

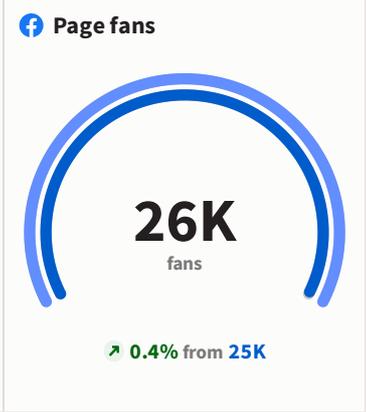
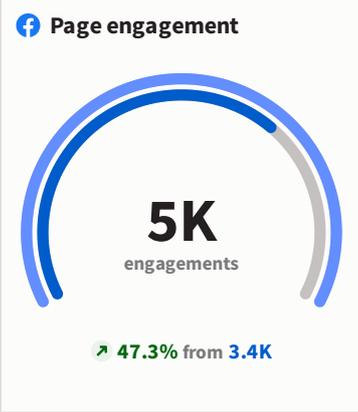
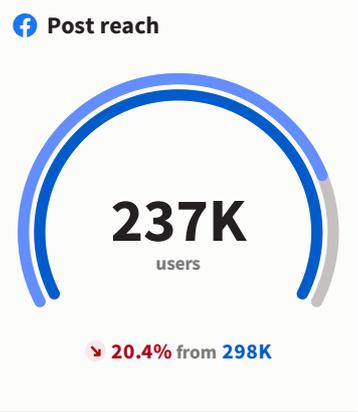
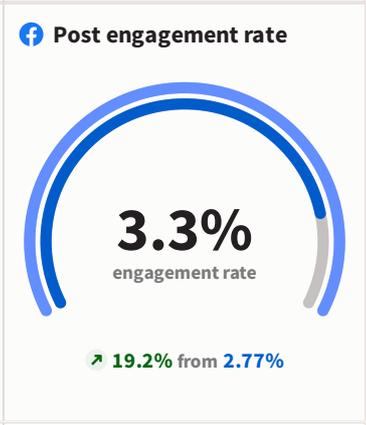
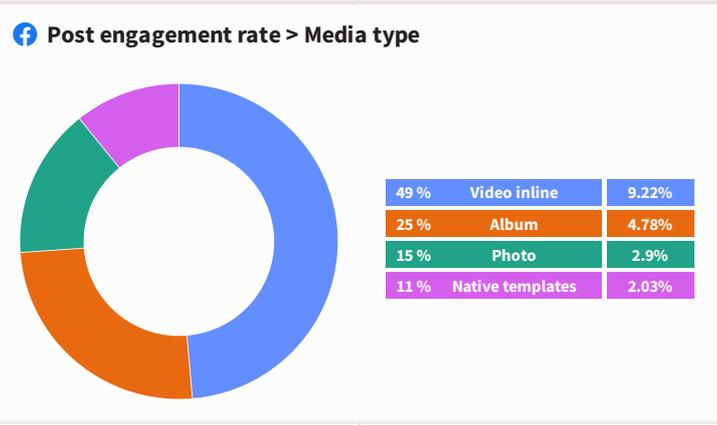
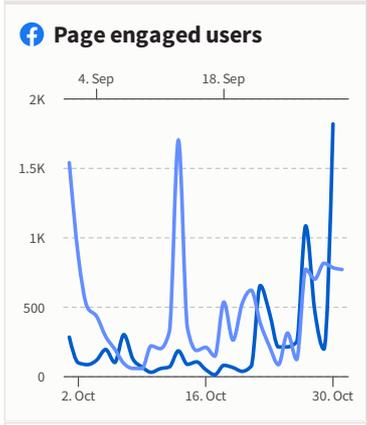


