

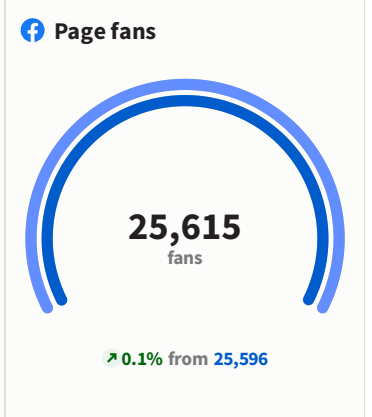
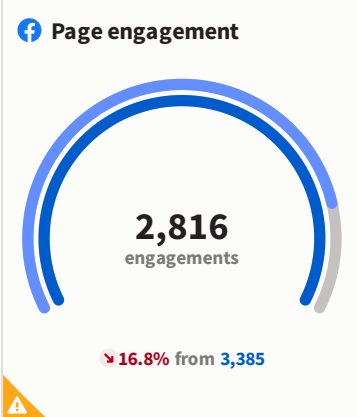
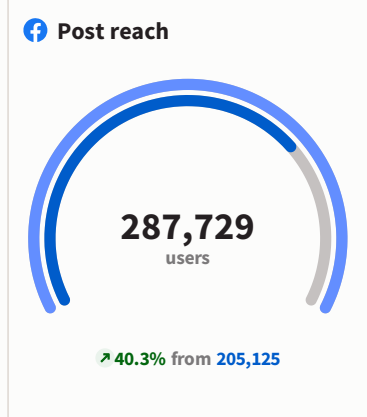
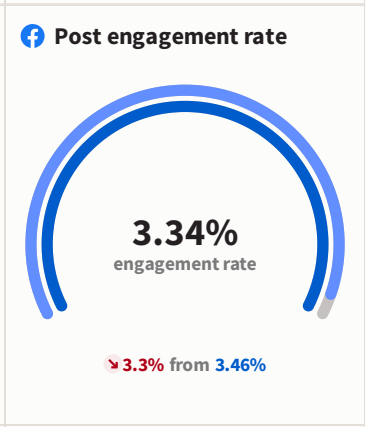
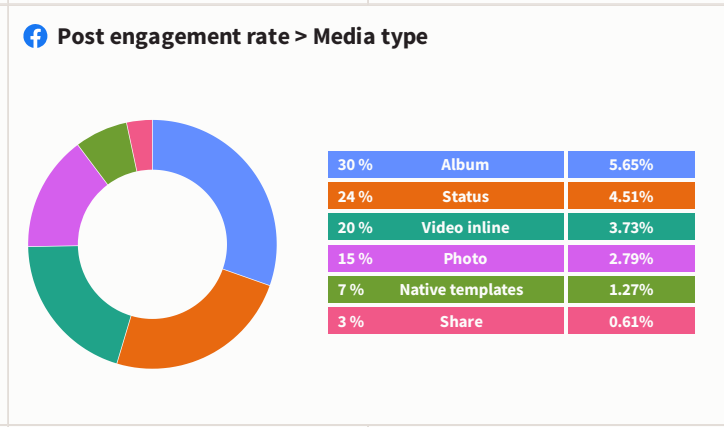
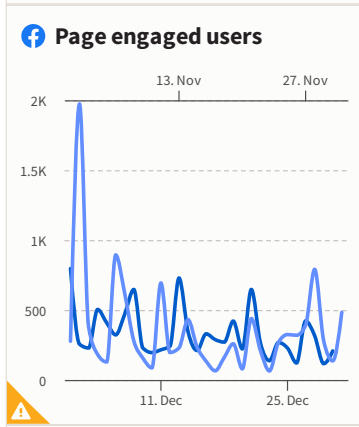


Monthly Report

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

📌 Average post engagemen...	📌 Post comments & replies	📌 Post reach	📌 Post impressions
Instagram ... +14% 6.16%	Facebook Page -26.5% 222	Facebo... +40.3% 287,729	Facebo... +38.7% 294,751
TikTok B... +16.1% 6.09%	Instagram Bus... +147% 42	Instagram ... -1.1% 39,387	Instagram ... -8.2% 36,146
Twitter +22.1% 3.6%	TikTok Business +175% 22	TikTok Busi... +21% 5,784	Twitter -35.2% 7,544
Facebook P... -3.3% 3.34%	Twitter -50% 1		TikTok Bu... +25.4% 6,766
LinkedIn ... -79.8% 3.22%	LinkedIn Page 0% 0		LinkedIn Page -37.8% 89

