

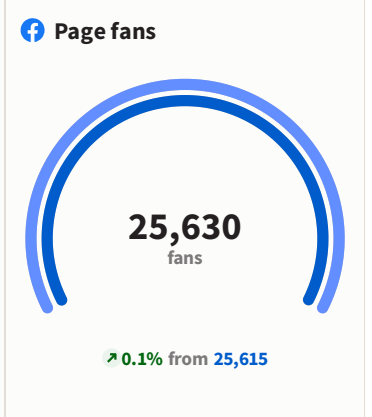
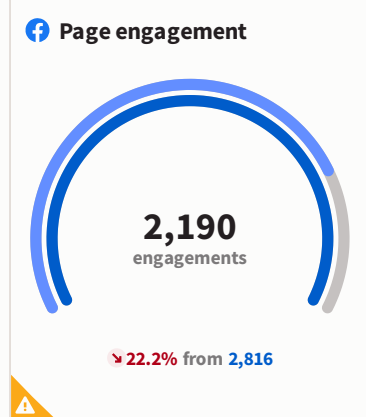
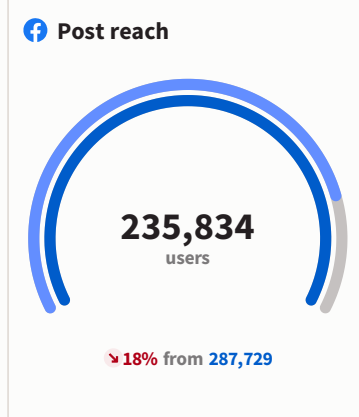
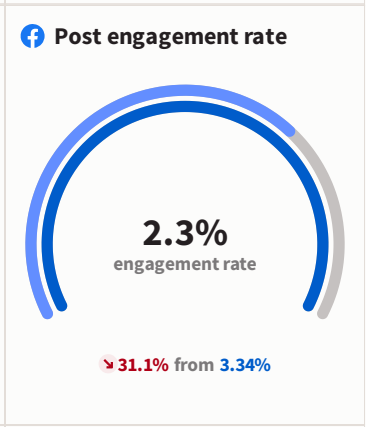
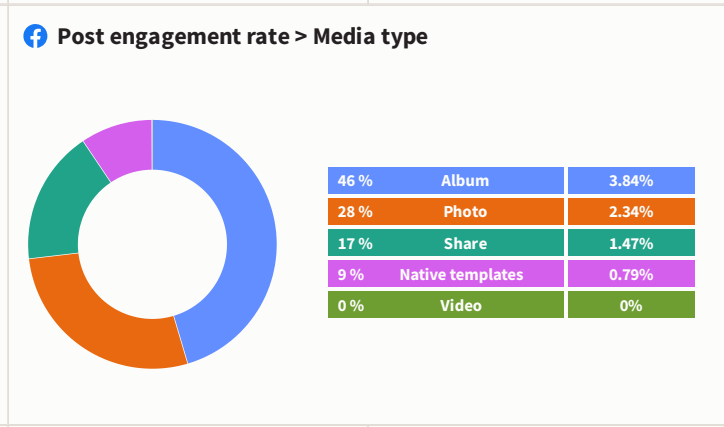
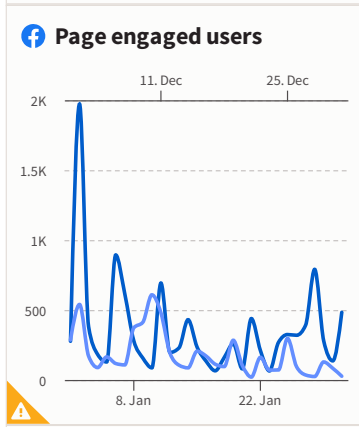


# Monthly Report

Comparison between [Jan 01 - Jan 31, 2024](#) and [Dec 01 - Dec 31, 2023](#)

