Aug 01 - Aug 31, 2023](#) and [Jul 01 - Jul 31, 2023](#)

<b>Average post engagem...</b> TikTok Busi... <span>↘ 4.9%</span> <b>15%</b>	<b>Post comments &amp; replies</b> Facebook P... <span>↗ 148%</span> <b>505</b>	<b>Post reach</b> Faceboo... <span>↗ 98.1%</span> <b>454K</b>	<b>Post impressions</b> Faceboo... <span>↗ 95.9%</span> <b>469K</b>
Instagram... <span>↘ 3.4%</span> <b>6.64%</b>	Instagram B... <span>↗ 189%</span> <b>26</b>	Instagram B... <span>↗ 6.6%</span> <b>47K</b>	Instagram B... <span>↘ 6.9%</span> <b>45K</b>
Twitter <span>↗ 7.9%</span> <b>2.96%</b>	Twitter <span>↗ 7.7%</span> <b>14</b>	TikTok Busi... <span>↘ 87.8%</span> <b>1K</b>	Twitter <span>↘ 29.8%</span> <b>14K</b>
Facebo... <span>↘ 17.4%</span> <b>2.81%</b>	TikTok Business <span>↘ 84.2%</span> <b>9</b>	TikTok B... <span>↘ 85.6%</span> <b>1.5K</b>	

<b>Post link clicks</b> Facebook ... <span>↗ 100%</span> <b>2.2K</b>	<b>Page &amp; profile reach</b> Facebook... <span>↗ 160%</span> <b>717K</b>	<b>Fans &amp; Followers</b> Facebook P... <span>↗ 0.5%</span> <b>25K</b>	<b>Post shares</b> Facebook P... <span>↗ 104%</span> <b>709</b>
Twitter <span>↗ 4.2%</span> <b>148</b>	Instagram ... <span>↗ 44.1%</span> <b>33K</b>	Twitter <span>↘ 0%</span> <b>12K</b>	Twitter <span>↘ 42.9%</span> <b>24</b>
		Instagram ... <span>↗ 1.6%</span> <b>5.8K</b>	
		TikTok Bus... <span>↗ 1.5%</span> <b>1.6K</b>	TikTok Busi... <span>↘ 89.8%</span> <b>13</b>



### Top posts > Engagement rate

Gloucester Goes Retro is tomorrow! Who's excited? One of the highlights of the city's vibrant festival calendar, Gloucester Goes Retro features over 500 classic vehicles

