

VISIT GLOUCESTER

Social Media Performance

July 2021

 @VisitGloucester

 visitgloucester

 Gloucester

 Visit Gloucester

Summary

Next month's content focus will on:

- Throwbacks- taking advantage of Gloucester Goes Retro
- Positive news
- Film Tourism including our escape the everyday campaign
- Sharing beautiful city photos that have used #visitgloucester tagged @visitgloucester
- Sharing archaeological finds/news
- Heritage Open Days and Gloucester History Festival

Top performing content

- Sunset photos of the city
- Positive news stories
- Throwbacks - Kings Square
- Film Tourism - Harry Potter
- City Archeology - Ask an archaeologist day

Help us to help you!

We want to share your content

Tag us @visitgloucester and use our hashtag #visitgloucester

Top 3 Twitter Posts



@VisitGloucester
Thu 7/15/2021 6:40 am BST

#throwbackthursday to Kings Square, who remembers going for a dip? 🌞



Total Engagements	184
Likes	34
Comments	5
Shares	1
Post Link Clicks	2
Other Post Clicks	142
Other Engagements	0

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@VisitGloucester
Thu 7/22/2021 7:53 am BST

#throwbackthursday to Kings Square in the late 1980s 💙💛💚



Total Engagements	151
Likes	36
Comments	0
Shares	2
Post Link Clicks	—
Other Post Clicks	113
Other Engagements	0

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@VisitGloucester
Wed 7/14/2021 12:41 pm BST

Drop your questions below for local Archaeologist Andy to answer next Wednesday! #AskAnArchaeologist



Total Engagements	126
Likes	13
Comments	6
Shares	5
Post Link Clicks	—
Other Post Clicks	102
Other Engagements	0

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Top 3 Instagram Posts

 **visitgloucester**
Sat 7/24/2021 7:26 am BST

Happy weekend Gloucester! 😊 We couldn't help but share this gorgeous summer evening in Gloucester snap!...



Total Engagements	271
Likes	257
Comments	11
Saves	3

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 **visitgloucester**
Sat 7/10/2021 3:12 pm BST

Happy Saturday Glos! 😊 What a fab photo of Gloucester Docks at dusk 😊 Thanks so much for tagging us 📸...



Total Engagements	270
Likes	231
Comments	37
Saves	2

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 **visitgloucester**
Sat 7/31/2021 8:07 am BST

Happy Birthday @jk_rowling and Harry Potter 🎉📖 We love seeing all of your photos of @GlosCathedral - an iconic...



Total Engagements	156
Likes	150
Comments	4
Saves	2

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Top 3 Facebook Posts

 **Gloucester**
Thu 7/22/2021 7:53 am BST

#throwbackthursday to Kings Square in the late 1980s 📸 📸 📸



Total Engagements	1,972
Reactions	628
Comments	90
Shares	30
Post Link Clicks	—
Other Post Clicks	1,224

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 **Gloucester**
Fri 7/30/2021 2:19 pm BST

Although the rain and wind stopped play today, we can't wait to see you tomorrow and Sunday - here's a snea...



Total Engagements	1,892
Reactions	419
Comments	78
Shares	32
Post Link Clicks	—
Other Post Clicks	1,363

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 **Gloucester**
Mon 7/5/2021 9:31 am BST

Welcome Daniel and Phillip who have opened their shop inspired by Viking fashion on Aldate Street 📸 Read More:



Total Engagements	1,652
Reactions	139
Comments	79
Shares	8
Post Link Clicks	317
Other Post Clicks	1,109

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Performance Summary

View your key profile performance metrics from the reporting period.

