

VISIT GLOUCESTER

Monthly Social Media Report 01 February – 28 February

Compared to 01 January – 31 January



This month we grew our audience by 0.5%. There was an average engagement rate of 4.31% across all channels, an increase from 25.6% in January. We reached over 433K users (up 241%) and entered consumer screens over 396K times (up 199%)

Top Content:

- New Business Opening
- Bright Nights Events
- Cathedral

AVERAGE POST ENGAGEMENT RATE

5.23%

Up 15.9%
Instagram

3.78%

Up 7.6%
X (Twitter)

3.35%

Up 31.1%
Facebook

5.12%

Up
TikTok

POST COMMENTS & REPLIES

259

Up 398%
Facebook

13

Up 62.5%
Instagram

7

Up
TikTok

0

No Change
X (Twitter)

POST REACH

399,139

Up 255%
Facebook

26,306

Up 82%
Instagram

7,570

Up
TikTok

POST IMPRESSIONS

362,648

Up 217%
Facebook

23,292

Up 50.7%
Instagram

2,225

Down 14.8%
X (Twitter)

8,518

Up
TikTok

FANS & FOLLOWERS

29,734

Up 0.7%
Facebook

11,593

Down 0.2%
X (Twitter)

6,946

Up 1.1%
Instagram

1,886

Up 0.2%
TikTok

POST SHARES

291

Up 268%
Facebook

41

Up 583%
Instagram

5

Up 25%
X (Twitter)

42

Up
TikTok

f Top posts > Engagement rate



Gloucester
Feb 27, 10:01

New Business Alert!! 🚩 Kinn Kinn opens today at Gloucester_Food_Dock! After becoming a staple food destination in Newport, Kinn Kinn is bringing the bold flavours of Thailand to the heart of Gloucester! Known for its original and diverse culinary scene, the Food Dock is now home to Thai chef Gena's unique

108 likes and reactions



Gloucester
Feb 03, 10:30

The Gloucester Folk Trail is back! From February 14th to 16th, the streets of Gloucester will come alive with music, workshops, performances, and the vibrant traditions of folk culture. This family-friendly festival, organised by Gloucester BID and now in its eighth year, celebrates everything from toe-

94 likes and reactions



Gloucester
Feb 07, 10:30

Bright Nights: Twist & Shine 📅 13 - 19 February 📍 Kings Square Twist and Shine by Kaleider is a beautiful landscape of interactive light sculptures. They are made out of interconnected prisms that can be twisted into thousands of different shapes. Come and move the light sculptures to create your own

78 likes and reactions

@ Top posts > Engagement rate



visitgloucester
Feb 10, 10:30

Spend half term in Gloucester this month! There's lots going on this half term to keep everyone busy here in Gloucester! There's art exhibitions, family trails and activities, live music, history tours, craft workshops, and so much more! Read all about it on our blog! #visitgloucester #gloucester #gloucestershire

9.53% engagement rate



visitgloucester
Feb 02, 10:00

Tired of the same old same old, or wondering what to do together? Fancy trying something different with your significant other? Well fear not, because we've got it covered! Take a look at some of the fun things in Gloucester that you can do with your loved one, or ones over on our blog! #visitgloucester

8.63% engagement rate



visitgloucester
Feb 04, 10:30

This February Half Term all are warmly welcome to join a celebration of Gloucestershire's heritage and creativity. From a photography exhibition and family-friendly activities, to tours of the hidden library and a spectacular concert, there is something for everyone to enjoy! Read all about it on our

8.31% engagement rate

Top tweets



Gloucester is gearing up for a busy month in March! We've listed some of the highlights over on our blog! <https://ow.ly/O3Z450V7uqn>
<https://twitter.com/VisitGloucester/status/1895142684831961302/photo/1>

8.43% engagement rate



The Orchard St Food & Craft Market is back, starting this weekend! Located at the stunning Gloucester Quays, the market offers a great mix of delicious, locally sourced food and drink, artisan arts and crafts! Find out more: <https://ow.ly/woln50V5V0f>

8.05% engagement rate



Gloucester Cathedral's popular Morning Yoga sessions are back this year! First session is on 22 Feb! Book now! <https://ow.ly/ozE850V189n>
<https://twitter.com/VisitGloucester/status/1891435023099720003/photo/1>

5.34% engagement rate

Top posts > Engagement rate



As seen in the Philosophers Stone, Chamber of Secrets, and the Half Blood Prince! #fyp #visitgloucester #gloucester #gloucestershire #cotswolds #traveltok #touristspot #gloucestercathedral #harrypotter #marauders

12.64% engagement rate



Who's looking forward to the summer? #fyp #visitgloucester #gloucester #gloucestershire #cotswolds #traveltok #touristspot #summer

8.38% engagement rate



On display until the 5th March! #fyp #visitgloucester #gloucester #gloucestershire #cotswolds #traveltok #touristspot

4.27% engagement rate