

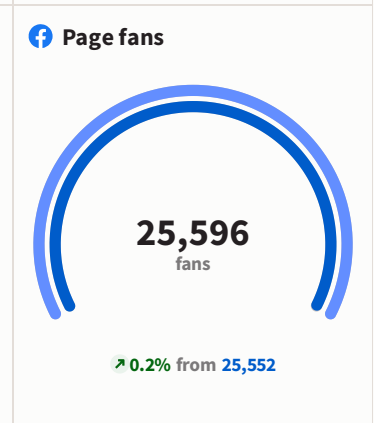
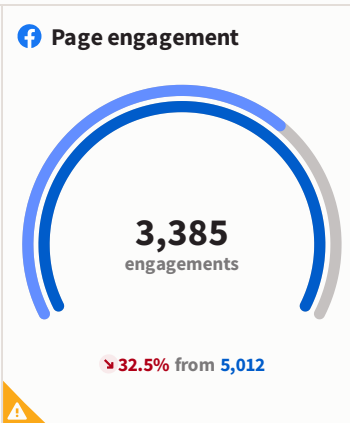
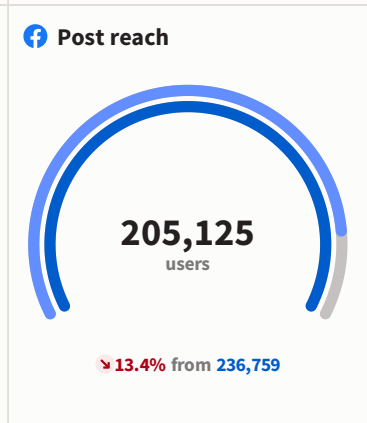
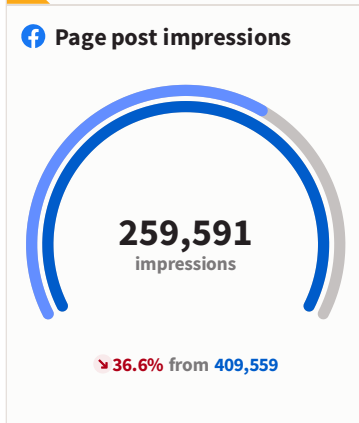
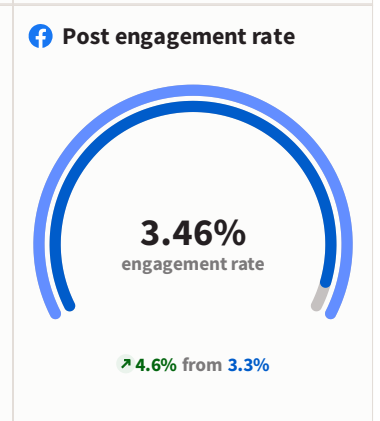
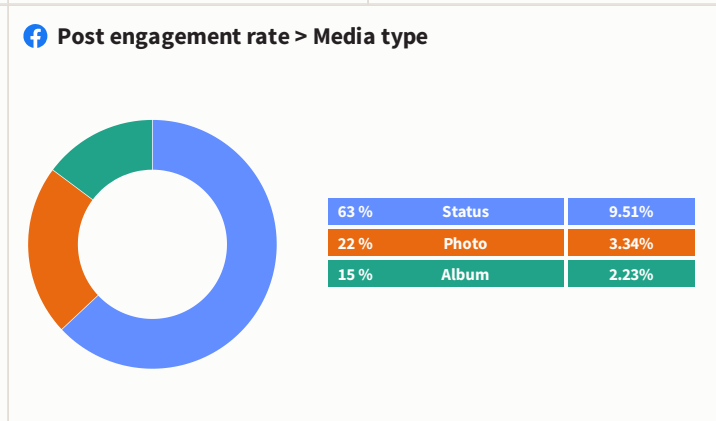
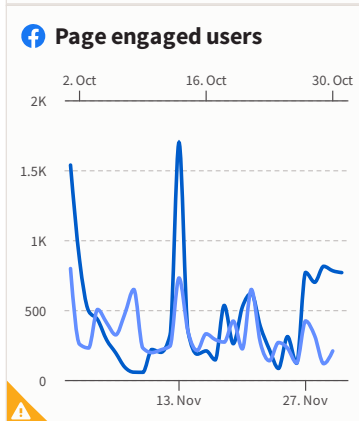


