

SLO TBID - SHARESLO
ORGANIC SOCIAL REPORT

July 2024






Date: 08/01/24

INSTAGRAM

In July, we saw an increase of almost 1k followers. Our impressions and engagements slightly decreased due to our viral Waterfall Reel slowing down momentum. We are still showing successful levels of impressions and engagement. The engagement rate spiked up by 123% last month and stayed steady over the course of July despite the slight decrease in other analytics.

TOP POSTS:

 <p>738 GEN-Z GUIDE TO SLO</p>	 <p>BIRTHDAY FREEBIES IN SAN LUIS OBISPO</p>	 <p>POOLS IN SAN LUIS OBISPO</p>
<p>shareslo Mon 7/22/2024 12:34 pm PDT</p> <p>San Luis Obispo As Seen By Gen-Z 🥰 Here is a guide for our Generation Z visitors to experience SLO the best you can! 🤩👉 Hit t...</p>	<p>shareslo Fri 7/26/2024 12:08 pm PDT</p> <p>HAPPY BIRTHDAY TO YOU! 🎉 Are you spending your birthday in San Luis Obispo? Do you love birthday perks like discounts an...</p>	<p>shareslo Mon 7/15/2024 11:25 am PDT</p> <p>Make a SPLASH in SLO 🌊 When planning your stay this summer, a swimming pool is essential 🏊 After a jam-packed day of local shopping,...</p>
<p>Impressions 26,107</p>	<p>Impressions 21,568</p>	<p>Impressions 20,400</p>

Followers: 33,378 (↑ 3%)

Total Follower Gain: 991

Total Posts: 233

Total Impressions: 460,321 (↓ 17%)
(includes both organic & paid)

Total stories: 210

Total Engagements: 14,296 (↓ 17%)




Engagement Rate: 3.1% (➡ 0%)



FACEBOOK

In July, we continued to mirror from Instagram for all posts. We saw an increase in impressions due to the paid ads we are running for current program activations. In addition, in June we had a viral FB post so this is affecting our analytics this month. Our engagement rate decreased because the 103% spike in impressions as compared to the amount of engagements, providing a low engagement rate. We suspect this will level back out next month.

TOP POSTS:

  Impressions 3,291	  Impressions 2,600	  Impressions 2,145
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Page Followers: 96,856 (➡ 0%)*

Total Net Audience Growth: 4

Total Posts: 20

Total Impressions: 1,077,463 (⬆ 103%)*

Total Organic: 31,064 (⬇ 12%)*

Total Engagements: 927 (⬇ 55%)*

Engagement Rate: .1% (⬇ 75%)*

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



TIKTOK

In July, our analytics decreased due to our successful Tiktok in June that got over 49.8K views. We are seeing great success in repurposing IG reels and sharing hidden gems, itineraries and must-sees in SLO on this platform. The analytics are anticipated to level back out next month.

TOP POSTS:

Your top posts ⓘ

Most views | Most new viewers | Most likes

- Hidden Waterfall in San Luis Obispo** 📍 🤔
2938 views in the last 28 days
Posted on Jun 7
- MUST-SEE VIEWS IN SAN LUIS OBISPO** 📍 @VisitCalifornia
1494 views in the last 28 days
3 wk. ago
- Save for Your Summer Trip to San Luis Obispo** 🎵
807 views in the last 28 days
3 wk. ago

Followers: 1,181 (⬆️8.5%)

Followers Gained: 93

Post Views: 11K (⬇️77%)

Profile Views: 161 (⬇️15%)

Likes: 484 (⬇️.2%)

Shares: 62 (⬇️51%)

Comments: 13 (⬇️13%)







Total Viewers: 8K (⬇️82%)



LINKEDIN

In July, we saw an increase in audience, engagements and engagement rate. Our impressions barely decreased, so we are still seeing success on this platform.

