

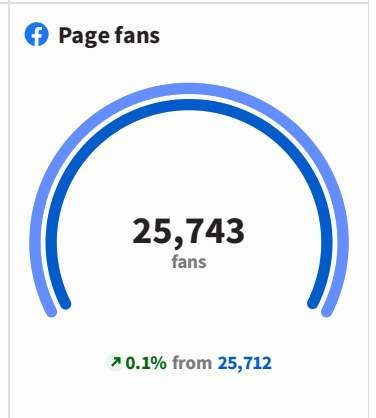
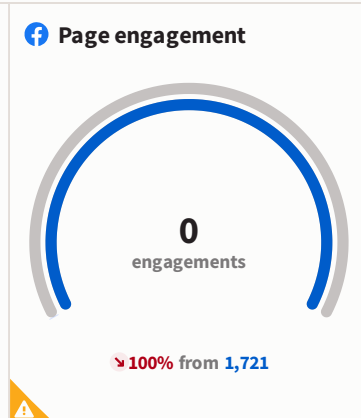
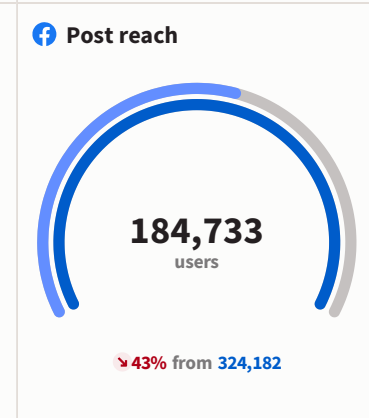
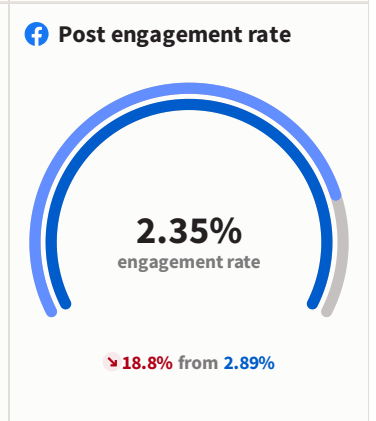
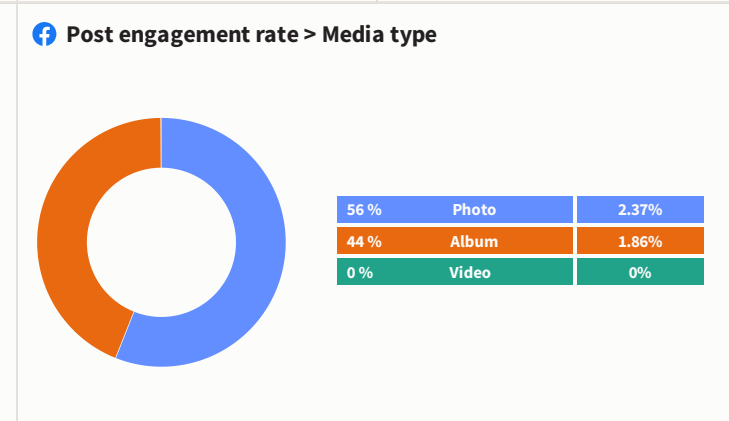
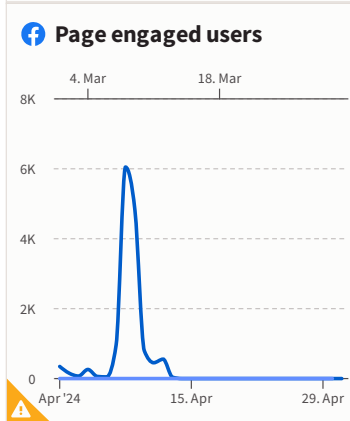


Monthly Report

Comparison between [Apr 01 - Apr 30, 2024](#) and [Mar 01 - Mar 31, 2024](#)