# Monthly Report

Comparison between [Nov 01 - Nov 30, 2023](#) and [Oct 01 - Oct 31, 2023](#)

<b>Average post engagem...</b> LinkedIn Page <b>+%</b> <b>15.94%</b> Instagram ... <b>-17.7%</b> <b>5.4%</b> TikTok Bus... <b>+8.4%</b> <b>5.25%</b> Facebook ... <b>+4.6%</b> <b>3.46%</b> Twitter <b>+3.2%</b> <b>2.95%</b>	<b>Post comments &amp; replies</b> Facebook Pa... <b>+20.8%</b> <b>302</b> Instagram Business <b>0%</b> <b>17</b> TikTok Business <b>+33.3%</b> <b>8</b> Twitter <b>+%</b> <b>2</b> LinkedIn Page <b>0%</b> <b>0</b>	<b>Post reach</b> Facebo... <b>-13.4%</b> <b>205,125</b> Instagram... <b>+51.7%</b> <b>39,832</b> TikTok Bus... <b>+271%</b> <b>4,781</b>	<b>Post impressions</b> Facebo... <b>-16.3%</b> <b>212,550</b> Instagram... <b>+65.9%</b> <b>39,387</b> Twitter <b>+95.2%</b> <b>11,646</b> TikTok Bus... <b>+247%</b> <b>5,394</b> LinkedIn Page <b>+%</b> <b>143</b>
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<b>Post link clicks</b> Facebook ... <b>-12.6%</b> <b>1,751</b> Twitter <b>+388%</b> <b>117</b>	<b>Page &amp; profile reach</b> Facebo... <b>-36.4%</b> <b>219,984</b> Instagram ... <b>-9.3%</b> <b>26,266</b> LinkedIn Page <b>+2.9K%</b> <b>90</b>	<b>Fans &amp; Followers</b> Facebook ... <b>+0.4%</b> <b>28,634</b> Twitter <b>+0%</b> <b>11,933</b> Instagram ... <b>+1.5%</b> <b>6,007</b> TikTok Busi... <b>+0.8%</b> <b>1,709</b> LinkedIn Page <b>+186%</b> <b>20</b>	<b>Post shares</b> Facebook Pa... <b>+17.3%</b> <b>469</b> Twitter <b>+81.5%</b> <b>49</b> Instagram Bu... <b>+17.6%</b> <b>40</b> LinkedIn Page <b>+%</b> <b>5</b> TikTok Business <b>0%</b> <b>3</b>
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### Top posts > Engagement rate

**G** Gloucester  
Nov 19, 09:00

Now that we have turned on the Christmas Lights and officially welcomed Christmas here in Gloucester, we want to know when you put up your Christmas decs! Let us know in the comments! ↓

