

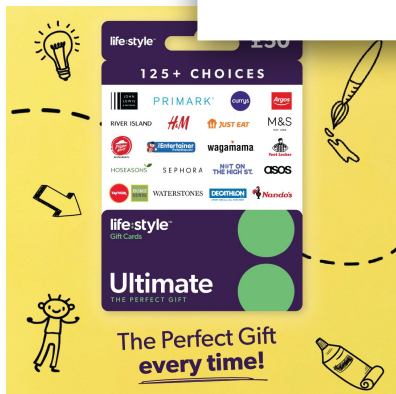
# JULY SOCIAL REPORT

2023  
Time To  
#GiffBetter

Win a £50 Theatre Token!

The perfect Thank You  
for teachers

The gift  
of theatre



# FOLLOWERS

(month on month)



22,848

↑ 5.8%



6,763

↑ 0.1%



7,692

↑ 0.2%

2023

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# RESULTS

Date	Member	FB Reach	IG Reach	Tw Impressions	Total
16.7.23	Sainsburys	1,495	6,587	7,047	15,129
17.7.23	INCOMM	5,220	2,127	6,929	14,276
18.7.23	Society of London Theatre UK	1,177	2,175	6,590	9,942
19.7.23	M&S	7,264	2,298	7,393	16,955
20.7.23	Motivates	4,315	2,231	7,259	13,805
21.7.23	WHSmith	909	3,654	4,853	9,416

# SUMMARY

## Notes / Comments:

- July Campaigns total reach 79,523
- Followers increased across all platforms increasing the most on twitter with over 1000+ followers gained
- Our giveaway with M&S on (19.7.23) had the highest reach at 16,955 and the highest number of entries at 1,923

2023


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# SOCIAL ENGAGEMENT

 **Lucy Robinson**  
My favourite teacher taught my son in reception class. She worked wonders with him  
#GiftBetter #GiftBetter Sarah Robinson 🌈

 **tedandrhu** #GiftBetter My former P.E teacher Mr Mills pushed for us to start a Girls Basketball Team, he always treated girls sports as important as the boys. Total legend!!  
❤️💙💜💚💛 @mightytabard


 **Angie McDonald**  
#GiftBetter Elizabeth McDonald I'd love to take my mum to see a show we haven't seen before! 😊

 **Mary**  
@mary\_c\_1985

That dreams can come true ❤️ #GiftBetter @liamcoulborn


Mary Coulborn is 🧐 feeling delighted.  
May · 🌐

Today since my diagnosis.  
Chance of survival by 2026.  
Are!!! 🥺🥺🥺  
To see my daughter get her nurse  
day ❤️❤️❤️  
Reminder of how life is short - che  
... See more



 **Angela Macdonald** @angiemac18 · 19 Jul  
I am thankful for my wonderful husband! @MacSpade #GiftBetter



 **cathfreemantle** #giftbetter 😊 Chilling out catching up with friends hopefully enjoying some sunshine with a good book  
📖 @missmarple007

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