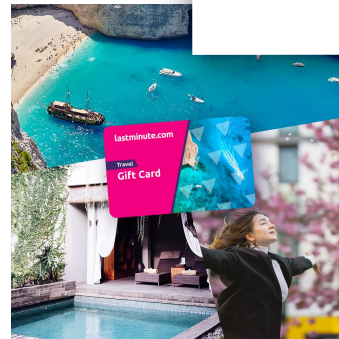


APRIL SOCIAL REPORT

2023

Time To

#GiftBetter



FOLLOWERS

(month on month)



19,609

↑ 8%



6,770

↑ 2.3%



7,633

↑ 1.4%

2023

Time To

#GiftBetter

RESULTS

Date	Member	FB Reach	IG Reach	Tw Impressions	Total
5.4.23	Vanilla MasterCard	1202	2088	8270	11560
6.4.23	M&S	2011	4674	15965	22650
7.4.23	lastminute.com	1043	2674	9286	13003
8.4.23	Tesco	2663	5801	20013	28477
9.4.23	WHSmith	1333	1943	22707	25983

SUMMARY

Notes / Comments:


- April Campaigns total reach 101,673
- Followers increased across all platforms increasing the most on twitter with over 1000+ followers gained
- Our giveaway with Tesco on (8.4.23) had the highest reach at 28,477
- Our first giveaway hosted via Instagram Reels was viewed over 3500 times

2023

Time To


#GiftBetter


SOCIAL ENGAGEMENT


 Elizabeth Morgan
Spring is my favourite, I love to watch our lambs 🐑 #GiftBetter Kerry Sharpe




 **sandra.chambers25** #GiftBetter @brightonseagull wouldn't this be wonderful towards our future travels 🗺️🗺️
1 w 1 like Reply



 Top fan
Rachael Sexey
I love Autumn, the beautiful colours, the best holidays, cooler weather, hot chocolate #GiftBetter Darren Sexey 🍀

 **ami'laura** @amilaura2 · 9 Apr
A day in bed eating chocolate of course 🍫🍫 #GiftBetter @Matty_LIOyd
2 12 Tip

 Paula Hunt
Nando's is always our family favourite Gabrielle Holly #GiftBetter 🐰🍷



 **AJSIMPSON** @AjsimpsonAj · 9 Apr
#GiftBetter Hopping around the Garden @AevansMarvelDC



1 29 Tip

2023
Time To
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