GLOUCESTER

Monthly Social Media Report 01 December – 31 December

Compared to 01 November – 30 November

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This month we grew our audience by 0.6%. There was an average engagement rate of 3.53% across all channels, a decrease from 4.34% in November. We reached over 224K users (down 55%) and entered consumer screens over 226K times (down 16.4%)

Top Content:

- Gloucester Cathedral
- Christmas

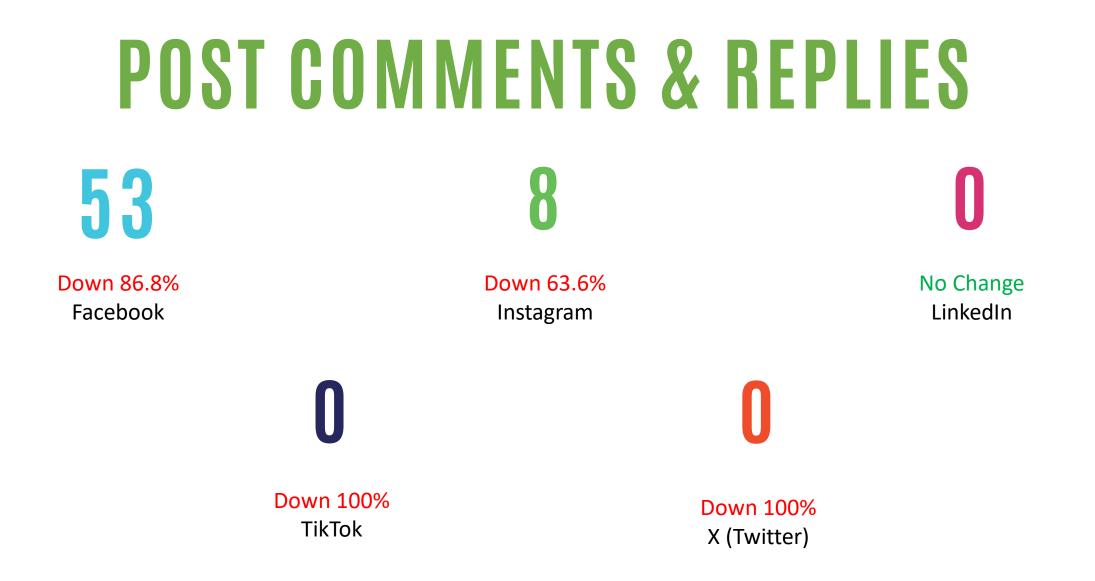
AVERAGE POST ENGAGEMENT RATE 4.43% 2.93% 2.68%

Down 17.1% Instagram Down 25.3% X (Twitter) Down 22.3% Facebook

0%

No Change LinkedIn **4.68**%

Up 32.6% TikTok



POST REACH

199,051

Down 55.3% Facebook 24,490

Down 41.7% Instagram 833

Down 92.4% TikTok

POST IMPRESSIONS

200,358

Down 8.3% Facebook 24,345

Down 30.1% Instagram 866

Down 80.2% X (Twitter)

981

Down 92.5% TikTok

No Change LinkedIn

FANS & FOLLOWERS

29.457

11,663

6,831

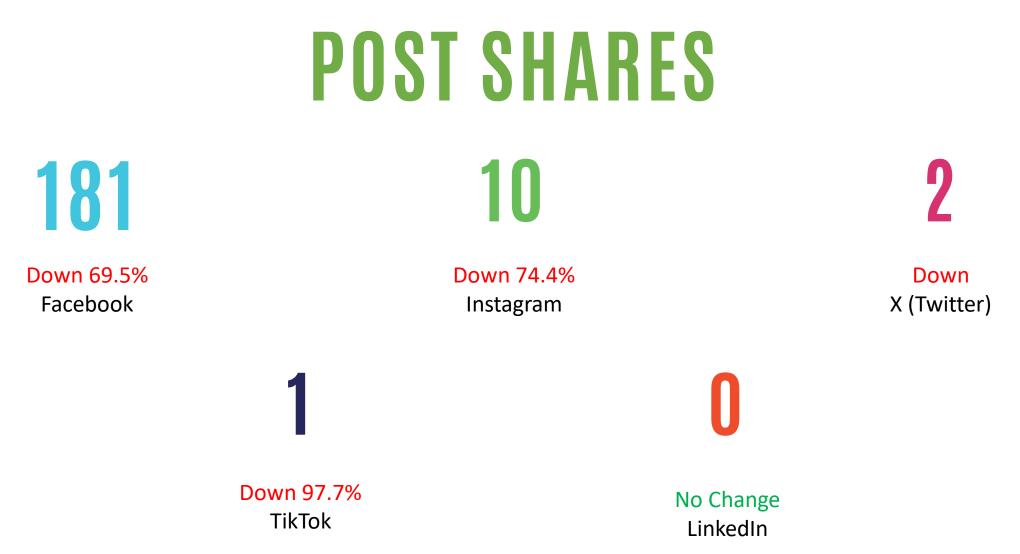
Up 0.9% Facebook Down 0.2% X (Twitter)

Up 0.6% Instagram

1,881

Up 0.4% TikTok 61

No Change LinkedIn



Top posts > Engagement rate



Gloucester on the big screen! Mirror and the Light, about the rise and fall of Thomas Cromwell, may have spotted Gloucester Cathedral in the background! The second series of Booker Prize-winning author Hilary Mantel's trilogy starring Damian Lewis and Mark

13.81% engagement rate



(Post with no description)

9.62% engagement rate



Merry Christmas from all of us at Visit Gloucester! 🎄

6.59% engagement rate

Top posts > Engagement rate



Head down to Gloucester Cathedral this month for their range of festive events and activities! There is something for everyone and we have listed them on our blog! Link in bio! #visitgloucester #gloucester #gloucesteshire #christmas #gloucesterbelieves

10.48% engagement rate



Christmas Shopping can be hard! Trying to remember what you bought your friends and family last year, wondering what they need or would like, so why not ease the pressure, and gift an experience to share with them this Christmas! We've listed some of our favourite Gloucester based experiences on

7.42% engagement rate



Gloucester on the big screen! 🛱 Viewers of the BBC medieval drama The Mirror and the Light, about the rise and fall of Thomas Cromwell, may have spotted Gloucester Cathedral in the background! The second series of Booker Prize-winning author Hilary Mantel's trilogy starring Damian Lewis and Mark

7.31% engagement rate

💙 Top tweets



Merry Christmas from all of us at Visit Gloucester! https://twitter.com/VisitGloucester/status/1871843973318193360/video/1

5.83% engagement rate



Together Gloucester is excited to announce its latest round of funding to support you to create, take part in and experience high quality creative activities and events next year between April 2025 and March 2026! Visit the website for more details: https://ow.ly/rQ9J50UiRlQ

3.53% engagement rate



Now Hiring: Event Producer - Bright Nights Bright Nights Gloucester is now seeking a dynamic event producer to plan and deliver two events as part of the Bright Nights Programme. Visit the Bright Nights website for further info: https://ow.ly/B7bN50UuM3z

3.47% engagement rate

Top posts > Engagement rate



The christmas decorations are up at Gloucester Cathedral! #fyp #visitgloucester #gloucester #gloucestershire #cotswolds #traveltok #christmas #touristspot #gloucesterbelieves #gloucestercathedral

4.68% engagement rate