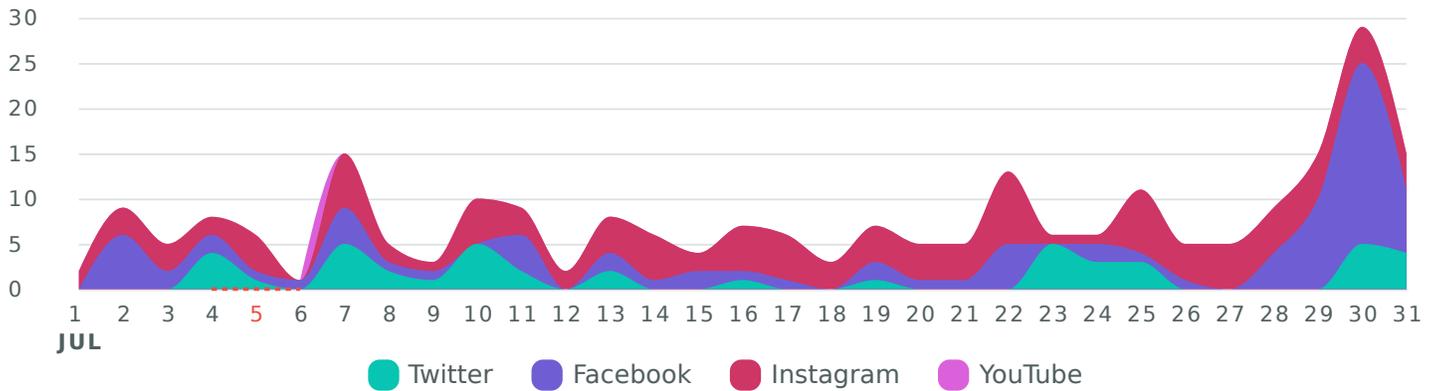
<p>Impressions ⓘ</p> <p>528,098 ↗17.1%</p>	<p>Engagements ⓘ</p> <p>24,783 ↗51%</p>	<p>Post Link Clicks ⓘ</p> <p>3,313 ↗45%</p>
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Audience Growth

See how your audience grew during the reporting period.

Audience Gained, by Day

We are unable to retrieve all of your data at this time.

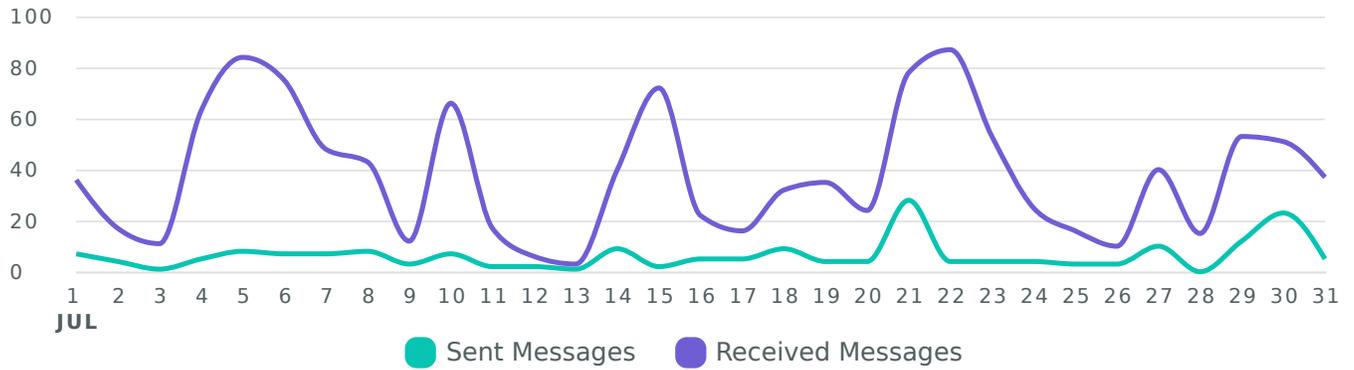


Audience Metrics	Totals	% Change
Total Audience ⓘ	37,253	↗10.5%
Total Net Audience Growth ⓘ	145	↘8.2%
Twitter Followers Gained	44	↗76%
Facebook Page Likes	83	↘5.7%
Instagram Followers Gained	113	↘18.7%
YouTube Subscribers Gained	0	→0%

Message Volume

Review the volume of sent and received messages across networks during the selected time period.

