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Monthly Social Media Report 01 July – 31 July

Compared to 01 June – 30 June

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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

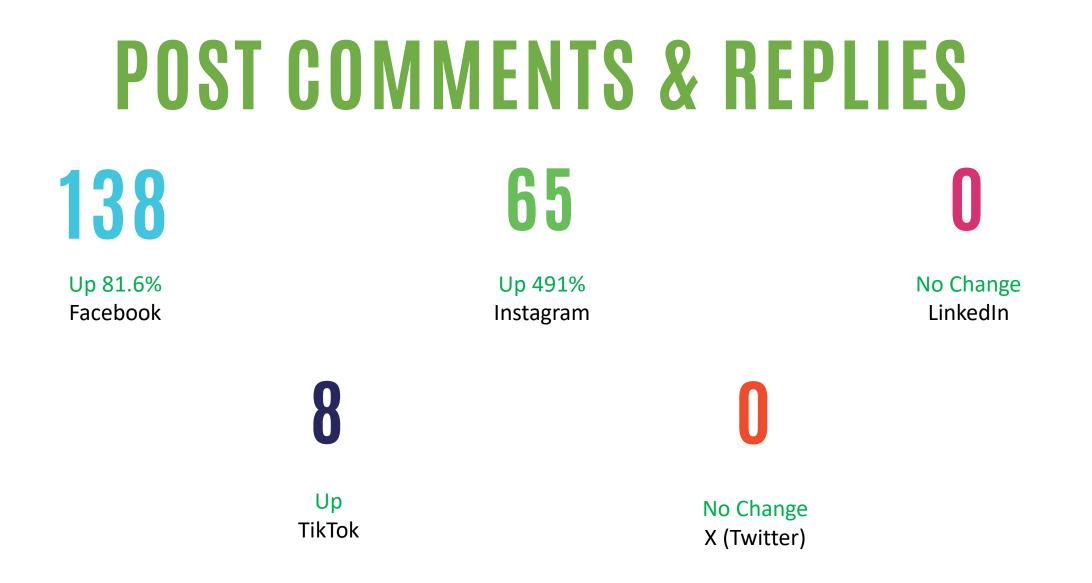
AVERAGE POST ENGAGEMENT RATE 6.62% 4.69% 3.09%

Up 7.7% Instagram Down 12.1% X (Twitter) Up 38.1% Facebook

0%

No Change LinkedIn 4.58%

Up TikTok



POST REACH

199,946

Up 33.6% Facebook **27,749** Up 79%

Instagram

3,535

Up TikTok

POST IMPRESSIONS

210,797

22,000

Up 30.3% Instagram 8,867

Up 35.3% Facebook Up 184% X (Twitter)

4,064

Up TikTok

No Change LinkedIn

FANS & FOLLOWERS

28,210

11,872

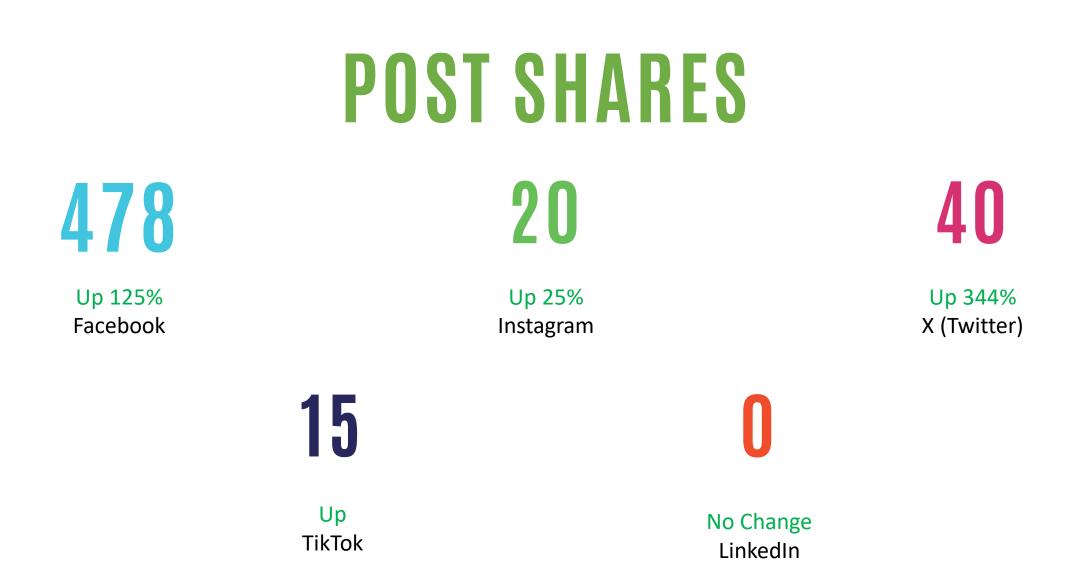
6,438

Up 0.3% Facebook Down 0.1% X (Twitter) Up 1% Instagram

1,780

Up 0.3% TikTok 61

Up LinkedIn







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 %





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 %





A new exhibition at @gloucestercatehdral, 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





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/ueNA5 OSC61g

5.05 %





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





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



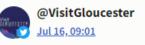
JULY



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/kNep50SsQU x https://twitter.com/VisitGloucester/status/18077

9.6 % engagement rate





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/suSn50 SC61i https://twitter.com/VisitGloucester/status/1

9.18 % engagement rate





The Orchard St Food & Craft Market is back this weekend! Find out more on our website: https://o w.ly/IzNW50SO3E4 https://twitter.com/VisitGlouce ster/status/1818633373666926889/photo/1

8.09 % engagement rate





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





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





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

6.41 % engagement rate

5.1 % engagement rate

3.89 % engagement rate