

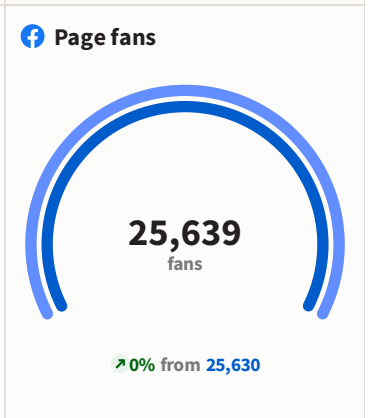
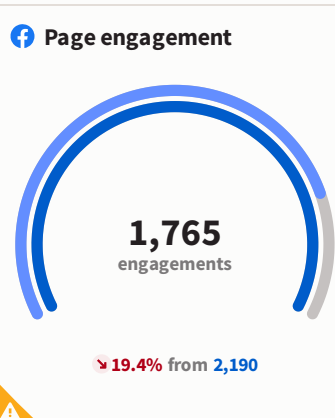
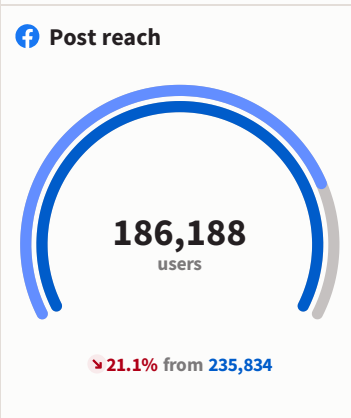
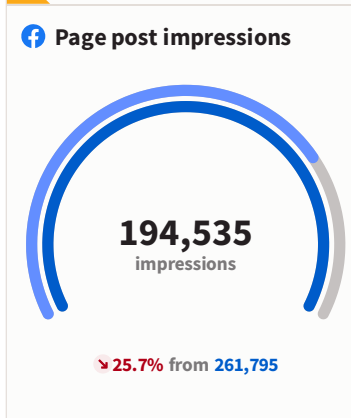
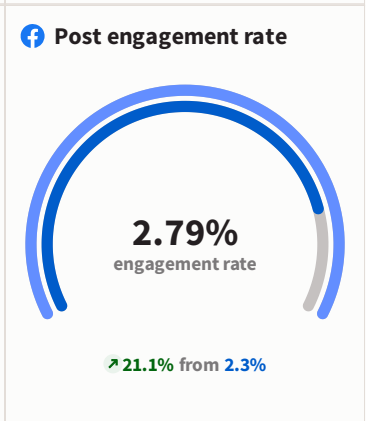
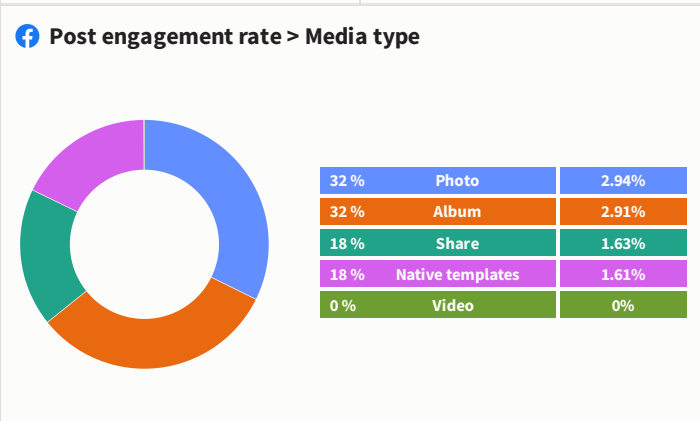
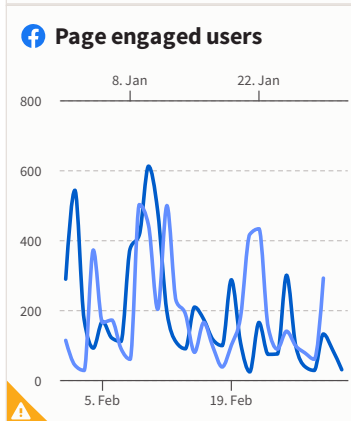


Monthly Report

Comparison between [Feb 01 - Feb 29, 2024](#) and [Jan 01 - Jan 31, 2024](#)