Average post engagem... TikTok ... +33.5% 10.25% LinkedIn Page + 5.81% Instagram... +25.7% 5.65% Twitter -2.5% 3.27% Facebook... -18.8% 2.35%	Post comments & replies Facebook Page -73.5% 120 Instagram Bus... -81.1% 10 TikTok Business -61.5% 5 Twitter +50% 3 LinkedIn Page 0% 0	Post reach Facebook ... -43% 184,733 Instagram... -32.5% 21,746 TikTok Bus... -61.6% 1,591	Post impressions Facebo... -43.7% 187,793 Instagram... -34.6% 17,519 Twitter +0.3% 9,586 TikTok Bus... -61.6% 1,847 LinkedIn Page + 86
--	---	---	---

Post link clicks Facebook Page -68.4% 493 Twitter 0% 106	Page & profile reach Facebo... -51.5% 194,279 Instagram... -58.6% 18,394 LinkedIn Page +2.3K% 47	Fans & Followers Facebook ... +0.4% 29,355 Twitter -0.1% 11,904 Instagram ... +0.5% 6,267 TikTok Busi... +0.2% 1,762 LinkedIn Page +2.6% 39	Post shares Facebook Page -35.2% 258 Instagram Bu... +57.1% 33 Twitter -13.5% 32 TikTok Business -82.7% 9 LinkedIn Page 0% 0
---	---	--	---



