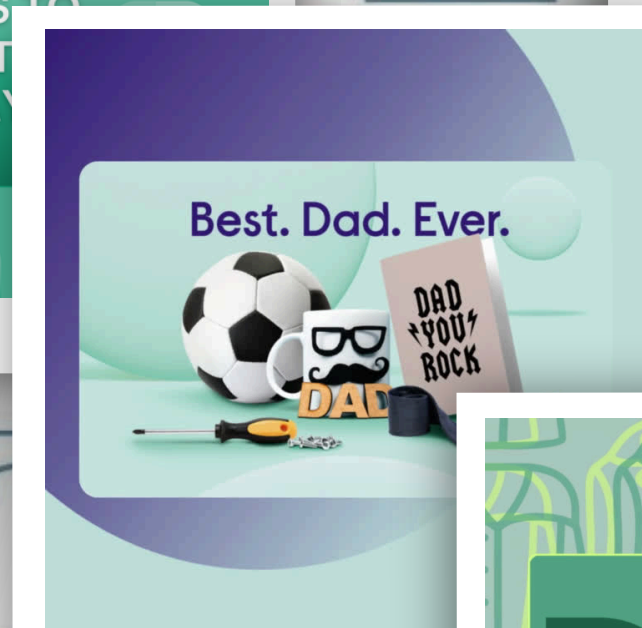
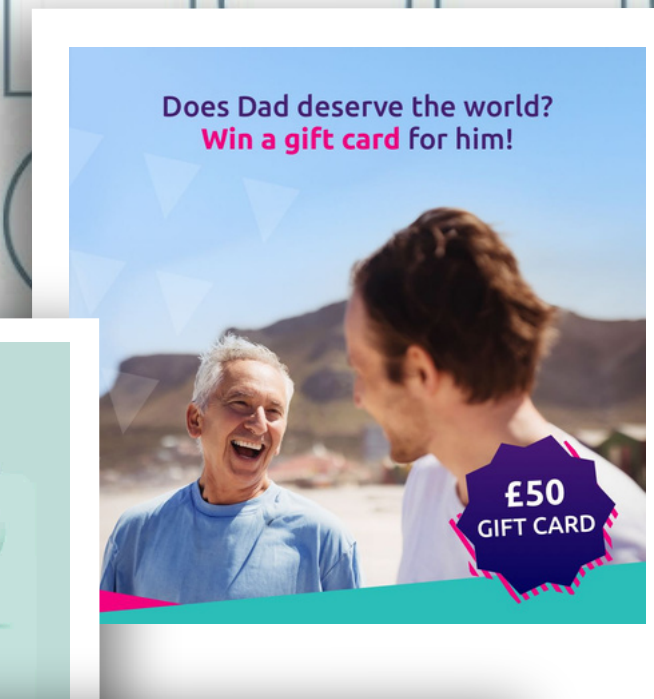


# #GiftBetter

## FATHERS DAY SOCIAL REPORT



# FOLLOWERS

(month on month)



**29,727**

 **1.3%**



**7,326**

 **1%**



**9,169**

 **0.4%**

*#GiftBetter*

# RESULTS

<b>Date</b>	<b>Members</b>	<b>FB Reach</b>	<b>IG Reach</b>	<b>Tw Impressions</b>	<b>Total Reach</b>	<b>Total Entries</b>
9.6.24	Tesco	2101	10800	6967	19868	1542
10.6.24	Halfords	114	4971	5135	11220	934
11.6.24	M&S	1203	6694	4858	12755	893
12.6.24	River Island	1315	6662	4261	12238	996
13.6.24	lastminute.com	1092	2408	3533	7033	650
14.6.24	Currys	1783	7455	7569	16807	1732
15.6.24	Lifestyle	2202	3245	3469	8916	849
16.6.24	Argos	1628	5367	7492	14487	1934

# SUMMARY

- GiftBetter's Fathers Day campaign had a total reach of 103,324
- Followers continued to increase across all social platforms, with the highest increase on X, but a decrease on Instagram - signifying lower engagement
- There were a total number of 9,530 entries across all social platforms and for all giveaways
- Reach and number of entries was highest for Tesco and Argos, this could be due to consumers preferring retail gift cards to help with cost of living rather than experience or leisure gift cards
- The Facebook platform is experiencing an increased number of scammers so this will be on standby until the issue can be resolved

