

VISIT GLOUCESTER

Monthly Social Media Report 01 January – 30 January

Compared to 01 December– 31 December



This month we grew our audience by 0.1%. There was an average engagement rate of 3.47% across all channels, a decrease from 3.53% in December. We reached over 124K users (down 44.4%) and entered consumer screens over 129K times (down 42.7%)

Top Content:

- What's On
- Rugby
- Apple Tree Wassail

AVERAGE POST ENGAGEMENT RATE

4.53%

Up 2.3%
Instagram

3.51%

Up 19.8%
X (Twitter)

2.62%

Down 2.4%
Facebook

0%

Down 100%
TikTok

POST COMMENTS & REPLIES

52

Down 1.9%
Facebook

8

No Change
Instagram

0

No Change
TikTok

0

No Change
X (Twitter)

POST REACH

110,873

Down 44.3%
Facebook

13,855

Down 43.4%
Instagram

0

Down 100%
TikTok

POST IMPRESSIONS

112,532

Down 43.8%
Facebook

14,760

Down 39.4%
Instagram

2,590

Up 199%
X (Twitter)

0

Down 100%
TikTok

FANS & FOLLOWERS

29,517

Up 0.2%
Facebook

11,615

Down 0.4%
X (Twitter)

6,973

Up 0.6%
Instagram

1,882

Up 0.1%
TikTok

POST SHARES

79

Down 56.4%
Facebook

6

Down 40%
Instagram

4

Up 100%
X (Twitter)

0

Down 100%
TikTok

f Top posts > Engagement rate



After a quiet January, Gloucester is ready to show you what it's all about this month! With photography exhibitions, live performances and guided tours, there is something for everyone! Read all about it on our blog! <https://ow.ly/gTOM50UPIHr>

7.2% engagement rate



There's nothing Gloucester loves more than Rugby so we've rounded up some of the local pubs where you will be able to watch the Six Nations, starting on the 31 January! Find out more on our blog! <https://ow.ly/XQfH50UMpLA>

6.65% engagement rate



Happy New Year Gloucester! What will you be doing today?

5.41% engagement rate

@ Top posts > Engagement rate



Welcome in the new year at The Folk of Gloucester on Saturday 18 January with their annual Apple Tree Wassail! Become part of a centuries-old custom as they bless the apple trees in their garden to bring in a year of good health, good luck and fruitful harvests! Find out more on our website! #visitgloucester

8.97% engagement rate



Step into a world of peace and tranquillity at @blackfriarspriory for four rejuvenating mini retreats throughout the year, the first one happening on the 7 February! Nestled in the heart of Gloucester, this stunning 800-year-old medieval landmark offers the perfect setting to pause, unwind, and realign

7.57% engagement rate



2024 seemed to absolutely fly by, although actually, I think we feel that every year! There were so many fantastic events, festivals, and activities of all kinds that took place, it really was a fabulous year here in Gloucester. Whilst there will be lots more to add to this, we thought we would share 25 things that will

6.68% engagement rate

Top tweets



@VisitGloucester
Jan 17, 10:30

The Apple Tree Wassail is tomorrow at The Folk of Gloucester! Become part of a centuries-old custom as they bless the apple trees in the Folk of Gloucester garden to bring in a year of good health, good luck and fruitful harvests! Find out more: <https://ow.ly/Taqt50Uihf2>

8.54% engagement rate



@VisitGloucester
Jan 09, 10:30

Welcome in the new year at The Folk of Gloucester on Saturday 18 January with their annual Apple Tree Wassail! Find out more: <https://ow.ly/iZW350UCowB>
<https://twitter.com/VisitGloucester/status/1877301889819086912/photo/1>

6.57% engagement rate



@VisitGloucester
Jan 06, 10:30

The great GWR sale is now live, with up to 50% off! Explore the Cotswolds with GWR in the January sale and take advantage of discounted train fares. Offer ends 9 January. Book your tickets at: <http://www.gwr.com/sale>
<https://twitter.com/VisitGloucester/status/1876214705485754531/photo/1>

5.16% engagement rate