

MONTHLY UPDATE - SOCIAL MEDIA

TOP TWEETS

DWP @DWP

Because of the support provided by his work coach and #UniversalCredit, Gareth could turn his passion for photography into a successful business. Find out how



1:40 015 views

Impressions 4,703

Engagement rate 1.3%

Retweets 2

Likes 7

DWP Press Office @dwppressoffice

Work and Pensions Secretary @AmberRuddHR is visiting jobcentres around the country to hear first-hand what people think about #UniversalCredit. See what work coaches in Lancaster had to say.



1:08 10.9K views

Impressions 10,740

Engagement rate 4.0%

Retweets 16

Likes 31


DWP @DWP

Good news in April:

- #UniversalCredit work allowance is increasing by £1,000 per year
- #NewEnterpriseAllowance has been extended
- #AccessToWork is increasing by £2,000 per year

Check what the tax and benefit changes mean for you: ow.ly/Et2050oKyJ2

#ChangesForYou



HM Government #ChangesForYou

Impressions 36,680

Engagement rate 1.4%

Retweets 35

Likes 40

DWP @DWP

Chester Jobcentre's outreach programme is just one of the ways work coaches are #HereToHelp. Find out from Woolfy what difference the personalised support from work coach Colin has made to him.



1:54 15.1K views

Impressions 8,005


Engagement rate 2.0%

Retweets 15

Likes 6

DWP @DWP

You asked, we answered. There are a lot of myths about #UniversalCredit – we asked jobcentre staff to read and respond to some of your comments and questions



2:49 15.3K views

Impressions 26,097

Engagement rate 3.7%

Retweets 34

Likes 53

Amber Rudd MP @AmberRuddHR

Our brilliant work coaches across the country, like Fatima, are #HereToHelp.

Fatima is helping Skye get the support she needs. "I got everything I expected, and more."

Watch more from their story



1:51 6.6K views

From DWP

Video views 6,605

Retweets 42

Likes 68

INSIGHT

Each week, a new Universal Credit video is shared to the Departmental Twitter accounts, and Secretary of State's account. The videos of s40, s40, s40 the work coach, Secretary of State's visit to Lancaster jobcentre and work coaches responding to Twitter users' questions received a total of 47,868 views across both our and Secretary of States' tweets.

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.