

ORGANIC SOCIAL REPORT

January 2024






Date: 2/14/24

INSTAGRAM

In January, we gained over 600 new followers, keeping our average monthly increase intact. We saw an increase in impressions with more users seeing our content come across their page. We did see a decrease in engagements and engagement rate due to a monumental influx during the comparison period with the viral reel.

TOP POSTS:

 <p>POV: You're a dog in San Luis Obispo 🐕🌳 I start my day with a walk through Meadow Park. I love all the...</p> <p>Impressions 17,962</p>	 <p>Celebrate SLO cuisine during SLO Restaurant Week! 🍴🍷 With exclusive "Perfect Pairing" deals...</p> <p>Impressions 15,710</p>	 <p>Can you guess that voice introducing SLO Restaurant Week? 🗣️👂 This special event is happening January...</p> <p>Impressions 12,449</p>
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Followers: 28,868 (↑2.3%)

Total Follower Gain: 636

Total Posts: 213

Total Impressions: 578,965 (↑54%)
(includes both organic & paid)

Total stories: 207

Total Engagements: 13,509 (↓31.4%)







Engagement Rate: 2.3% (↓55%)



FACEBOOK

In January, we saw an increase in analytics across the board due to running paid advertising which extends our reach across the platform. The best performing posts remain local experiences and what's new in San Luis Obispo.

TOP POSTS:

 <p>Visit San Luis Obispo Thu 1/25/2024 9:40 am PST</p>	 <p>Visit San Luis Obispo Wed 1/17/2024 9:46 am PST</p>	 <p>Visit San Luis Obispo Tue 1/30/2024 8:02 am PST</p>
<p>🌟 4 Quirky Experiences in SLO 🌟 Give the gift of experience and take your family and friends to try...</p>	<p>New SLO Businesses on the Block 🌟 A warm welcome to a few of the new local businesses in San Luis...</p>	<p>Guide to SLO Travel for National Plan Your Vacation Day 🇺🇸🇺🇸 GET HERE: United, American, and Alaska...</p>
		
<p>Impressions 3,832</p>	<p>Impressions 3,515</p>	<p>Impressions 2,960</p>

Page Followers: 98,219 (➡ 0%)

Total Net Audience Growth: 36

Total Posts: 28

Total Impressions: 3,059,943 (↑ 944%)

Total Organic: 47,182 (↑ 15.3%)

Total Engagements: 51,222 (↑ 1,402%)

Engagement Rate: 1.67% (↑ 43.9%)



PINTEREST

In January, we saw an increase in followers, total audience, and engaged audience. This means our content is reaching more new users and engaging returning users. We also saw an increase in impressions which again shows our extension in reach across this platform.

TOP POSTS:



Hike SLO

28 Pins

1.31k

Impressions



How to SLO

47 Pins

754

Impressions

Followers: 60

Total Net Growth: 3

Total Impressions: 2.3k (↑30%)

Total Saves: 34 (→0%)

Engagements: 118 (↑24%)

Total Audience: 1.51k (↑43%)


Engaged Audience: 71 (↑33%)



LINKEDIN


In January, we stayed far above the industry standard in engagement rate. We saw an increase in audience growth and impressions, keeping the viewership of existing followers and gaining new ones with our content.

TOP POSTS:


 **Visit San Luis Obispo** 218 followers
6d • 🌱

Never feel traveler's guilt visiting San Luis Obispo, every trip to SLO is a green one 🌱

...see more




The Best Travel Stories Throughout the U.S. and the World - Travel Dreams Magazine
traveldreamsmagazine.com • 11 min read

 **Visit San Luis Obispo** 218 followers
1w • 🌱

There is really something special about #6 🤔

<https://lnkd.in/gqB6AnCk>



25 Best Small Town Weekend Getaways
vacationidea.com

👍 3

Total Audience: 214

Total Net Growth: 13

Total Posts: 4

Impressions: 402 (📈 20%)

Engagements: 31 (➡️ 0%)

Engagement Rate: 7.7% (📉 19.5%)



CA Travel Stories - Crowdriff

In January, we saw an increase in story views, impressions, and completion rate. This means more users are seeing our content and watching the entirety of the story when viewed. Interaction rate slightly decreased, but stays right near the standard. These stories are entirely exposure-based and depend on high quality images, clear content focusing on SEO, and short duration.

POSTS THIS MONTH:



Total Posts: 2

Story Views: 94 (↑ 5.6%)

Story Impressions: 7.3k (↑ 1.4%)

Interaction Rate: 66% (↓ 2%)

(Average Rate: 67%)

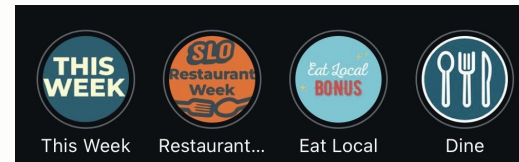
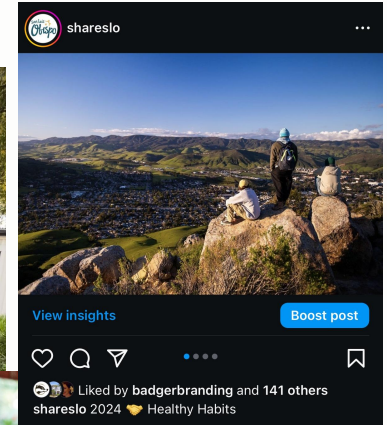
Completion Rate: 53% (↑ 5.5%)

(Average Rate: 52%)



WHAT WE WORKED ON THIS MONTH:

- Eat Local Bonus
 - Intro Reel, Food/Bev Related Posts (Brunch in SLO, Mocktails in SLO)
- SLO Restaurant Week
 - Intro Reel, 3 Perfect Pairing Reels w/ Adam Montiel
- New in SLO Content / Cutting Edge
 - 4 New Murals in SLO, New Businesses in SLO
- National Plan Your Vacation Day
- Quick Tips for Sustainable SLO Travel
- Video Content Focus
 - POV: You're A Dog in SLO (18k+ impressions)
 - "We're in SLO" Viral Reel Still Growing (207k+ impressions)
- Ticket Tuesday Giveaways
 - Through Eyes of Glass W.S., The Center Yoga Membership



FEBRUARY'S FOCUS:

- Black History Month
 - Black-Owned Businesses
- MidWeekend Campaign
 - Intro Reel, 3 Related Posts
- Lunar New Year Palm Street Block Party
 - Basket Giveaway, 3 Related Posts
- Galentine's Event Giveaway w/ @thepenny
- Food / Bev Features
 - Pizza in SLO, New Sips in SLO
- SLO Fun Facts Feature, SLO Nightlife Feature
- Sustainable Travel in SLO, Farmers' Market
- SLO Direct Flight (Dallas) Feature
- Arts and Culture
 - Live Shows in SLO (Fremont Theatre, SLO Rep Theatre, etc.)

