

**DEATH**  
A CHANGING INDUSTRY



funerals  
**MATTER.**







# Death: A Changing Industry Social Media Progress Report





Time Period from 1st April - 1st May 2026





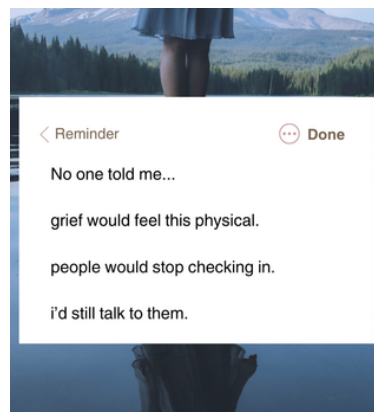
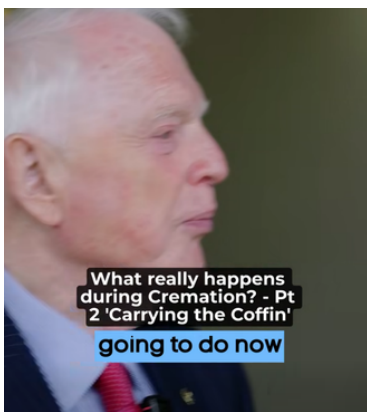
*Wow!* *Wow!*

 <p>↑ 540%</p> <p><b>292K</b></p> <p>Post Reach</p>	 <p>↑ 175%</p> <p><b>11K</b></p> <p>Post Engagement</p>	 <p>↑ 4218%</p> <p><b>+950</b></p> <p>Followers</p>	 <p>↑ 9350%</p> <p><b>378</b></p> <p>Link Clicks</p>
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 <p>↑ 69%</p> <p><b>4573</b></p> <p>Reactions</p>	 <p>↑ 27%</p> <p><b>80</b></p> <p>Comments</p>	 <p>↑ 490%</p> <p><b>295</b></p> <p>Shares</p>	 <p><b>254K</b> Video Plays</p>
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## ★ Top Posts: ★

**Total Followers: 3723**



Views ⓘ

172,029



3-second views

94,230

1-minute views

0

Watch time

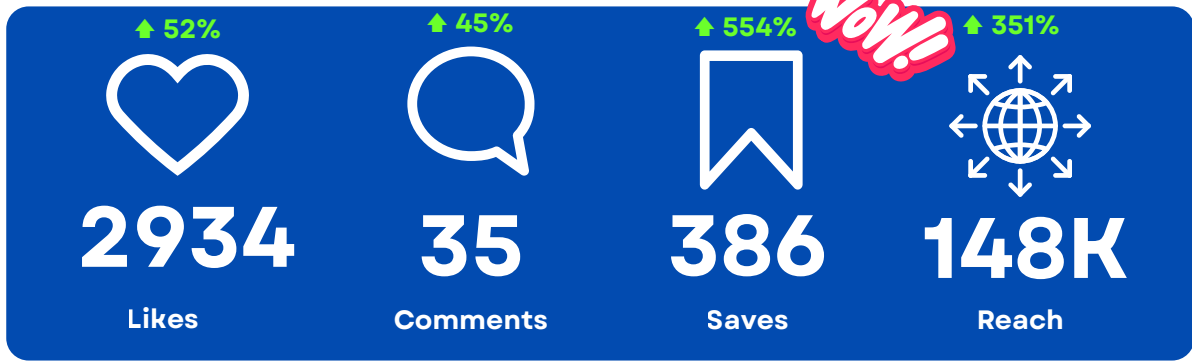
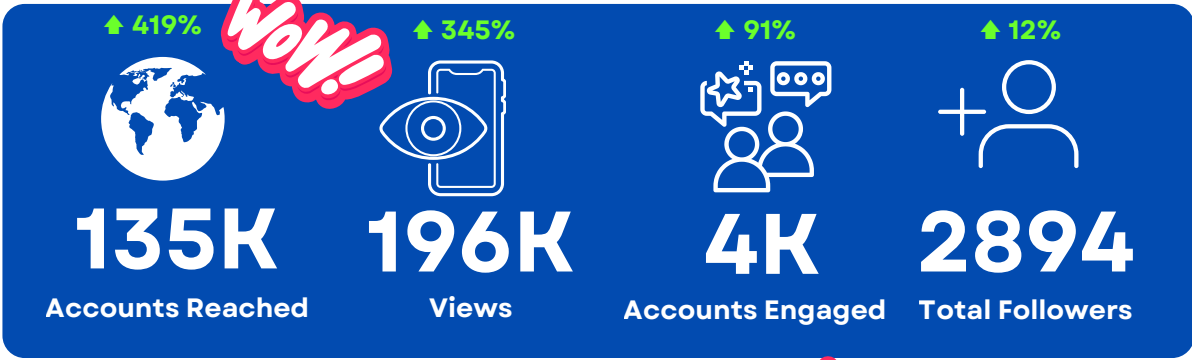
861:49:51

Viewers

132,633

## Notes:

- An absolutely fantastic month for Facebook - one reel had almost 200k views!
- Increases across the board and a huge increase in following!



