

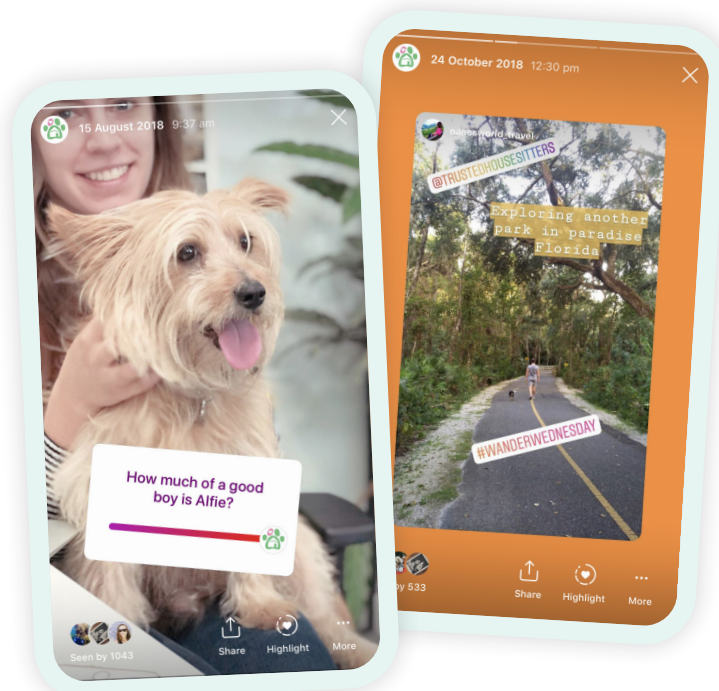
**During 2018, the TrustedHousesitters Instagram (IG) account grew at an extensive rate – with a 30.5% growth rate over the past 3 months, and currently sitting at 25K followers.**

Towards the end of 2017, and throughout 2018 we have been pushing out multiple IG Stories, which differ from the general content featured on our feed. From browsing the hashtags #TrustedTales and #TrustedHousesitters, we are able to find real-time content from our members on both Stories and general feed content which are both extremely valuable to our brand.

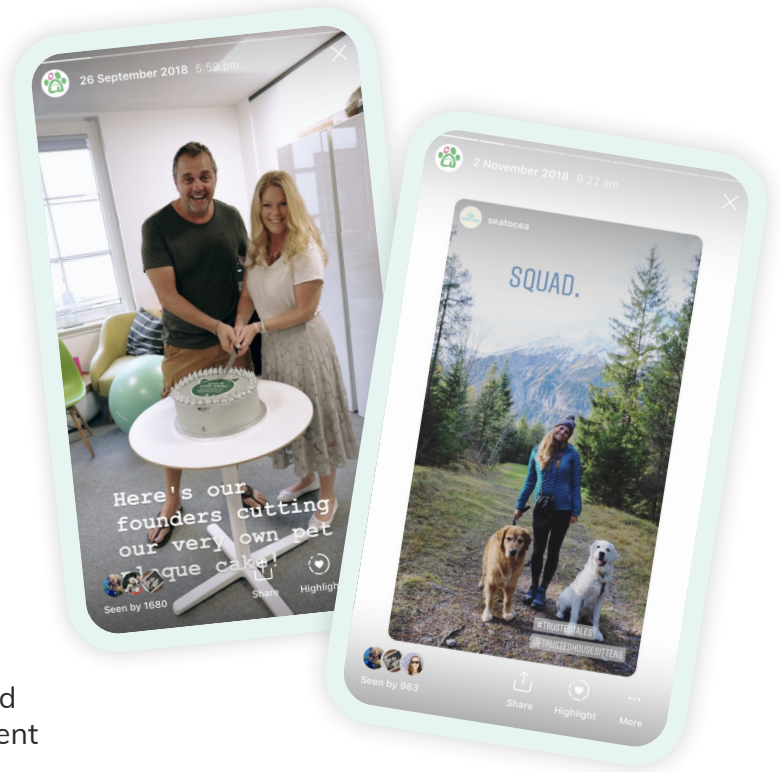
The content that we choose to use in IG Stories, as opposed to our main feed, is 'raw content'. It is UGC (User Generated Content) which we wouldn't post to our feed as we try to keep a consistent look and feel throughout. The UGC will mainly include informal material that our members have been capturing in real-time, whether that be snuggled up on a sofa with a cat in Amsterdam, or feeding horses in Australia. We choose to re-post what our members are getting up to for the following reasons;

- 🐾 Keeping a true interest in our members and how they are using our platform.
- 🐾 Showing potential members the type of experiences you can have through TrustedHousesitters.
- 🐾 Proving that we are keeping the 'pet-world' turning.

IG is the perfect place for us to showcase these 'special-moments' that our members are creating on their house and pet sits, and with so many memories being made every day, there is never a dull moment to showcase content our members are sharing. As we've grown, we've also made it a common occurrence for us to share what's going on over at TrustedHousesitters HQ, which gives our followers some insight into the people behind the platform too.



IG Stories for TrustedHousesitters is a brand awareness tactic, and we feel this is a great fit. Using IG Stories to drive traffic to our website or app has been somewhat rarer, but nonetheless something we've tried and tested. These are usually short-run campaigns mainly targeting 25-50 year-olds. However, from multiple tests, we have found our best use of Stories is for brand awareness. Measuring from IG is difficult, but recall we've had from our customers via phone calls or live chat mentioning our IG feed has proven that prospects are seeing our IG content, then later navigating to the site through a different channel like organic search, and transacting. IG is a top of funnel brand awareness channel and aspirational content destination for us.

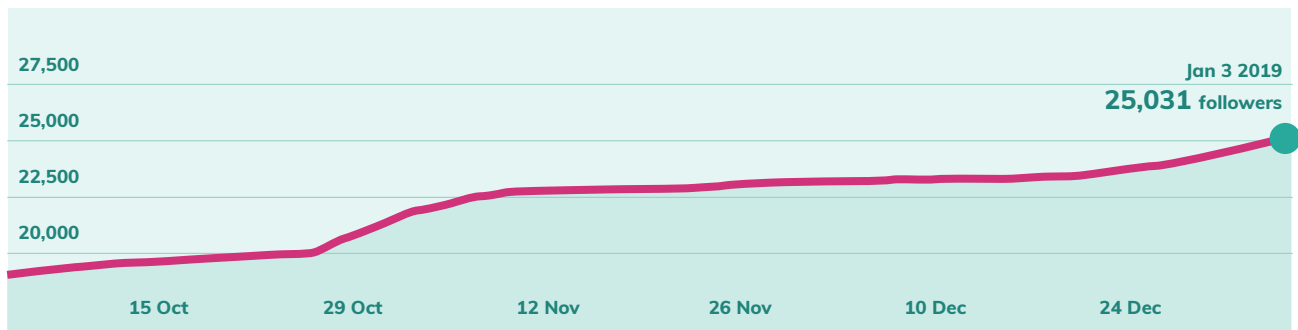


**25,031**  
followers

**5,850**  
growth

**30.5%**  
growth rate

Oct 3rd, 2018 – Jan 3, 2018



The above graph represents our follower growth over the past 3 months. As we have become more active on IG, including the use of IG Stories, we have found a real boost in our follower base and in our IG engagement.