📌 Post link clicks	📌 Page & profile reach	📌 Fans & Followers	📌 Post shares
Facebook ... +10.3% 1,932	Faceboo... +9.3% 240,549	Facebook ... +0.3% 28,714	Facebook Page -40.3% 280
	Instagram... +8.5% 28,508	Twitter -0.1% 11,919	Twitter -53.1% 23
Twitter -35.9% 75	LinkedIn Page -61.1% 35	Instagram ... +0.8% 6,055	Instagram Bus... -62.5% 15
		TikTok Busi... +1.2% 1,729	TikTok Business +200% 9
		LinkedIn Page +5% 21	LinkedIn Page -80% 1



📘 Top posts > Engagement rate

Gloucester
Dec 02, 08:01

Hetty's Place opens Today at the Gloucester Food Dock! 🍴
Sat up on the deck overlooking Gloucester Docks, you can enjoy a menu of brunch items, coffee, and baked goods -

11.18% engagement rate

Gloucester
Dec 11, 10:01

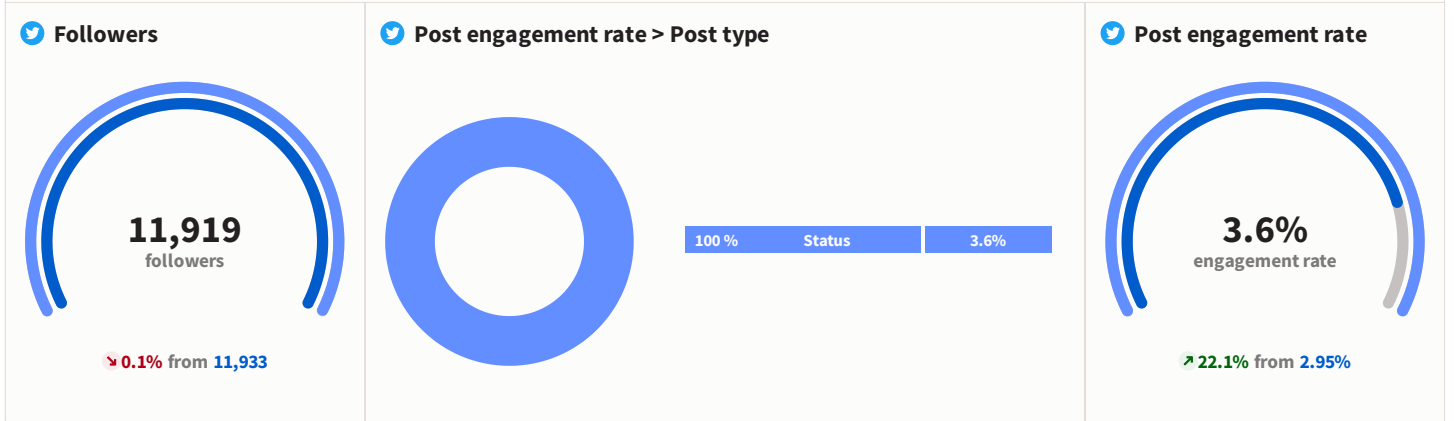
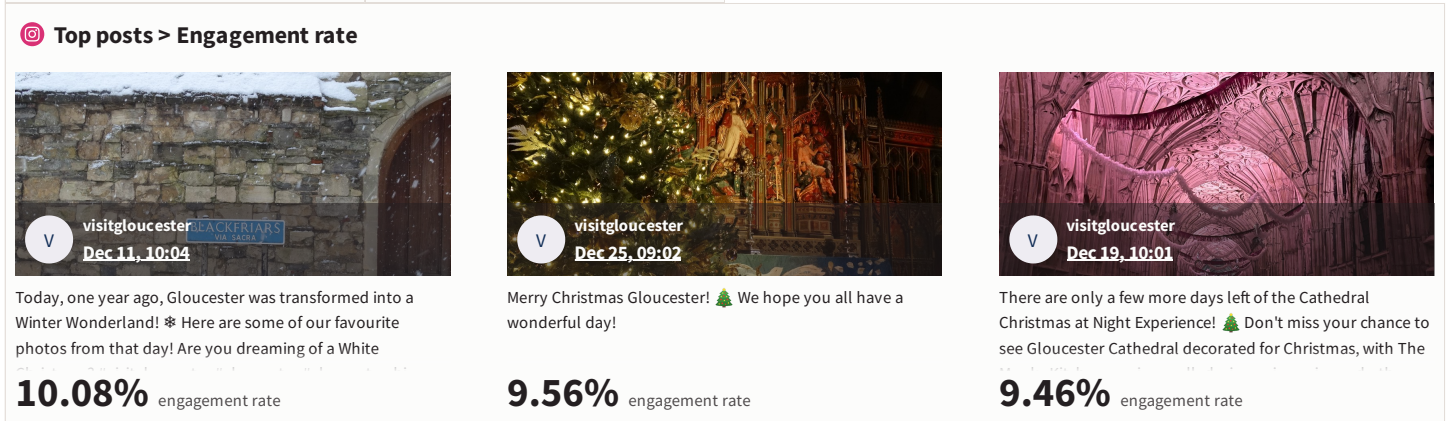
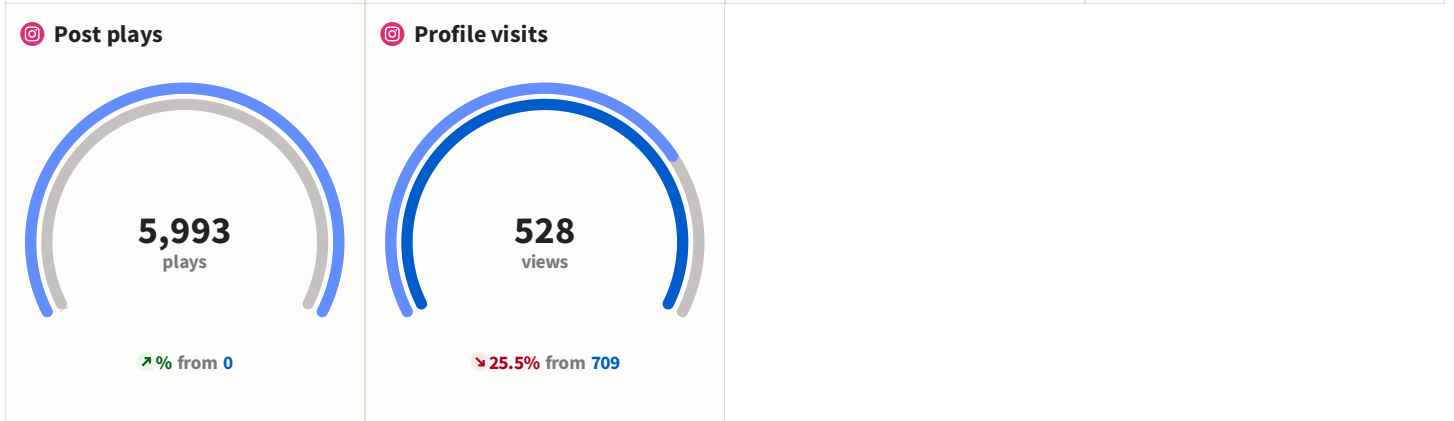
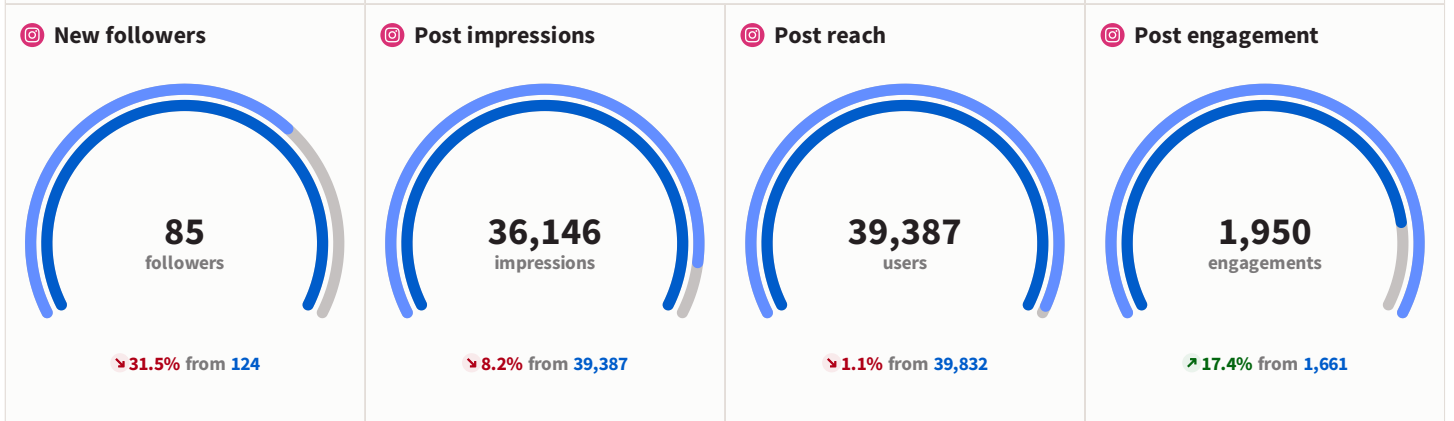
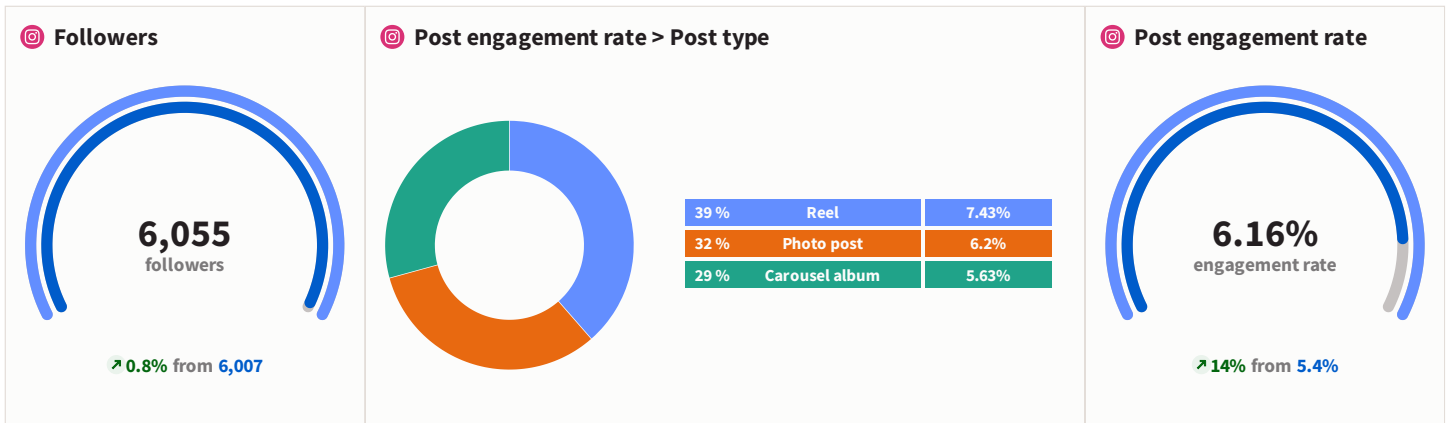
Today, one year ago, Gloucester was transformed into a Winter Wonderland! ❄️ Here are some of our favourite photos from that day! Are you dreaming of a White