Top posts > Engagement rate

Gloucester
Apr 18, 10:58
6.42% engagement rate

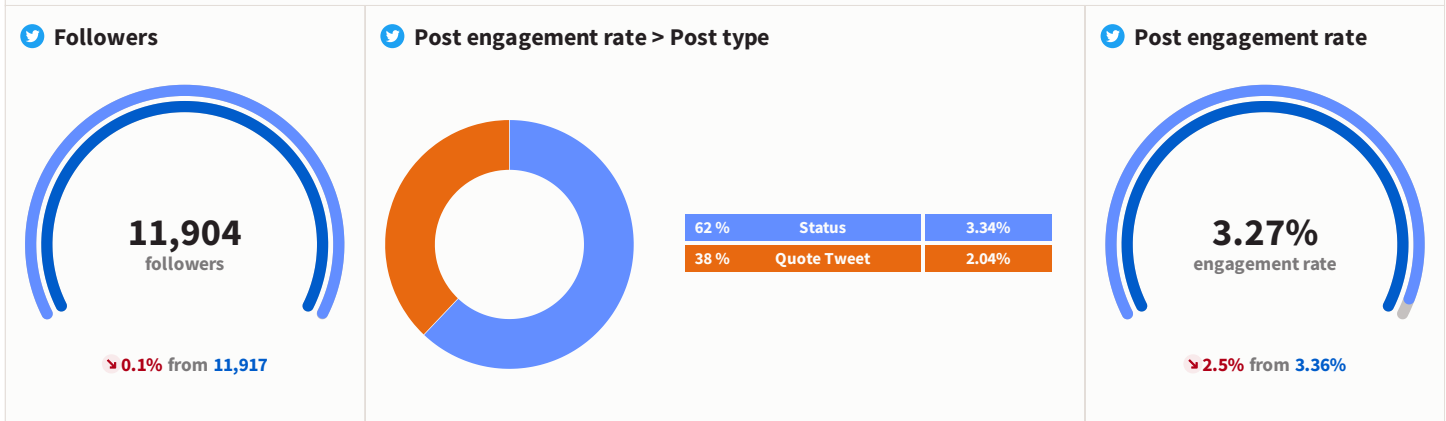
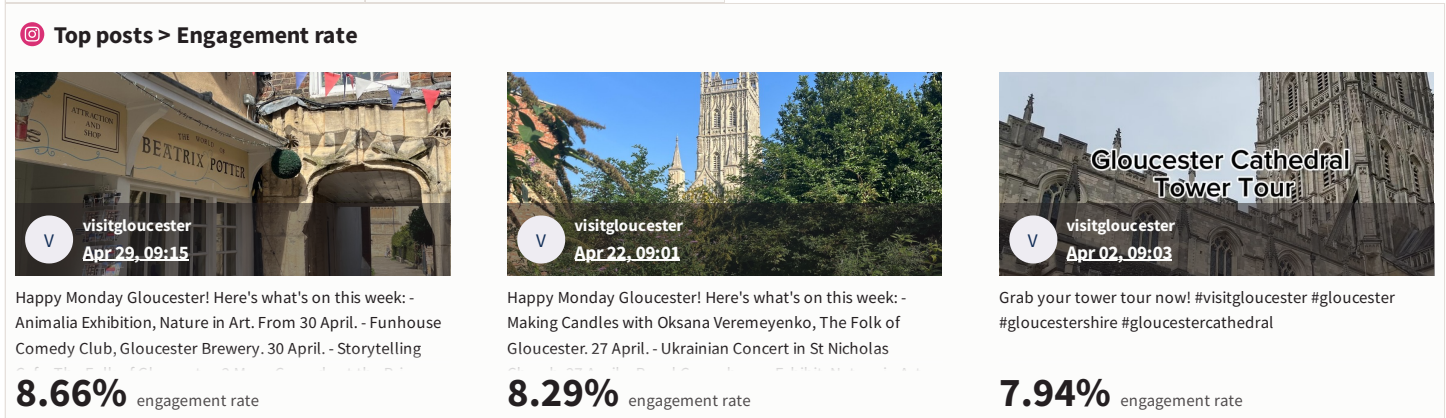
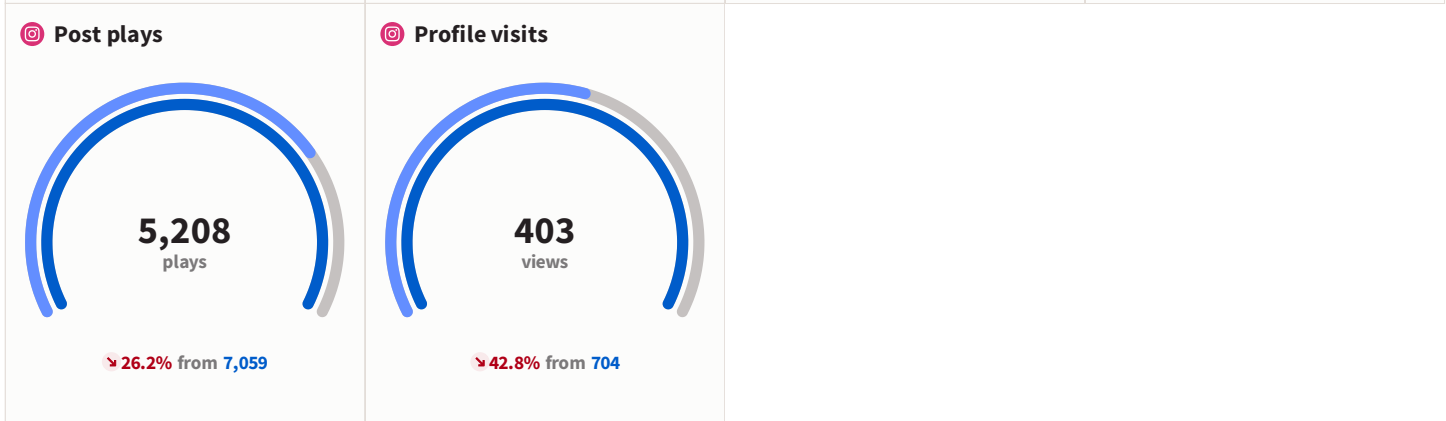
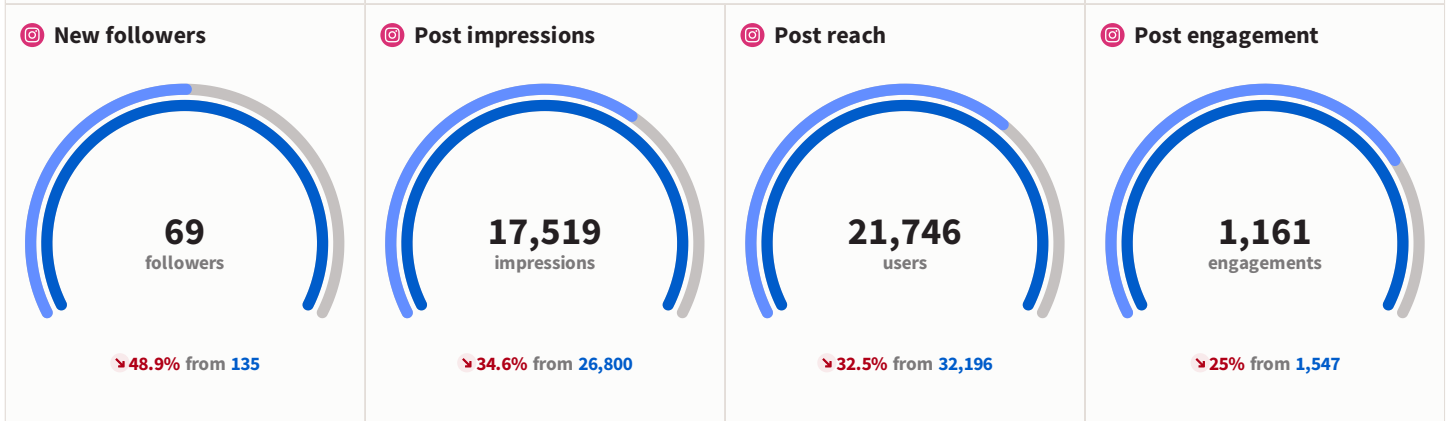
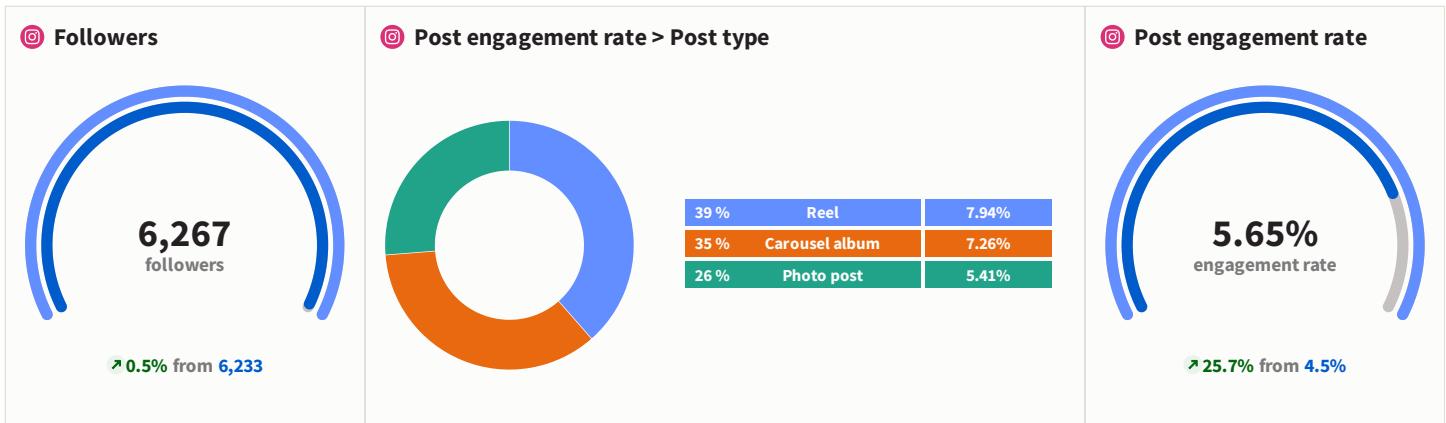
JUST ANNOUNCED! Will Young will be bringing his tour to Gloucester Guildhall in November! Tickets on sale Friday 26 April at 10am!

