

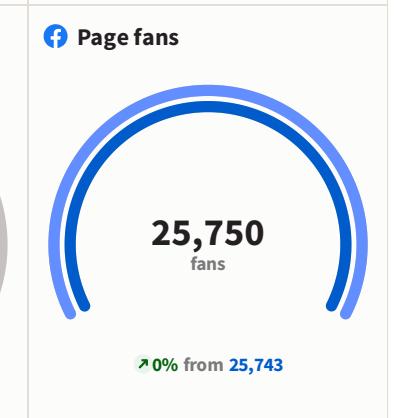
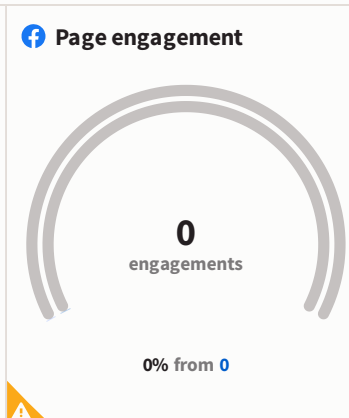
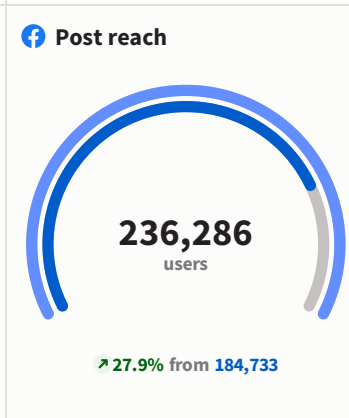
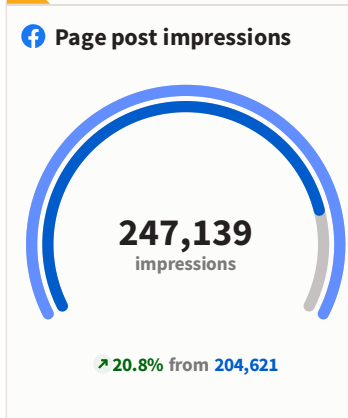
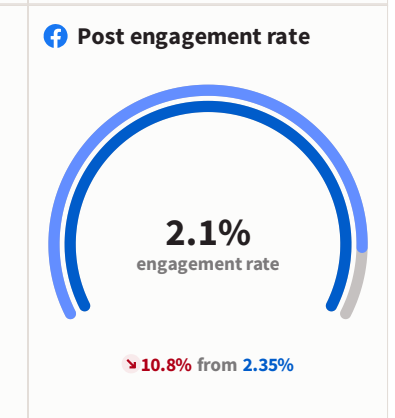
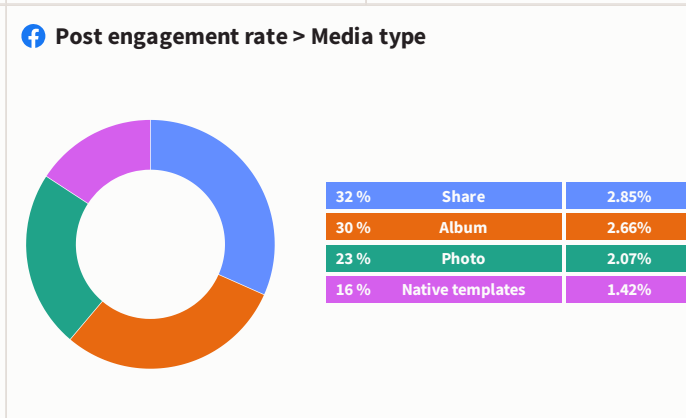
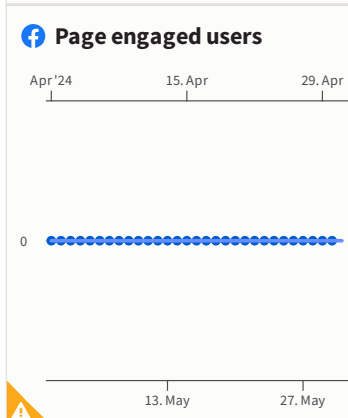


