

SLO TBID - SHARESLO
ORGANIC SOCIAL REPORT

April 2024





Date: 5/8/24

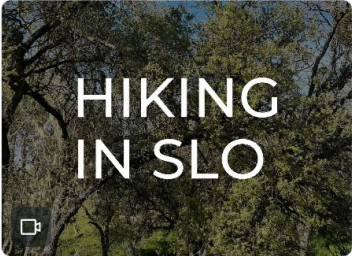
INSTAGRAM

In April, our followers increased by almost 1,000! We also saw an increase in impressions and engagements, but since the impressions had such a huge jump, the engagement rate actually decreased. Our best performing posts this month were two inspirational/to-do reels and a fun fact grid post.



TOP POSTS:

  **shareslo**
Thu 4/25/2024 10:09 am PDT


Let's Hit The Trail! 🌳 The Lemon Grove Loop Trail is a 2.2-mile excursion that explores a 120-acre open space between Cerro San Lui...





Impressions 18,068

  **shareslo**
Thu 4/11/2024 11:19 am PDT


4 MOVIES FILMED IN (or about) SLO 🎬
Discover the silver screen magic of San Luis Obispo! From iconic classics to modern...



Impressions 15,748

  **shareslo**
Fri 4/5/2024 10:50 am PDT

Cheers to the Days Spent SLO Sipping 🍷 Let THIS be your sign to go wine tasting with your girls in San Luis Obispo! 🍷 Numerous SLO...



Impressions 13,927

Followers: 31,078 (↑3%)

Total Follower Gain: 900

Total Posts: 221

Total Impressions: 992,525 (↑21%)
(includes both organic & paid)

Total stories: 211

Total Engagements: 9,745 (↑1.3%)




Engagement Rate: 1% (↓16%)



FACEBOOK

In April, we saw an increase in followers and engagements. The best performing posts were about SLO fun facts and new businesses in SLO, this is a recurring win. We saw a decrease in impressions and engagement rate because none of the top performing posts were videos this month, which usually gives us those higher analytics.

TOP POSTS:

 <p>4 MOVIES FILMED IN (or about) SLO 🎬 Discover the silver screen magic of San Luis Obispo! From iconic classics to modern...</p>	 <p>Let's Welcome Our New Neighbors! 🎉 Shoutout to a few new businesses in San Luis Obispo. Stop by and say hello! 🍷🍷 Lure Fi...</p>	 <p>Do, Re, Mi, KARAOKE! 🎤 Karaoke Nights are a SLO night-life staple in the community and if you haven't been you're missing out! 🎶...</p>
Impressions 65,742	Impressions 5,188	Impressions 2,079

Page Followers: 98,604 (↑ 0.1%)

Total Net Audience Growth: 87

Total Posts: 15

Total Impressions: 1,807,260 (↓ 36%)

Total Organic: 107,727 (↓ 20%)

Total Engagements: 9,304 (↑ 34%)

Engagement Rate: .5% (↑ 314%)



PINTEREST

In April, we stopped posting on Pinterest and this is reflected in our analytics. We believe the juice was not worth the squeeze on this platform. We put these efforts into Tik Tok instead.

TOP POSTS:



Hike SLO

28 Pins

2.11k

Impressions



How to SLO

50 Pins

614

Impressions

Followers: 61

Total Net Growth: 2

Total Impressions: 2.61k (↓16%)

Total Saves: 40 (↓30%)

Engagements: 136 (↓29%)

Total Audience: 1.71k (↓7%)

Engaged Audience: 89 (↓28%)






TIK TOK

In April, we began shifting gears from Pinterest to Tik Tok. We are currently repurposing Instagram reels and posting them on this platform to maintain our presence. These analytics will be our benchmarks for seeing progress moving forward.

TOP POSTS:

Trending posts ⓘ

-  **Your sign to hop on the next train to San Luis Obispo 👉**
331 views in the last 7 days
1 day ago
-  **Unique Date Ideas in San Luis Obispo 🍷**
136 views in the last 7 days
2 wk. ago
-  **With Love, San Luis Obispo ❤️**
127 views in the last 7 days
2 wk. ago

Followers: 842

Post Views: 2,176

Profile Views: 84

Likes: 110

Shares: 6


Total Viewers: 1,623



LINKEDIN


In April, we saw an increase in followers and expanded our audience. We saw a decrease in impressions, engagements, and engagement rate. We believe this is because the content that we posted didn't resonate with the totality of our audience. We focused more on sustainability efforts in April, so we will shift moving forward.

TOP POSTS:


 Visit San Luis Obispo
Thu 4/4/2024 6:38 pm UTC

SLO Makes Sustainable Travel EASY! Have You Heard of Keys For Trees? 🌿♻️
<https://lnkd.in/g-VVCUQv>

SLO's Keys for Trees program - Kirst...