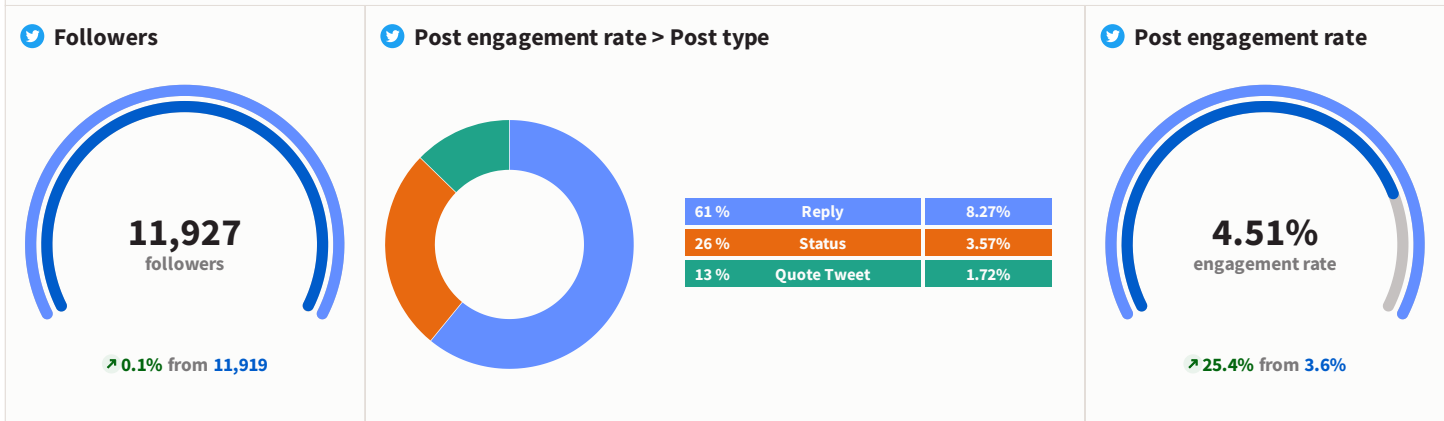
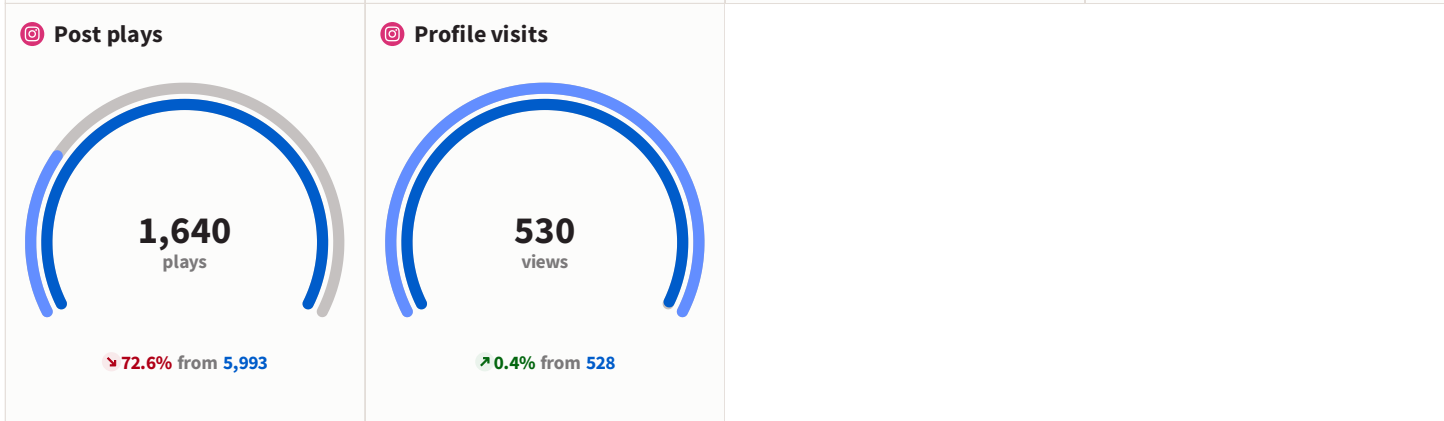
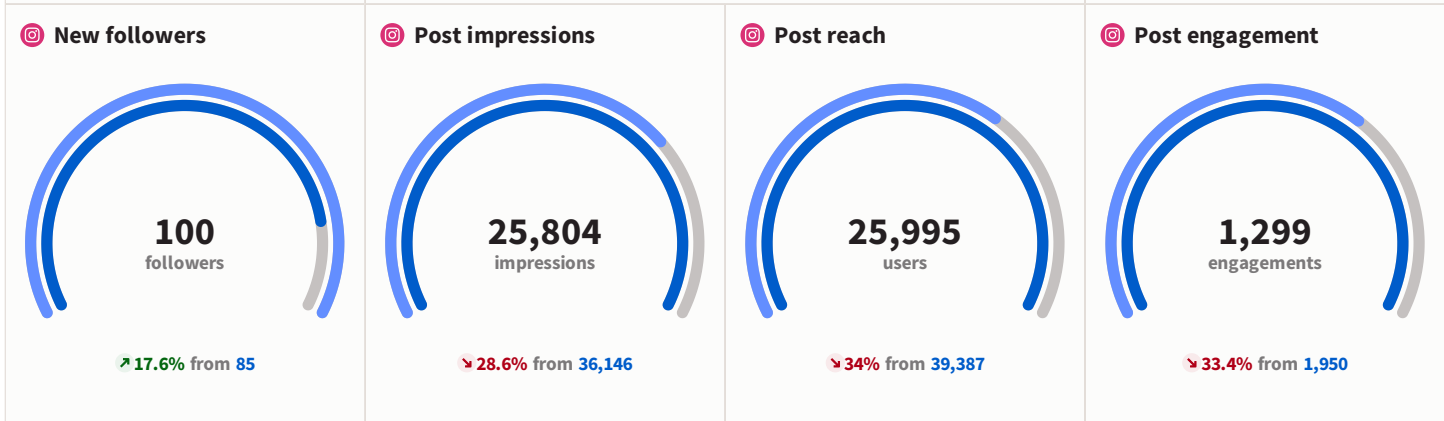
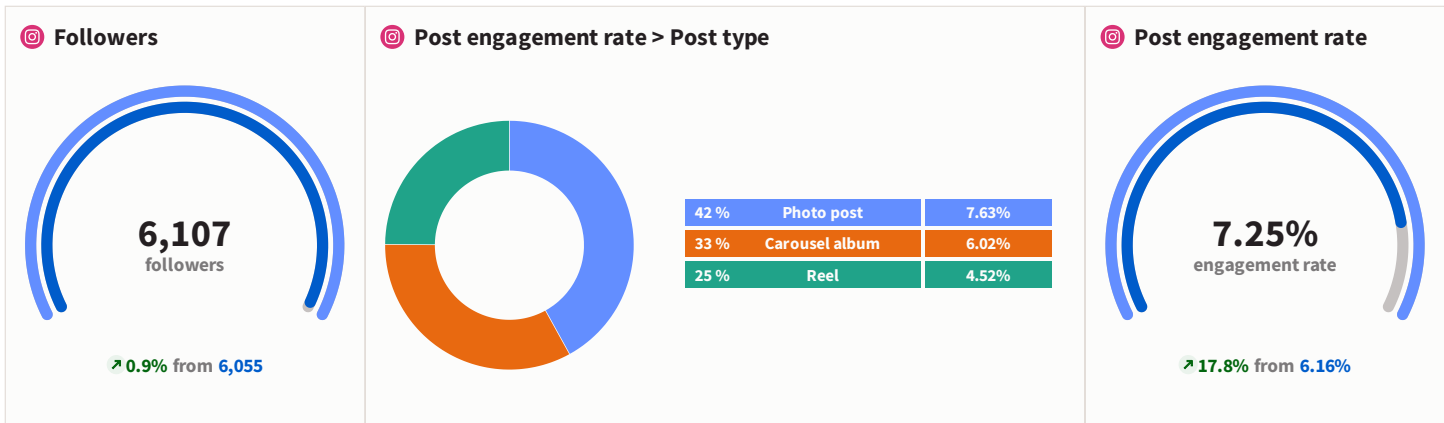
📌 Average post engagem...	📌 Post comments & replies	📌 Post reach	📌 Post impressions
LinkedIn... <b>+429%</b> <b>17.02%</b>	Facebook Page <b>-47.3%</b> <b>117</b>	Facebook ... <b>-18%</b> <b>235,834</b>	Facebo... <b>-19.9%</b> <b>236,153</b>
Instagra... <b>+17.8%</b> <b>7.25%</b>	Instagram Bus... <b>-54.8%</b> <b>19</b>	Instagram ... <b>-34%</b> <b>25,995</b>	Instagra... <b>-28.6%</b> <b>25,804</b>
Twitter <b>+25.4%</b> <b>4.51%</b>	Twitter <b>+400%</b> <b>5</b>	Instagram ... <b>-34%</b> <b>25,995</b>	Twitter <b>-18%</b> <b>6,188</b>
TikTok Bu... <b>-25.9%</b> <b>4.51%</b>	LinkedIn Page <b>0%</b> <b>0</b>	TikTok Bus... <b>-62.9%</b> <b>2,147</b>	TikTok Bus... <b>-64.4%</b> <b>2,408</b>
Facebook P... <b>-31.1%</b> <b>2.3%</b>	TikTok Business <b>-100%</b> <b>0</b>		LinkedIn Page <b>+5.6%</b> <b>94</b>