**9.51%** engagement rate

### IN GLOUCESTER NOVEMBER

**G** Gloucester  
Nov 01, 10:01

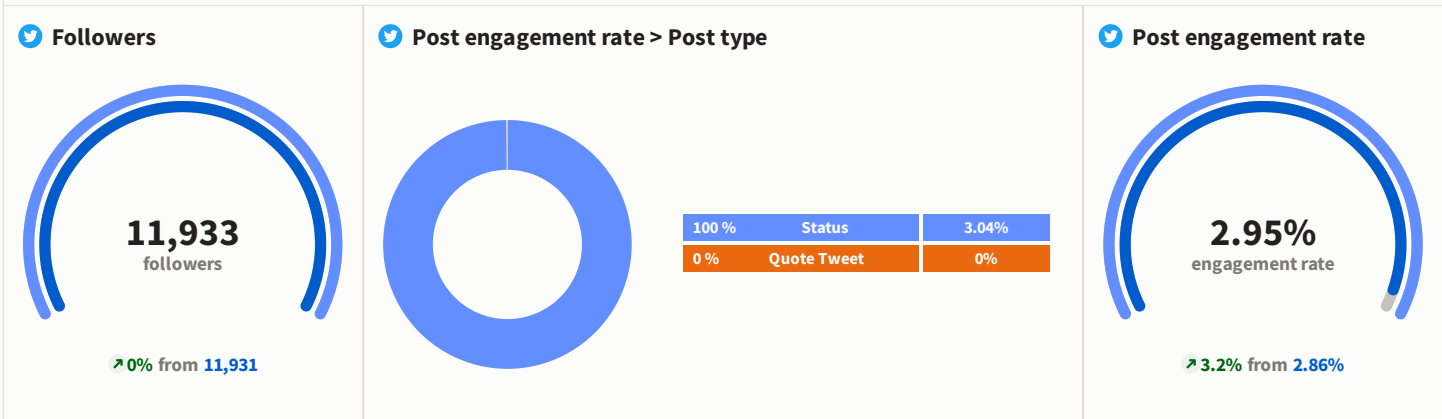
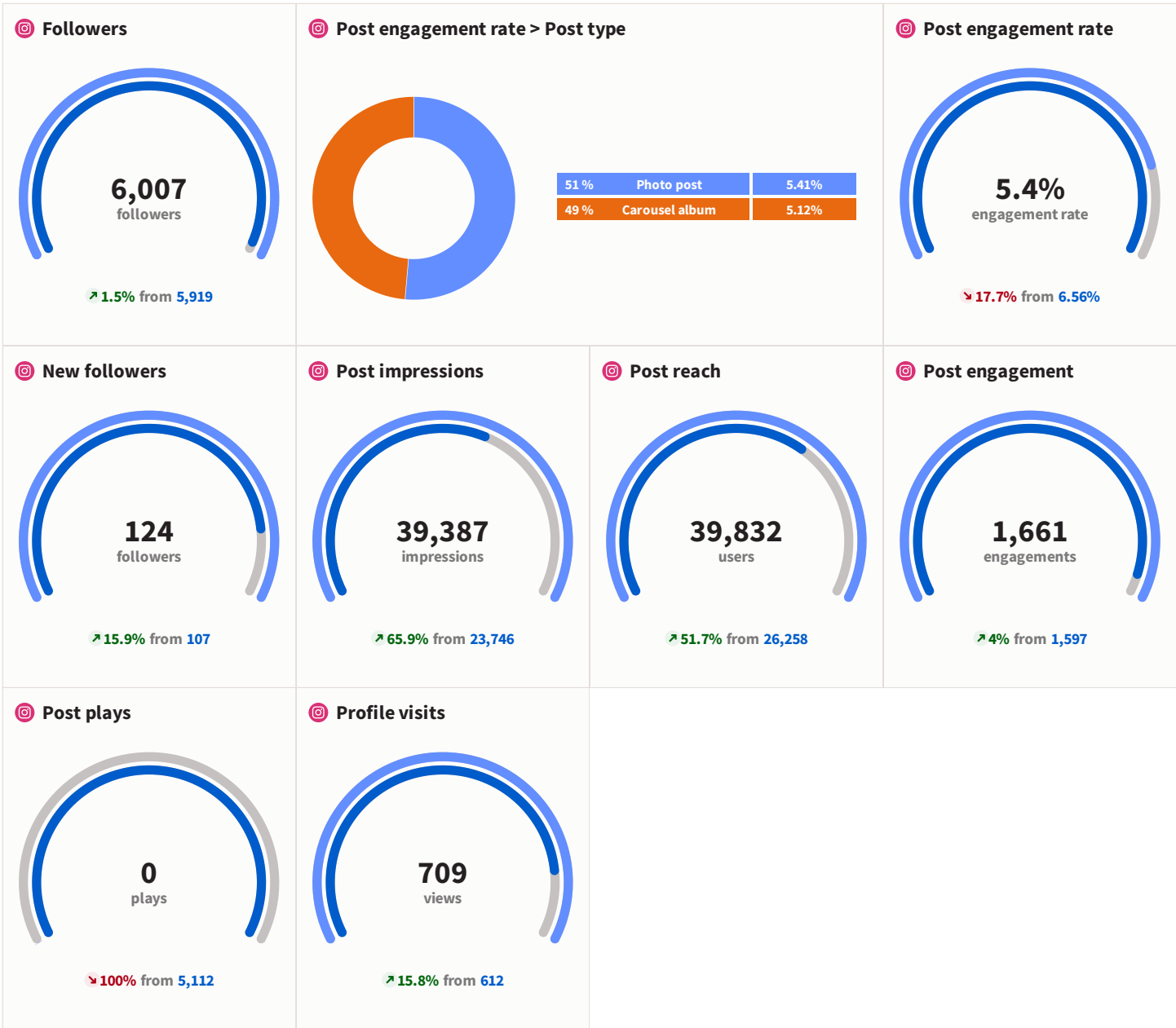
Gloucester is gearing up for the Christmas Festivities this month, with lots of events for all ages to enjoy! We've listed some of the highlights of this month's events over on our

