

Guilty Mother Media Pack

September 2020 Edition

www.guiltymother.co.uk





Jo Wimble-Groves

Award Winning Entrepreneur & Inspiring Speaker. Blogging about all things 'mum guilt', parenting, style and family travel. Writer for The Guardian, InStyle UK and Brit Mums.



Categories

Fashion

Lifestyle

Beauty

Parenting, Fashion, Lifestyle and Travel

Location



UNITED KINGDOM

Categories

Fashion Lifestyle Beauty

Parenting Fashion

Lifestyle and Travel

Location



UNITED KINGDOM

Social Media Accounts



39,247
FANS



2,839
FOLLOWERS



20
PINNERS



10
SUBSCRIBERS



11,934
FOLLOWERS

11,934
FOLLOWERS

28
POSTS*

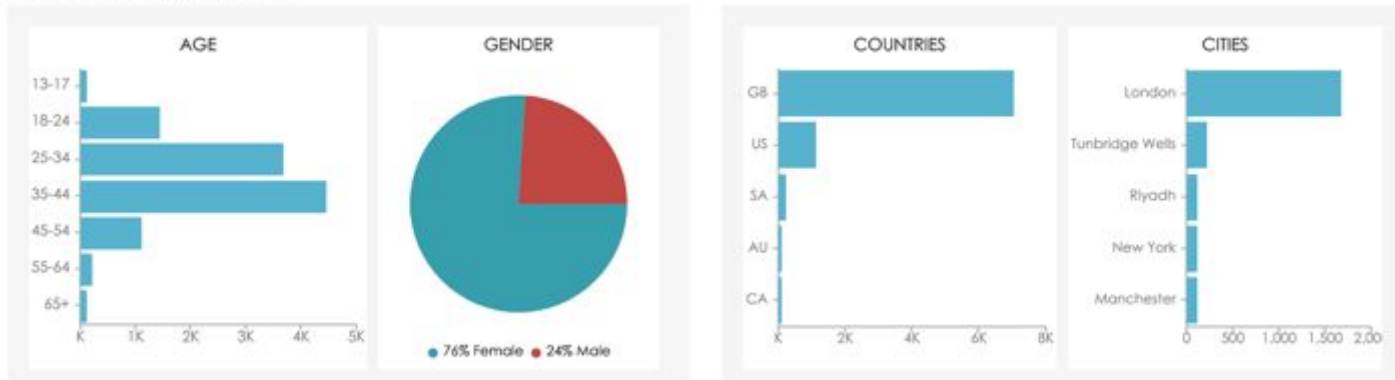
12,610
REACH*

84,581
IMPRESSIONS*

1,477
PROFILE VIEWS*

35
WEBSITE CLICKS*

Instagram Follower Demographics



Interactions ⓘ

703

Actions taken on your account from 30 Jun – 06 Jul



Profile visits

+38 vs 23 Jun-29 Jun

691

Website clicks

+8 vs 23 Jun-29 Jun

11

Emails

-1 vs 23 Jun – 29 Jun

1

Top locations ⓘ

Towns/cities Countries

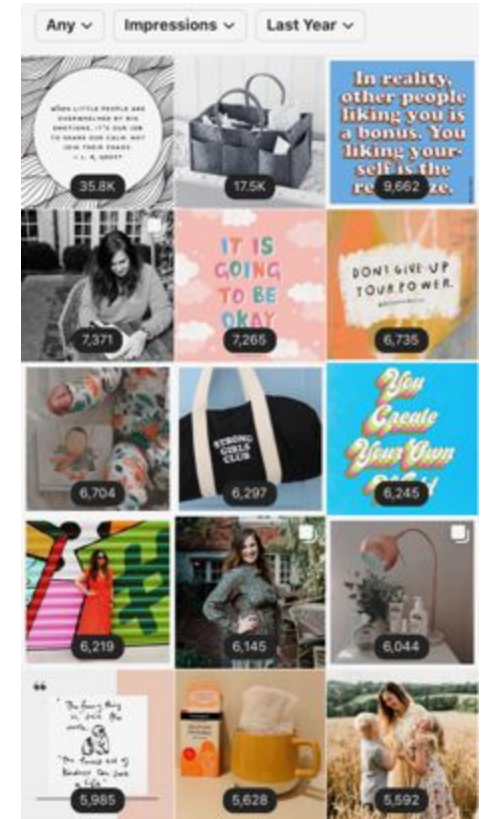
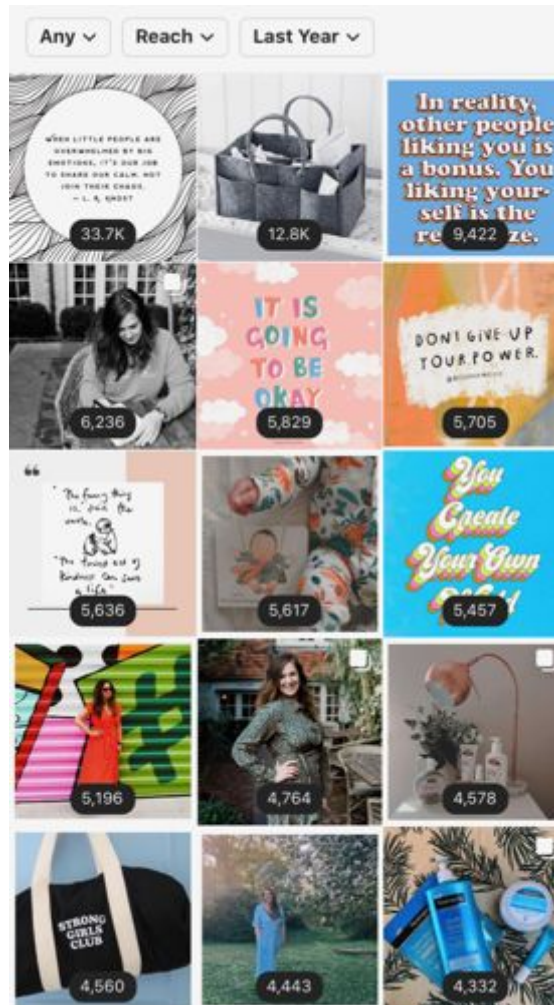


Age range ⓘ

All Men Women



Instagram



Discovery ⓘ

9,003

Accounts reached from 30 Jun – 06 Jul



Reach

+1694 vs 23 Jun-29 Jun

9,003

Impressions

+6478 vs 23 Jun-29 Jun

30,584

Correct as of 1 Sept 2020

Facebook Engagement & Post Reach

Post insights			
	So true! 😊😊😊 7 July	Reach	560
		Engagements	19
	Exciting news and if; like me, you have a lo... 6 July	Reach	1.6k
		Engagements	31
	🎁 GIVEAWAY 🎁 I've partnered with smol t... 4 July	Reach	1.7k
		Engagements	40
	So true 😊👍 4 July	Reach	3.3k
		Engagements	54
	If you need support, please reach out. Pa... 3 July	Reach	2k
		Engagements	21
	None of us have a crystal ball to determ... 2 July	Reach	803
		Engagements	8
	Are you on Instagram? If so, tonight I'm star... 30 June	Reach	1k
