

# SLO TBID - SHARESLO ORGANIC SOCIAL REPORT

June 2024

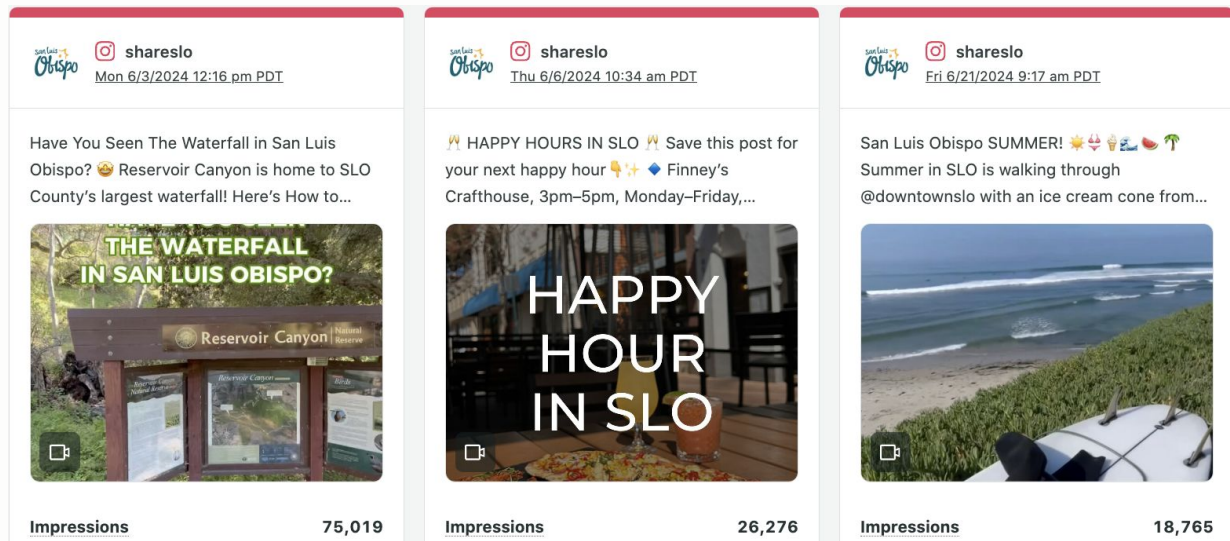


Date: 7/10/24

# INSTAGRAM

In June, we saw an increase of over 700 followers. Our impressions slightly decreased, but our engagement and engagement rate increased dramatically. This means that although fewer people saw our content, the users who did commented, liked the post, sent to other users, or saved the post, which is a huge success.

## TOP POSTS:



**Followers:** 32,410 (↑ 2.3%)

**Total Follower Gain:** 721

**Total Posts:** 212

**Total Impressions:** 554,723 (↓ 17%)  
(includes both organic & paid)

**Total stories:** 192

**Total Engagements:** 17,234 (↑ 86%)







**Engagement Rate:** 3.1% (↑ 123.5%)



# FACEBOOK

In June, we began mirroring from Instagram for all posts. We saw an increase in impressions due to the decrease in paid ads running on this platform. Our organic social posts only decreased slightly by 7%. We did see an increase in both engagement and engagement rate, which means although our reach wasn't as broad this month, users are liking, commenting, sending, and sharing our content.

## TOP POSTS:

 <p>3 Trails in Miossi Open Space 🌿🌳 Roller Coaster Trail (Tunnel 10 Truck Trail) - Venture out on this 4.2-mile loop trail. The average...</p>  <p><b>Impressions</b> 14,818</p>	 <p>Two for the Patio Please 🍷🍷 What pairs better with delicious food and great weather? That perfect patio table to enjoy them both ...</p>  <p><b>Impressions</b> 3,845</p>	 <p>Concerts in the Plaza kicks off THIS FRIDAY! 🎵🎶 June 21st – September 6th, Every Friday from 5pm-8pm, San Luis Obispo brings you...</p>  <p><b>Impressions</b> 2,203</p>
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Page Followers: 96,924 ( ➡ 0%)\*

Total Net Audience Growth: -35

Total Posts: 16

Total Impressions: 530,821 ( ⬇ 50%)

Total Organic: 35,354 ( ⬇ 7%)

Total Engagements: 2,062 ( ⬆ 223%)

Engagement Rate: .4% ( ⬆ 544%)

\*We noticed a reporting discrepancy with Meta, but it is not affecting our overall analytics.



# TIKTOK

In June, we had a video on Tiktok get over 46K views. We are seeing great success in sharing hidden gems, itineraries and must-sees in SLO on this platform.

## TOP POSTS:

### Your top posts ⓘ

Most views

Most likes

New followers

1



#### Hidden Waterfall in San Luis Obispo 📍🤔

46295 views in the last 28 days

3 wk. ago

2



#### Date Night in San Luis Obispo 🍷

831 views in the last 28 days

3 wk. ago

3



#### Blues Baseball in San Luis Obispo ⚾👀

761 views in the last 28 days

1 wk. ago

Followers: 1,088 (↑ 29%)

Followers Gained: 246

Post Views: 48K (↑ 1957%)

Profile Views: 191 (↑ 93%)

Likes: 485 (↑ 613%)

Shares: 128 (↑ 6300%)

Comments: 15 (↑ 200%)


Total Viewers: 44K (↑ 2182%)



# LINKEDIN


In June, we saw an increase in followers, engagements, and engagement rate. Although our impressions slightly decreased, users are engaging with our content overall. Our engagement rate is well above the industry standard of success.