Messages per Day



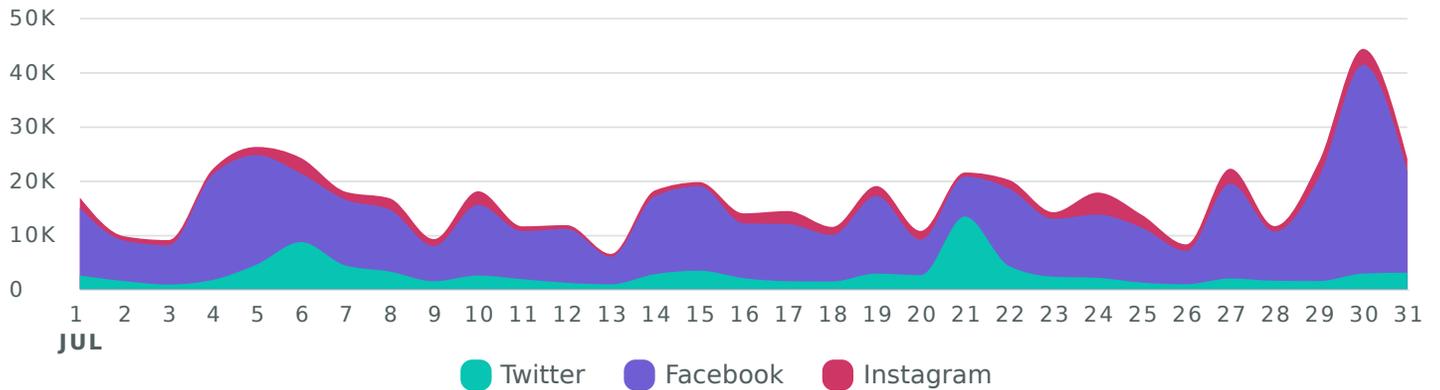
Sent Messages Metrics	Totals	% Change
Total Sent Messages ⓘ	196	↗ 16%
Twitter Sent Messages	83	↗ 43.1%
Facebook Sent Messages	64	↘ 7.2%
Instagram Sent Messages	49	↗ 16.7%
YouTube Sent Messages	0	→ 0%

Received Messages Metrics	Totals	% Change
Total Received Messages ⓘ	1,187	↗ 111.6%
Twitter Received Messages	471	↗ 52.9%
Facebook Received Messages	426	↗ 220.3%
Instagram Received Messages	290	↗ 141.7%

Impressions

Review how your content was seen across networks during the reporting period.

Impressions, by Day

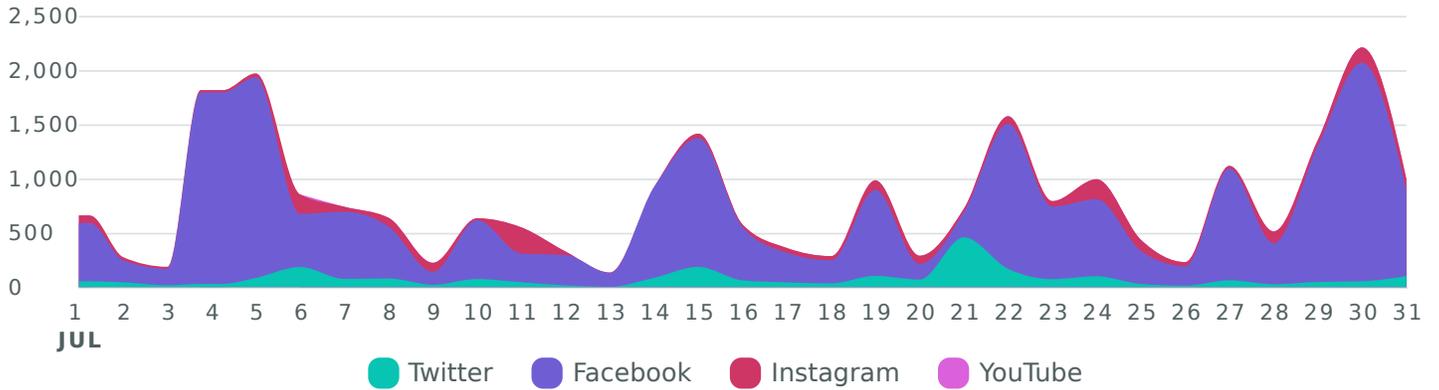


Impression Metrics	Totals	% Change
Total Impressions ⓘ	528,098	↗ 17.1%
Twitter Impressions	86,189	↗ 72.9%
Facebook Impressions	389,464	↗ 14.5%
Instagram Impressions	52,445	↘ 13.8%

Engagement

See how people are engaging with your posts during the reporting period.