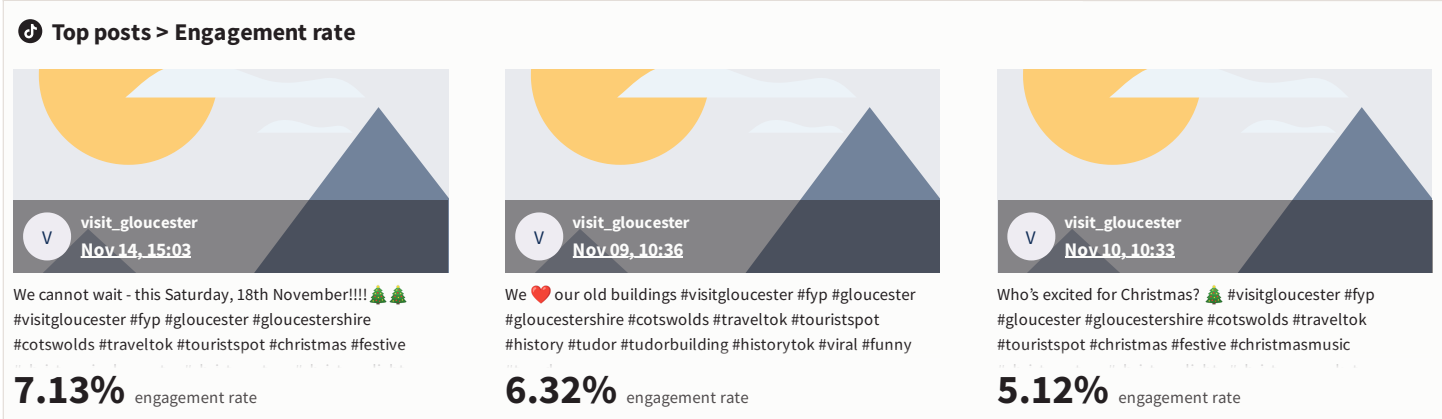
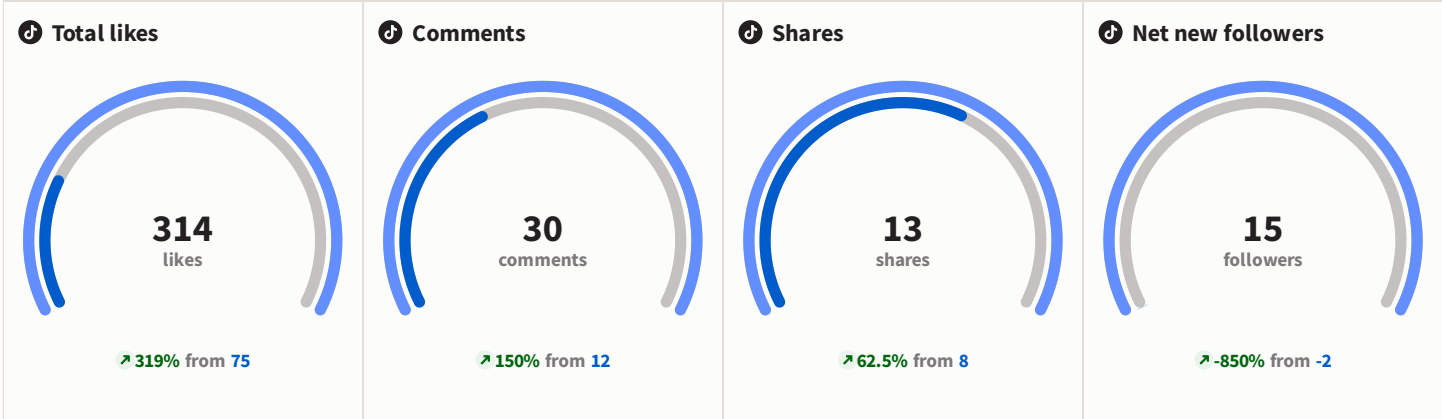