## ★ Top Posts: ★

169K Video Plays

My kids are brutally honest about their mum's death.

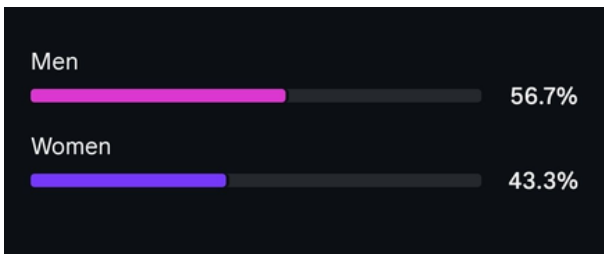
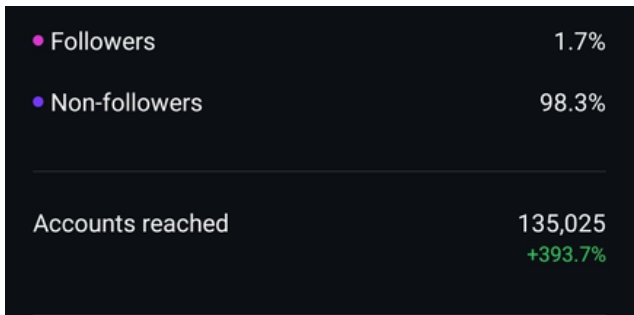
74.4k Views, 1.1k Likes, 69 Saves, 9 Comments

What really happens during Cremation? - Pt 1 'The Arrival'

77.2k Views, 509 Likes, 77 Saves, 9 Comments

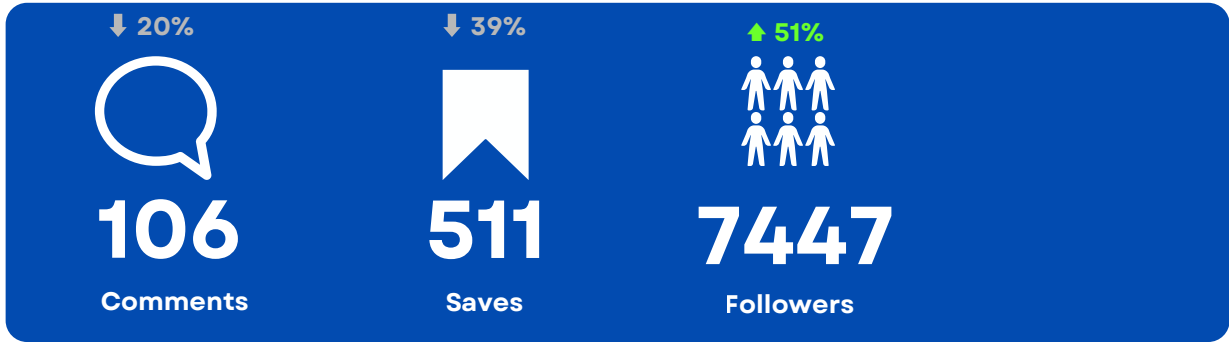
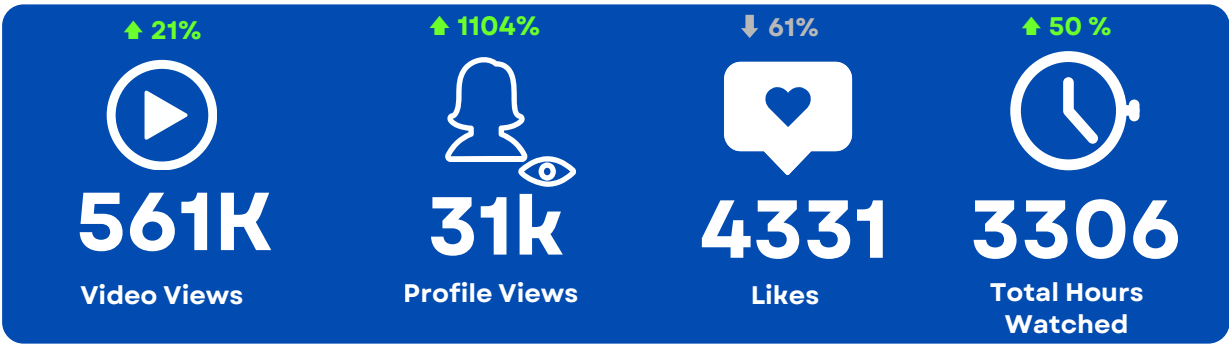
What really happens during Cremation? - Pt 2 'Carrying the Coffin'

