

# SLO TBID - SHARESLO ORGANIC SOCIAL REPORT

May 2024

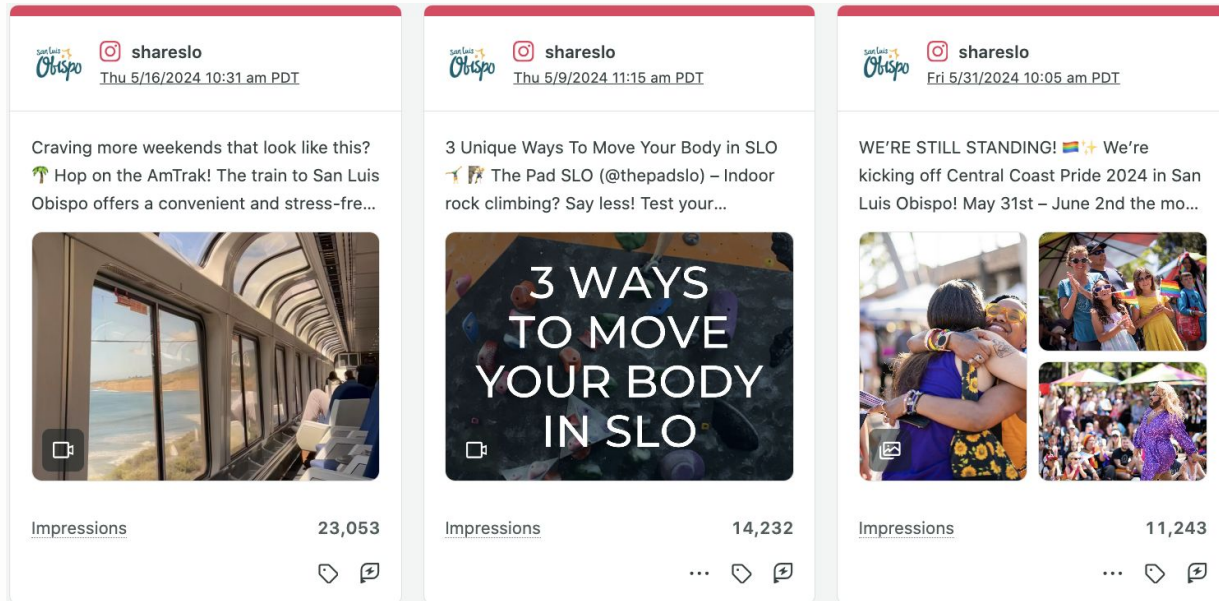


Date: 6/12/24

# INSTAGRAM

In May, we saw an increase of just over 600 followers. Our impressions and engagements slightly decreased due to more static image posts than reels than in the previous month. Our engagement rate shot up by 38% and remains within the industry standard of success.

## TOP POSTS:



**Followers:** 31,689 (↑ 2%)

Total Follower Gain: 611

**Total Posts:** 182

**Total Impressions:** 667,705 (↓ 33%)  
(includes both organic & paid)

**Total stories:** 160

**Total Engagements:** 9,280 (↓ 7%)










**Engagement Rate:** 1.4% (↑ 38%)



# FACEBOOK

In May, we saw a decrease in analytics across the board. While this is disappointing, it is explained because music licensed for use on Instagram isn't necessarily usable on Facebook. Since we mirror content from Instagram, some of the reels we share to Facebook get pulled down by the platform. This results in fewer videos being posted on Facebook, which reduces impressions and engagement rates. Paid ads were also reduced by 40% which affects our impressions. The audience decrease is a result of the Pride Fest 2024 post.

## TOP POSTS:

  Visit San Luis Obispo Tue 5/7/2024 10:15 am PDT	  Visit San Luis Obispo Fri 5/31/2024 10:41 am PDT	  Visit San Luis Obispo Wed 5/29/2024 1:00 pm PDT
Guide to SLO Wildflowers this Spring 🌻 🌻 Visit blooming spots – SLO roads are bordered with wildflowers around every...	WE'RE STILL STANDING! 🏳️‍🌈🌟 We're kicking off Central Coast Pride 2024 in San Luis Obispo! May 31st – June 2nd the mo...	MUST-SEE VIEWS IN SLO 📺 Looking for the most scenic spots in San Luis Obispo? Start with these unbelievable views that...
		