Engagements, by Day

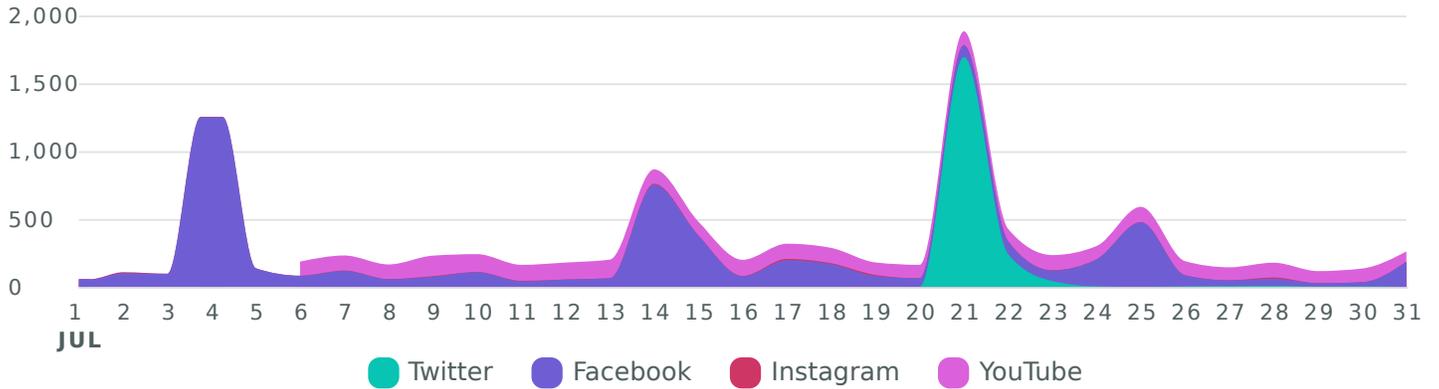


Engagement Metrics	Totals	% Change
Total Engagements ⓘ	24,783	↗51%
Twitter Engagements	2,432	↗93.2%
Facebook Engagements	20,274	↗54%
Instagram Engagements	2,073	↗4.9%
YouTube Engagements	4	↘63.6%
Engagement Rate (per Impression) ⓘ	4.7%	↗28.9%

Video Views

Review how your videos were viewed across networks during the reporting period.

Video Views, by Day



Video Views Metrics	Totals	% Change
Video Views ⓘ	10,201	↘ 11.5%
Twitter Video Views	2,003	↗ —
Facebook Video Views	5,305	↗ 31.5%
Instagram Post Video Views	68	↘ 92.6%
YouTube Video Views	2,825	↘ 57%

Profiles

Review your aggregate profile and page metrics from the reporting period.

Profile [▲]	Audience	Net Audience Growth	Published Posts	Impressions	Engagements	Engagement Rate (per Impression)	Video Views
Reporting Period Jul 1, 2021 - Jul 31, 2021	37,253 ↗0.5%	145 ↘8.2%	185 ↗14.2%	528,098 ↗17.1%	24,783 ↗51%	4.7% ↗28.9%	10,201 ↘11.5%
Compare to Jun 1, 2021 - Jun 30, 2021	37,076	158	162	450,836	16,414	3.6%	11,522
 @VisitGloucester	11,363	29	82	86,189	2,432	2.8%	2,003
 Gloucester	22,385	32	64	389,464	20,274	5.2%	5,305
 Visit Gloucester	6	0	—	N/A	4	—	2,825
 visitgloucester	3,499	84	39	52,445	2,073	4%	68