

VISIT GLOUCESTER

Monthly Social Media Report 01 June – 30 June

Compared to 01 May – 31 May



AVERAGE POST ENGAGEMENT RATE

6.15%

Up 1.1%
Instagram

5.34%

Up 58.8%
X (Twitter)

2.24%

Up 6.8%
Facebook

0%

Down 100%
LinkedIn

0%

Down 100%
TikTok

POST COMMENTS & REPLIES

76

Down 17.4%
Facebook

11

No Change
Instagram

0

No Change
LinkedIn

0

Down 100%
TikTok

0

No Change
X (Twitter)

POST REACH

149,526

Down 36.7%
Facebook

15,498

Down 36.2%
Instagram

0

Down 100%
TikTok

POST IMPRESSIONS

155,613

Down 34.9%
Facebook

16,878

Down 31.8%
Instagram

3,110

Down 47.6%
X (Twitter)

0

Down 100%
TikTok

0

Down 100%
LinkedIn

FANS & FOLLOWERS

28,117

No Change
Facebook

11,886

Down 0.1%
X (Twitter)

6,372

Up 0.7%
Instagram

1,175

Down 0.1%
TikTok

45

Up 2.3%
LinkedIn

POST SHARES

213

Up 2.9%
Facebook

16

Down 20%
Instagram

9

Down 55%
X (Twitter)

0

Down 100%
TikTok

0

No Change
LinkedIn