*#GiftBetter*

# SOCIAL ENGAGEMENT



Top fan

Stuart Polman

A trip to Beaulieu, National Motor Museum with the family #GiftBetter

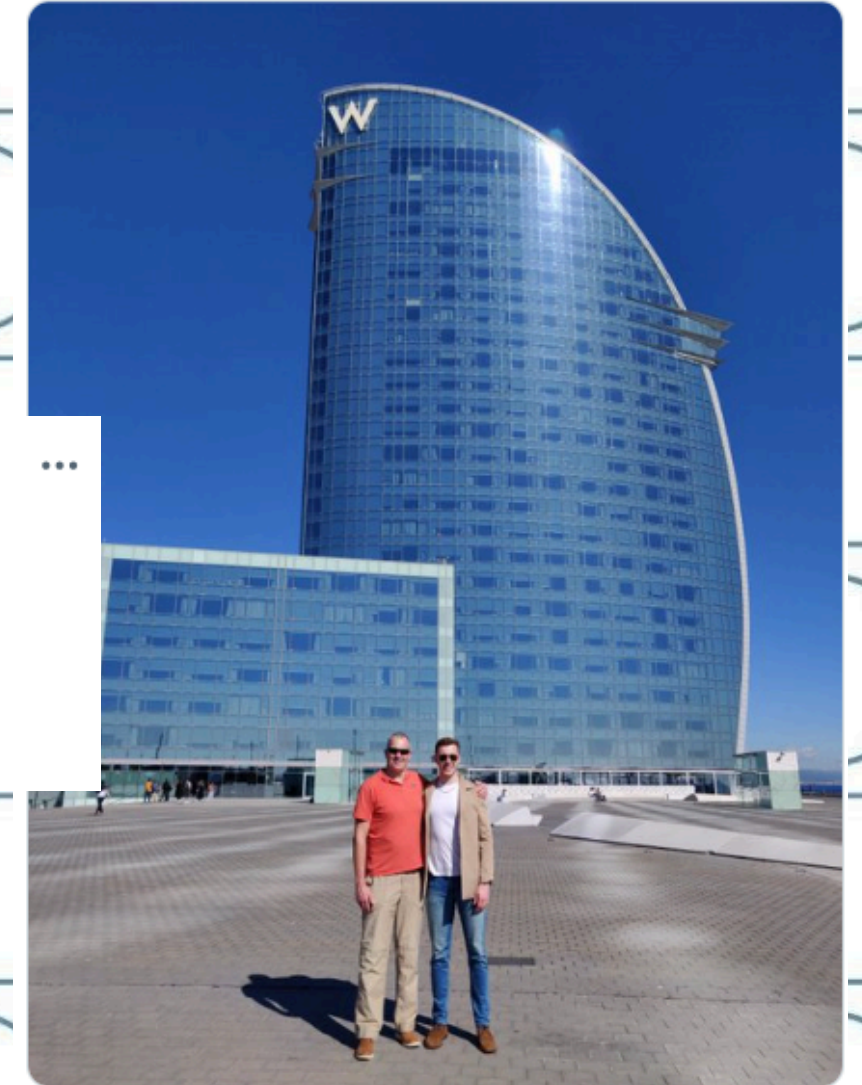


romwoodman #GiftBetter I bought a dog off a blacksmith today and as soon as I got home, he made a bolt for the door @davidwoody94

1w Reply



Dad @boatsailfish means the world to us! #GiftBetter



8:46 pm · 9 Jun 2024 · 4 Views



beckys\_bristol\_house #GiftBetter I remember being on my Dads shoulders, hoisted up to be able to watch marathon runners who were taking part in a one off race on the Bristol Downs. I'm now 49 and this is probably one of my earliest memories of me with my lovely Dad, he passed away two years ago at aged 80'and was just a lovely gentle kind father.



George Spencer @george70281

My Dad used to love his Record Player,sadly he's no longer with us #GiftBetter @JamesDLeon17652

12:03 pm · 14 Jun 2024 · 11 Views



Paula Hunt We went to The Gower with my Dad who was 89 years old in this photo. So many happy memories of lots of holidays in The Mumbles #GiftBetter Randall Thomas



maggie\_jones @maggiej38749433 · 13 Jun Does walking up the lane to collect blackberries count... oh and getting up at 5 o'clock to go mushroom picking .... Those were the best days ever with Dad

Margaret Jones #GiftBetter

I can only remember going on one holiday with my Dad and that was to Torquay in 1958  
Holidays were a luxury then. Mum and Dad saved up for such a long time to go there in our little Morris Minor. Happy Days  
Kazz Usher



tedpl1984 Standing on the side of a football pitch cheering on my daughter @juliaphots #giftbetter

2w 2 likes Reply

When my Dad's not in his trademark jeans, tshirt, vans and checked long sleeved shirt he's quite partial to a more regal look #GiftBetter @D4vidWhittle



suzanne.williams23 #GiftBetter Did you hear about the explosion in the cheese factory? There was debris everywhere! @mikeiwilliams

1w Reply

@smaisey1

He's nearly 80 now, but we used to go to football every week. I now take my son. This would be super handy, cheers! @Michieptak #GiftBetter

7:36 am · 10 Jun 2024 · 49 Views