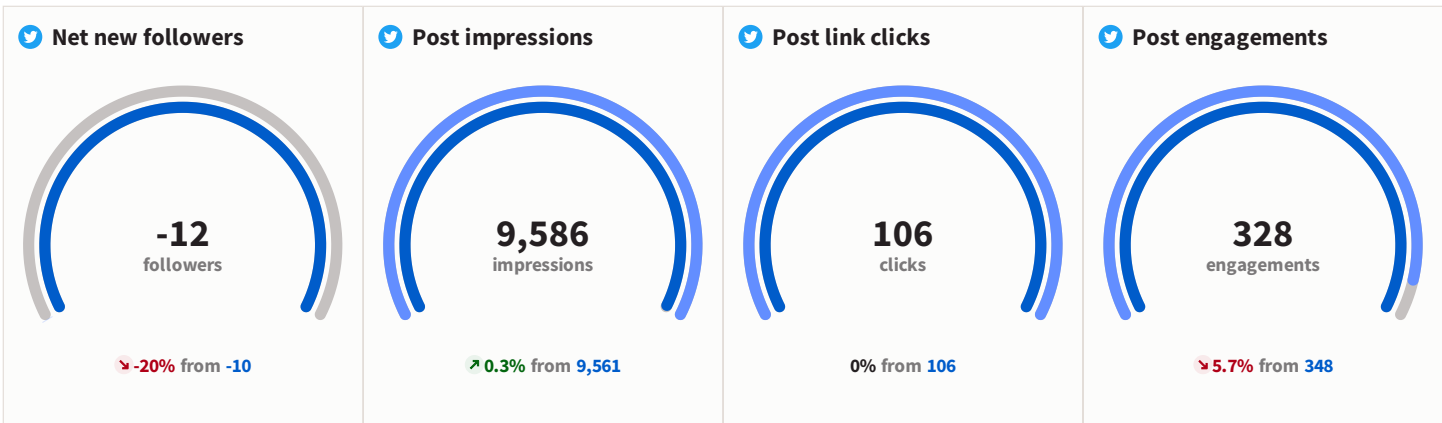
Gloucester
Apr 18, 09:59
4.73% engagement rate

