



SOCIAL MEDIA PERFORMANCE

This infographic provides an overview of the performance of the Visit Exeter social media channels in 2025.

FACEBOOK



Followers **15k** 10% increase
Content interactions **15.6k** 62% increase
Views **3.1m** 1144% increase



Top 10 audience locations:

- | | |
|-------------------|--------------|
| 1. United Kingdom | 6. France |
| 2. USA | 7. Canada |
| 3. Italy | 8. Germany |
| 4. Australia | 9. Hong Kong |
| 5. Spain | 10. Thailand |

INSTAGRAM



Followers **9.7k** 29% increase
Reach **125.6k** 60% increase
Views **811k**



Top 10 audience locations:

- | | |
|-------------------|--------------|
| 1. United Kingdom | 6. India |
| 2. USA | 7. Germany |
| 3. Spain | 8. Australia |
| 4. Italy | 9. Brazil |
| 5. China | 10. Turkey |

YouTube

Subscribers **72**
Video views **3,821k**
Watch time (hours) **44**



Top 10 audience locations:

- | | |
|-------------------|-----------------|
| 1. United Kingdom | 6. Poland |
| 2. USA | 7. Nigeria |
| 3. Spain | 8. India |
| 4. France | 9. Hong Kong |
| 5. Greece | 10. Netherlands |

TIKTOK



Followers **1,131**
Video views **32.4k** 182% increase
Reach **22.5k** 221% increase



Top 10 audience locations:

- | | |
|---------------|---------------|
| 1. Blackwood | 6. Sheffield |
| 2. Plymouth | 7. Central |
| 3. Exeter | 8. Manchester |
| 4. Bristol | 9. Glasgow |
| 5. Birmingham | 10. Other |