

# VISIT GLOUCESTER

Monthly Social Media Report 01 September – 30 September

Compared to 01 August – 31 August



This month we grew our audience by 0.3%. There was an average engagement rate of 5.03% across all channels, a decrease of 7.7% from August. We reached over 145K users (down 58.7%) and entered consumer screens over 148K times down 53.4%)

#### Top Content:

- Weekly What's On
- Beating Back the Past Exhibition
- Monthly What's On

# AVERAGE POST ENGAGEMENT RATE

6.33%

Up 3.5%  
Instagram

4.7%

Down 19.3%  
X (Twitter)

3.06%

Down 20.8%  
Facebook

0%

No Change  
LinkedIn

10.74%

Up 126%  
TikTok

# POST COMMENTS & REPLIES

25

Down 91%  
Facebook

12

Down 42.9%  
Instagram

0

No Change  
LinkedIn

1

Down 83.3%  
TikTok

0

No Change  
X (Twitter)

# POST REACH

124,314

Down 59.6%  
Facebook

20,089

Down 33.8%  
Instagram

773

Down 94.3%  
TikTok

# POST IMPRESSIONS

125,427

Down 53.6%  
Facebook

20,081

Down 25.2%  
Instagram

2,278

Down 61.5%  
X (Twitter)

859

Down 94.6%  
TikTok

0

No Change  
LinkedIn

# FANS & FOLLOWERS

28,396

Up 0.3%  
Facebook

11,822

Down 0%  
X (Twitter)

6,617

Up 1.1%  
Instagram

1,818

Up 0.9%  
TikTok

61

No Change  
LinkedIn

# POST SHARES

202

Down 61%  
Facebook

7

Down 50%  
Instagram

9

Down 75.7%  
X (Twitter)

4

Down 96.9%  
TikTok

0

No Change  
LinkedIn



**f** Top posts > Engagement rate



CALLING ALL GLOUCESTER BUSINESSES 🗣️ We would love for you to be involved in our Christmas plans! We have multiple sponsorship opportunities available for our Christmas Trail which will directly promote your business to 50K followers across our social media channels, 43K website visitors, and

**6.76%** engagement rate



A new exhibition starts at Gloucester Cathedral this weekend!

**6.24%** engagement rate



It's September! Here in Gloucester we are welcoming the autumnal season with a month full of incredible events! The Gloucester History Festival returns with a range of fantastic talks. A new exhibition will be on display at Gloucester Cathedral and the Heritage Open Days will allow you to see parts of the city

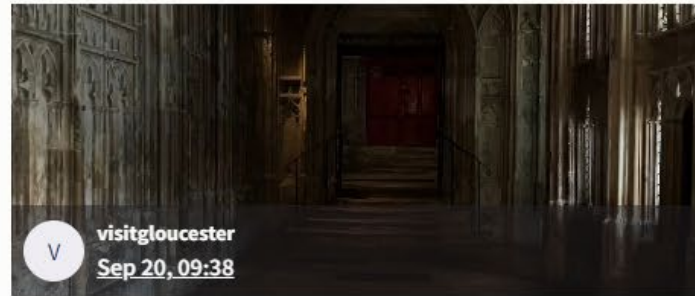
**5.61%** engagement rate

**i** Top posts > Engagement rate



Happy Monday Gloucester! Here's what's on this week: - Guided Tour of the Folk of Gloucester. 12 September. - Gloucester Heritage Open Days, Multiple Venues. 13-15 September. - Little Brick Builders at the Museum of Gloucester. 13 September. - A Season of Silent Film: The Hunchback of Notre Dame at

**10.81%** engagement rate




The Beating Back the Past exhibition forms part Threads 2024 and showcases new works by Gloucester-based artist Rider Shafique and British-Jamaican photographer Vanley Burke. On display at @gloucestercathedral until the 30 September! #visitgloucester #gloucester #gloucestershire

**9.87%** engagement rate



Happy Monday Gloucester! Here's what's on this week: - Guided Tour of The Folk of Gloucester. Multiple dates. - Stevens & Pound at Gloucester Guildhall. 04 October. - Gloucester Independent Film Festival at Gloucester Guildhall. 05 October. - Meet the Author: Hayley Hoskins at Gloucestershire Heritage Hub. 05

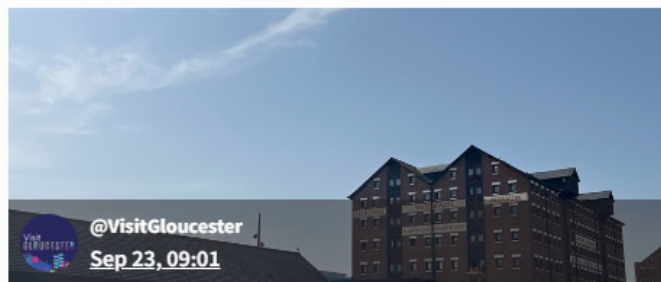
**9.71%** engagement rate

 Top tweets



It's September! Here in Gloucester we are welcoming the autumnal season with a month full of incredible events! Find out more on our blog!  
<https://ow.ly/umyE50Tcy2>  
<https://twitter.com/VisitGloucester/status/1830538769272803783/photo/1>

**10.64%** engagement rate



Happy Monday Gloucester! Check out our website for what's on this week:  
<https://ow.ly/l2HG50TsUcb>  
<https://twitter.com/VisitGloucester/status/1838141575194394742/photo/1>

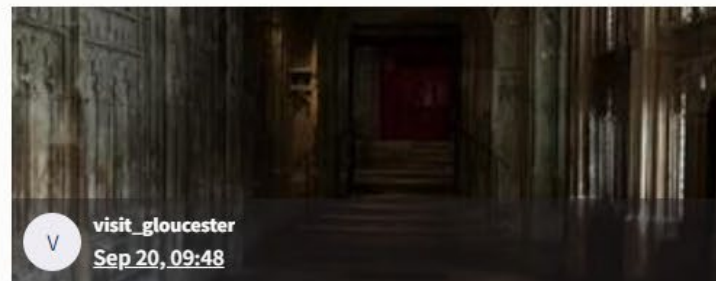
**10%** engagement rate



Happy Monday Gloucester! Here's what's on this week: Check out our website for what's on this week: <https://ow.ly/lwgc50TICNb>  
<https://twitter.com/VisitGloucester/status/1833068130400178608/photo/1>

**6.37%** engagement rate

 Top posts > Engagement rate



The Beating Back the Past exhibition forms part Threads 2024 and showcases new works by Gloucester-based artist Rider Shafique and British-Jamaican photographer Vanley Burke. On display at Gloucester Cathedral until the 30 September!  
[#visitgloucester](#) [#fyp](#) [#gloucester](#) [#gloucestershire](#) [#cotswolds](#) [#traveltok](#) [#touristspot](#)

**10.74%** engagement rate