Total Engagements 11


 Visit San Luis Obispo
Wed 4/24/2024 4:59 pm UTC

It's NO Surprise San Luis Obispo is on THIS List! 🍷🍷🍷 <https://lnkd.in/gy2v-cQM>

Where to Find California's Most Und...




Total Engagements 10

 Visit San Luis Obispo
Wed 4/10/2024 5:01 pm UTC

The SLO Film Fest is Upon Us! Don't Miss Out on All The Fun! 🎬👉
<https://lnkd.in/gVahYE3K>

Central Coast film festival celebratin...



Total Engagements 4

Total Audience: 323

Total Net Growth: 57

Total Posts: 4

Impressions: 1,107 (↓6%)

Engagements: 65 (↓49%)

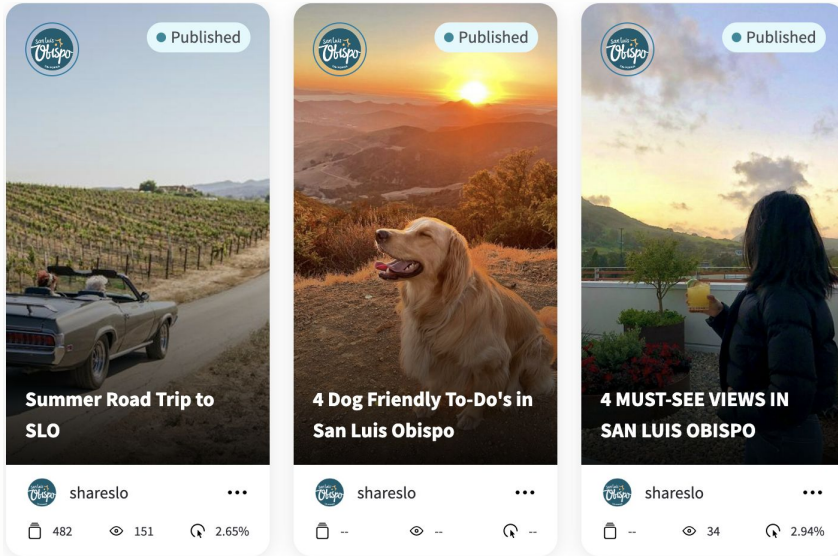
Engagement Rate: 5.9% (↓%)



CA Travel Stories - Crowdriff

In April, we saw an increase in story views, interaction rate, and completion rate. We did A/B testing with two UGC-centric stories and one high resolution story. The high-quality story outperformed the UGC stories three-fold. 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: 3

Story Views: 782 (↑ 233%)

Story Impressions: 660 (↓ 61%)

Interaction Rate: 77% (↑ 8%)

(Average Rate: 67%)

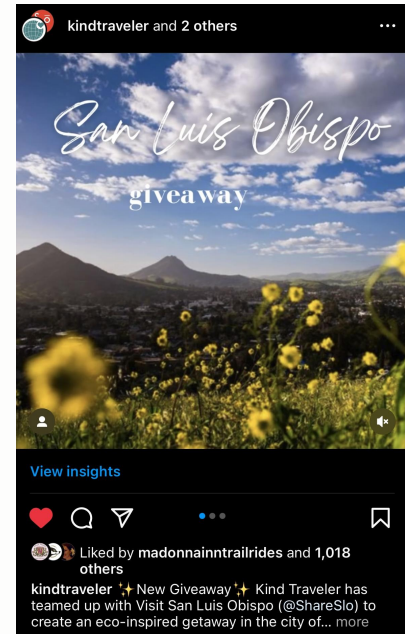
Completion Rate: 64.4% (↑ 5%)

(Average Rate: 52%)



WHAT WE WORKED ON THIS MONTH:

- Hit 31.K IG Followers!
- SLO Film Fest
 - Promotional Posts, Movies Made in SLO
- Giveaways
 - KindTraveler, SLO Film Fest, Sip 'n' Saunter, Cal Poly BSB, @pacslo
- Sustainability
 - Sustainable Shopping in SLO Reel
 - Earth Day Reel, Ways to be Green Reel
- Outdoor SLO
 - Highway 1 Road Trip Collab w/ @centralcoast_ca
 - Hiking in SLO Reel (30.6k Views)
- Partnership w/ @SLOCAL - Spring Cocktails Reel (21.3k Views)
- World Art Day, Karaoke Nights in SLO, Wine Tasting in SLO



MAY'S FOCUS:

- National Bike Month
 - Biking to Farmers' Market Reel
- Outdoor Activities
 - Superbloom, May Wildflowers, Must-See Views in SLO, Laguna Lake Dog Park
- Food / Bev
 - BBQ in SLO, Spritz Season Reel, Treats in SLO
- Pride Month Kick-Off
 - Milestone Tavern Drag Spectacular Giveaway
 - Pride in the Plaza Post, Pride Event Lineup Post
- Giveaways w/ @bluesbaseball, @liveoakfest, @nexus slo
- 3 Unique Ways to Move Your Body Reel
- Mother's Day Post
- Train Travel to SLO Reel