Monthly Report

Comparison between **Oct 01 - Oct 31, 2023** and **Sep 01 - Sep 30, 2023**

Average post engagem... Instagram... ↘ 9.2% 6.65% TikTok ... ↘ 32.4% 5.69% Facebook... ↗ 19.2% 3.3% Twitter ↘ 9.4% 2.86%	Post comments & replies Facebook ... ↘ 28.9% 249 Instagram B... ↘ 22.7% 17 TikTok Business ↘ 91.1% 5 Twitter ↘ 100% 0	Post reach Facebook... ↘ 20.4% 237K Instagram ... ↘ 41.7% 26K TikTok Busi... ↘ 88.9% 1K	Post impressions Faceboo... ↘ 17.5% 254K Instagram ... ↘ 49.4% 23K Twitter ↘ 35.9% 6K TikTok B... ↘ 90.2% 1.2K
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Post link clicks Facebook P... ↗ 52.2% 2K Twitter ↘ 56.4% 24	Page & profile reach Facebook... ↗ 68.4% 346K Instagram ... ↗ 18.9% 29K	Fans & Followers Facebook P... ↗ 0.4% 26K Twitter 0% 12K Instagram ... ↗ 1.3% 5.9K TikTok Bus... ↘ 0.1% 1.7K	Post shares Facebook ... ↗ 20.5% 400 Twitter ↘ 3.6% 27 TikTok Business ↘ 97.1% 3
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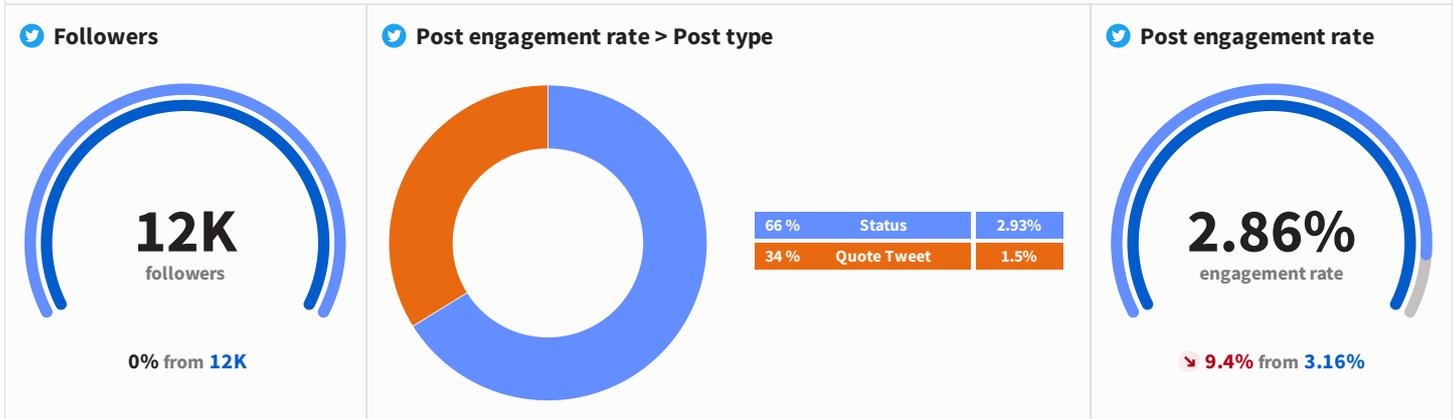
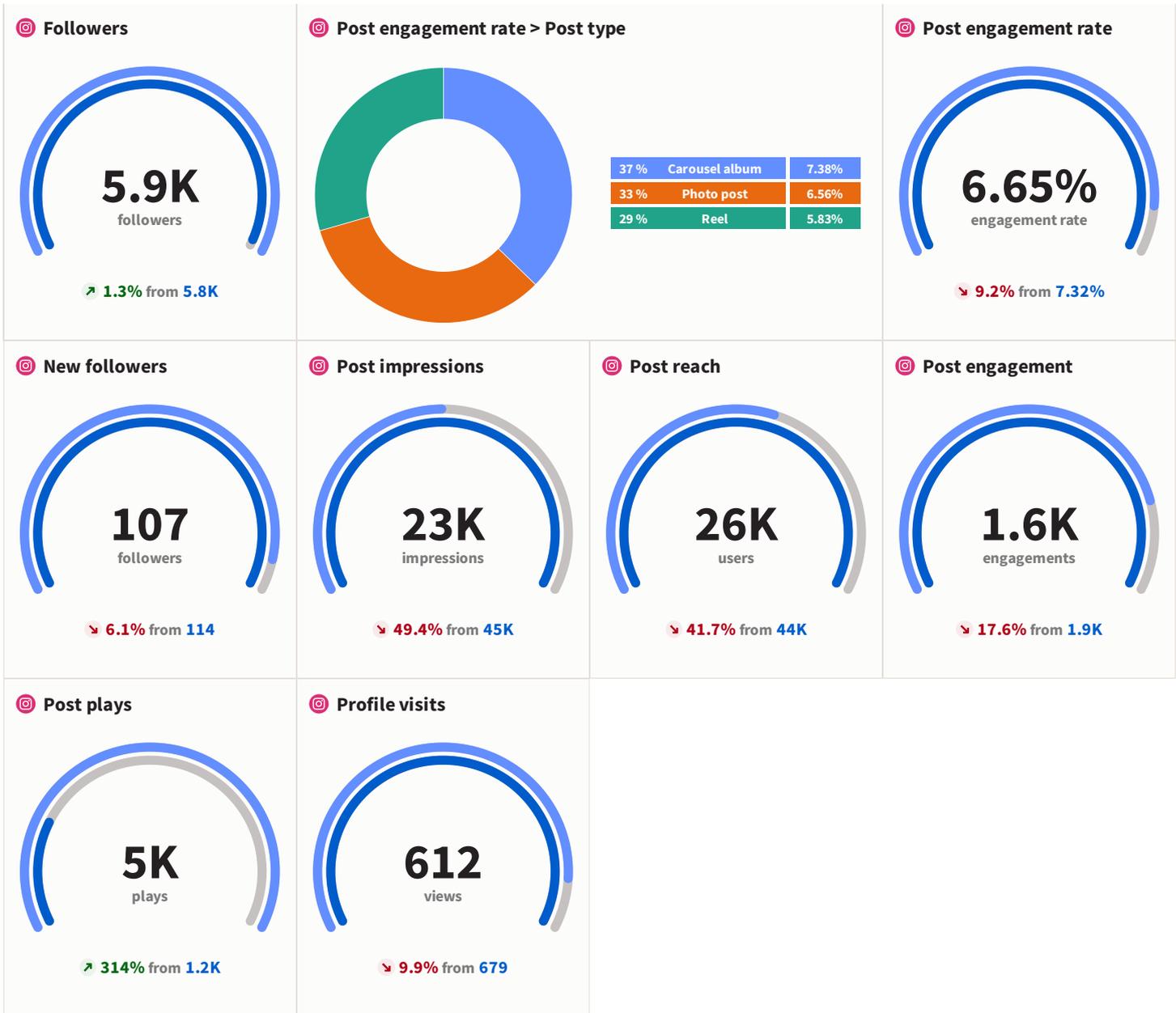