9.2k Views, 48 Likes, 8 Saves, 5 Comments

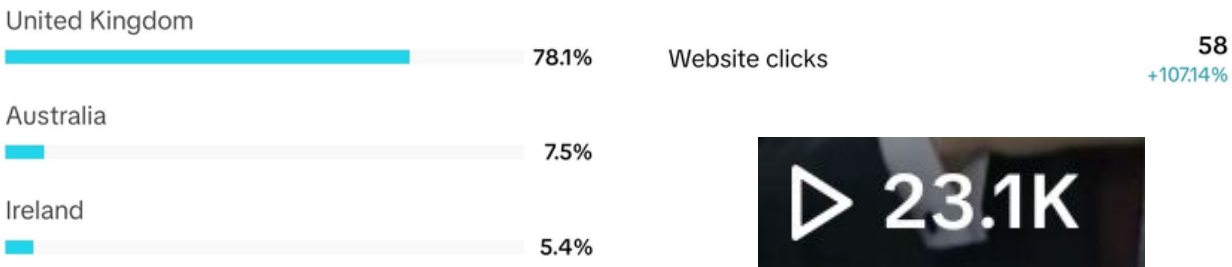
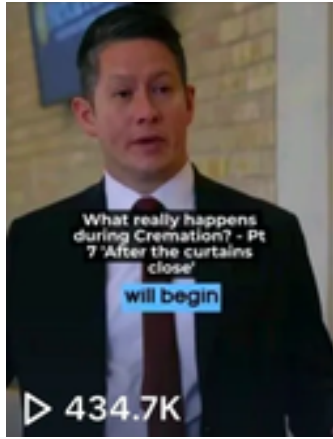


## Notes:

- A fantastic month - two viral videos with over 70k views each! Increases across the board!

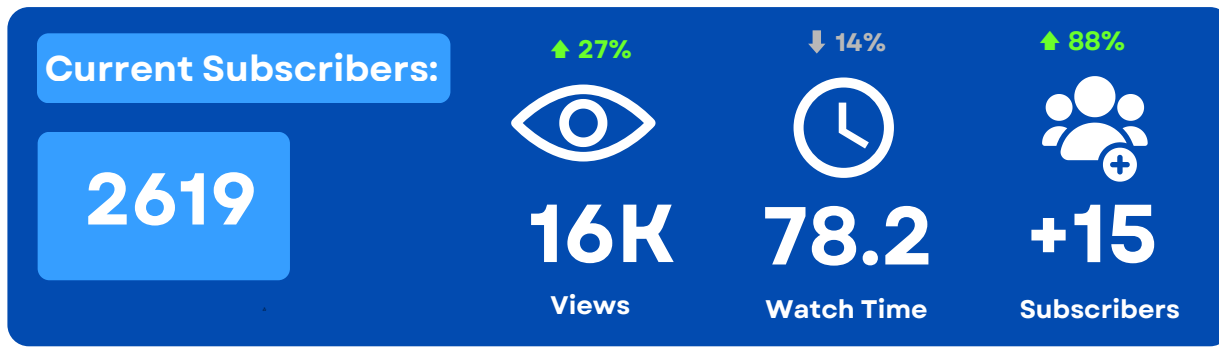


## ★ Top Posts: ★



## Notes:

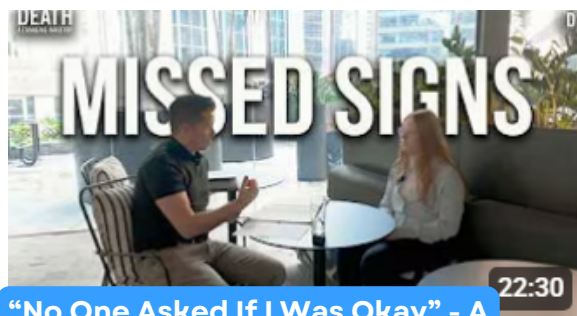
- Another really good month for TikTok - another 4 viral videos.
- Some decreases but this is a result of last month being phenomenal!