# Monthly Report

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

📊 Average post engagement...	📊 Post comments & replies	📊 Post reach	📊 Post impressions
Instagram ... <b>+7.7%</b> <b>6.08%</b>	Facebook Page <b>-23.3%</b> <b>92</b>	Facebo... <b>+27.9%</b> <b>236,286</b>	Facebo... <b>+27.3%</b> <b>239,092</b>
TikTok Bu... <b>-46.4%</b> <b>5.49%</b>	Instagram Busin... <b>+10%</b> <b>11</b>	Instagra... <b>+11.7%</b> <b>24,290</b>	Instagra... <b>+41.3%</b> <b>24,762</b>
Twitter <b>+2.8%</b> <b>3.36%</b>	TikTok Business <b>-20%</b> <b>4</b>	TikTok Bus... <b>+230%</b> <b>5,247</b>	TikTok Bus... <b>+223%</b> <b>5,973</b>
LinkedIn ... <b>-63.3%</b> <b>2.13%</b>	LinkedIn Page <b>0%</b> <b>0</b>	Twitter <b>-38.1%</b> <b>5,929</b>	Twitter <b>-38.1%</b> <b>5,929</b>
Facebook P... <b>-10.8%</b> <b>2.1%</b>	Twitter <b>-100%</b> <b>0</b>	LinkedIn Page <b>-45.3%</b> <b>47</b>	LinkedIn Page <b>-45.3%</b> <b>47</b>

📊 Post link clicks	📊 Page & profile reach	📊 Fans & Followers	📊 Post shares
Facebook Pa... <b>+10.3%</b> <b>544</b>	Facebo... <b>+22.4%</b> <b>237,797</b>	Facebook ... <b>-4.3%</b> <b>28,107</b>	Facebook Page <b>-24.4%</b> <b>195</b>
Twitter <b>-21.7%</b> <b>83</b>	Instagra... <b>-19.9%</b> <b>14,742</b>	Twitter <b>-0.1%</b> <b>11,893</b>	Instagram Bus... <b>-39.4%</b> <b>20</b>
	LinkedIn Page <b>-17%</b> <b>39</b>	Instagram Bu... <b>+1%</b> <b>6,329</b>	Twitter <b>-37.5%</b> <b>20</b>
		TikTok Busi... <b>+0.8%</b> <b>1,776</b>	TikTok Business <b>+55.6%</b> <b>14</b>
		LinkedIn Page <b>+12.8%</b> <b>44</b>	LinkedIn Page <b>0%</b> <b>0</b>



### 📘 Top posts > Engagement rate

**Gloucester**  
May 28, 09:01

Happy Tuesday Gloucester, we hope you enjoyed your Bank holiday! We had a fantastic time at the Tall Ships Festival! Here's what's on this week! - Small Ships Trail. Until 2 June.

