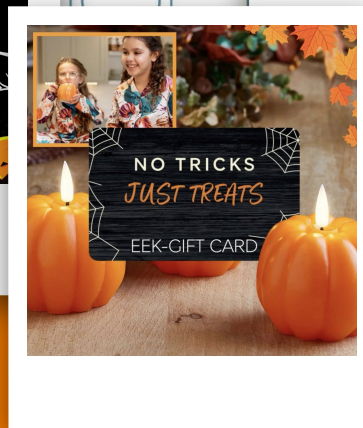


OCTOBER SOCIAL REPORT

2023

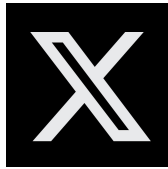
Time To

#GiftBetter



FOLLOWERS

(month on month)



24,704

↑ 4.7%



6,859

↑ 0.9%



7,989

↑ 3.4%

2023

Time To

#GiftBetter

RESULTS

Date	Member	FB Reach	IG Reach	Tw Impressions	Total
27.10.23	INCOMM	1,303	2,341	8,474	12,118
28.10.23	Argos	2,115	7,422	15,485	25,022
29.10.23	M&S	1,339	6,609	13,747	21,695
30.10.23	Tesco	1,058	6,171	13,162	20,391
31.10.23	Motivates	1,976	2,648	10,204	14,828

SUMMARY

Notes / Comments:

- October Campaigns total reach 94,054
- Followers increased across all platforms increasing the most on twitter with over 1000+ followers gained
- Our giveaway with Argos on (28.10.23) had the highest reach at 25,000+
- Our giveaway with Motivates on (31.10.23) had the highest number of entries with 2900+

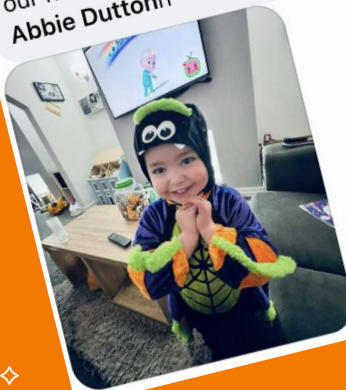
2023

Time To

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SOCIAL ENGAGEMENT

Top fan
Corinna Jennings
#GiftBetter 🎁
I took my 3 year old granddaughter trick or treating followed by back to nannies to eat
Abbie Dutton



Jessica Townley
@MrsJTea
Doing a zombie experience day with work at an abandoned Manor House...let's just say I wouldn't survive if there was a zombie apocalypse 🧟‍♀️🧟‍♂️
#GiftBetter @Ruthy4D



Leah Sullivan
Halloween baking, pumpkin carving and trick or treating later 🎃 # GiftBetter
Andrew Sullivan

Mark Scott @Olympicmark · 27 Oct
My daughter as the nun and my son as an Alien #Giftbetter @the_manoel @GiftBetterUK



🧡🌟🌟 @xcooltobekindx 🌟🌟 @xcooltobekindx · 27 Oct
#GiftBetter Morticia Adams but I'll not be as brilliant as my grandchildren who are all Halloween crazy 🧡🎃🧡🎃🧡🎃🧡🎃

