

Progress highlights since December

Followers Statistics

As of 20/02/2026, we have more than **156,934 followers**, an increase of **41,358** since my last report which was written in November 2025.

Channel	Twitter/X	Facebook	Instagram	LinkedIn	YouTube	Bluesky	Total
Followers 25/11/25	48,797	17,815	37,832	6,050	839	4,243	115,576
Followers 20/02/25	61,668	24,039	59,336	6,221	1,106	4,564	156,934

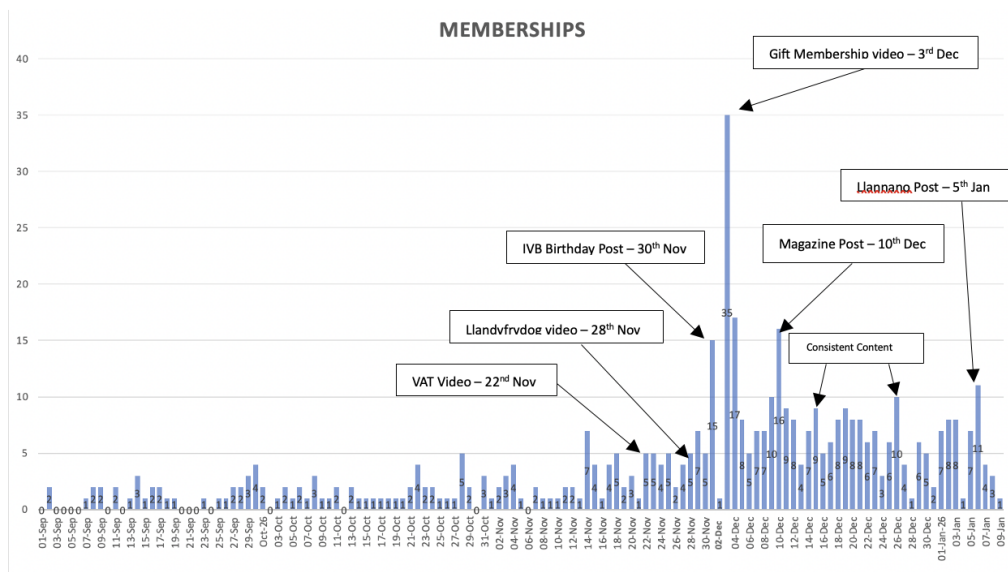
Fig. 1. Followers/subscribers by channel

(Please note: there is some crossover between channels, so the number of unique followers is lower)

The success of social media videos over the Christmas period

A significant proportion of our new followers and expanded viewership came from the series of videos posted between late November and early January. Additionally, there is a close coloration between spikes in new memberships and the posting the most highly viewed or membership related videos.

Most illustrative is the coloration can be seen on December 3rd, when we received 35 new members after posting a video where Rachel advertised the Christmas gift membership.



Content	Date	Views
VAT Video	22 nd Nov	650,000 +
Llandyfrydog Video	28 th Nov	500,000 +
IVB B-day Post (old images)	30 th Nov	75,000 +
Gift Membership Video	3 rd Dec	80,000 +
Magazine Post	10 th Dec	20,000 +
Consistent Content	13 th Dec – 26 th Dec	250,00 +
Llananno	5 th Jan	300,000 +
Total	44 days	1.8 million +

Fig. 2. Viewing numbers over the Christmas period

A Conversion Strategy

Since 25/11/25, we have had circa 500,000 views on X (formerly Twitter), 1.5 million views on Instagram, and 1.2 million views on Facebook. The vast majority of these views were generated by a handful of videos and posts.

These highly viewed pieces of content are like a large net, extending to a broad audience and capturing the attention of interested viewers. Then, the rest of our content works to build a relationship with those new, and existing, followers.

As has been proven over the Christmas period, when the messaging and timing is right, the content will eventually convert a proportion of those new and existing followers into paid up members.

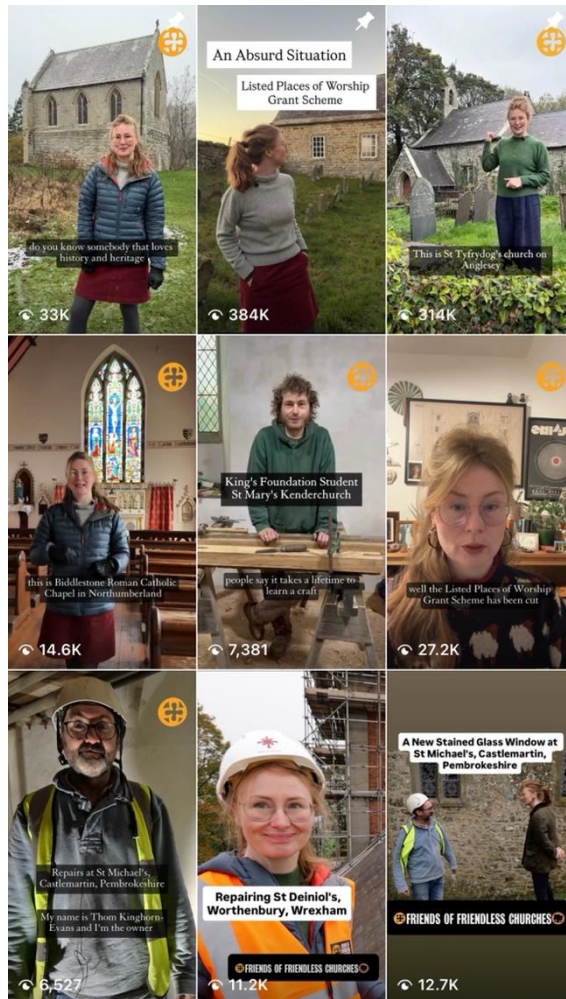


Fig. 3. A selection of thumbnails of videos we shared since December