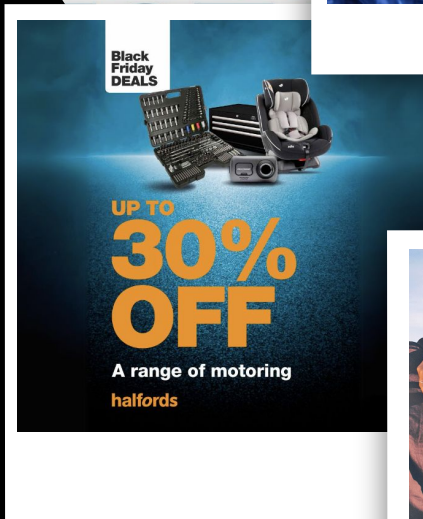



NOVEMBER SOCIAL REPORT

2023
Time To
#GiftBetter

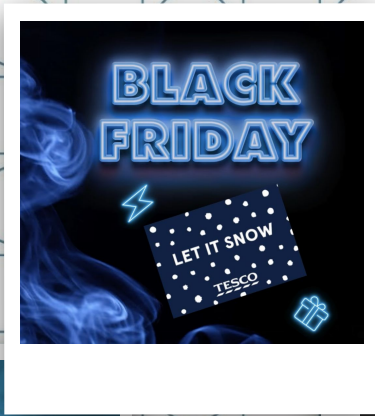


Black Friday DEALS




UP TO
30% OFF

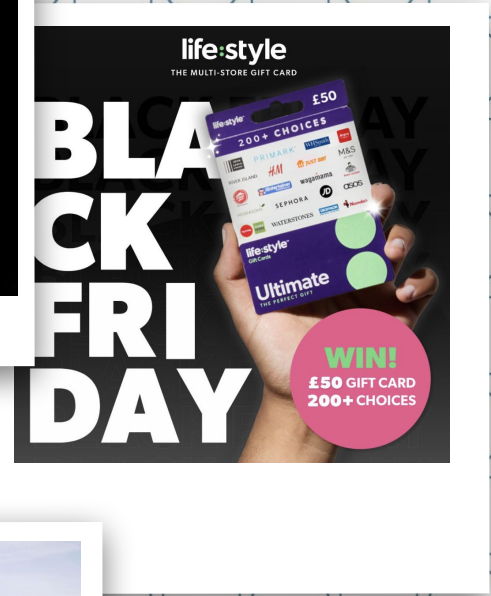
A range of motoring
halfords



BLACK FRIDAY

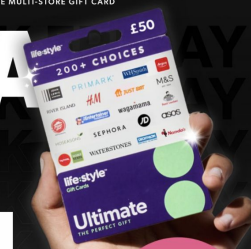


LET IT SNOW
TESCO



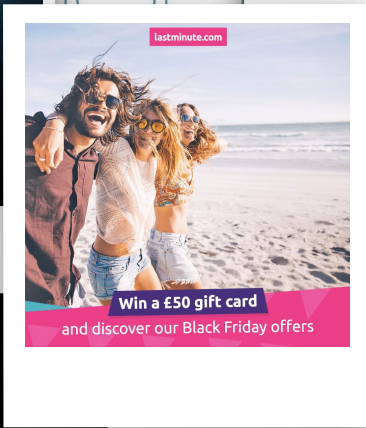
life:style
THE MULTI-STORE GIFT CARD

BLACK FRIDAY




£50
200+ CHOICES

WIN!
£50 GIFT CARD
200+ CHOICES



lastminute.com



Win a £50 gift card
and discover our Black Friday offers

FOLLOWERS

(month on month)



25,595

↑ 3.6%



7,021

↑ 2.3%



8,235

↑ 3.0%

2023

Time To

#GiftBetter

RESULTS

Date	Member	FB Reach	IG Reach	Tw Impressions	Total
22.11.23	Halfords	2,652	1,023	10,098	13,773
23.11.23	Tesco	2,538	N/A	13,629	16,167
24.11.23	Motivates	2,104	2,494	24,501	29,099
25.11.23	Lastminute	1,085	1,732	10,700	13,517

SUMMARY

Notes / Comments:

- November Campaigns total reach 72,556
- Followers increased across all platforms increasing the most on twitter with over 1000 followers gained
- Our giveaway with Motivates on (24.11.23) had the highest reach of over 29,000 and had the highest number of entries (2,300+)

SOCIAL ENGAGEMENT



crazy_mum777 Ninja air fryer 🥰 #GiftBetter
@michelle.1960



Debs Miller

Love wandering around the shops during the day and browsing online in the evening.
#GiftBetter - Louise Beard



Tantrums To Smiles @Tantrums2Smiles · 24 Nov

It will be browsing online for me as I have a poorly little one home from school today! However judging by the wind and rain, it is probably the safer and drier option anyway lol! Thanks for the chance to win #GiftBetter fingers crossed xx @dinkydip



beattieeee I've got my eye on some new trainers #GiftBetter
@dollyxmolly



Alison Veasey

wow love lincolnshire! the cathedral is amazing at night!