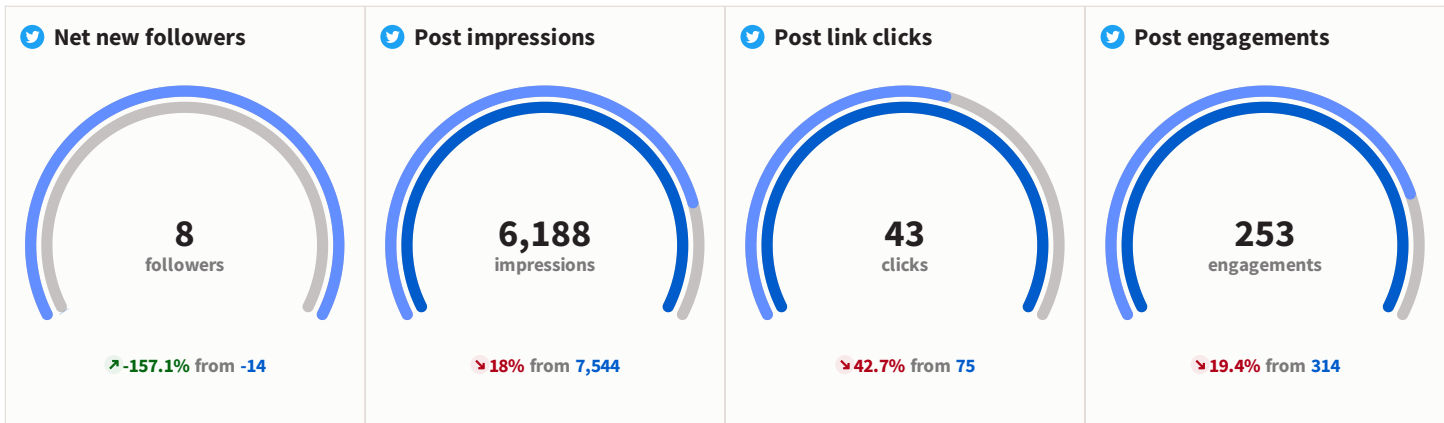
📌 Post link clicks	📌 Page & profile reach	📌 Fans & Followers	📌 Post shares
Facebook Page <b>-62.5%</b> <b>725</b>	Facebook P... <b>-2%</b> <b>235,653</b>	Facebook ... <b>+0.6%</b> <b>28,879</b>	Facebook Page <b>-38.9%</b> <b>171</b>
	Instagra... <b>-29.4%</b> <b>20,123</b>	Twitter <b>+0.1%</b> <b>11,927</b>	Twitter <b>-30.4%</b> <b>16</b>
Twitter <b>-42.7%</b> <b>43</b>	LinkedIn Page <b>+54.3%</b> <b>54</b>	Instagram ... <b>+0.9%</b> <b>6,107</b>	Instagram Business <b>-40%</b> <b>9</b>
		TikTok Busi... <b>+0.3%</b> <b>1,735</b>	TikTok Business <b>-33.3%</b> <b>6</b>
		LinkedIn Page <b>+38.1%</b> <b>29</b>	LinkedIn Page <b>+100%</b> <b>2</b>