Impressions 4,485	Impressions 2,114	Impressions 1,892

Page Followers: 98,570 ( ➡ 0%)

Total Net Audience Growth: -32

Total Posts: 13

Total Impressions: 1,057,828 ( ⬇ 41.5%)

Total Organic: 37,980 ( ⬇ 65%)

Total Engagements: 906 ( ⬇ 90%)

Engagement Rate: .1% ( ⬇ 83%)



# TIKTOK

As referenced in last month's report, we shifted gears from Pinterest to Tiktok to get more ROI for our efforts and put our content on a more engaging platform, better suited for our message. We've increased in followers, post views, comments, and profile views over the last month.

## TOP POSTS:

### Your top posts ⓘ

Most views

Most likes

New followers

1



**BBQ IN DOWNTOWN SAN LUIS OBISPO, need we say more? 🤔**

993 views in the last 28 days

2 wk. ago

2



**3 Unique Ways To Move Your Body in SLO 🧘🏻‍♀️ 🧘🏻‍♂️ The Pad SL...**

990 views in the last 28 days

1 mo. ago

3



**Your sign to hop on the next train to San Luis Obispo 👉**

98 views in the last 28 days

Posted on Apr 30

Followers: 842 (⬆️16%)

Followers Gained: 86

Post Views: 2,367 (⬆️9%)

Profile Views: 95 (⬆️13%)

Likes: 65 (⬆️57%)

Shares: 2 (⬆️66%)

Comments: 5 (⬆️150%)

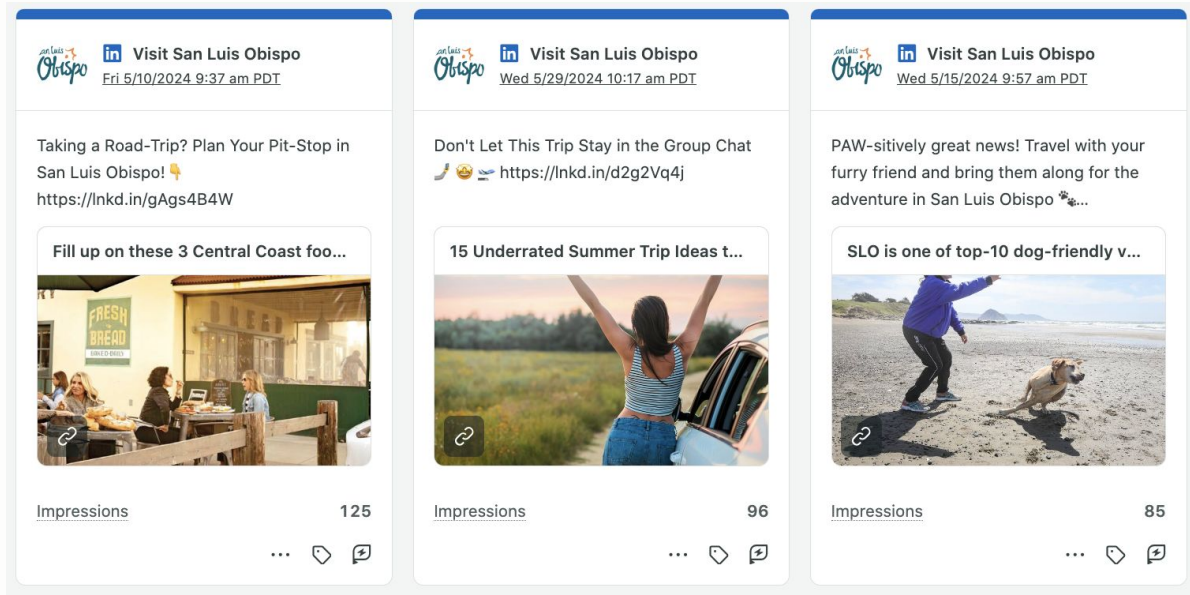
Total Viewers: 1,928 (⬆️19%)



# LINKEDIN

In May, we saw an increase in followers and engagement rate. This means that new and existing followers who see our posts are engaging with it at an extremely high rate of 6.2%. Our impressions and engagements decreased overall due to not promoting specific events or deals within SLO, like SLO Film Fest or the Midweekend Campaign. This type of content usually has more shares and sends on this platform.