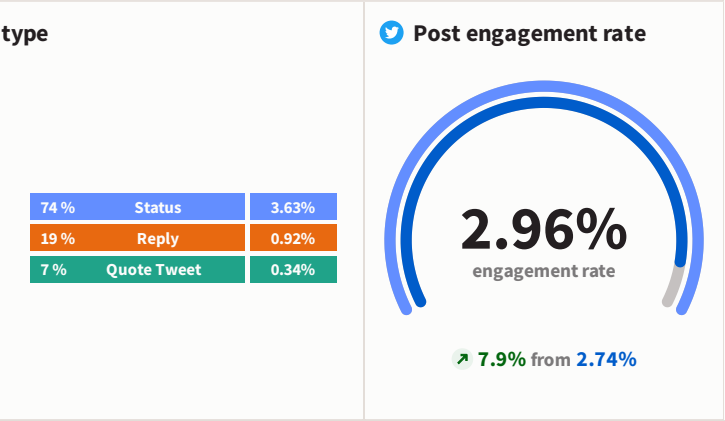
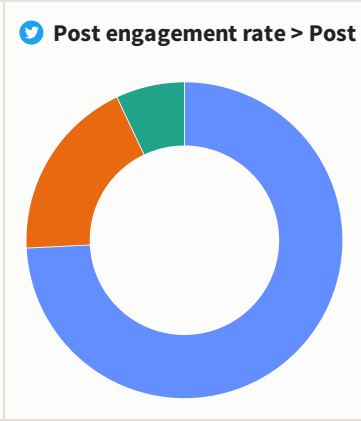
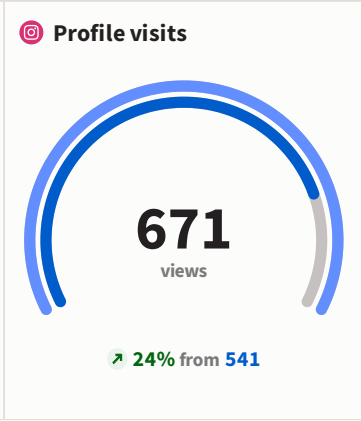
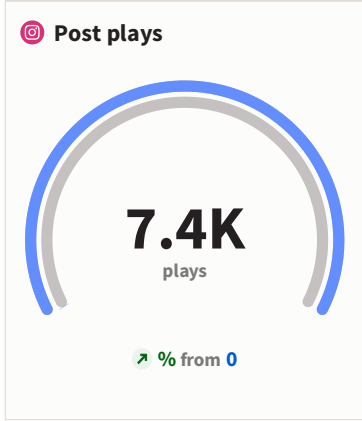
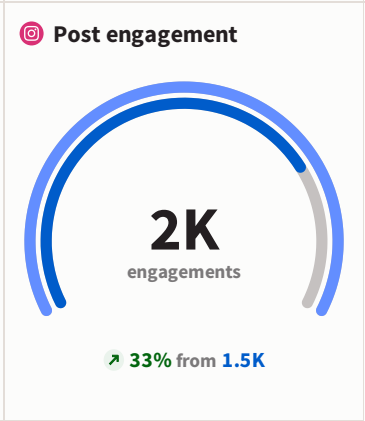
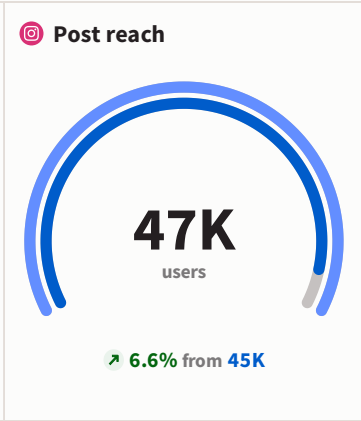
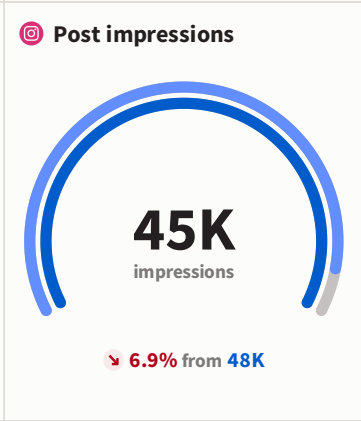
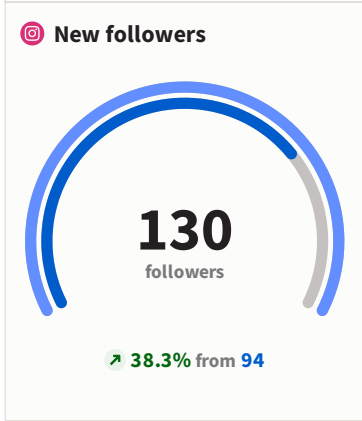
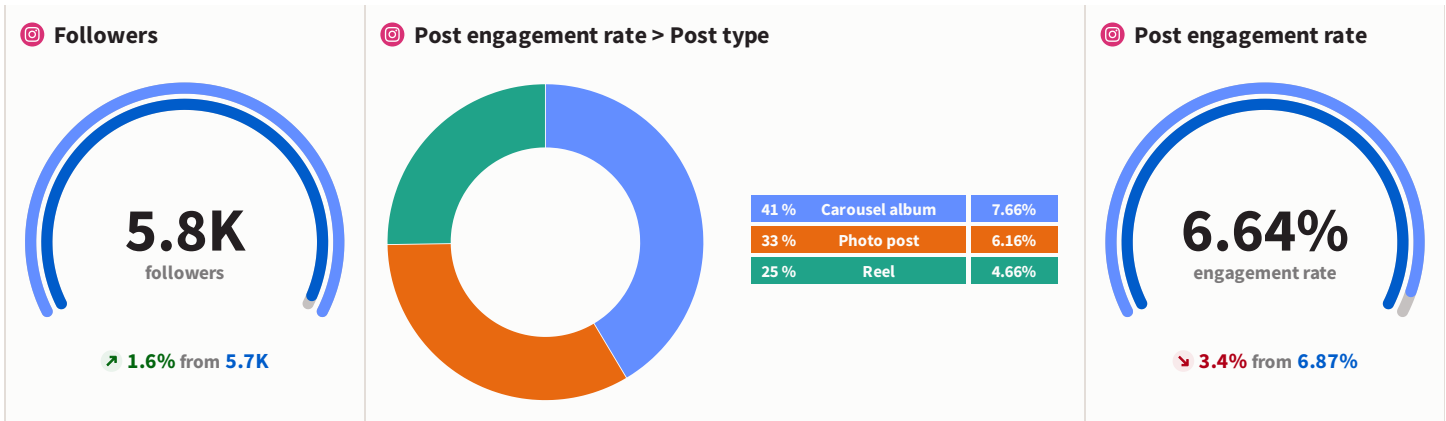
**8.26%** engagement rate