**5.04%** engagement rate

**Gloucester**  
May 22, 14:04

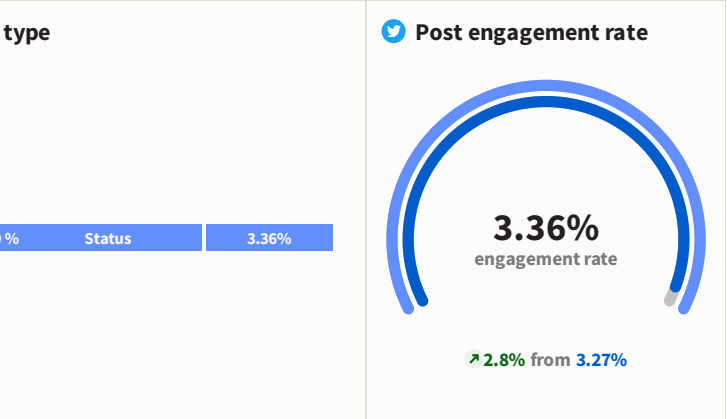
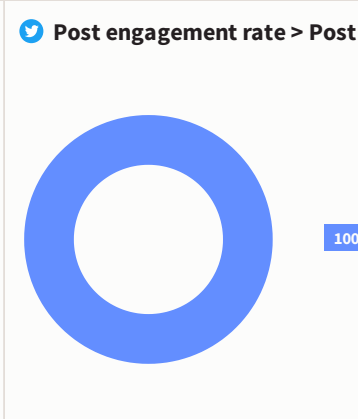
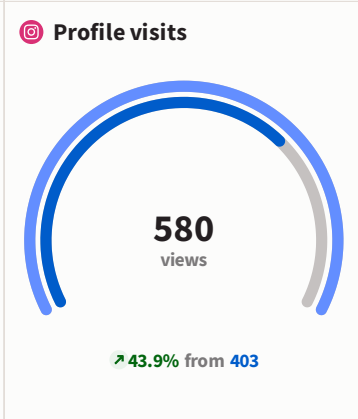
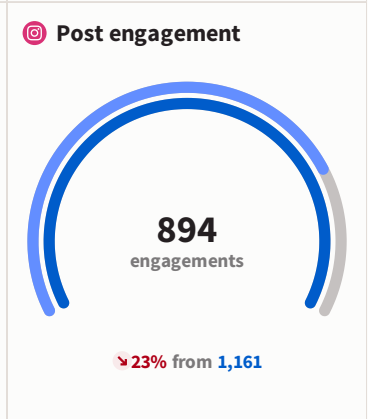
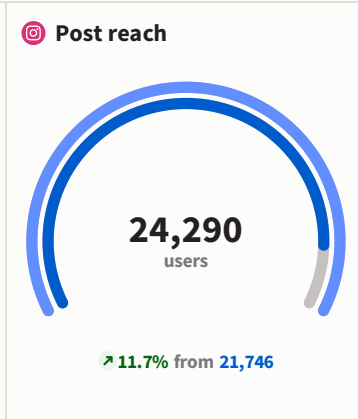
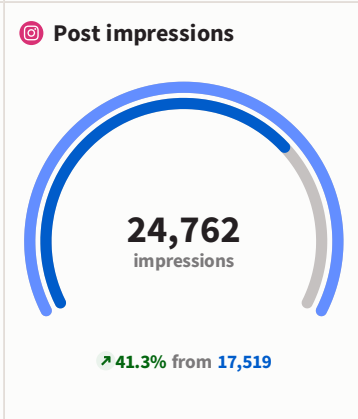
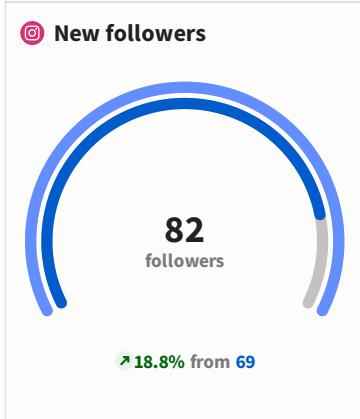
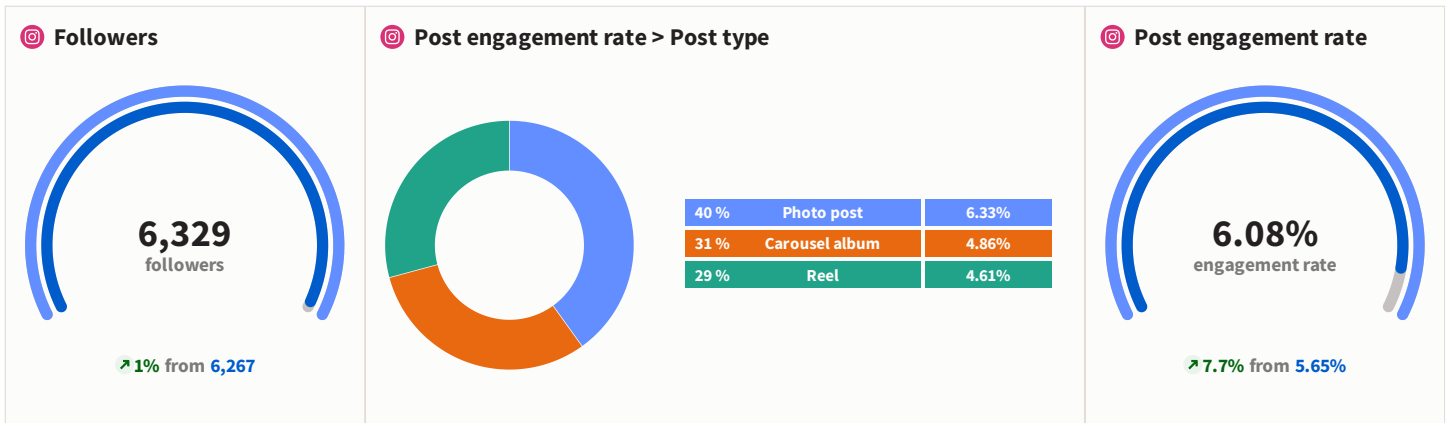
Not long until Gloucester Tall Ships sails into Gloucester Docks! From live music, interactive shows and activities, incredible food & drink and of course, the magnificent Tall