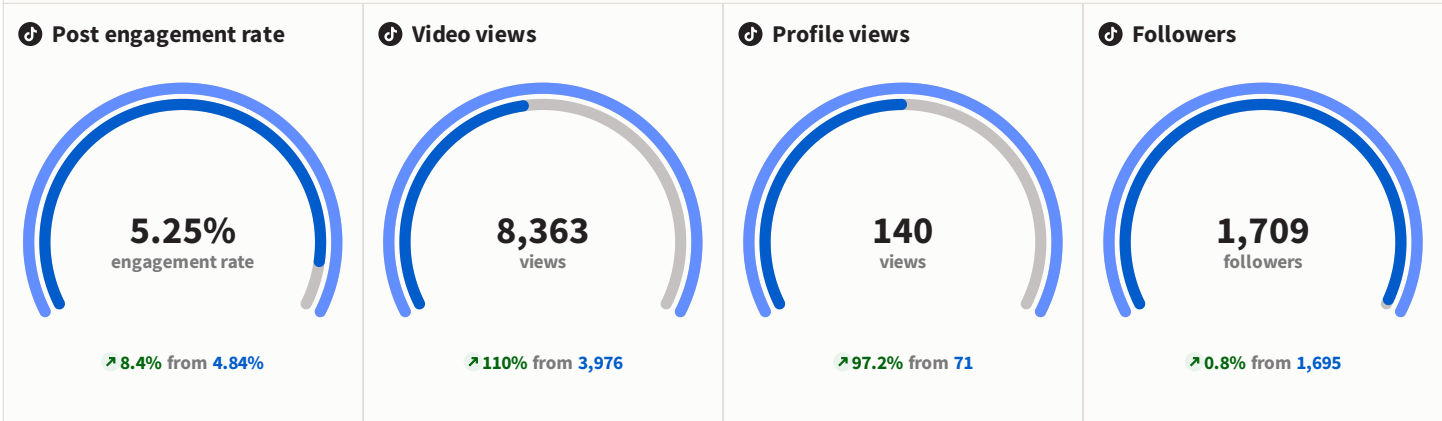
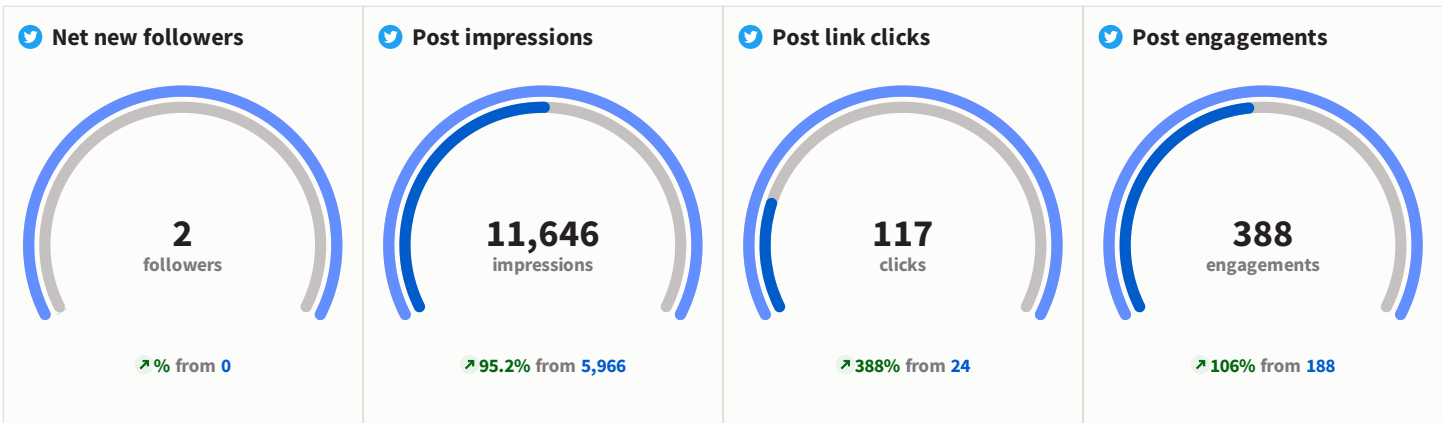
**6.9%** engagement rate