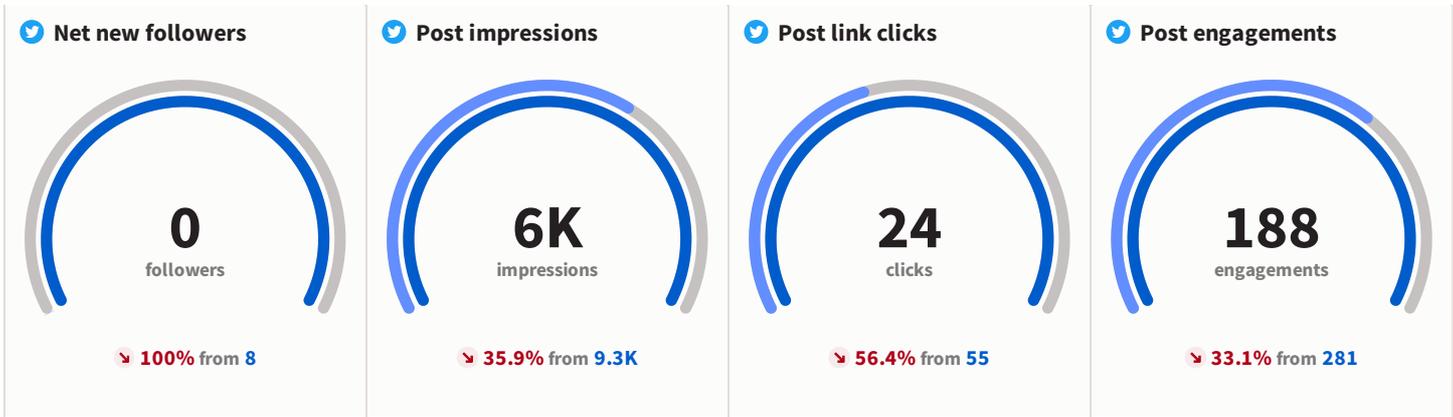
Top posts > Engagement rate

10.99% engagement rate

9.22% engagement rate

6.4% engagement rate





Top tweets



Hop Kettle opens today at the Gloucester Food Dock 🍷 How excited are you?!?! Located in the original buildings off Commercial Road, they will be serving from three floors,

