

# VISIT GLOUCESTER

Monthly Social Media Report 01 December – 31 December

Compared to 01 November – 30 November



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%

Down 17.1%  
Instagram

2.93%

Down 25.3%  
X (Twitter)

2.68%

Down 22.3%  
Facebook

0%

No Change  
LinkedIn

4.68%

Up 32.6%  
TikTok

# POST COMMENTS & REPLIES

53

Down 86.8%  
Facebook

8

Down 63.6%  
Instagram

0

No Change  
LinkedIn

0

Down 100%  
TikTok

0

Down 100%  
X (Twitter)

# 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

0

No Change  
LinkedIn

# FANS & FOLLOWERS

29,457

Up 0.9%  
Facebook

11,663

Down 0.2%  
X (Twitter)

6,831

Up 0.6%  
Instagram

1,881

Up 0.4%  
TikTok

61

No Change  
LinkedIn

# POST SHARES

181

Down 69.5%  
Facebook

10

Down 74.4%  
Instagram

2

Down  
X (Twitter)

1

Down 97.7%  
TikTok

0

No Change  
LinkedIn



**f** Top posts > 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

**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 #gloucestershire #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



**@VisitGloucester**  
Dec 25, 09:02

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

**5.83%** engagement rate



**@VisitGloucester**  
Dec 02, 11:30

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/rQ9J50UiriQ>

**3.53%** engagement rate



**@VisitGloucester**  
Dec 20, 09:30

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



**visit\_gloucester**  
Dec 09, 10:06

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

**4.68%** engagement rate