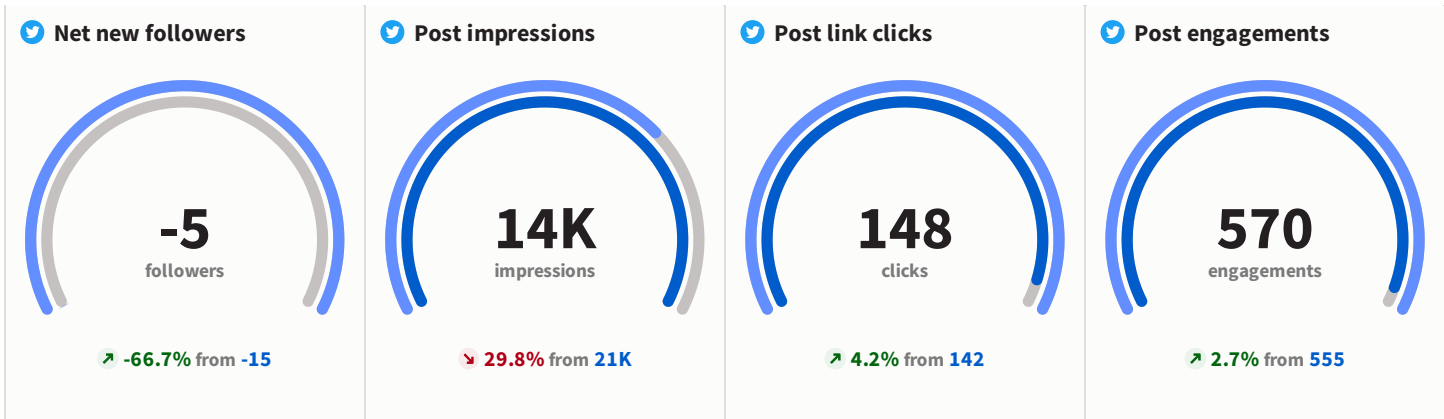
We hope you enjoyed Gloucester Goes Retro today! We would love to hear what you thought! Please fill out the online feedback form: <https://ow.ly/OtWz50PEI9k> And don't

**6.29%** engagement rate

Gloucester Goes Retro is getting closer. Who's ready for retro fun this Saturday? The Gate Streets are the heart of your journey through 100 years of vintage motoring, from the