📌 Average post engagemen...	📌 Post comments & replies	📌 Post reach	📌 Post impressions
TikTok Busin... +55.2% 7%	Facebook Page -8.5% 107	Facebo... -21.1% 186,188	Facebo... -27.1% 172,152
Instagram ... -6.4% 6.79%	Instagram Bu... +63.2% 31	Instagram... +5.7% 27,489	Instagram B... +1% 26,054
Twitter +45.5% 6.57%	TikTok Business + 8	TikTok Busi... +5.9% 2,273	Twitter -13.6% 5,345
Faceboo... +21.1% 2.79%	Twitter -60% 2	LinkedIn Page -100% 0	TikTok Busi... +6.3% 2,559
LinkedIn Page -100% 0%	LinkedIn Page 0% 0		LinkedIn Page -100% 0

📌 Post link clicks	📌 Page & profile reach	📌 Fans & Followers	📌 Post shares
Facebook ... +69.1% 1,226	Facebo... -23.9% 179,307	Facebook ... +0.4% 28,992	Facebook Pa... +44.4% 247
	Instagra... +15.7% 23,287	Twitter 0% 11,927	Twitter +68.8% 27
Twitter +181% 121	LinkedIn Page -77.8% 12	Instagram ... +0.6% 6,145	Instagram Bus... +144% 22
		TikTok Busi... +0.9% 1,750	TikTok Business 0% 6
		LinkedIn Page +24.1% 36	LinkedIn Page -100% 0



📘 Top posts > Engagement rate

8.07% engagement rate

Gloucester
Feb 04, 09:00

A thought-provoking sculpture is making a beeline for Gloucester from 16-18 February to spark discussions with young people about the dangers of weapons and violence,