7.82% engagement rate



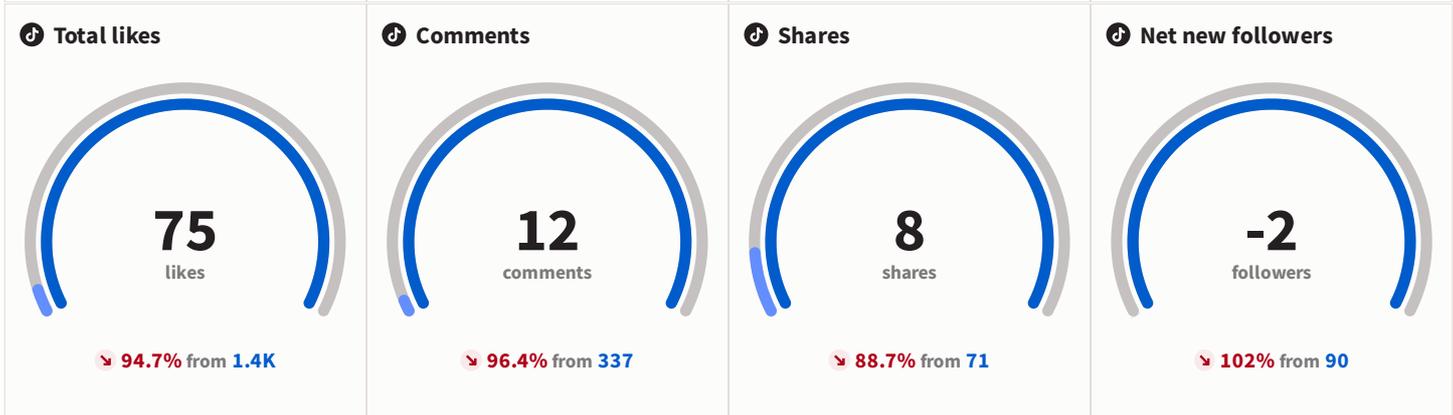
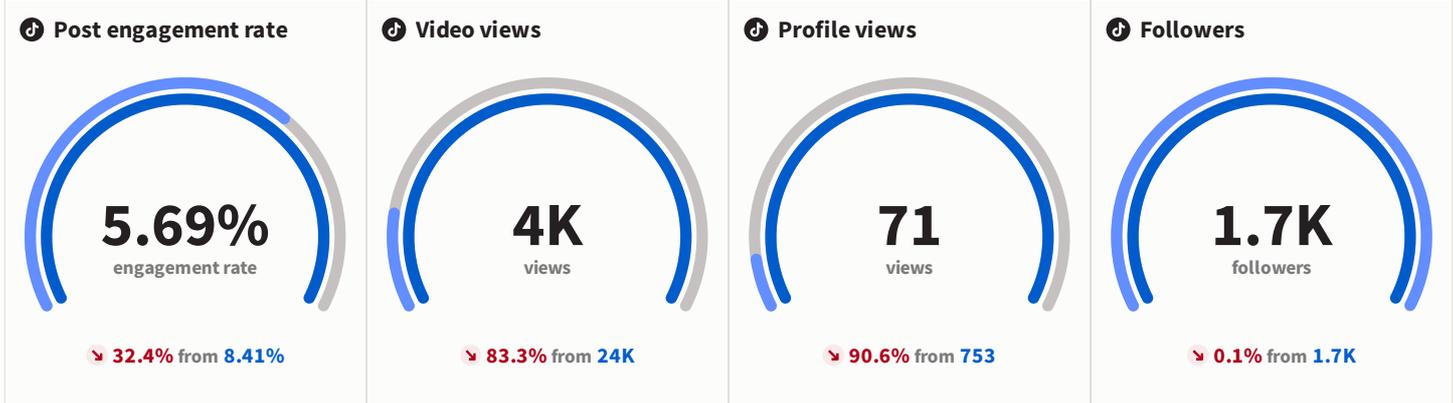
Light Eternal has arrived at Gloucester Cathedral! Don't miss your chance to book tickets: <https://ow.ly/jxBk50PYVCA> <https://twitter.com/VisitGloucester/status/171529943889627>

7.34% engagement rate



Windows Through Time is back along Westgate Street on the 16-26 October! Huge windows will hang high above the street to highlight the amazing architecture in the wealth of

4.71% engagement rate



Top posts > Engagement rate



Light Eternal has arrive at Gloucester Cathedral. Book tickets now! #visitgloucester #fyp #gloucester #gloucestershire #cotswolds #traveltok #touristspot #gloucestercathedral

6.74% engagement rate



The first of 8 business to open at the Food Dock. More are opening next month! #visitgloucester #fyp #gloucester #gloucestershire #cotswolds #traveltok #touristspot #viral

5.26% engagement rate



The first of 8 businesses to open. More will follow in November! #visitgloucester #fyp #gloucester #gloucestershire #cotswolds #traveltok #touristspot #viral

5.06% engagement rate

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.