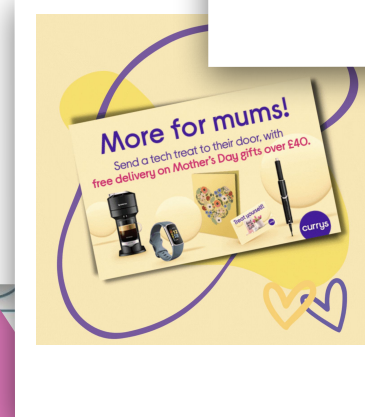
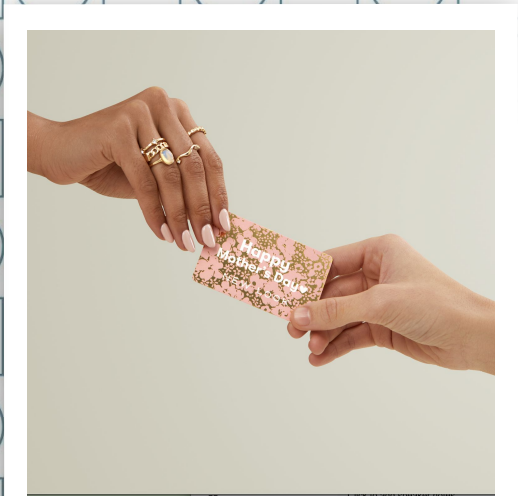


MARCH SOCIAL REPORT



2023

Time To

#GiftBetter

FOLLOWERS

(month on month)



18,683

↑7.4%



6,732

↑1.3%



7,610

↑3.4%

2023

Time To

#GiftBetter

RESULTS

Date	Member	FB Reach	IG Reach	Tw Impressions	Total
11.3.23	WHSmith	865	2674	14087	17626
12.3.23	New Look	890	2219	19713	22822
13.3.23	M&S	5254	2118	30882	38254
14.3.23	Tesco	844	2477	29868	33189
15.3.23	One4all	744	2316	21591	24651
16.3.23	One4all	1028	2447	18456	21931
17.3.23	Currys	1005	2258	15032	18295
18.3.23	Vanilla MasterCard	1480	2389	12610	16479
19.3.23	life:style	2313	2518	13365	18196

SUMMARY

Notes / Comments:

- March Campaigns total reach 211,449
- Followers increased across all platforms increasing the most on twitter with over 1000+ followers
- Our giveaway with M&S on (13.3.23) had the highest reach at 38,254
- After using different call to actions we saw increased user engagement with posts shared more frequently

2023

Time To

#GiftBetter

SOCIAL ENGAGEMENT



Paula Hunt

#GiftBetter I'd love to nominate my daughter **Gabrielle Holly** who has been through so much this last year both physically and mentally but is the most wonderful Mummy to Dolly-Rose . This would be a lovely treat for her. Roses as it's Dolly's middle name 🌹



Followed by some Tweeters you follow

LydiaGough ❤️ @lydfp_bobbysmum · 19 Mar

Replying to @GiftBetterUK

#GiftBetter im thankful to my mum @kimmyp108 who is the glue in our family she really does keep everything together , she is always there for us all and always seems to have the right answers . She is also an amazing nan my boys adore her



AJSIMPSON @AjsimpsonAj · 19 Mar

Replying to @GiftBetterUK

#GiftBetter My Mum Linda x She's my best friend x @AevansMarvelDC



nickie.lou The last 3 years have been tough for me and my kids but my mum has always been there to keep us smiling, help out and pull me together during the really tough days. She's a diamond 💎💖

#GiftBetter 🏠

@mel.roberts1978 @annalb83 @crazy_mum777



Top fan

Gemma Hendry

#GiftBetter Stuart Roy i just think spending the day with my little girl makes the day perfect so my tip would be not to put too much pressure on it and just enjoy being with your children

2023

Time To

#GiftBetter