7.03% engagement rate

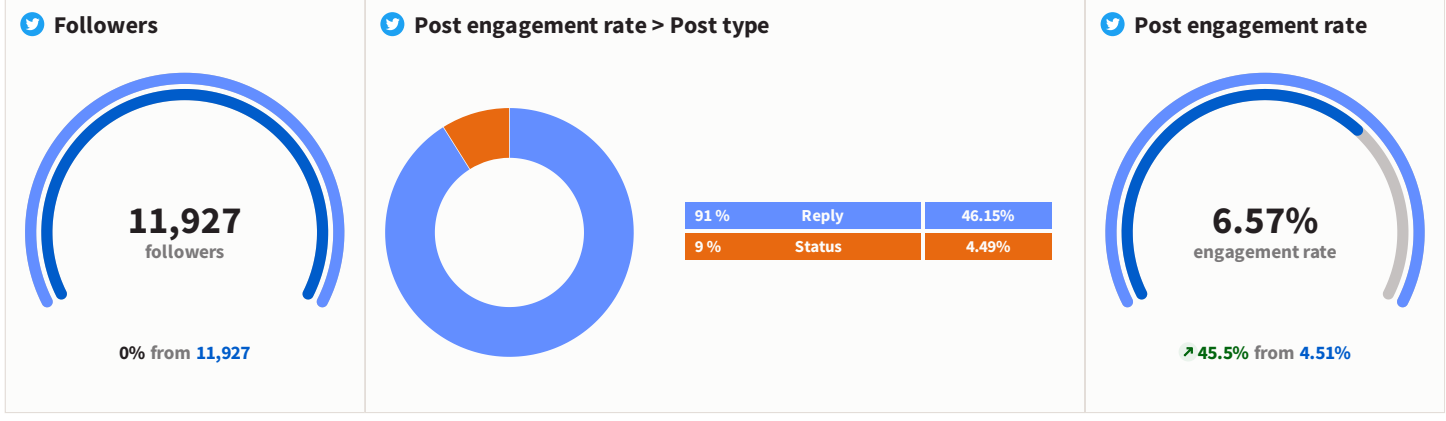
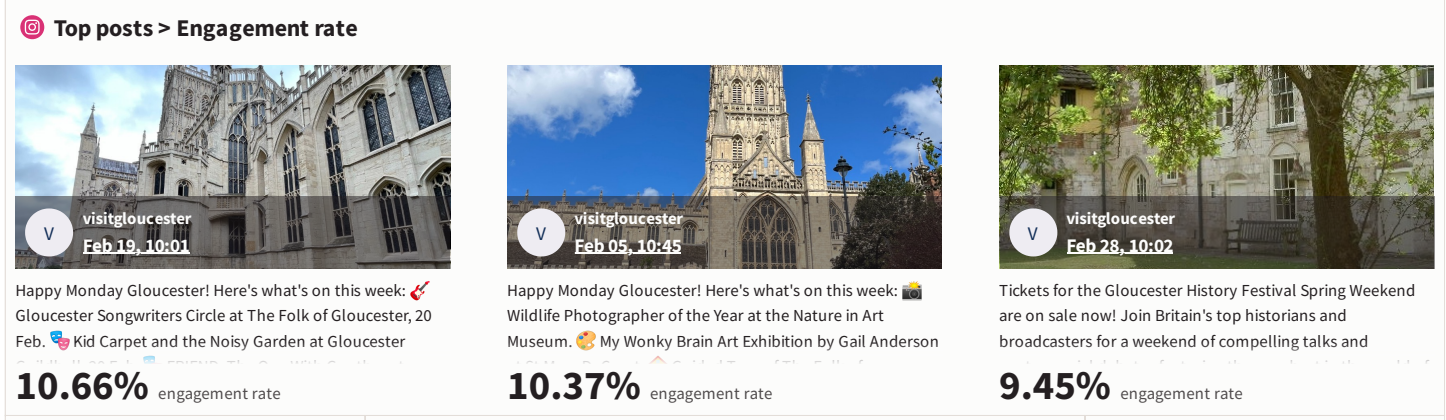
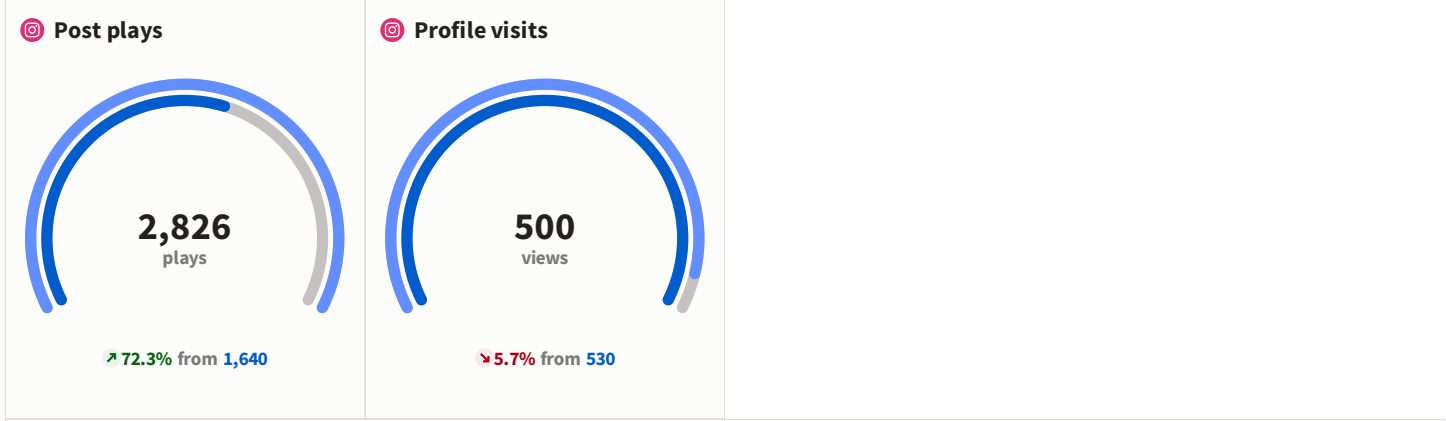
