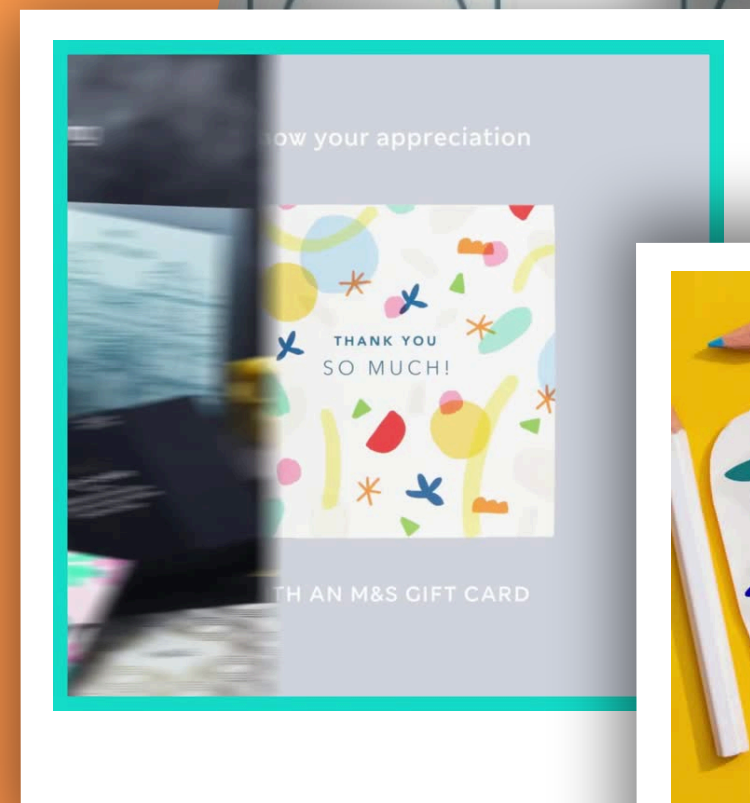
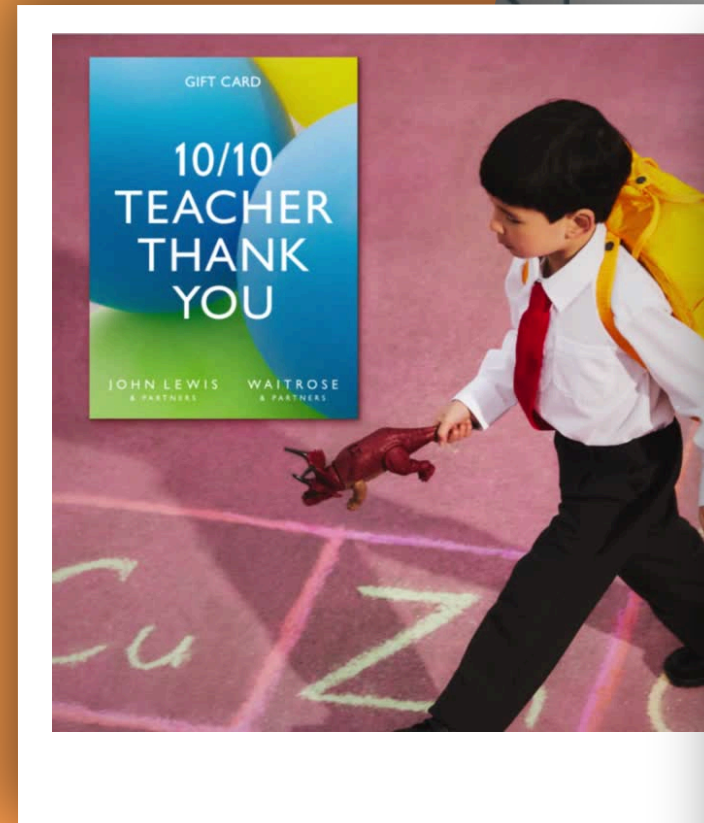


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THANK YOU TEACHER SOCIAL REPORT



FOLLOWERS

(month on month)



29,707

↑ 1.5%



9,213

↑ 0.5%

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RESULTS

Date	Members	IG Reach	IG Likes	X Impressions	X Retweets	Total Reach	Total Entries
18.7.24	John Lewis	3058	415	6704	483	9762	896
19.7.24	Sainsbury's	3045	376	5119	458	8164	847
20.7.24	Theatre Tokens	2645	316	5148	315	7793	622
21.7.24	Halfords	2193	212	3849	205	6042	421
22.7.24	M&S	1249	151	3631	182	4880	315

SUMMARY

- GiftBetter has suspended use of Facebook platform until further notice due to an increase in scammers and issues with business page
- GiftBetter's Thank You Teacher campaign had a total reach of 36,641 - markedly lower than usual accounting for removal of 1/3 audience. Possibly due to summer holidays
- Followers continued to increase across both social platforms, with the highest increase on X. Retweets easier than IG sharing so accounts for less active engagement
- There were a total number of 3,101 entries across both social platforms and for all giveaways
- Reach and number of entries was highest for John Lewis, possibly due to brand not having a giveaway in a while

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SOCIAL ENGAGEMENT

Eva @evahnt · 22 Jul
#GiftBetter @profution 🐶👕👖



fleaing As a huge Stranger Things fan I absolutely adored Stranger Things: The First Shadow 🤩❤️ I've never seen a theatre production with such amazing special effects before!

👏👏 @raquel1814_ #GiftBetter

5d Reply



jhill1105 Mr prattly, maths... i was a very misunderstood teenager & he wrote me a letter when i left, i actually felt seen for the first time in a long time, #GiftBetter @jemmadwyer



Vesta @Firegoddess_8 · 22 Jul
#GiftBetter Harry Potter plus Hedwig are perfect for non uniform day!
@Supersoniclady3



Barry Gorman @bargor2012 · 19 Jul
#GiftBetter I always loved maths at school so I became a maths teacher
😄 @bronaghgorman



3



Keen Bean @keenbean0129 · 19 Jul
Circle time. A chance for you and your peers to engage with each other and talk about how your week/end has been going and all the stuff you've been doing. @Shirleybeez84 #GiftBetter



53

