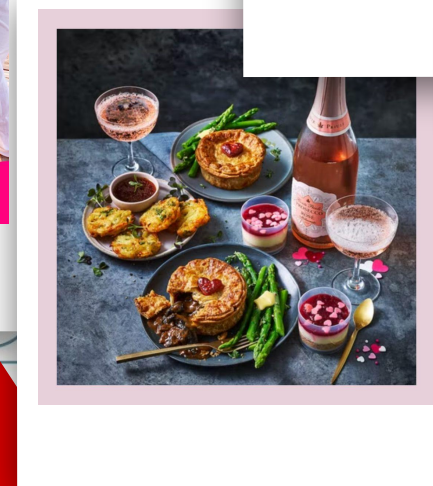
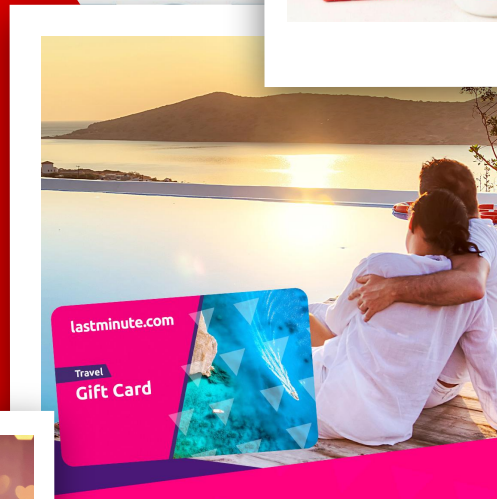
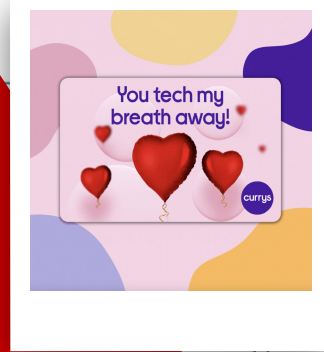


FEBRUARY SOCIAL REPORT



2023

Time To

#GiftBetter

FOLLOWERS

(month on month)



17,384

↑ 11.5%



6,640

↑ 1.2%



7,359

↑ 2.4%

2023
Time To
#GiftBetter

RESULTS

Date	Member	FB Reach	IG Reach	Tw Impressions	Total
7.2.23	Virgin Experience Days	1454	2360	5504	9318
8.2.23	WHSmith	2270	2178	6239	10,687
9.2.23	Tesco	2107	2068	6201	10,676
10.2.23	Lastminute.com	1623	1988	6576	10,187
11.2.23	Currys	1495	2382	8174	12,051
12.2.23	New Look	1617	2046	8751	14,031
13.2.23	Vanilla MasterCard	579	2252	9590	12,421
14.12.22	M&S	1418	1877	8358	11,653

SUMMARY

Notes / Comments:

- February total reach 91024
- Followers increased across all platforms increasing the most on twitter with over 2000+ followers
- Our giveaway with NewLook on (12.2.22) had the highest reach at 14031
- After using different call to actions we saw increased user engagement with photos and tags

2023

Time To

#GiftBetter

SOCIAL ENGAGEMENT

Michelle Ptak ❤️❤️ @Michieptak · 14 Feb
Replying to @GiftBetterUK and @marksandspencer
My wonderful husband, the best! Celebrating our Silver Wedding Anniversary in April. He is the most wonderful husband and father to our two boys. Many thanks #GiftBetter @Clarbo18



Jessica Townley
My mum **Ruth Ford** for not just being an awesome mum but an even better GRANDMA! ❤️
#GiftBetter



❤️👉 **Nicola Lester** 👉❤️ @Delilah64 · 14 Feb
Replying to @GiftBetterUK, @xsophiemariexx and @marksandspencer
My wonderful daughter @xsophiemariexx As well as being a fantastic daughter, she is also a brilliant Mum to my grandson and I love her loads #GiftBetter



reddragon.lynn I'd love some new Cargo pants! Great ones in New Look #GiftBetter @sianmaid
1 w 1 like Reply

quadrant2525 #GiftBetter @jennifer.hull.946 I shall write a love letter to myself who deserves some special attention
2 w 1 like Reply

👑 Top fan
Ian Campbell
Mary Campbell - when it comes to the crunch she's always kind-hearted, sharing & never glum, definitely my best chum. To reward an amazing ray of sunshine ☺️ for all her kindness with this welcome treat would be a real dream come true this Valentine's Day ❤️ #Giftbetter

2023
Time To
#GiftBetter