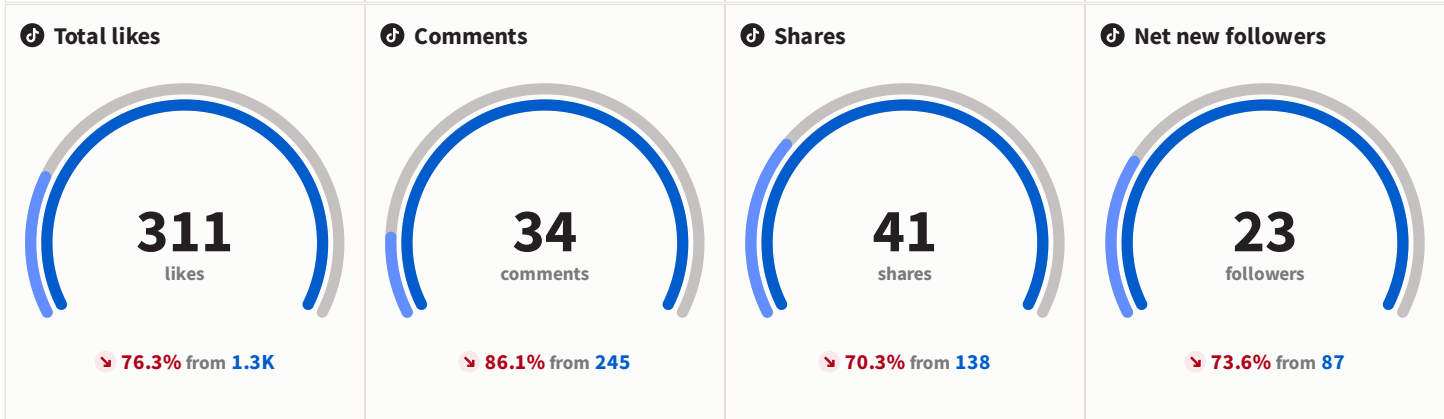
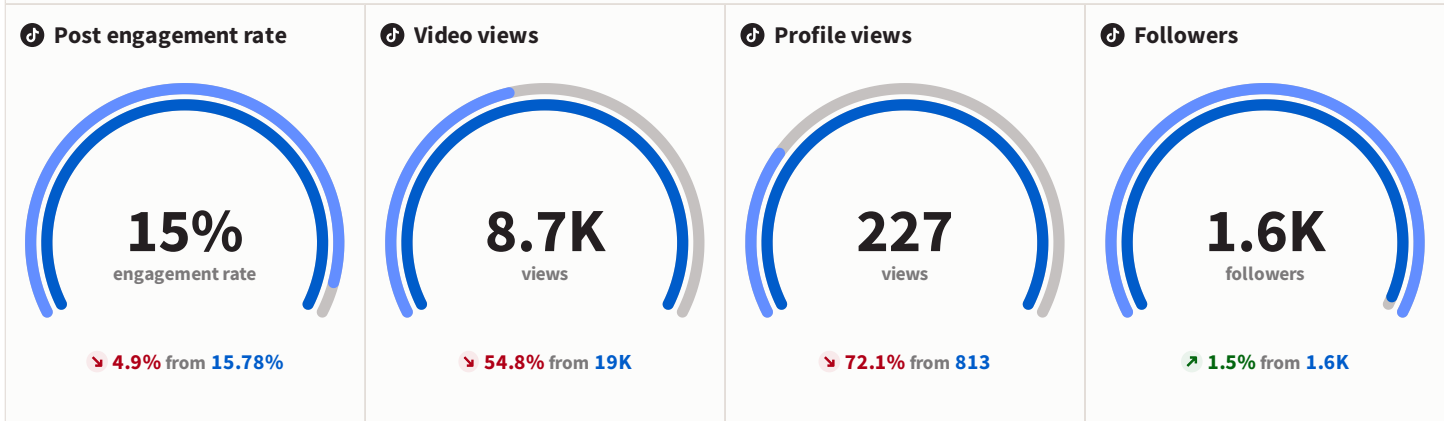
**5.49%** engagement rate





**Top tweets**

 <p><b>@VisitGloucester</b> Aug 21, 13:30</p> <p>Gloucester History Festival returns this Autumn, from Saturday 2 September through until Sunday 17 September, and with an amazing line up, it is set to be bigger than ever!</p> <p><b>9.07%</b> engagement rate</p>	 <p><b>@VisitGloucester</b> Aug 23, 09:01</p> <p>Gloucester Goes Retro is getting closer! The Gate Streets are the heart of your journey through 100 years of vintage motoring! There's also the Restoration Village at the Folk,</p> <p><b>7.76%</b> engagement rate</p>	 <p><b>@VisitGloucester</b> Aug 15, 09:00</p> <p>Get your boogie on at Gloucester Goes Retro on Saturday 26 August! Dance all day to fantastic live music being performed on our two stages in Gloucester Docks and on</p> <p><b>7.3%</b> engagement rate</p>
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**Top posts > Engagement rate**

 <p><b>visit_gloucester</b> Aug 01, 09:06</p> <p>Come and celebrate August in Gloucester (Taylor's Version) #visitgloucester #fyp #gloucester #gloucestershire #cotswolds #traveltok #touristspot #viral #august #taylorswift #tswift #swiftie</p> <p><b>15%</b> engagement rate</p>
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## 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.