

VISIT GLOUCESTER

Monthly Social Media Report 01 August – 31 August

Compared to 01 July – 31 July



This month we grew our audience by 0.4%. There was an average engagement rate of 5.45% across all channels, an increase of 5.1% from July. We reached over 351K users (up 51.3%) and entered consumer screens over 318K times (up 29.4%)

Top Content:

- Gloucester Goes Retro
- Gloucester Cathedral Exhibit
- Submergence

AVERAGE POST ENGAGEMENT RATE

6.11%

Down 5.2%
Instagram

5.83%

Up 24.3%
X (Twitter)

3.87%

Up 9.5%
Facebook

0%

No Change
LinkedIn

4.76%

Up 9.1%
TikTok

POST COMMENTS & REPLIES

278

Up 101%
Facebook

21

Down 69.1%
Instagram

0

No Change
LinkedIn

6

Down 25%
TikTok

0

No Change
X (Twitter)

POST REACH

307,809

Up 53.9%
Facebook

30,350

Up 6.2%
Instagram

13,446

Up 261%
TikTok

POST IMPRESSIONS

270,288

Up 28.1%
Facebook

26,836

Up 20.3%
Instagram

5,912

Down 33.3%
X (Twitter)

15,797

Up 271%
TikTok

0

No Change
LinkedIn

FANS & FOLLOWERS

28,319

Up 0.4%
Facebook

11,827

Down 0.4%
X (Twitter)

6,546

Up 1.7%
Instagram

1,802

Up 1.2%
TikTok

61

No Change
LinkedIn

POST SHARES

518

Up 9.3%
Facebook

14

Down 41.7%
Instagram

37

Down 7.5%
X (Twitter)

130

Up 767%
TikTok

0

No Change
LinkedIn

f Top posts > Engagement rate



We hope you enjoyed Gloucester Goes Retro yesterday! Let us know your thoughts about this years events by filling out our survey! You will be in with a chance of winning a £50 Gloucester Gift Card! Your feedback helps us shape future events in the city! <https://www.gloucestergoesretro.uk/feedback>

12.5% engagement rate



Want to be involved with Gloucester Goes Retro? We're looking for stalls to go in the Revival Market in Kings Square (Antiques, Curios, upcycled, Vintage), Food Traders who operate from Retro style vans and there are a few pitches available for general traders in the Docks! Contact

9.73% engagement rate



1 WEEK TO GO! There is only one more week until Gloucester Goes Retro fills the city streets! One of the highlights of the city's vibrant festival calendar, Gloucester Goes Retro features over 500 classic vehicles filling the historic Gate Streets and Gloucester Docks. You will also find Vintage fashion and retro

7.64% engagement rate

@ Top posts > Engagement rate



Happy Monday Gloucester! Here's what's on this week! - History of Weapons at the Soldiers of Gloucestershire Museum. 13 August. - Going Green at Gloucestershire Archives. 15 August. - Chill on the Green at Gloucester Cathedral. 16 August. - Guided Tour of The Folk of Gloucester. Multiple Dates. -

13.62% engagement rate



Dancing at Gloucester Goes Retro!

8.57% engagement rate



Mars is coming to Gloucester! This October, you are invited to experience the red planet like never before at @gloucestercathedral this October, with the spectacular Mars: War and Peace artwork by Luke Jerram on display between 15 October – 3 November! Measuring seven metres in diameter, the rotating

8.57% engagement rate

Top tweets



Hello August! It looks like we are finally getting some warm weather and what a busy month for it with one of Gloucester's best events returning! We've listed some of the highlights over on our blog: <https://ow.ly/NraW50SOVA2>
<https://twitter.com/VisitGloucester/status/1818938532318056923/photo/1>

17.18% engagement rate



@GlosGuildhall have introduced KIDS CLUB which makes children's tickets £3.50 each! And grown-ups go FREE. Tickets are limited, so to grab this absolute bargain get booking now: <https://bit.ly/3X4fgiY>
<https://twitter.com/VisitGloucester/status/1824008415313539535/photo/1>

8.7% engagement rate



Happy Monday Gloucester! Check out our website for what's on this week: <https://ow.ly/hl3e50T0S1h>
<https://twitter.com/VisitGloucester/status/1825473248848474571/photo/1>

8.02% engagement rate

Top posts > Engagement rate



Happy August! #fyp #visitgloucester #gloucester #gloucestershire #cotswolds #traveltok #touristspot #gloucesterdocks #taylorswift #august #folklore

6.97% engagement rate



Find out more on our website! #fyp #visitgloucester #gloucester #gloucestershire #cotswolds #traveltok #touristspot

6.26% engagement rate



Submergence is a unique and welcoming light and sound event for all the family, creating space for exploration, play and connection. Open Tuesday - Saturday, 10-5, until August 31st. #fyp #visitgloucester #gloucester #gloucestershire #cotswolds #traveltok #touristspot

5.38% engagement rate