### 📘 Top posts > Engagement rate

<p><b>Gloucester</b> Jan 10, 10:01</p> <p>Our House, at Gloucester Food Dock, will be hosting a Wine Tasting evening on the 24 January! Join them for a night of lighthearted wine education and tasting, and charcuterie</p> <p><b>5.84%</b> engagement rate</p>	<p><b>Gloucester</b> Jan 19, 10:39</p> <p>Scandinavian Coffee Pod is now open at Gloucester Food Dock! ☕ They have a tasty selection of baked goods as well as a selection of ethically sourced speciality coffee! A must</p> <p><b>5.67%</b> engagement rate</p>	<p><b>Gloucester</b> Jan 02, 10:01</p> <p>Did you know that Gloucester is a great place to get married? If you are looking for the perfect wedding venue, Gloucester has some beautiful options! From historic to</p> <p><b>5.07%</b> engagement rate</p>
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**Top tweets**

**@VisitGloucester**  
Jan 22, 13:57

The iconic tall ships will be taking centre stage but this year's focus also expands to include live music, immersive performances, and a deep dive into the adventures that

**30%** engagement rate

**@VisitGloucester**  
Jan 22, 13:55

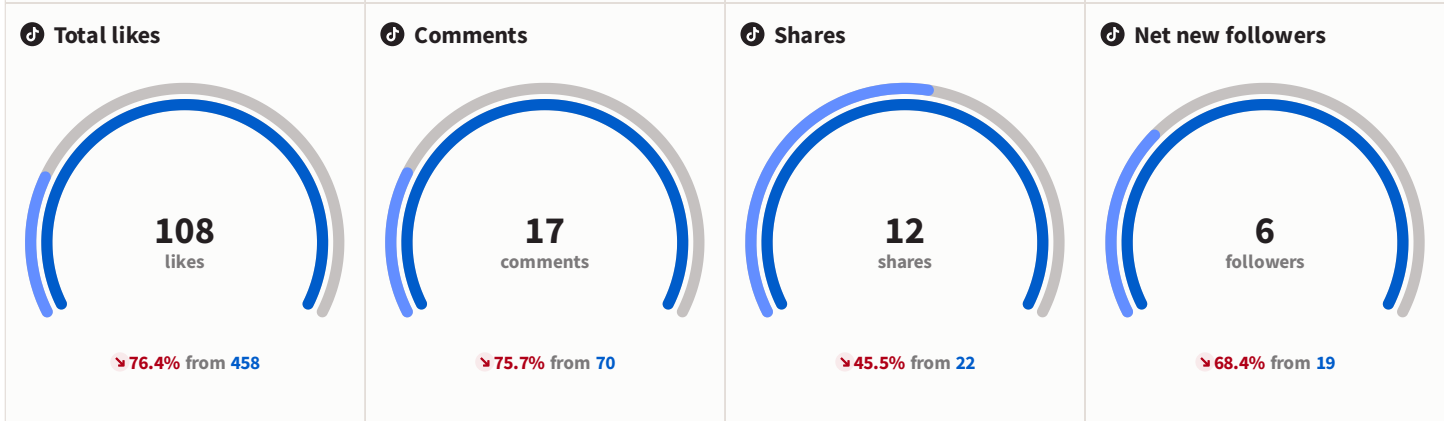
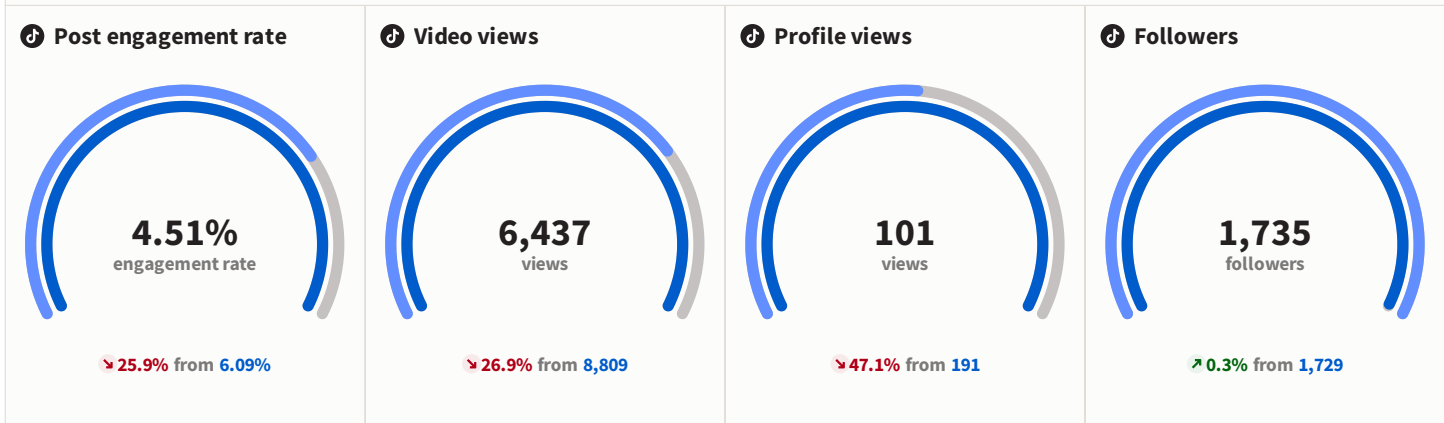
Tall Ships is set to celebrate the global connectivity of the city through captivating sights, sounds, and smells from across the globe this May so grab your sailor's hat and head