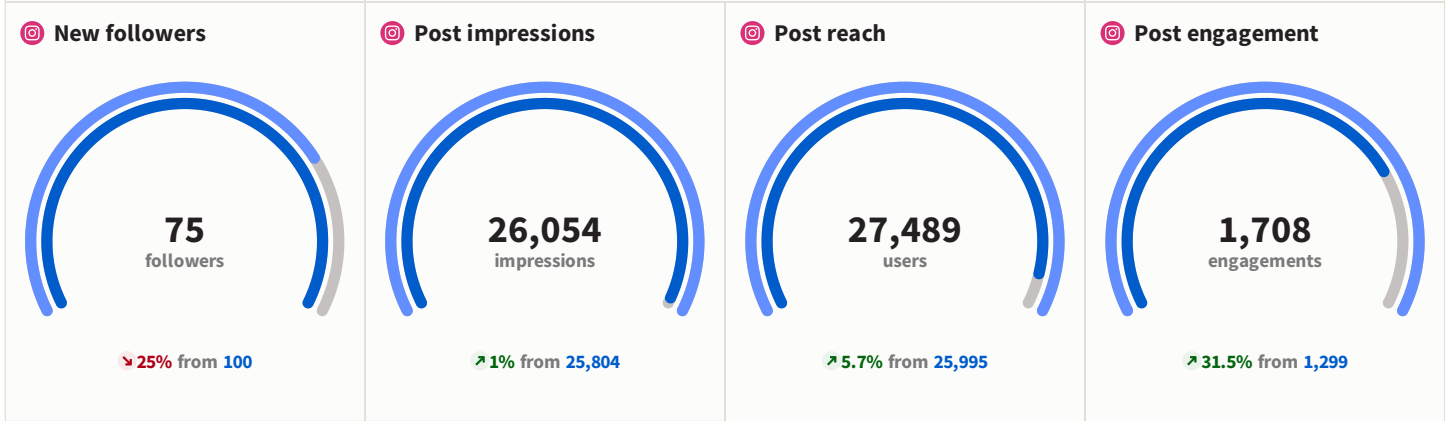
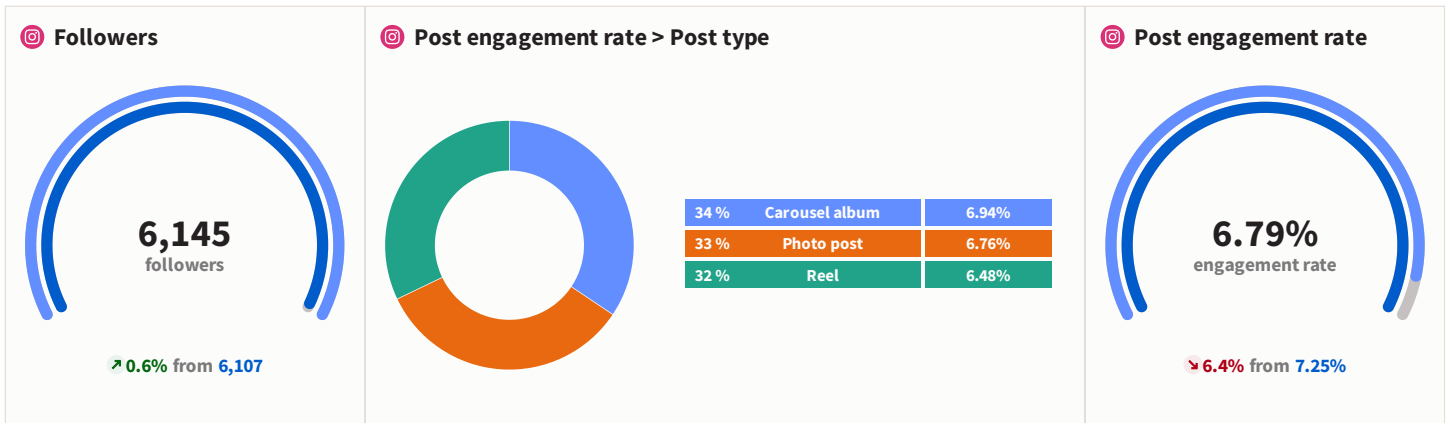
Gloucester
Feb 07, 10:01

