

VISIT GLOUCESTER

Monthly Social Media Report 01 November – 30 November

Compared to 01 October – 31 October



This month we grew our audience by 0.4%. There was an average engagement rate of 4.56% across all channels, a decrease of 8.2% from September. We reached over 195K users (up 31.5%) and entered consumer screens over 204K times (up 33.5%)

Top Content:

- Mars: War & Peace
- Weekly What's On

AVERAGE POST ENGAGEMENT RATE

5.39%

Up 6.1%
Instagram

3.78%

Down 13%
X (Twitter)

3.47%

Down 8.3%
Facebook

0%

No Change
LinkedIn

3.68%

Up 21.2%
TikTok

POST COMMENTS & REPLIES

392

Up 102%
Facebook

22

Up 144%
Instagram

0

No Change
LinkedIn

5

Up
TikTok

1

No Change
X (Twitter)

POST REACH

398,728

Up 107%
Facebook

41,702

Up 97.3%
Instagram

10,326

Up 1.3K%
TikTok

POST IMPRESSIONS

217,996

Up 11%
Facebook

34,538

Up 62.8%
Instagram

4,299

Down 20%
X (Twitter)

12,052

Up 1.3K%
TikTok

0

No Change
LinkedIn

FANS & FOLLOWERS

29,189

Up 1.9%
Facebook

11,681

Down 0.8%
X (Twitter)

6,787

Up 1.7%
Instagram

1,873

Up 1.9%
TikTok

61

No Change
LinkedIn

POST SHARES

599

Up 125%
Facebook

39

Up 105%
Instagram

43

Up 975%
X (Twitter)

2

Down 86.7%
TikTok

0

No Change
LinkedIn

f Top posts > Engagement rate



Have you seen the Lanterns lighting up the Oxbode? This installation was designed by local artist Helena Doyle as part of Bright Nights! Find out more: <https://ow.ly/o5Wk50U9SrH>

13.51% engagement rate



Pret A Manger has officially arrived at Gloucester Quays! 🥰🥰 Who's excited??

13.08% engagement rate



Check out these pics from this year's Lantern Parade! If you attended the event, we would love your feedback! Fill out the feedback form here: <https://forms.office.com/e/KfaxDA5b7a>

12.93% engagement rate

📷 Top posts > Engagement rate



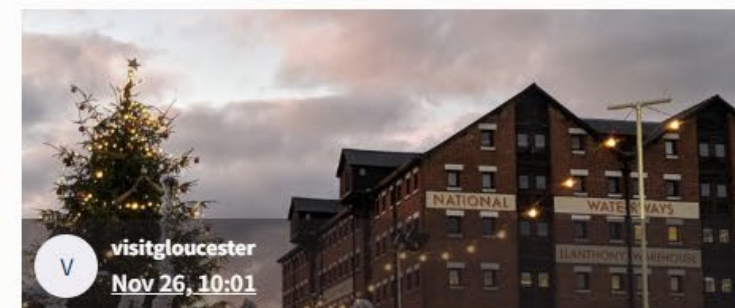
It's the final weekend to see Mars: War & Peace at @gloucestercathedral! Don't miss the chance to see Luke Jerram's incredible seven metre sculpture of Mars up close in the Cathedral Nave, accompanied by an immersive soundtrack in the surroundings of the stunning dramatic space. The artwork features

11.44% engagement rate



Have you seen the Lanterns lighting up the Oxbode? This installation was designed by local artist Helena Doyle as part of Bright Nights! #visitgloucester #gloucester #gloucestershire #christmas #christmasingloucester #gloucesterbelieves #brightnights

11.33% engagement rate



It's not long now until Santa is back at the National Waterways Museum for the well-loved Stories with Santa experience! 🧑‍🎄 During December, Santa will provide a 30 minute experience for little ones and their carers in a group session with other families. Listen to Santa tell a Christmas story and then

10.25% engagement rate

Top tweets



EXCITING NEWS! 📣 The Christmas Markets at Gloucester Quays are back this weekend, 02-03 November! They return with a fabulous range of festive gifts, locally produced foodie products, delicious street food and pop-up bars! Find out more on our website: <https://ow.ly/Q72q50TXR84>

7.23% engagement rate



Pret has officially arrived at Gloucester Quays! 🍓🍓 Who's excited??
<https://twitter.com/VisitGloucester/status/1858888651486151151/photo/1>

7.17% engagement rate



The first snow of the season! ❄️
<https://twitter.com/VisitGloucester/status/1858838799813411169/photo/1>

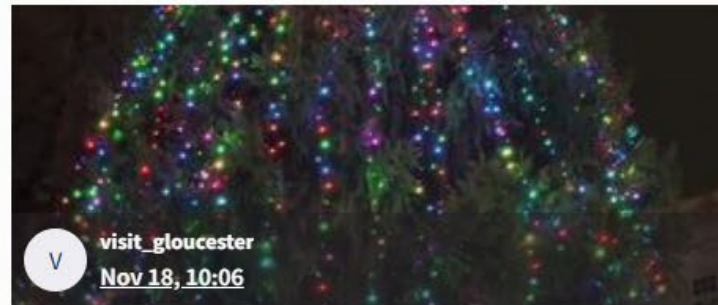
6.36% engagement rate

Top posts > Engagement rate



The first snow of the season! ❄️ #fyp #visitgloucester #gloucester #gloucestershire #cotswolds #traveltok #touristspot #christmas #gloucesterbelieves #snow

7.04% engagement rate



The Christmas Lights in Gloucester were switched on over the weekend! Who's excited for Christmas? 🎄 #fyp #visitgloucester #gloucester #gloucestershire #cotswolds #traveltok #touristspot #christmas #gloucesterbelieves #treeoflight

4.48% engagement rate



The Christmas Markets are back every weekend until the 15th December! #fyp #visitgloucester #gloucester #gloucestershire #cotswolds #traveltok #touristspot #christmas #gloucesterbelieves #gloucesterquays

3.83% engagement rate