

# ORGANIC SOCIAL REPORT

October 2023

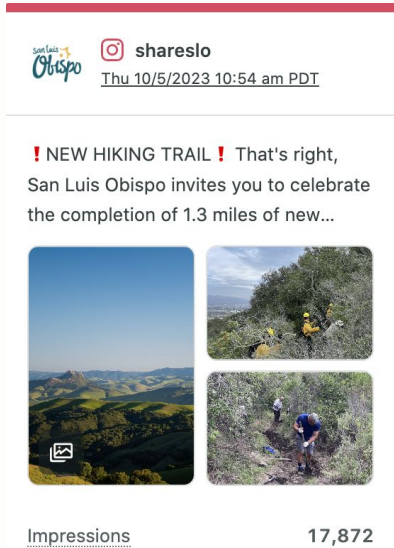
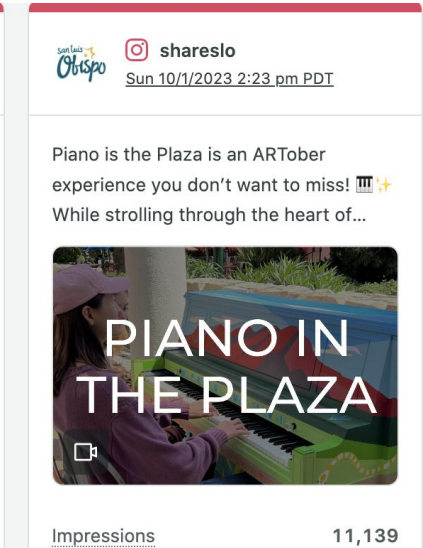
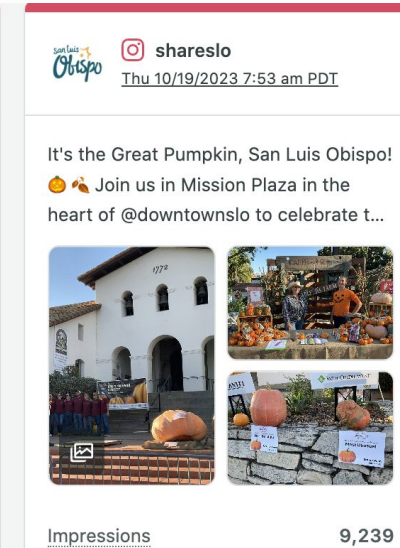


Date: 11/8/23

# INSTAGRAM

In October, we are still seeing a steady follower increase. We saw slight decreases in impressions and engagements because the outlier of a viral reel was not present in October in comparison to previous months, although we did have a viral carousel post seen below. We are seeing a potential trend shift between reels and carousels.

## TOP POSTS:

|   |  |   |
|---|--|---|
|  <p>! NEW HIKING TRAIL ! That's right, San Luis Obispo invites you to celebrate the completion of 1.3 miles of new...</p> <p>Impressions 17,872</p> |  <p>Piano is the Plaza is an ARTober experience you don't want to miss! 🎹 🌟 While strolling through the heart of...</p> <p>Impressions 11,139</p> |  <p>It's the Great Pumpkin, San Luis Obispo! 🎃 🍂 Join us in Mission Plaza in the heart of @downtownslo to celebrate t...</p> <p>Impressions 9,239</p> |
|---|--|---|

Followers: 26,913 (↑ 1.2 %)

Total Follower Gain: 314

Total Posts: 184

Total Impressions: 5433,606 (↓ 15.9%)  
(includes both organic & paid)

Total stories: 160

Total Engagements: 10,119 (↓ 36.2%)


Engagement Rate: 2.3% (↓ 24%)




# FACEBOOK

In October, we saw an increase across the entire platform. Our audience is increasing and is more engaged per post, with local events and updates remaining the top performers. We did not see any video top performers. We are keeping this in mind as we move forward.


## TOP POSTS:

 Visit San Luis Obispo  
Thu 10/5/2023 10:39 am PDT


! NEW HIKING TRAIL ! That's right, San Luis Obispo invites you to celebrate the completion of 1.3 mile...




**Total Engagements** 8,638

 Visit San Luis Obispo  
Thu 10/19/2023 8:48 am PDT


It's the Great Pumpkin, San Luis Obispo! 🎃👥 Join us in Mission Plaza in the heart of Downtown San Luis...



**Total Engagements** 788

 Visit San Luis Obispo  
Tue 10/3/2023 11:30 am PDT

Check out these new businesses around San Luis Obispo offering incredible beverages, delicious foo...



**Total Engagements** 176

Page Fans: 97,605 ( ↑.2%)

Total Net Audience Growth: 147

Total Posts: 24

Total Impressions: 2,306,680 ( ↑ 28 %)

Total Organic: 134,087 ( ↑ 330%)

Total Engagements: 41,209 ( ↑ 43%)

Engagement Rate: 1.79 % ( ↑ 11.7%)



# PINTEREST

In October, we saw an increase in followers, saves, and engagements. Our audience is increasing and are engaging with the content by saving, "pinning" or sending. Outdoor content, like hiking, is the top performer and we will keep this information in mind moving forward.

## TOP POSTS:



**Hike SLO**  
28 Pins

**578**  
Impressions



**How to SLO**  
38 Pins

**177**  
Impressions

Followers: 55

Total Net Growth: 2 (↑3.7%)

Total Posts: 3

Total Impressions: 920 (↓7.1%)

Total Saves: 10 (↑100%)

Engagements: 43 (↑30%)

Total Audience: 592 (↓2.3%)


Engaged Audience: 25 (↑8.7%)




# LINKEDIN


In October we saw increases in analytics across the board. We've gained more of an audience and we are getting great engagement. Our engagement rate is 6.67% while the industry standard for this platform is 2%.


