

SLO TBID - SHARESLO  
ORGANIC SOCIAL REPORT

February 2024

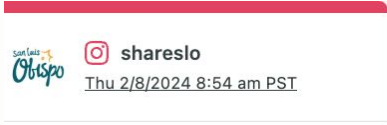

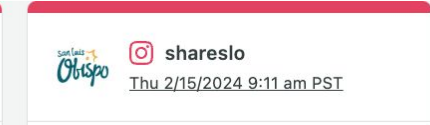

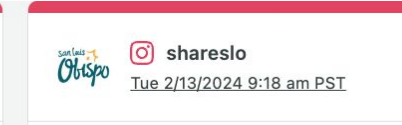



Date: 3/13/24

# INSTAGRAM

In February, we gained almost 800 new followers growing our average monthly increase. We saw an increase in both impressions and engagements, which means more people are seeing our content and liking, sending, saving, and commenting on it. Our top three posts were all reels which help boost analytics across the board.

## TOP POSTS:

 <p>shareslo Thu 2/8/2024 8:54 am PST</p> <p>Grab a pizza this action! 🍕 Tomorrow is National Pizza Day! 🍕 What better way to celebrate than to indulge in a...</p>  <p>Impressions 27,054</p>	 <p>shareslo Thu 2/15/2024 9:11 am PST</p> <p>DALLAS ✈️ SLO San Luis Obispo County Regional Airport may be quaint, but it is mighty! The airport now offer...</p>  <p>Impressions 17,584</p>	 <p>shareslo Tue 2/13/2024 9:18 am PST</p> <p>Why should weekends get all the fun? 😄 When you live the SLO Life, every day feels like Saturday 🍷 Any day of...</p>  <p>Impressions 16,006</p>
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**Followers:** 29,637 (↑2.7%)

Total Follower Gain: 769

**Total Posts:** 193

**Total Impressions:** 759,259 (↑31%)  
(includes both organic & paid)

**Total stories:** 172

**Total Engagements:** 15,517 (↑15%)


**Engagement Rate:** 2.04% (↓12%)




# FACEBOOK

In February, we saw increases across the board with new followers, growth in overall impressions and organic impressions, and engagements. Our Lunar New Year content performed very well, which coincides with local events always outperforming others on this platform.

## TOP POSTS:

 Visit San Luis Obispo  
Wed 2/21/2024 10:56 am PST

What does traveling sustainably mean?  
♥ Traveling to places who make it their goal to build better practices! S...




Impressions 24,649

 Visit San Luis Obispo  
Mon 2/5/2024 2:56 pm PST


LUNAR NEW YEAR IN SLO 🏮🏮 One of the last remaining original buildings in San Luis Obispo's historic Chinatown,...



Impressions 21,214

 Visit San Luis Obispo  
Fri 2/9/2024 12:46 pm PST

Have you seen the changes on Palm Street? 🏮🏮 With the lanterns back up and the newly restored "CHONG'S..."



Impressions 4,278

Page Followers: 98,365 (↑ 0.1%)

Total Net Audience Growth: 146

Total Posts: 23

Total Impressions: 3,290,031 (↑ 7.5%)

Total Organic: 99,674 (↑ 111%)

Total Engagements: 63,286 (↑ 24%)

Engagement Rate: 1.92 % (↑ 15%)



# PINTEREST

In February, we did lose a single follower, although our impressions and total audience increased. This means other users, outside our follower base, had our content in front of them.

## TOP POSTS:



**Hike SLO**  
28 Pins

**1.55k**  
Impressions



**How to SLO**  
48 Pins

**615**  
Impressions

Followers: 59

Total Net Growth: -1

Total Impressions: 2.5 ( ↑15%)

Total Saves: 31

Engagements: 102 ( ↓ 16%)

Total Audience: 1.56k ( ↑ 1.5%)

Engaged Audience: 63 ( ↓ 18%)



# LINKEDIN

In February, we saw great success across this platform. We brought on 27 new followers, raised impressions and engagements by over 300%, and have an incredibly high engagement rate. We are gaining more interest from new followers and keeping our consistent audience interactive and engaged.

## TOP POSTS:

  Visit San Luis Obispo  
Wed 2/7/2024 10:19 pm UTC

One of the last remaining original buildings in San Luis Obispo's Historic Chinatown, the Ah Louis...

SLO to celebrate 150th birth...



**Total Engagements** 66



  Visit San Luis Obispo  
Wed 2/21/2024 4:00 pm UTC

San Luis Obispo, one of the 6 BEST TOWNS to visit in SLO CAL 🌞  
<https://lnkd.in/dy4F8XVD>

6 Best Towns in Southern Cal...




**Total Engagements** 43

  Visit San Luis Obispo  
Wed 2/14/2024 4:55 pm UTC

Taking a day trip to SLO? We've got you covered 📍  
<https://lnkd.in/eWfJUHPJ>

San Luis Obispo, much more ...



**Total Engagements** 41

Total Audience: 241

Total Net Growth: 27

Total Posts: 4

Impressions: 1,692 ( ⬆️ 321%)

Engagements: 146 ( ⬆️ 371%)

Engagement Rate: 8.6% ( ⬆️ 12%)



# CA Travel Stories - Crowdriff

In February, we increased our interaction rate and completion rate which means the people who saw our stories likely shared, saved, went to our website, and interacted with the content. We remain above the industry average for those analytics. 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: 55 (↓40%)

Story Impressions: 6.1k (↓16%)

Interaction Rate: 69% (↑6.6%)

(Average Rate: 67%)

Completion Rate: 57.6% (↑9.8%)

(Average Rate: 52%)



# WHAT WE WORKED ON THIS MONTH:

- MidWeekend Campaign (2 Reels)
  - Reel: 12.9k Views, Reel: 16k Views
- Lunar New Year Block Party Celebration
  - Gift Basket Giveaway Collaboration w/ @ahlouisstore, @sichuankitchenslo, @meehenglow
- Black History Month
  - Black-Owned Business Features
- Pizza in SLO Reel
  - +27k Views, Reached +16.3k non-followers
- Traveling Sustainably in SLO
- Collaborations w/ @littleeyes.bigworld, @edibleslo, etc.
- Live Performances in SLO (SLO Rep, Fremont Theatre)
- Giveaways w/ @thepennyslo, @kelseywine, @athertable, @dairycreekgolfcourse



# MARCH'S FOCUS:

- National Women's History Month
  - At Her Table, Local Woman Musicians, Local Woman Artists
- MidWeekend Campaign
- Vintage Murals, Art After Dark
- SLO Film Fest Introduction
- Food / Bev Features
  - Oyster Round-Up, Tea Round-Up, Mules in SLO
- First Day of Spring
- Sustainable SLO, Travel Green in SLO
- Spring Break in SLO, Superbloom (if appropriate)
- San Luis Obispo Direct Flights feature
- Kind Traveler Introduction
- Beaver Brigade