## TOP POSTS:



Total Audience: 339

Total Net Growth: 18

Total Posts: 4

Impressions: 471 (↓ 57%)

Engagements: 29 (↓ 55%)

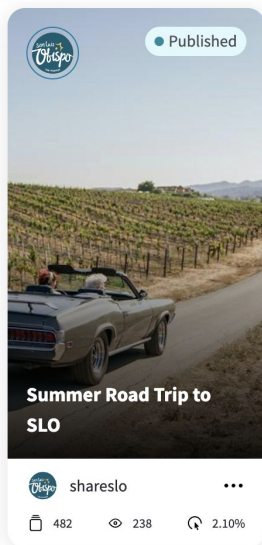
Engagement Rate: 6.2% (↑ 4.9 %)



# CA TRAVEL STORIES – CROWDRIFT

In May, we saw an increase in story views with an increased completion rate, which means more people saw our stories and watched the whole thing. Interaction rate decreased which means there were fewer swipe-ups, but still stays well above the industry standard of success.

## TOP POSTS:



Total Posts: 2

Story Views: 914 (↑12%)

Story Impressions: 390 (↓40%)

Interaction Rate: 74% (↓2.8%)

(Average Rate: 67%)

Completion Rate: 65.2% (↑1.8%)

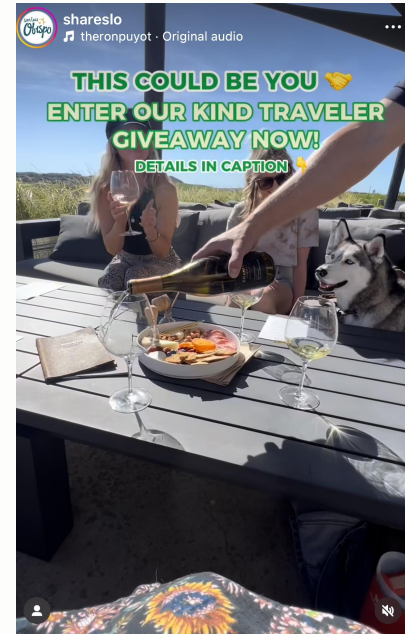
(Average Rate: 52%)





# WHAT WE WORKED ON THIS MONTH:

- Kind Traveler Partnership Reel / Giveaway
- National Bike Month in SLO
  - Reel (12.7K Views)
  - Refillable Water Stations in SLO
- Giveaways
  - Kind Traveler, Nexus SLO, Blues' Baseball, Live Oak, Drag Spectacular
- Amtrak Collaboration
  - Reel (32.3K Views)
- Launch Pride 2024 & promote Open Farm Days 2024
- Outdoor SLO
  - Must-See Views in SLO, 3 Unique Ways To Move Your Body
- New Businesses in SLO
- Spritz Season in SLO, BBQ in Downtown SLO



# JUNE'S FOCUS:

- Summer Activities
  - First Day of Summer, Concerts in the Plaza
- Pride Fest 2024
  - Pride Event Round-Ups
  - Date Night in SLO Reel
- Food / Bev
  - Happy Hours in SLO, Wine Tasting in Downtown SLO
- Giveaways w/ @bluesbaseball, @midstatefair, @festivalmozaic
- Reels
  - Father's Day Sustainable Shopping, Local's Guide to SLO, SLO History Fun Facts
- Sustainable SLO / Outdoor SLO
  - Waterfall in SLO, EV Chargers in SLO, 3 Trails in Miossi Open Space