## Videos Published:

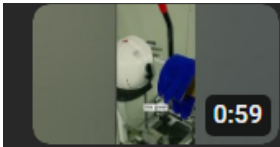
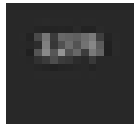
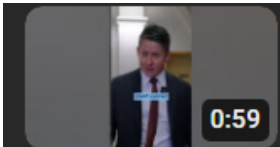
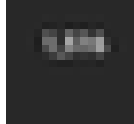

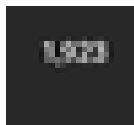


Storytelling Secrets Funeral Directors Need to Know



“No One Asked If I Was Okay” - A Teen’s Fight for Grief Education

## ★ Top Content This Month: ★

Video:	Views:
	
	
	

## Notes:

- A good month for YouTube - increasing subscribers and views!
- Steady views into the thousands!

# Highlights

Wow!



Total Accounts Reached: 1M

Accounts reached **135,025**  
+393.7%

**218**  
Net follows

**107**  
Link clicks

Views **77,262**

Watch time **15d 5h 17m 32s**

958 43 19

**717**  
Net follows

**255**  
Link clicks

Video views  
**434678**

Total play time  
**2680h:10m:35s**

Average watch time  
**21.4s**

Watched full video  
**21.81%**

New followers  
**2128**

Video views **842,157**  
+121.38%

Reached audience **801,312**  
+119.97%

Profile views **30,647**  
+169.99%

**23.1K**

**32.7K**

**45.4K**

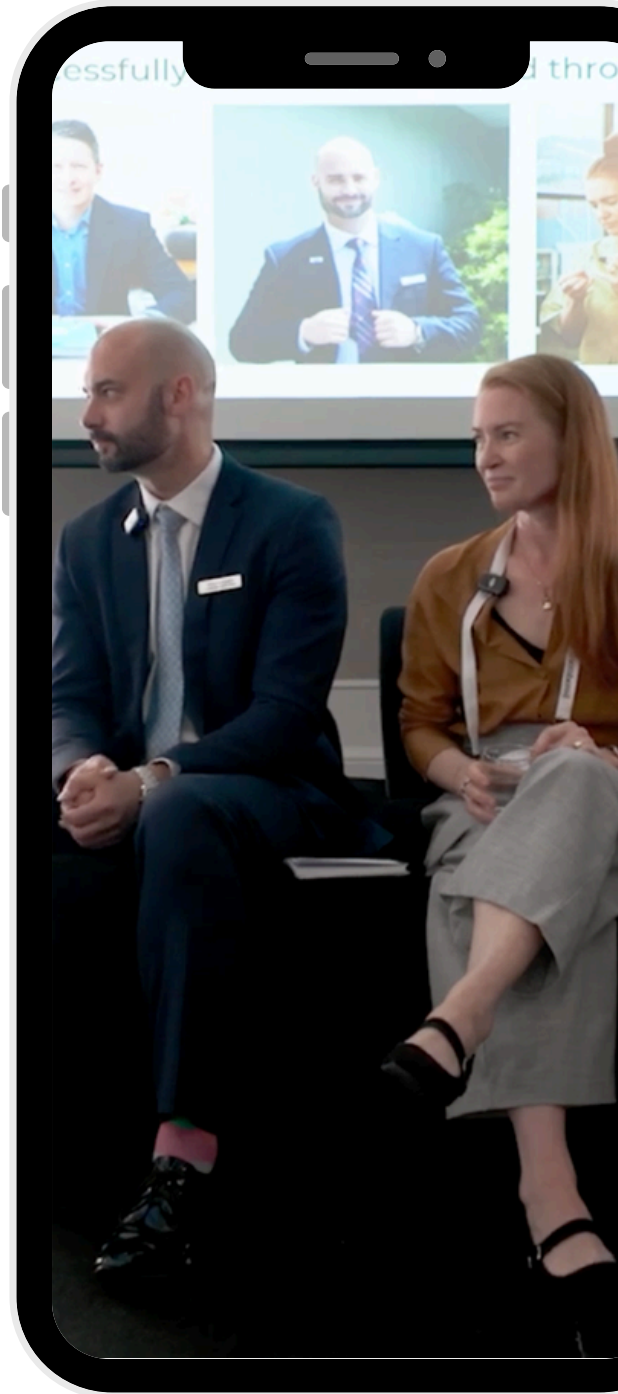
**434.7K**

Views	Viewers	Engagement
172,107	132,712	4,602



# Comments:

- The ‘What really happens during Cremation?’ videos are doing fantastically across all platforms!
- A truly amazing month for Instagram and FaceBook, and maintaining views for TikTok.
- These last two months have been phenomenal!





# SMASHCAT

*Social Media Excellence*

## Questions & Information



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