

# OWNED SOCIAL MEDIA

- INCREASED POSTING FREQUENCY
- 'WE AREN'T OPEN TO VISITORS NOW, BUT WHEN WE ARE WE WILL BE HERE TO WELCOME YOU!'
- INSPIRATIONAL QUOTES TO LIFT THE SPIRIT
- INCREASED ENGAGEMENT AS PEOPLE SPEND MORE TIME ON SOCIAL IN SEARCH OF BEAUTY AND INSPIRATION FOR THE FUTURE
- APRIL GENERATED OVER 242,00 IMPRESSIONS & 15,000 ENGAGEMENTS