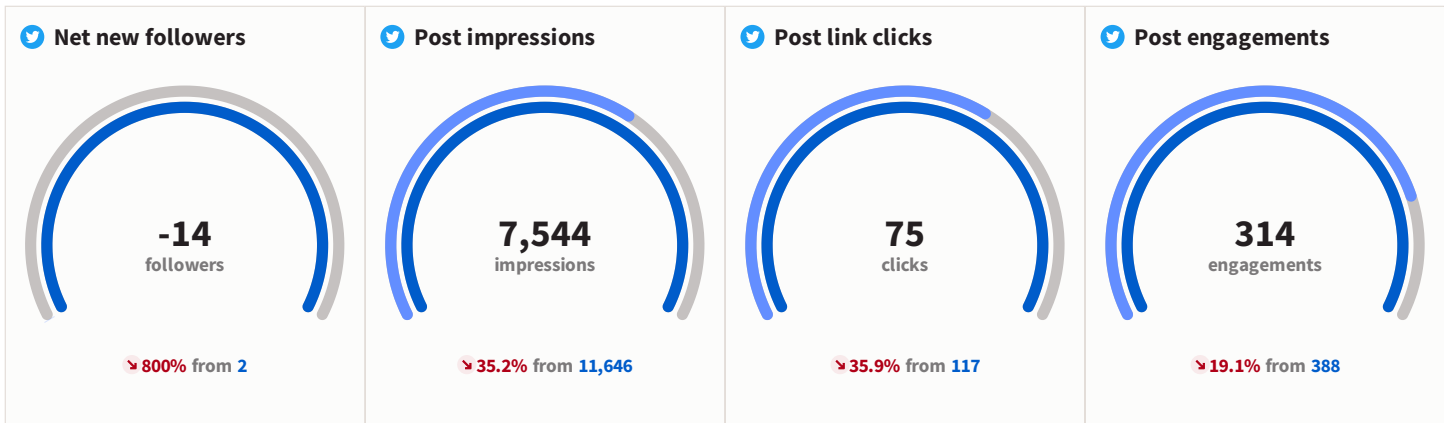
8.83% engagement rate

Gloucester
Dec 14, 10:01

Day - Night 🌲 We love the Cathedral at Christmas, and this year's decorations look amazing in the day and at night! Have you visited yet?

8.38% engagement rate





Top tweets

@VisitGloucester
Dec 11, 10:01

Today, one year ago, Gloucester was transformed into a Winter Wonderland! ❄️ Here are some of our favourite photos from that day! Are you dreaming of a White Christmas? [Read the article](#)

8.92% engagement rate

@VisitGloucester
Dec 28, 10:01

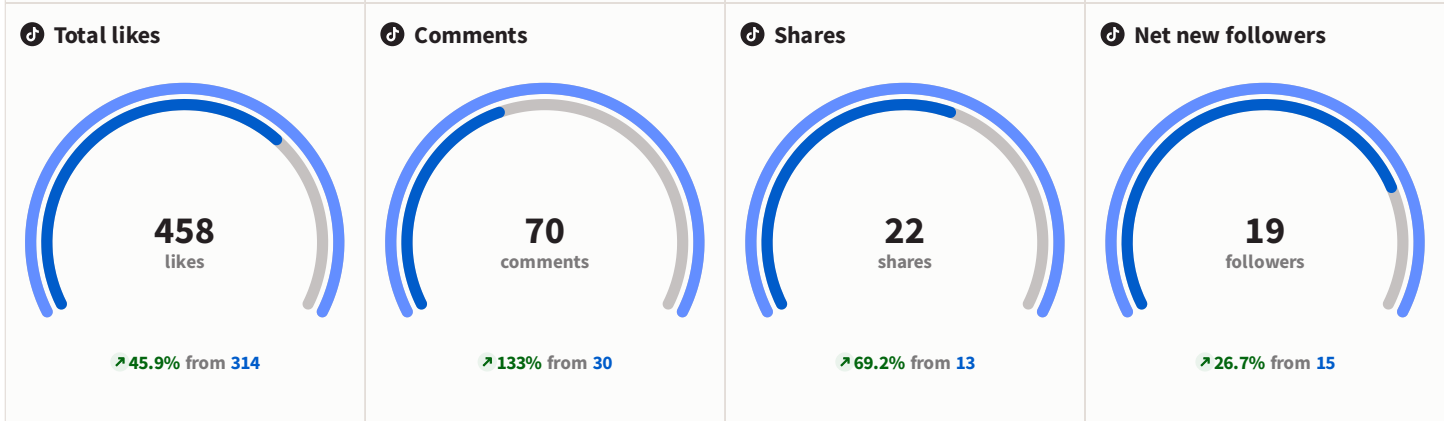
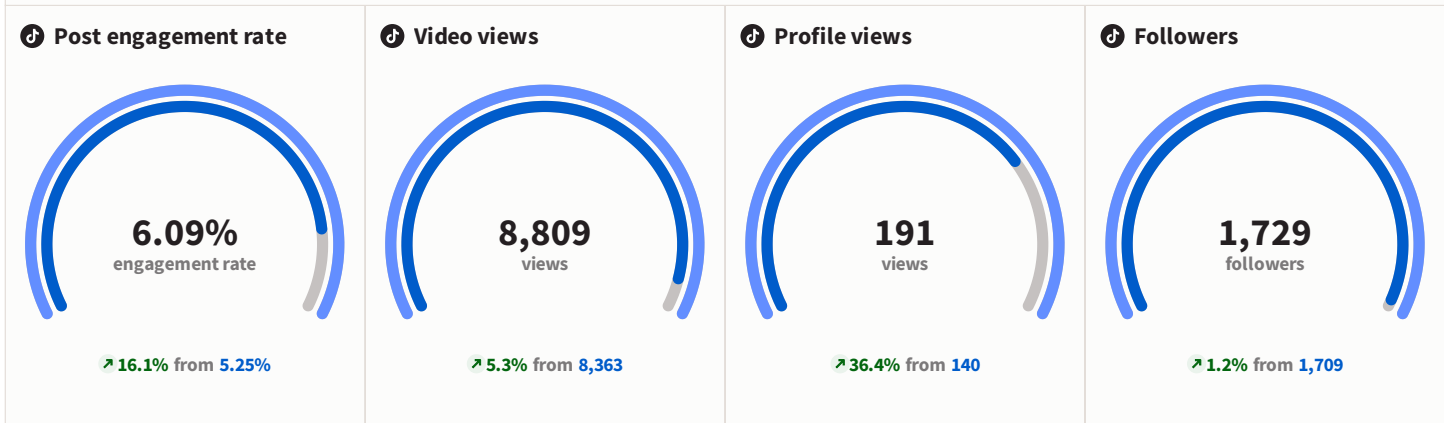
A Pan-Asian themed crazy golf is set for Gloucester! 🎉 Putt Putt Noodle, an exciting new concept in adventure golf with eye catching themed sets and Pan-Asian street food, is set to open in Gloucester. [Read the article](#)