Fisherman's Friends are coming to Gloucester! on 21 July, watch them perform at Llanthony Secunda Priory! Tickets go on sale on 19 April at 10am!

Gloucester
Apr 29, 09:15
4.52% engagement rate

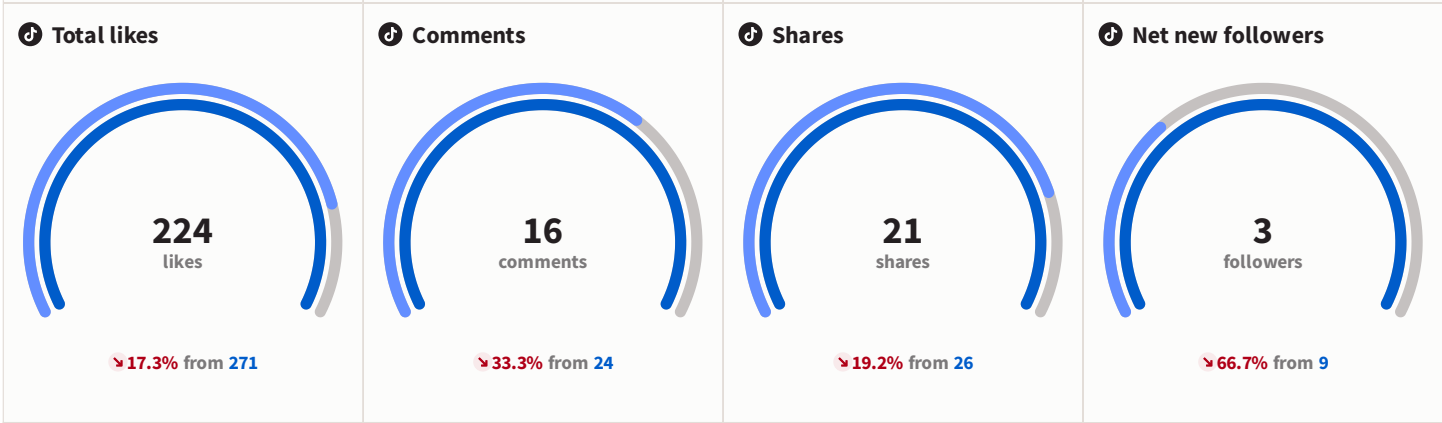
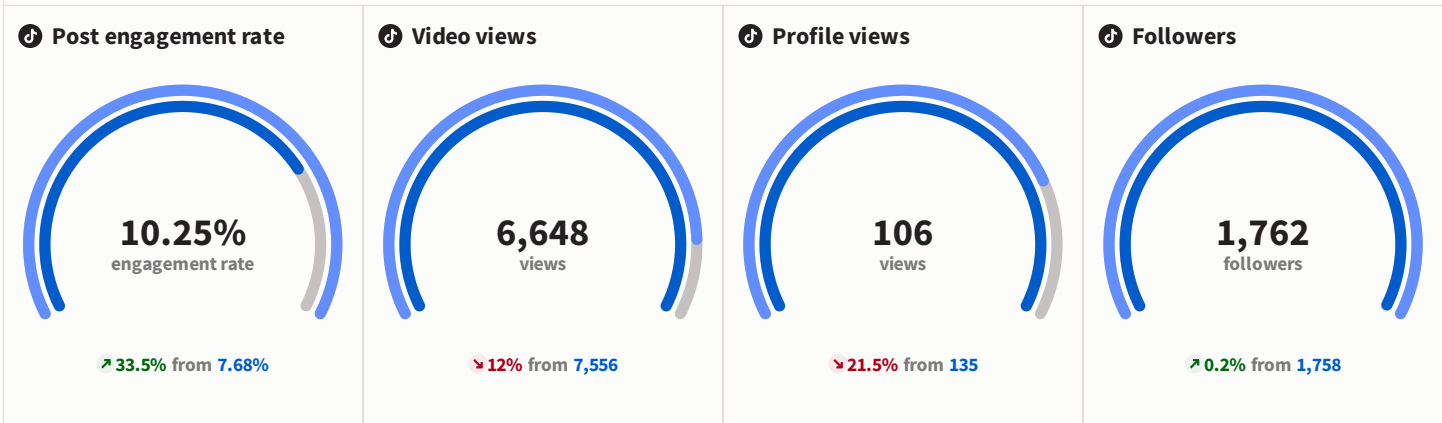
Happy Monday Gloucester! Here's what's on this week: - Animalia Exhibition, Nature in Art. From 30 April. <https://ow.ly/CIPm50RqOc> - Funhouse Comedy Club,