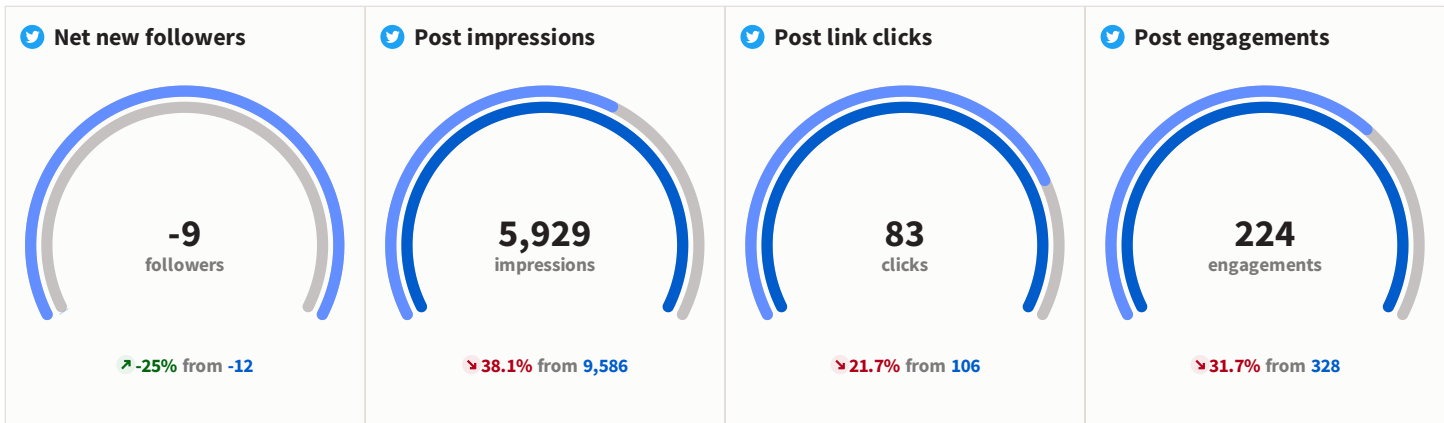
**4.55%** engagement rate

**Gloucester**  
May 10, 09:00

Polish Heritage Day is tomorrow at Gloucester Park! Get ready for a day filled with the vibrant spirit of Polish culture! Indulge in delicious Polish food, sway to the rhythm of live