		Engagements	15
	Looking for new comfy slippers? My 20% dis... 29 June	Reach	1.4k
		Engagements	25
	Praise be... 🙏 25 June	Reach	7.1k
		Engagements	462

	Who's guilty in your household? Come on... 23 June	Reach	8.2k
		Engagements	330
	Guest blog by Han Son Lee, Founder of Dad... 21 June	Reach	967
		Engagements	8
	Hands up if some days you are feeling tired... 20 June	Reach	2.1k
		Engagements	74
	Morning! Feeling the 8am vibes right now... 20 June	Reach	4.5k
		Engagements	129
	Have you got any children heading off t... 17 June	Reach	1k
		Engagements	9
	I am a big fan of smol and have been using... 17 June	Reach	3.1k
		Engagements	57
	Hello! If you have a child finishing Year 6... 17 June	Reach	959
		Engagements	2
	The truth... 🙄 16 June	Reach	5.2k
		Engagements	207
	You know it... 😊😊😊 11 June	Reach	4.3k
		Engagements	154



Guilty Mother
2 March at 00:53

As well as all the unconditional love, sleep deprivation and major changes, being a parent often brings about a sense of overwhelming confusion. I'll be honest, things seem to have changed and since I had my first baby a decade ago! So what exactly does the baby need in the first few months? There are some genuinely useful products and accessories out there, but equally, there are a lot of items on the market you probably will not need. Many baby lists online will tell you what they can't live without but how do you know what's a good buy and what is not? With the arrival of baby number three, I am sharing with you my top ten products I love and why they made the grade this time around. Click like to read...

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42,077 people follow this

Community
About
CopSarency

Audience

39.9k
Total Page likes
▲ 42 last 28 days

As Seen, Read & Heard



Some of the Brands I've worked with



Awards & Accreditations

