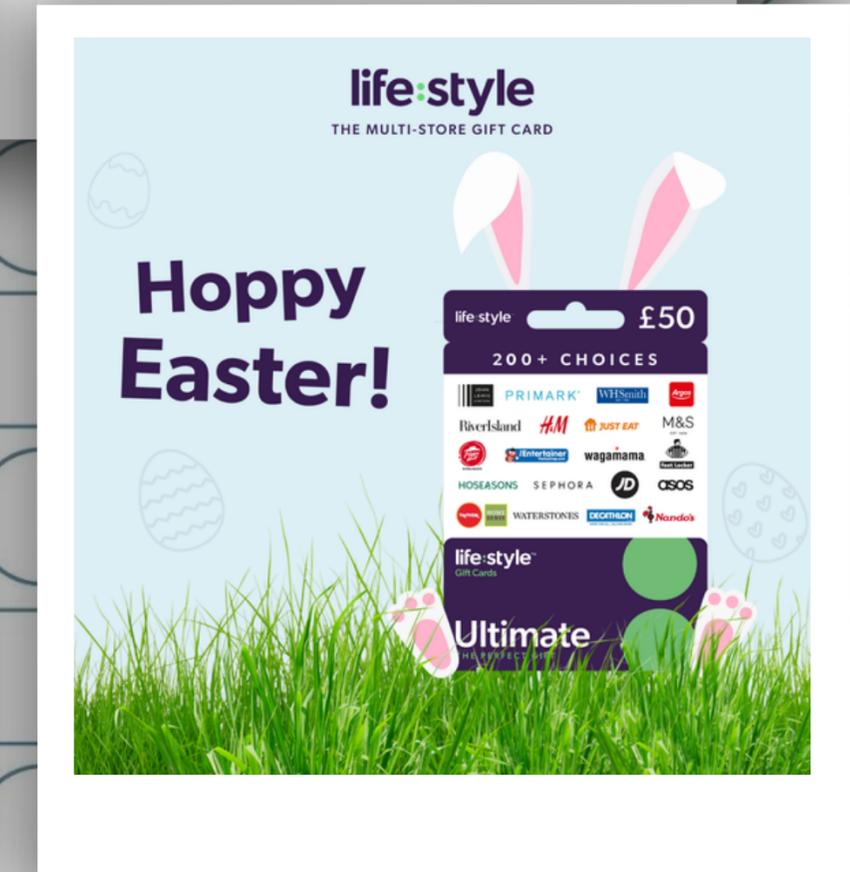
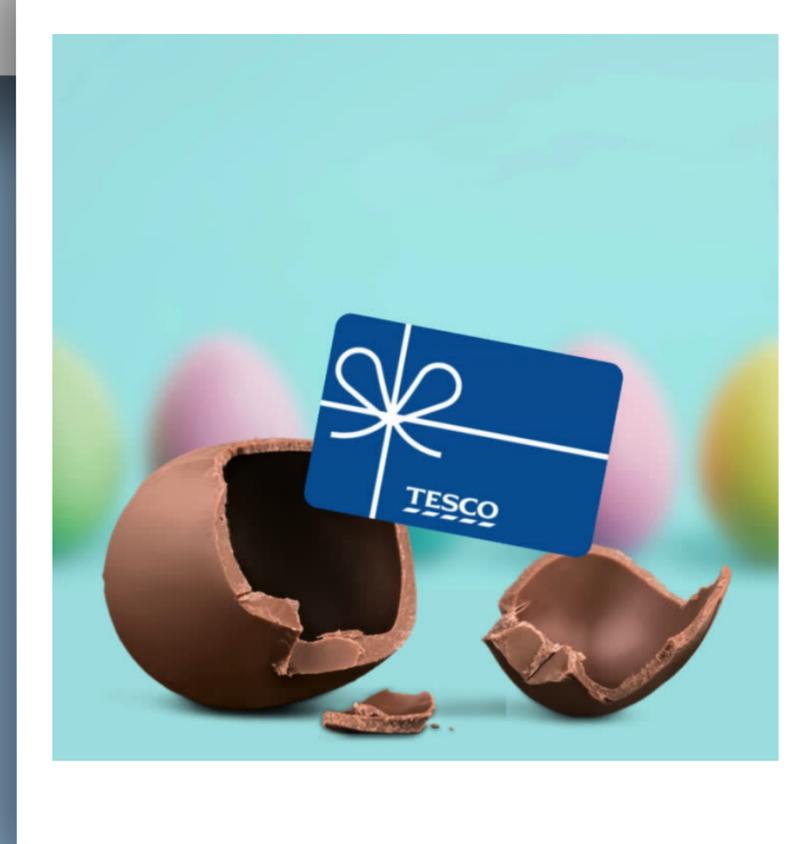