Top tweets

<p>Now that it's April, we are finally moving into the warmer weather... hopefully! But regardless of the weather, there are plenty of events and activities happening in Gloucester to</p> <p>9.15% engagement rate</p>	<p>Gloucester Cathedral invites the community to celebrate the city's rich heritage with a special service this Friday 26 April to remember the contributions from past residents and</p> <p>5.1% engagement rate</p>	<p>Happy Monday Gloucester! Check out our website for what's on this week: https://ow.ly/F15Y50Raehf https://twitter.com/VisitGloucester/status/177726050660199</p> <p>4.97% engagement rate</p>
---	--	--



Top posts > Engagement rate

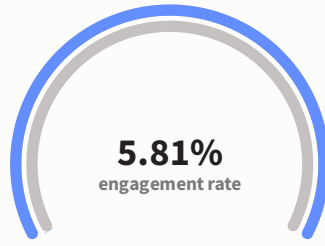
<p>Grab your tower tour now! #fyp #visitgloucester #gloucester #gloucestershire #cotswolds #traveltok #touristspot #gloucestercathedral</p> <p>10.25% engagement rate</p>
--

in Followers



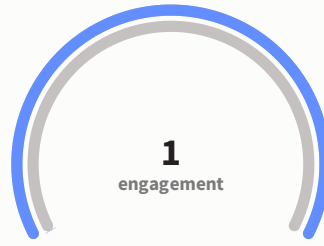
↗ 2.6% from 38

in Post engagement rate



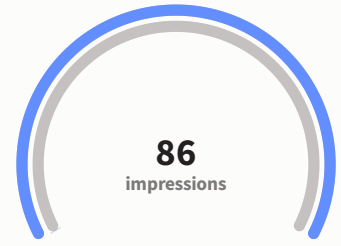
↗ % from 0%

in Page engagement



↗ % from 0

in Post impressions



↗ % from 0

in Top posts



Do you want to make your project happen in Gloucester? New Funding Opportunities Available from Together Gloucester: • Cultural Festivals (Community) Fund - Grants up to £1,000 • New

5.81% 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.