## TOP POSTS:

 **Visit San Luis Obispo** 176 followers  
5d • 🌐


Best Independent Coffee Spot in ALL of California  
Located Right Here in Sunny SLO! ☀️ ...see more




 3

 **Visit San Luis Obispo** 176 followers  
1w • 🌐

Spoiler Alert: Day 3 is Our Favorite! 😊 ...see more



52perfectdays.com • 7 min read

 2

Total Audience: 465 (↑9.7%)

Total Posts: 4

Page Views: 34 (↑325%)

Impressions: 454 (↑7%)

Engagements: 31 (↑24%)

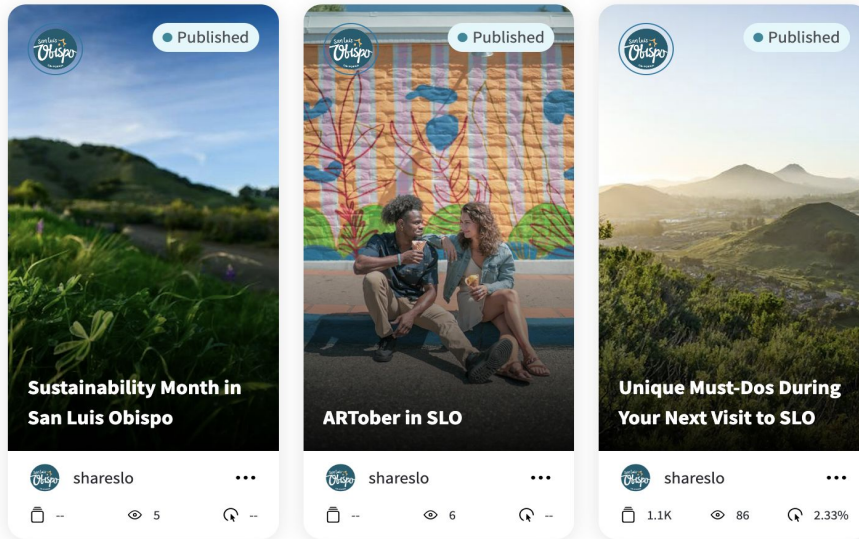
Engagement Rate: 6.67% (↑13%)



# CA Travel Stories - Crowdriff

In October we set the benchmark for California Travel Stories with the analytics below. Impressions are the number of times our Stories appeared in Google Discover and search results. Story Views are the total number of times someone opened a story. Story Clicks are the total number of Visit Website and Learn More clicks within the Story. Interaction Rate includes swipe ups, story completions, and sessions where someone spends 5 seconds on a single page and taps to the next page. Completion Rate is when the user views all pages within the Story.

## POSTS THIS MONTH:



**Total Posts:** 3

**Story Views:** 150

**Story Impressions:** 9.1k

**Story Clicks:** 7

**Interaction Rate:** 77%

(Average Rate: 67%)

**Completion Rate:** 58.8%

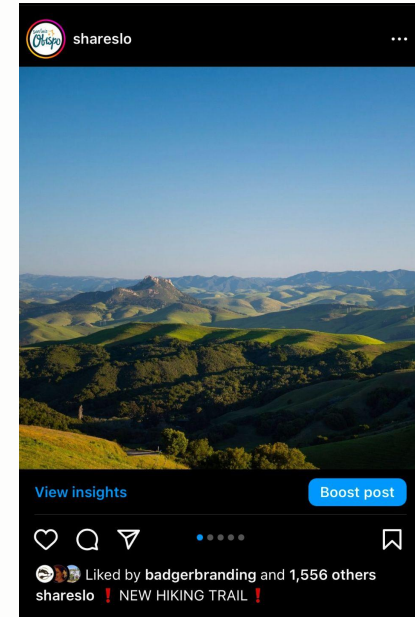
(Average Rate: 52%)





# WHAT WE WORKED ON THIS MONTH:

- ARTober Campaign for Arts and Humanities Month
  - Experience ARTober Stories, Reels, & Posts
  - Piano in the Plaza Stories, Reels, & Posts
  - Open Studios, Railroad Festival, Stories Matter Event
- Fall Season Content
  - Great Pumpkin Contest, A Fall Day in SLO, Fall Treats in SLO
- Giveaways
  - 2 Ticket Tuesdays (PACSLO & SLO Brew)
  - Harvest on the Coast (SLO Wine Country)
- Outdoor Content
  - New Hiking Trail (almost 18k impressions)
  - Dog Friendly Hikes
- Hidden Gem Hike Still Growing from August (197k views)
- CA Network Stories & IG Weekly Snapshot Story



# NOVEMBER'S FOCUS:

- Buy Local Bonus Launch, Shop Small Saturday
- Food & Beverage
  - National Pickle Day, Coffee in SLO, Cider in SLO
- Local Amenities
  - Happy Hour Round-Up
  - Live Music Round-Up
  - Best Places to Catch the Big Game (Sports Bars)
- Outdoor SLO
  - Parks Round-Up, Arbor Day, Hiking Reel, Murals in SLO, Biking in SLO
- CA Travel Network Stories
- New Businesses in SLO
- Giveaways / Ticket Tuesday
  - Christmas at the Carrisa, Fremont Theatre, Autumn Soiree
- Continue current event story round-up (San Luis Obispo Snapshot)

