

# VISIT GLOUCESTER

Monthly Social Media Report 01 July – 31 July

Compared to 01 June – 30 June



This month we grew our audience by 0.2%. There was an average engagement rate of 5.61% across all channels, an increase of 66.2% from June. We reached over 225K users (up 25.9%) and entered consumer screens over 245K times (up 39.8%)

#### Top Content:

- Gloucester Goes Retro
- Gloucester Cathedral
- High Street Tredworth

# AVERAGE POST ENGAGEMENT RATE

6.62%

Up 7.7%  
Instagram

4.69%

Down 12.1%  
X (Twitter)

3.09%

Up 38.1%  
Facebook

0%

No Change  
LinkedIn

4.58%

Up  
TikTok

# POST COMMENTS & REPLIES

138

Up 81.6%  
Facebook

65

Up 491%  
Instagram

0

No Change  
LinkedIn

8

Up  
TikTok

0

No Change  
X (Twitter)

# POST REACH

199,946

Up 33.6%  
Facebook

27,749

Up 79%  
Instagram

3,535

Up  
TikTok

# POST IMPRESSIONS

210,797

Up 35.3%  
Facebook

22,000

Up 30.3%  
Instagram

8,867

Up 184%  
X (Twitter)

4,064

Up  
TikTok

0

No Change  
LinkedIn

# FANS & FOLLOWERS

28,210

Up 0.3%  
Facebook

11,872

Down 0.1%  
X (Twitter)

6,438

Up 1%  
Instagram

1,780

Up 0.3%  
TikTok

61

Up  
LinkedIn

# POST SHARES

478

Up 125%  
Facebook

20

Up 25%  
Instagram

40

Up 344%  
X (Twitter)

15

Up  
TikTok

0

No Change  
LinkedIn





**G** Gloucester  
Jul 29, 12:02

Gloucester Goes Retro is one of Gloucester's best loved events, attracting over 25k visitors and we want you to be involved! We are looking for: - Stall holders - Sustainable fashion - Vintage Games - Buskers - Swap shops - Vintage photo booth - Dance workshops - Music through the ages -

**14.19 %**



**G** Gloucester  
Jul 27, 08:00

Gloucester Goes Retro is 4 weeks away! A range of classic cars will be driving into the city along with a host of retro acts and get your boogie on! There will be vintage clothes and antique stalls plus an array of performers and exhibitions to keep you entertained! Find out more on the GGR website: ht

**5.08 %**



**G** Gloucester  
Jul 16, 09:01

Every Friday, starting this week until the end of August, head down to the Cathedral and relax on the green! Expect live acoustic music, street food and a relaxing atmosphere. This event is free and there is no booking required: <https://ow.ly/ueNA50SC61g>

**5.05 %**



**V** visitgloucester  
Jul 24, 14:08

A new exhibition at @gloucestercathedral, in partnership with @voices.gloucester, will showcase powerful artworks and textiles alongside a historical 18th Century slave song manuscript. The exhibition aims to celebrate Gloucester's diverse people and history. Between

**11.72 %** engagement rate



**V** visitgloucester  
Jul 18, 09:21

Last week we visited Tash Frootko to take a look at the newly transformed High Street Tredworth! Take a look! #visitgloucester #gloucester #gloucestershire

**10.08 %** engagement rate



**V** visitgloucester  
Jul 28, 08:00


Today is Beatrix Potter's Birthday! Have you visit the House of The Tailor of Gloucester? #visitgloucester #gloucester #gloucestershire #beatrixpotter #thetailorofgloucester

**9.49 %** engagement rate

# IN GLOUCESTER

## JULY



 @VisitGloucester  
Jul 16, 09:01

Every Friday, starting this week until the end of August, head down to the Cathedral and relax on the green! Expect live acoustic music, street food and a relaxing atmosphere. This event is free and there is no booking required: <https://ow.ly/suSn50SC61i> <https://twitter.com/VisitGloucester/status/1818633373666926889>

**9.18 %** engagement rate



 @VisitGloucester  
Jul 31, 13:02

The Orchard St Food & Craft Market is back this weekend! Find out more on our website: <https://ow.ly/lzNW50SO3E4> <https://twitter.com/VisitGloucester/status/1818633373666926889/photo/1>

**8.09 %** engagement rate

 @VisitGloucester  
Jul 01, 14:30

Hello July! It's already looking like a busy month for the city with lego at the Museum of Gloucester, yoga at the Cathedral, live music at Llanthony, and so much more! We've listed some of the highlights on our blog: <https://ow.ly/kNep50SsQUx> <https://twitter.com/VisitGloucester/status/18077>

**9.6 %** engagement rate



 visit\_gloucester  
Jul 18, 09:42

Last week we visited Tash Frootko to see the newly transformed High Street Tredworth! Take a look! [#visitgloucester](#) [#fyp](#) [#gloucester](#) [#gloucestershire](#) [#cotswolds](#) [#traveltok](#) [#touristspot](#) [#rainbow](#)

**6.41 %** engagement rate



 visit\_gloucester  
Jul 19, 12:18

Relax on the green at Gloucester Cathedral every Friday! [#fyp](#) [#visitgloucester](#) [#gloucester](#) [#gloucestershire](#) [#cotswolds](#) [#traveltok](#) [#touristspot](#) [#gloucestercathedral](#)

**5.1 %** engagement rate



 visit\_gloucester  
Jul 28, 08:00

Today is Beatrix Potter's Birthday! [#fyp](#) [#visitgloucester](#) [#gloucester](#) [#gloucestershire](#) [#cotswolds](#) [#touristspot](#) [#traveltok](#) [#beatrixpotter](#)

**3.89 %** engagement rate