## TOP POSTS:

**Visit San Luis Obispo**  
Wed 6/19/2024 9:14 am PDT

Everything You MUST Do When You're in San Luis Obispo 🍷 🍷 🍷 <https://lnkd.in/gxC9e-fr>

The Ultimate San Luis Obispo, CA Buc...



Impressions 123

...

**Visit San Luis Obispo**  
Fri 6/14/2024 9:10 am PDT**Visit San Luis Obispo**  
Wed 6/26/2024 9:57 am PDT

Total Audience: 357

Total Net Growth: 19

Total Posts: 4

Impressions: 427 (↓ 9%)

Engagements: 31 (↑ 7%)

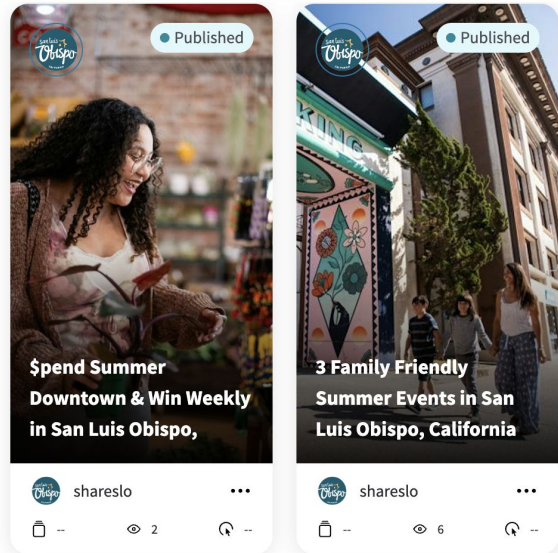
Engagement Rate: 7.3% (↑ 18 %)



# CA TRAVEL STORIES – CROWDRIFT

In June, we saw an increase in story views. We saw a slight decrease in impressions, interaction rate, and completion rate. We are producing stories in relation to Visit California's monthly themes. Our analytics show our interaction rate and completion rate are well above the average rate for success. Earned a "Top Short-Form Video" from Visit California in their June Newsletter.

## TOP POSTS:



Total Posts: 2

Story Views: 1K ( ⬆️ 10%)

Story Impressions: 350 ( ⬇️ 10%)

Interaction Rate: 71.6% ( ⬇️ 3.4%)

(Average Rate: 67%)

Completion Rate: 61.7% ( ⬇️ 5%)

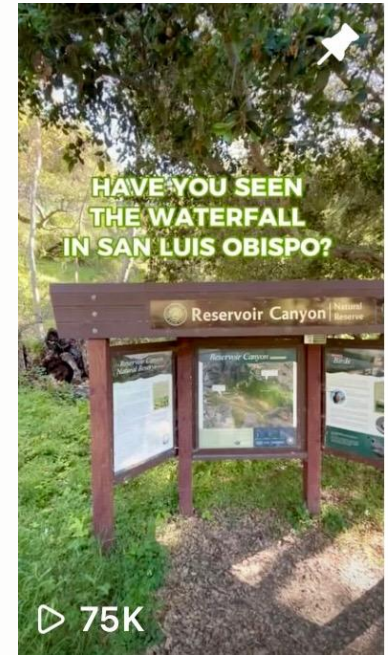
(Average Rate: 52%)





# WHAT WE WORKED ON THIS MONTH:

- CNN Best Cities in America To Visit Feature
- Kind Traveler Partnership / Newspaper Placements
- Pride Month Events in SLO
- Summer in SLO
  - Reel (18.7K Views)
  - Concerts in the Plaza, Happy Hour in SLO, Patio Season in SLO, Date Night in SLO, etc.)
- Giveaways
  - Midstate Fair, Blues Baseball, Festival Mozaic
- Hidden Gem Waterfall Reel
  - 75K Views
- Art Galleries in SLO, Electric Car Charging Stations in SLO
- New Businesses in SLO
- Hiking Tips in SLO, 3 Trails in Miossi Open Space



# JULY'S FOCUS:

- MidWeekend Campaign
- Downtown Summer Spending Campaign
- Arts & Culture
  - CowParade feature
  - Art Classes in SLO
- Food / Bev
  - Lunch Spots in SLO, Taco Tuesday Deals in SLO
- Reels
  - Gen Z Guide to SLO, Park Days in SLO, Birthday Freebies in SLO
- New Businesses in SLO
  - Sunsets in SLO, Music Lovers Hot-Spots in SLO, Summer Concerts in SLO
- Sustainable SLO / Outdoor SLO
  - Hiking w/ a Dog in SLO Reel
- Family Friendly Summer Events in SLO