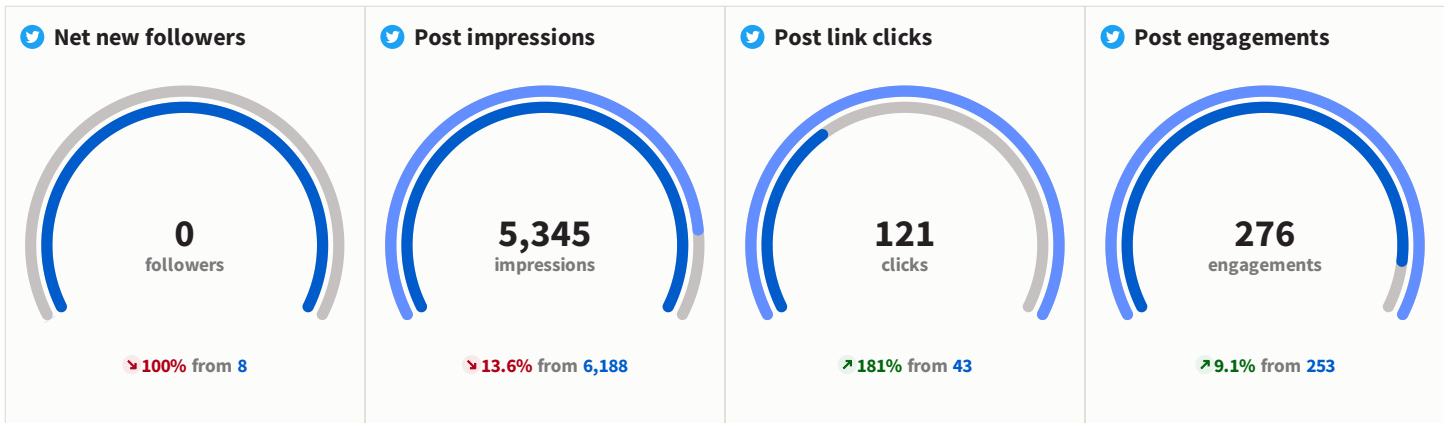
Have you read all about the Bee that will be buzzing into Gloucester this month? 🐝 The thought-provoking sculpture is making a beeline for Gloucester to spark

