






# SOCIAL MEDIA PERFORMANCE

This infographic provides an overview of the performance of the Visit Exeter social media channels in 2024.


## FACEBOOK

Followers **13.6k**  4% increase

Reach **562.2k**  77.7% increase

Posts **500**  0.8% increase


Views **249.3k**



Top 10 audience locations:


1. Exeter	6. Torquay
2. Newton Abbot	7. Taunton
3. London	8. Birmingham
4. Plymouth	9. Bristol
5. Exmouth	10. Tiverton

## INSTAGRAM

Followers **7.5k**  15.4% increase

Reach **77.6k**

Posts **245**



Top 10 audience locations:

1. Exeter	6. Crediton
2. London	7. Torquay
3. Newton Abbot	8. Taunton
4. Plymouth	9. Pinhoe
5. Exmouth	10. Topsham

## YOUTUBE

Subscribers **55**

Video views **149k**

Watch time (hours) **2k**



Top 10 audience locations:


1. Birmingham	6. London
2. Bristol	7. Southampton
3. Coventry	8. Wolverhampton
4. Plymouth	9. Slough
5. Cardiff	10. Swindon

## TIKTOK

Followers **1,000**

Video views **11.5k**

Reach **7k**



Top 10 audience locations:

1. Liverpool	6. Manchester
2. Exeter	7. Glasgow
3. Plymouth	8. London
4. Bristol	9. Birmingham
5. Nottingham	10. Edinburgh