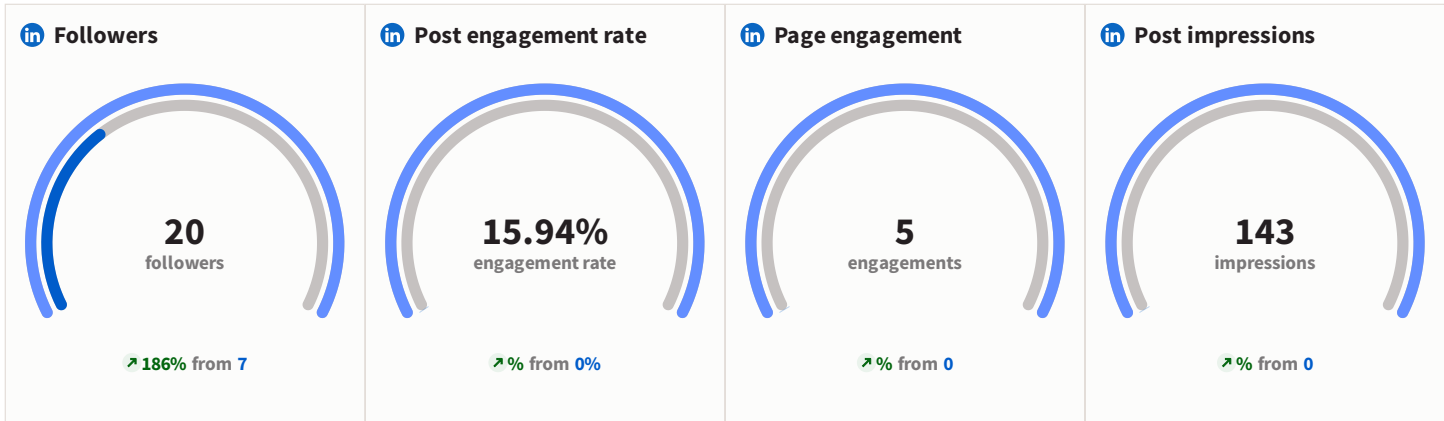
**G** Gloucester  
Nov 13, 10:01

Happy Monday Gloucester! Here's what's on this week! - The Gloucester Lantern Procession & Christmas Light Switch-On. Come down to the city on Saturday 18 November to see it lit

**6.18%** engagement rate







**in Top posts**

**Visit Gloucester**  
**Nov 29, 12:00**

Can you find all of the Runaway Reindeers across Gloucester this Christmas? Discover them all starting this Saturday!

**Visit Gloucester**  
**Nov 30, 15:03**

Gloucester In The News! 📰 Gloucester was the feature of a great article on Saturday, focusing on just some of our fantastic businesses and attractions. The report highlighted

**17.14%** engagement rate

**Visit Gloucester**  
**Nov 17, 16:55**

Gloucester is a place that truly Believes in Christmas 🎄 Having celebrated at this time of year right back to Saturnalia when the city was Glevum, up to now where it is

**10.68%** engagement rate

**20%** engagement rate

## Report sources

### Analytics

#### Instagram Business

 visitgloucester

#### Facebook Pages

 Gloucester

#### LinkedIn Pages

 Visit Gloucester


#### TikTok

 visit\_gloucester

#### Twitter

 @VisitGloucester

## Extra notes

All tiles marked with  might contain aggregated values across networks. To see the breakdown, head into Hootsuite and use compare by social network. You can customize these metric tiles in Hootsuite to see how each network contributed to the total.