

Universal Credit Activity

Update 13/03/2019 - 27/04/2019

MONTHLY UPDATE - SOCIAL MEDIA

TOP TWEETS



Impressions 4,703

Engagement rate 1.3%

Retweets 🔁 2

Likes 💙 7



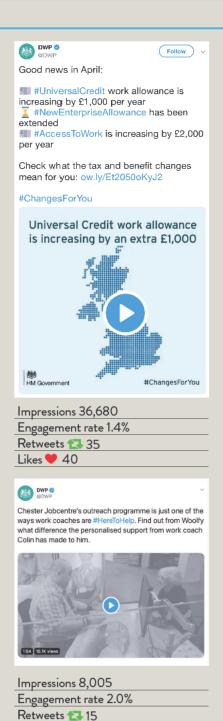


Impressions 10,740

Engagement rate 4.0%

Retweets 🔁 16

Likes 9 31





INSIGHT

Likes 💛 6

We also shared messages on the changes to Universal Credit, coming into effect in the new tax year. The tweet, highlighting an increase to the Universal credit work allowance, received over 36,600 impressions and an engagement rate of 1.4%. Secretary of State shared her Sun op-ed on the changes to Universal Credit and received 73 retweets and 150 likes.