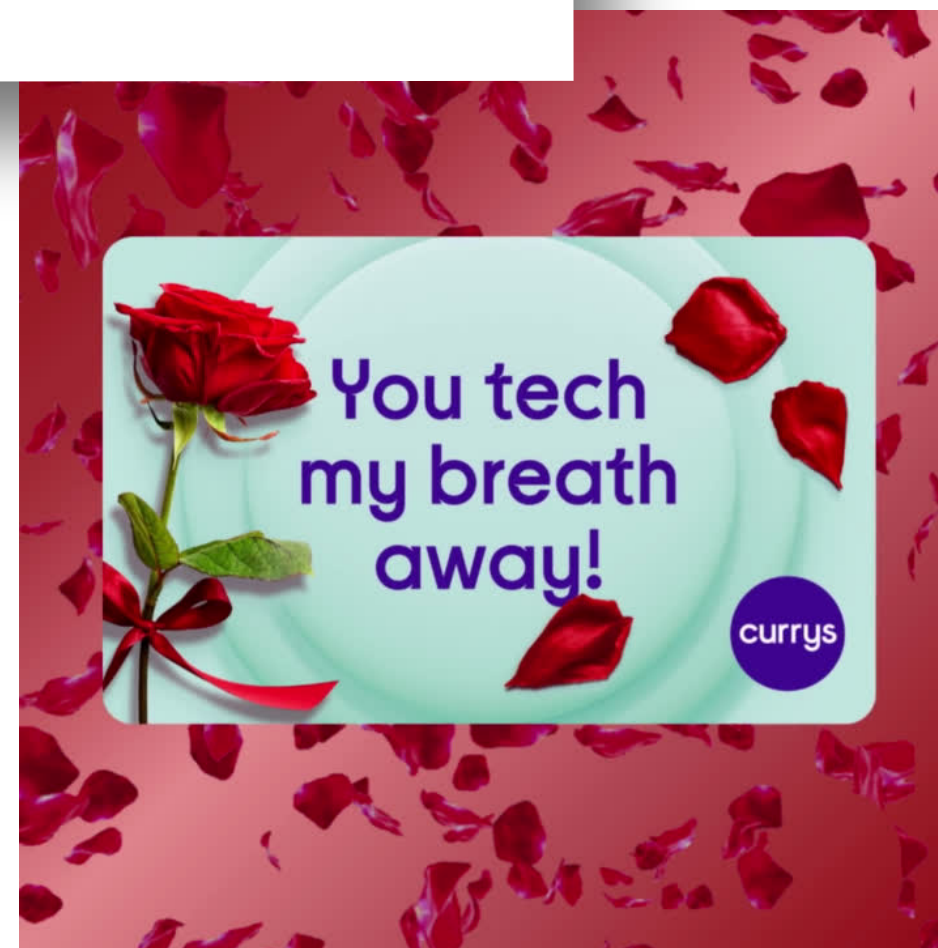


FEBRUARY SOCIAL REPORT



FOLLOWERS

(month on month)



27,216

↑ 1.2%



7,255

↑ 0.3%



8,926

↑ 0.8%

RESULTS

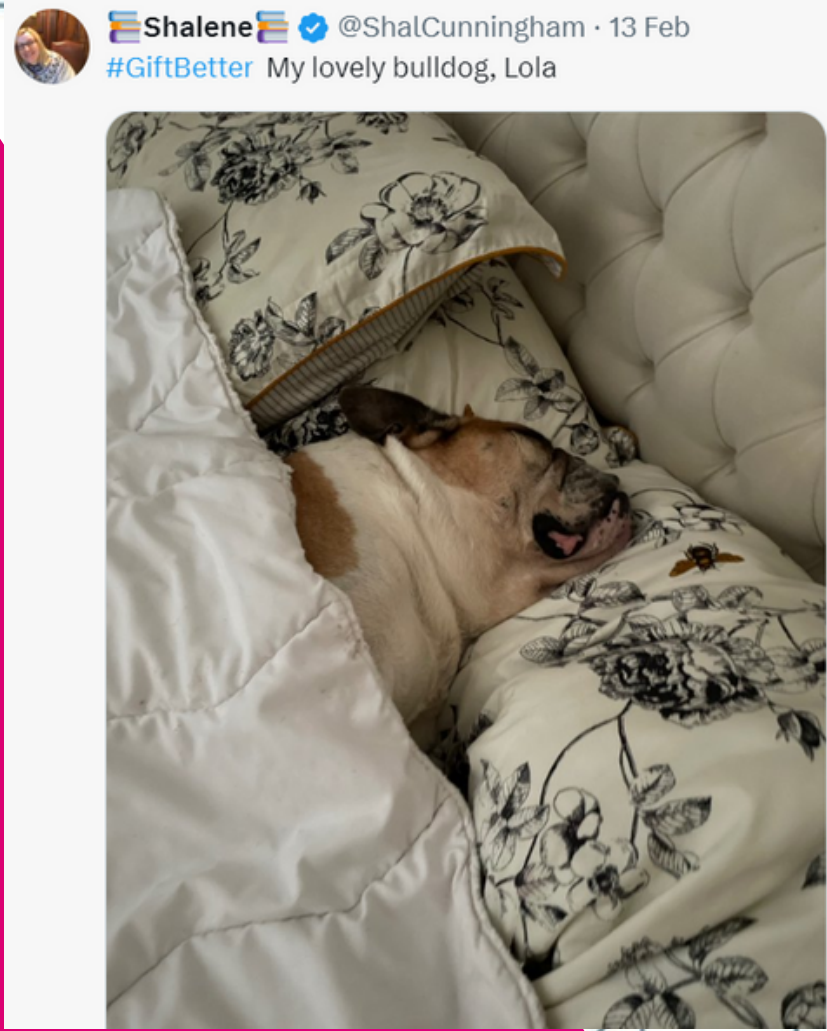
Date	Members	FB Reach	IG Reach	Tw Impressions	Total
11.2.24	WHSmith	884	2584	6915	10383
12.2.24	M&S	2107	4704	8135	14946
13.2.24	Currys	1861	6932	8936	17729
14.2.24	lastminute.com	1261	7100	6546	14907


SUMMARY


Notes / Comments:

- GiftBetter's February campaign focused on Valentine's Day
- February total reach 57,965
- Followers increased across all social platforms, with the highest increase on X
- The Currys giveaway (13.2.24) had the highest reach at 17729
- Strong start to a year of GiftBetter campaigns, with high engagement and reach

SOCIAL ENGAGEMENT



 Dean Matthews
#GiftBetter My Valentine is my wife Sarah Matthews. She deserves a lovely treat on Valentine's Day for being a good mum and looking after our two kids. 🧑‍🎓

 pauladaines2115 #giftbetter @whiteviv for her support and friendship ❤️
1 w 1 like Reply

 melcrum19 @wrightyc.me needs some as she been working extra shifts on the wards.. #giftbetter
1 w Reply ...

2024
Time To
#GiftBetter