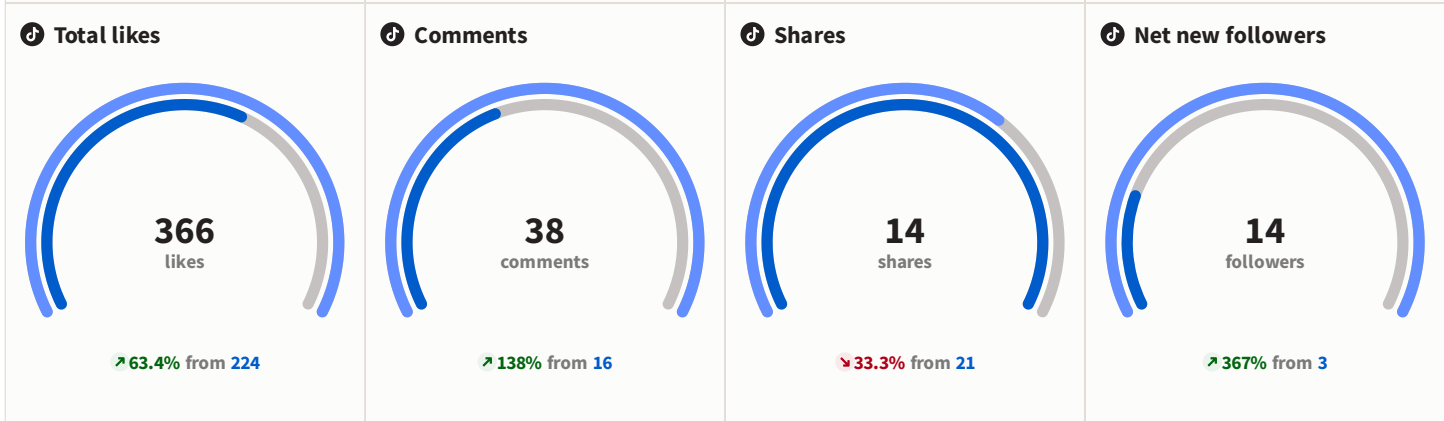
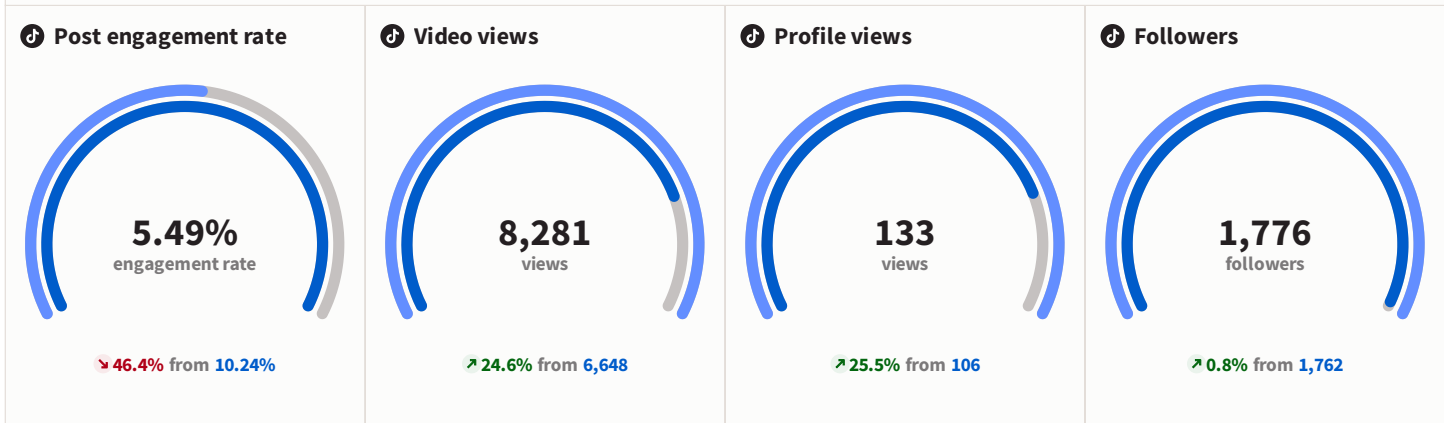
**4.04%** engagement rate





**Top tweets**

<p>Well May has arrived and what a month it is set to be! There's comedy shows, heritage days, markets and of course the Gloucester Tall Ships Festival! Check out our blog for <a href="#">more information</a> and <a href="#">some inspiration</a>.</p> <p><b>6.11%</b> engagement rate</p>	<p>Step inside the historic listed buildings of Llanthony Secunda Priory on Friday 24 and Saturday 25 May and find out more about the events and people that shaped it's history.</p> <p><b>5.95%</b> engagement rate</p>	<p>Not long to go until the Gloucester Tall Ships Festival! The festival will be sailing into the docks on the 25-27 May with some magnificent ships as well as an incredible programme of events.</p> <p><b>5.36%</b> engagement rate</p>
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**Top posts > Engagement rate**

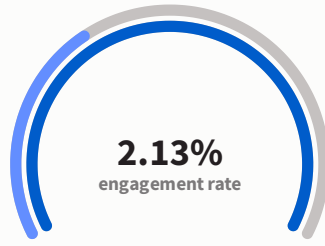
<p><b>7.38%</b> engagement rate</p>	<p><b>6.13%</b> engagement rate</p>	<p><b>2.96%</b> engagement rate</p>
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**in Followers**



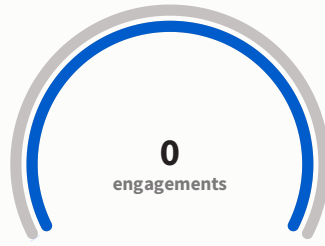
↗ 12.8% from 39

**in Post engagement rate**



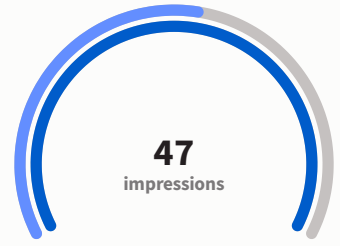
↘ 63.3% from 5.81%

**in Page engagement**



↘ 100% from 1

**in Post impressions**



↘ 45.3% from 86

**in Top posts**



Roarsome Pride of Gloucestershire art trail coming to Cheltenham and Gloucester. Businesses, schools and community groups can join the pack to support an incredible wildlife

**2.13%** 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.