8.59% engagement rate

@VisitGloucester
Dec 21, 15:03

We are very proud and excited to read that in a national study, Gloucester has come out on top in a list of hidden gems for a magical Christmas staycation! Read the article [here](#) [#gloucester](#) [#gloucestershire](#) [#cotswolds](#) [#traveltok](#) [#christmas](#) [#gloucestercathedral](#) [#touristspot](#) [#festive](#)

8.17% engagement rate



Top posts > Engagement rate

visit_gloucester
Dec 11, 10:11

Are you dreaming of a White Christmas? #fyp #visitgloucester #gloucester #gloucestershire #cotswolds #traveltok #christmas #snow

12.73% engagement rate

visit_gloucester
Dec 24, 09:03

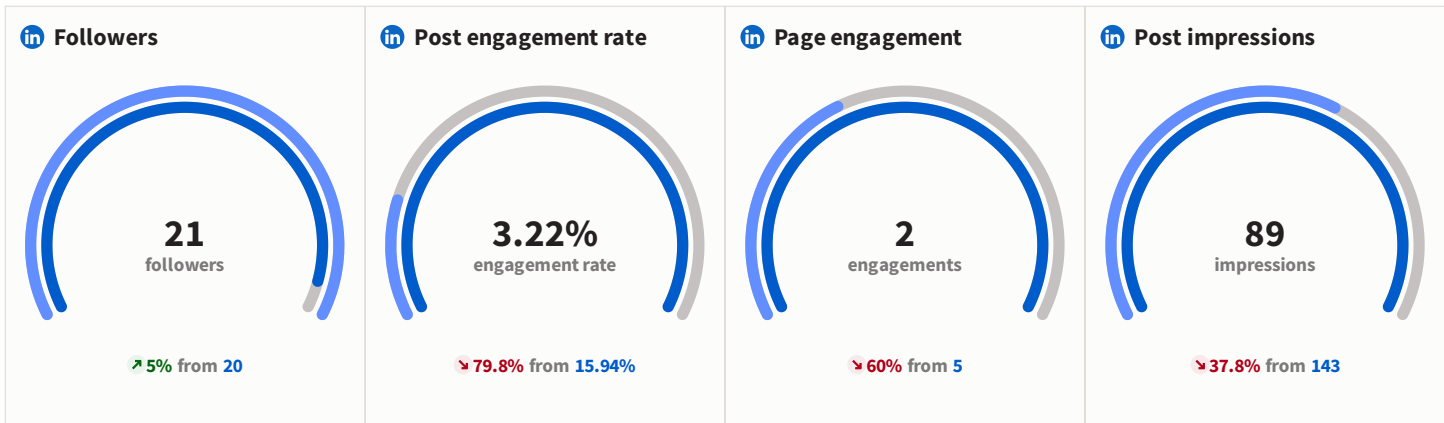
Gloucester has been the most amazing place to visit this Christmas! We would like to take this opportunity to wish you all a very Merry Christmas! #fyp #visitgloucester

7.82% engagement rate

visit_gloucester
Dec 20, 09:58

There's lots to do this Christmas! #fyp #visitgloucester #gloucester #gloucestershire #cotswolds #traveltok #christmas #gloucestercathedral #touristspot #festive

5.84% 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.