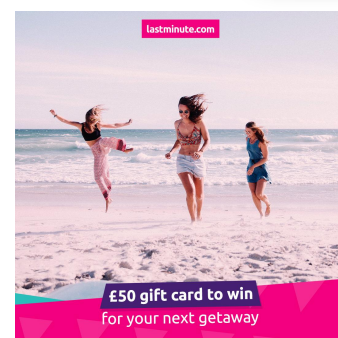
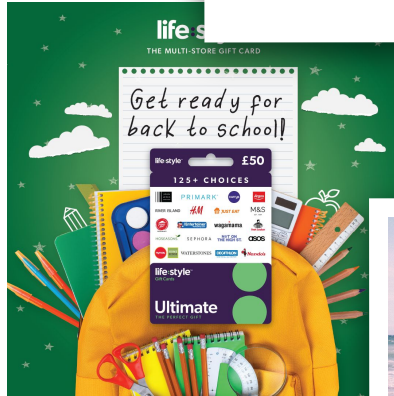


AUG/SEP SOCIAL REPORT

2023

Time To

#GiftBetter



FOLLOWERS

(month on month)



23,582

↑ 3.3%



6,797

↑ 0.5%



7,722

↑ 0.3%

RESULTS

Date	Member	FB Reach	IG Reach	Tw Impressions	Total
26.8.23	Tesco	4,203	4,694	24,265	33,162
27.8.23	WHSmith	731	4,365	5,281	10,377
2.9.23	LastMinute	1,066	1,813	7,216	10,095
3.9.23	Motivates	7,322	2,141	13,217	22,680

SUMMARY

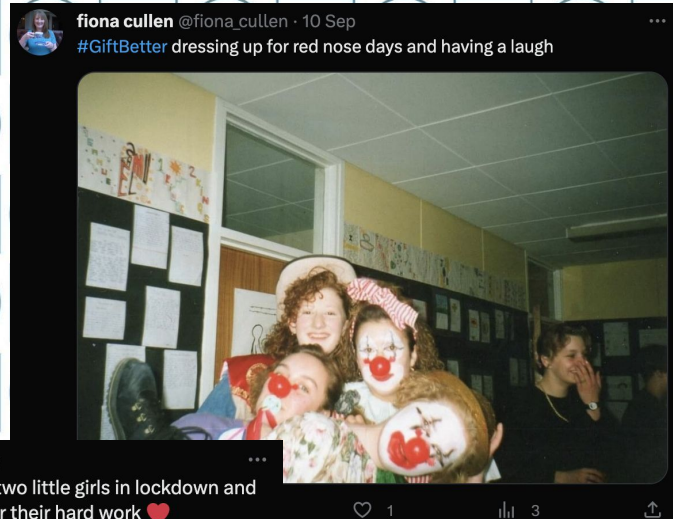
Notes / Comments:

- Aug/Sep Campaigns total reach 76,314
- Followers increased across all platforms increasing the most on twitter with over 1000+ followers gained
- Our giveaway with Tesco on (26.8.23) had the highest reach at 33,162 and the highest number of entries with 2000+

SOCIAL ENGAGEMENT



Annie @yumcoconut · 7 Sep
A school trip to Austria, my first time abroad. The night before we left Mum sent me to gran's with a hot water bottle. It burst & burned my leg. But we were tough in those days. Health & Safety, neh! I was packed off with dressings & bandages. We had fun 😊 #GiftBetter @Tonkatol



fiona cullen @fiona_cullen · 10 Sep
#GiftBetter dressing up for red nose days and having a laugh

Sue Stod @Sooz_1 · 4 Sep
My favourite memory is homeschooling my two little girls in lockdown and they both received head teachers awards for their hard work ❤️ #GiftBetter



Top fan
Georgina Booth-Purdy
The Maldives #GiftBetter
Chris Purdy

veejay78 My tip is to buy everything you need the last week of term so you can enjoy the Summer! #GiftBetter @rsitling