# EASTER SOCIAL REPORT



2024  
Time To  
#GiftBetter

# FOLLOWERS

(month on month)



28,276

↑ 0.96%



7,317

↑ 0.1%



9,079

↑ 0.72%

2024  
Time To  
#GiftBetter

# RESULTS

| <b>Date</b> | <b>Members</b> | <b>FB Reach</b> | <b>IG Reach</b> | <b>Tw Impressions</b> | <b>Total</b> |
|-------------|----------------|-----------------|-----------------|-----------------------|--------------|
| 28.3.24     | Halfords       | 553             | 1485            | 5144                  | 7182         |
| 29.3.24     | Tesco          | 1543            | 10528           | 9398                  | 21469        |
| 30.3.24     | Motivates      | 1472            | 3279            | 9199                  | 13950        |
| 31.3.24     | Prezzee        | 915             | 5310            | 6216                  | 12441        |

# SUMMARY

## Notes / Comments:

- GiftBetter's Easter campaign had a total reach of 55,042
- Followers continued to increase across all social platforms, with the highest increase on X
- Tesco's giveaway (29.3.24) had the highest reach at 21,469
- There were a total number of 6,195 entries across all social platforms and for all giveaways
- Brands were eager to promote Easter discounts and offers within their giveaway post leading to high engagement from the audience

2024

Time To

#GiftBetter

# SOCIAL ENGAGEMENT



bsayburn #GiftBetter Tesco Finest Salted Caramel & Chocolate Hot Cross Buns are truly egg-cellent 😊 @psayburn

1w 1 like Reply

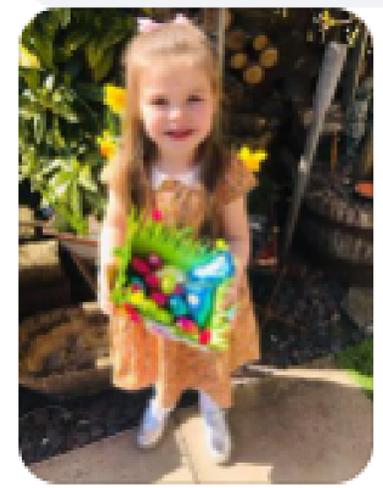


beekys\_bristol\_house Happy Easter team #GIFTBETTER 🐣 We're off to see Granny 🧓 and she's making a roast.... Then we're helping her move some heavy furniture around her house!

1w 1 like Reply



Paula Hunt Family is everything and we've had an Easter Egg Hunt today and I'm cooking an Easter Sunday lunch tomorrow for the family. Happy Easter #GiftBetter



1w Like Reply



Simon M @smaisey1 · 28 Mar I'm looking forward so time off with my kids to do an Easter Egg hunt, thanks! @SaraLock8 #GiftBetter



49



Top fan Alison Wilkie Treat my family to some little treats each , 🐣🍫🐣, GiftBetter Alice Lightning Happily liked and shared with pleasure

1w Like Reply



Clover 🍀 @un\_lucky\_clover · 1 Apr I made my own eggs for a treat to them #giftbetter @JaneMil86654989



1

2024 Time To #GiftBe