5.03% engagement rate

Gloucester
Feb 10, 09:00

Brand new experience, Laser Quest, will be opening in the former Primark building this weekend! Laser Quest revolutionises the laser-tag experience, pitting teams against





Top tweets

@VisitGloucester
Feb 01, 14:01

@jzraja Hi, you can submit Gloucester based events to our website here:
<https://www.visitgloucester.co.uk/information/submit-event>

46.15% engagement rate

@VisitGloucester
Feb 28, 10:01

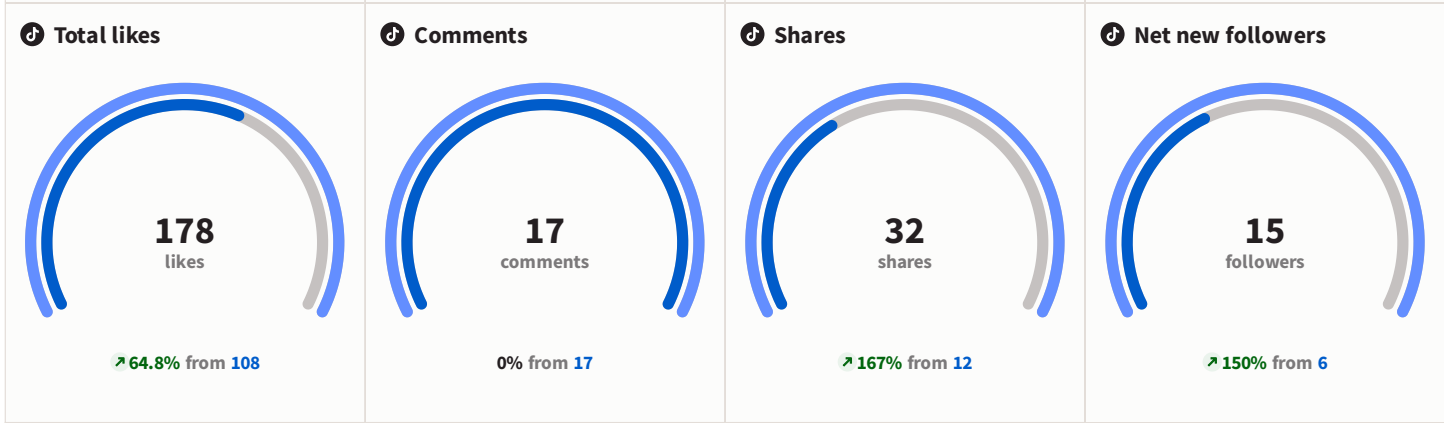
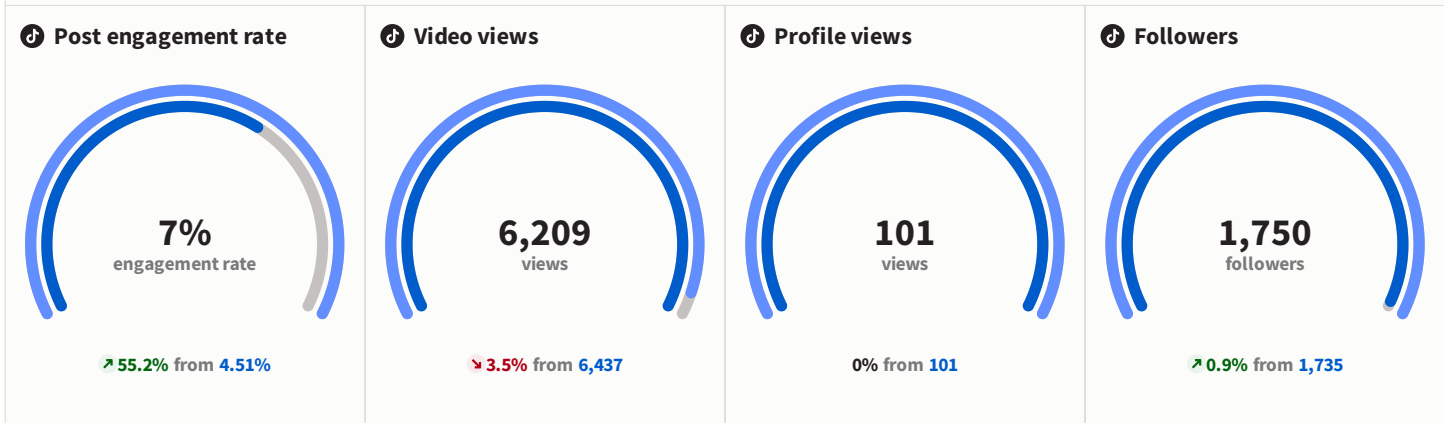
Tickets for the Gloucester History Festival Spring Weekend are on sale now! Find out more on our website:
<https://ow.ly/qWgm50QH4H>

8.25% engagement rate

@VisitGloucester
Feb 07, 10:01

Have you read all about the Bee that will be buzzing into Gloucester this month? 🐝 Read all about it on our blog.
<https://ow.ly/gX8k50QynuS>

7.34% engagement rate



Top posts > Engagement rate

visit_gloucester
Feb 09, 14:08

Have you tried On Toast? #visitgloucester #fyp #gloucester #gloucestershire #cotswolds #traveltok #touristspot #gloucesterdocks

7% engagement rate

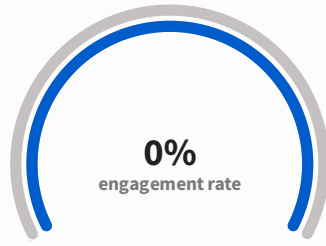
in Followers



36
followers

↗ 24.1% from 29

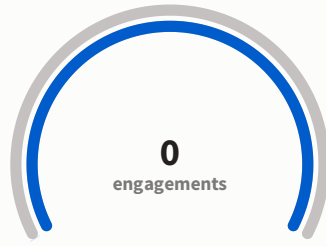
in Post engagement rate



0%
engagement rate

↘ 100% from 17.02%

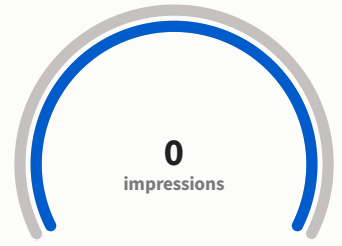
in Page engagement



0
engagements

↘ 100% from 6

in Post impressions



0
impressions

↘ 100% from 94

in Top posts

i
No data

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.