

SLO TBID - SHARESLO
ORGANIC SOCIAL REPORT

March 2024





Date: 4/10/24


INSTAGRAM

In March, we saw an increase in followers which puts us over 30k on this platform! This equates to a 20% organic increase in the past year alone. We also saw an increase in total impressions with the help of video content with high viewing volume and popular giveaways this month.



TOP POSTS:

  **shareslo**
Tue 3/19/2024 11:04 am PDT

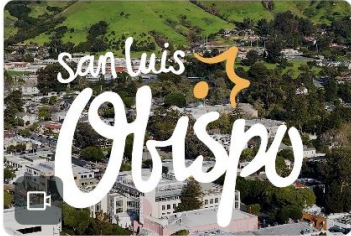
🌻 TICKET TUESDAY ALERT 🌻
[CLOSED] HAPPY FIRST DAY OF
SPRING! 🌿 We are gifting a...





Impressions **13,627**

  **shareslo**
Tue 3/26/2024 10:40 am PDT


The SLO Life is THE Life 🌻🌿 Where shopping meets sustainability and the rolling hills meet city life, San Luis...



Impressions **11,589**

  **shareslo**
Tue 3/12/2024 10:34 am PDT

TAP IN! 🖋️ You LOVED the New Murals in SLO, so what about the CLASSICS? 🌻🌿 Vintage murals never go out of...



Impressions **10,358**

Followers: 30,178 (↑1.8%)

Total Follower Gain: 541

Total Posts: 193

Total Impressions: 819,967 (↑8%)
(includes both organic & paid)

Total stories: 211

Total Engagements: 9,608 (↓38%)


Engagement Rate: 1.2% (↓43%)




FACEBOOK

In March, we saw an increase in page followers and had a very successful “viral” post that garnered over 91K impressions! Our total organic impressions have also increased, along with engagements. Women’s History Month content earned itself two of the top 3 posts this month.


TOP POSTS:

 Visit San Luis Obispo
Wed 3/27/2024 6:52 am PDT


We bet you didn't know... 🌞 SLO popular spot, Palm Theatre, became the first solar-powered theater in th...




Impressions 91,652

 Visit San Luis Obispo
Fri 3/8/2024 6:38 am PST


International Women's Day means giving a round of applause to the women that make San Luis Obispo s...



Impressions 5,408

 Visit San Luis Obispo
Fri 3/1/2024 8:10 am PST

Let's hear it for Women Creatives in SLO! 🎵 It's Women's History Month and we'd like to give a big shoutout t...



Impressions 3,437

Page Followers: 98,517 (↑0.2%)

Total Net Audience Growth: 152

Total Posts: 19

Total Impressions: 2,841,597 (↓14%)

Total Organic: 134,991 (↑35%)

Total Engagements: 41,746 (↑34%)

Engagement Rate: 1% (↓47%)



PINTEREST

In March, we saw increased impressions, saves, audience, and engagements. We catered to our engaged audience by posting what always remains popular, and we engaged our total audience, which continues to increase month over month.

TOP POSTS:



Hike SLO
28 Pins

2.11k
Impressions



How to SLO
50 Pins

614
Impressions

Followers: 59

Total Net Growth: 0

Total Impressions: 3.21k (↑39%)

Total Saves: 60 (↑93%)

Engagements: 191 (↑112%)

Total Audience: 1.8k (↑13%)



Engaged Audience: 119 (↑83%)



LINKEDIN


In March, we gained 25 new members in our audience! We are seeing a high engagement rate on this platform by posting interesting articles with captions that grab audience and intrigue the viewer to learn more.

TOP POSTS:



  Visit San Luis Obispo
Wed 3/27/2024 4:51 pm UTC

Did Someone Say New Cocktail Bar? 🍹🍷
<https://lnkd.in/gcqwxaMW>

Boutique hotel in downtown ...




Total Engagements 73



  Visit San Luis Obispo
Tue 3/19/2024 4:19 pm UTC

SLO is #1! 🏆
https://lnkd.in/d_52qtEU

I've Lived in California All My...




Total Engagements 28

  Visit San Luis Obispo
Wed 3/20/2024 4:43 pm UTC

A Jam-Packed Adventure in San Luis Obispo! Everything Must-See, Can't Miss, & Need-to-Know! 🍷🍹 ...

3 Day San Luis Obispo Itiner...



Total Engagements 11

Total Audience: 267

Total Net Growth: 25

Total Posts: 4

Impressions: 1,216 (↓ 28%)

Engagements: 134 (↓ 8%)

Engagement Rate: 11% (↑ 28%)



CA Travel Stories - Crowdriff

In March, we increased our interaction rate, completion rate, and total story views 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. We are starting a trial of UGC created stories.

POSTS THIS MONTH:



Total Posts: 2

Story Views: 250 (↑ 331%)

Story Impressions: 1.7k (↓ 72%)

Interaction Rate: 73% (↑ 11.7%)

(Average Rate: 67%)

Completion Rate: 62.7% (↑ 14%)

(Average Rate: 52%)



WHAT WE WORKED ON THIS MONTH:

- Hit 30.1K IG Followers!
- National Women's History Month
 - At Her Table, Local Woman Musicians, Local Woman Artists
- MidWeekend Campaign Wrap
- Arts and Culture
 - SLO Film Fest Introductions
 - Vintage Murals in SLO (16K Views)
- Outdoor SLO
 - First Day of Spring, Green Rolling Hills
- Partnership Launch w/ Kind Traveler
- Collaborations w/ @madonnaintrailrides, @rose_the_slo_way, @slofilmfest, @bikeslocounty
- Plane Travel Reel (12.7K Views), SLO Promo Reel (14.6K Views)
- CA Network Stories Focus on UGC



APRIL'S FOCUS:

- SLO Film Fest
 - Mogul Movie Pass Giveaway, 4 Movies Made in SLO, etc.
- Outdoor Activities
 - Wine Tasting in SLO, Earth Day in SLO, Superbloom,
- Highway 1 Reel
- Sustainability in SLO
 - Sustainable Outfits for Spring
 - Local Reel (Shop Small)
 - 3 Ways to be SLO Green
- World Art Day, Art After Dark Reel
- Giveaways w/ @calpolybsb, @downtownslo (Sip 'n' Saunter), @pacslo & @opera_slo, @slofilmfest, @kind.traveler, @shabangslo
- Oysters in SLO, New Businesses in SLO, Karaoke in SLO