**9.52%** engagement rate

**@VisitGloucester**  
Jan 22, 13:58

Tickets for this year's event go on sale on Thursday 25 January. Prices range from £8 - £19, and can be purchased from the Tall Ships website from 10am on Thursday 25 January. <https://www.gloucesterallships.co.uk/>

**8%** engagement rate



**Top posts > Engagement rate**

**visit\_gloucester**  
Jan 23, 10:46

Tickets go on sale Thursday 25th January, 10am! #visitgloucester #gloucester #gloucestershire #fyp #cotswolds #traveltok #touristspot #glostallships24 #eminem #funny #viral #trend

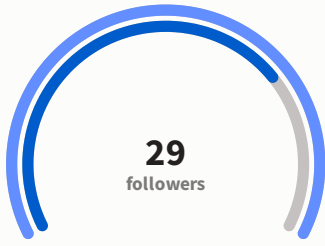
**5.92%** engagement rate

**visit\_gloucester**  
Jan 26, 10:08

They are THE BEST ❤️ #visitgloucester #fyp #gloucester #gloucestershire #cotswolds #traveltok #touristspot #newbusiness #coffee #cafe #gloucesterfooddock

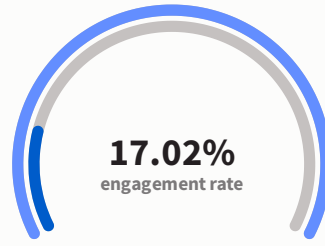
**3.1%** engagement rate

**in Followers**



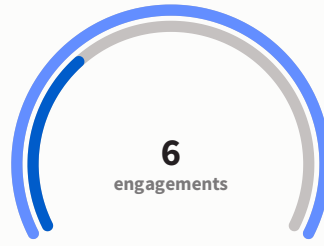
↗ 38.1% from 21

**in Post engagement rate**



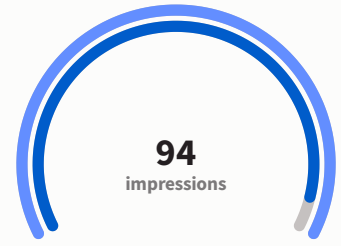
↗ 429% from 3.22%

**in Page engagement**



↗ 200% from 2

**in Post impressions**



↗ 5.6% from 89

**in Top posts**



**Visit Gloucester**  
**Jan 25, 15:24**

Tickets for this year's Gloucester Tall Ships Festival are on sale now! 🚩 Tall Ships is sailing into Gloucester Docks on the 25-27 May with a brand-new look, a brilliant line up of live music, and of course more fantastic tall ships. You can choose between Sea Legs tickets, permitting access to the festival site and on board the famous tall ships, or a Land Lubbers ticket, for those who would like to access the festival site, but not board the ships. Prices range from £8 - £19, and can be purchased from the Tall Ships website. <https://ow.ly/rHt450ujPE> The Tall Ships team were on

**17.02%** 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.