**Digital and social media plan stats**

**Larkins Creatures Editorial - FB**

Likes - 28

Reactions - 40

Reach - 11,096

Post Clicks - 166

**Sky Passions: Philip Larkin by Andrew Motion - FB**

Likes - 62

Reactions - 80

Reach - 11,612

Post Clicks - 166

**Happy Birthday Philip Larkin - FB**

Likes - 244

Reactions - 311

Reach - 23,272

Post Clicks - 466

**Grayson Perry Ready to See #LarkinNEEY - FB**

Likes - 239

Reactions - 314

Reach - 25,489

Post Clicks - 981

**"My Trousers seem to have been made for a much bigger creature" (Twitter)**

Impressions - 5295

Engagement - 58

**What would you write to Larkin? - FB**

Impressions - 4566

Engagement - 17

**Preview of Larkin NEEY (Twitter)**

Impressions - 9,829

Engagement - 337

**Find out more about Larkin's love of Beatrix Potter - FB**

Likes - 49

Reactions - 66

Reach - 9,915

Post Clicks - 152

**From Clothes to Personal Letters - FB**

Likes - 82

Reactions - 140

Reach - 22,755

Post Clicks - 594

**Not long to go until #LarkinNEEY opens - FB**

Likes - 25

Reactions - 37

Reach -11,377

Post Clicks - 125

**Twitter**

Impressions - 5,908

Engagement - 114

**National Writing Day post linked to Larkin NEEY**

Likes - 30

Reactions -  38

Reach - 11,681

Post Clicks - 133

**Think you know Philip Larkin? Think again.**

Likes - 115

Reactions - 153

Reach - 16,193

Post Clicks - 456