TOP POSTS:

Post 1	Post 2	Post 3
		
<p>CHECK OUT #5! And the only town ranked in California? This is a MUST SEE! 🤩👉 https://lnkd.in/g4vNXdQr</p>	<p>Stay here the next time you visit San Luis Obispo for an unforgettable time! 🥰🍷 https://lnkd.in/dJgBHZ2w</p>	<p>And we'd say this is an understatement 😊👁️ https://lnkd.in/daDun3R7</p>
		
<p>Impressions 208</p>	<p>Impressions 66</p>	<p>Impressions 62</p>
<p>... 🗨️ 💬</p>	<p>... 🗨️ 💬</p>	<p>... 🗨️ 💬</p>

Total Audience: 372

Total Net Growth: 7

Total Posts: 4

Impressions: 426 (↓.2%)

Engagements: 42 (↑ 35.5%)

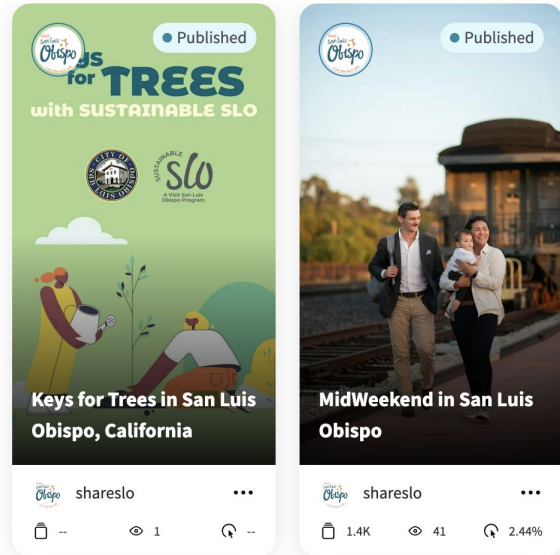
Engagement Rate: 9.9% (↑ 36%)



CA TRAVEL STORIES – CROWDRIFF

In July, we saw an increase across the board with our content. We are continuing to produce 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. We are working to utilize all of the platform's components by refining our UGC library and embedding our stories on the visitslo.com website.

TOP POSTS:



Total Posts: 2

Story Views: 1.2K (↑ 20%)

Story Impressions: 558 (↑ 59%)

Interaction Rate: 73.1% (↑ 2.4%)

(Average Rate: 67%)

Completion Rate: 64.4% (↑ 5.1%)

(Average Rate: 52%)



PINTEREST

In July, we posted twice on Pinterest. As stated in our annual report, we are considering a recommendation to remove this platform network as a result of low ROI. Here, we provide where our analytics are currently and over the next few weeks we will be testing out new options to improve this platform's success to help make a determination to keep it active..



Hike SLO
28 Pins

1.2k
Impressions



How to SLO
52 Pins

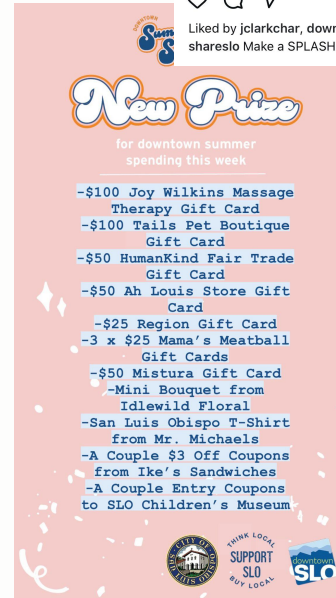
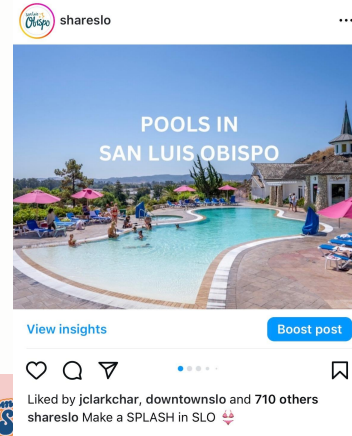
346
Impressions

Total Posts: 2
Impressions: 1.82k
Engagements: 90
Outbound Clicks: 3
Saves: 16
Total Audience: 1.13k
Engaged Audience: 68



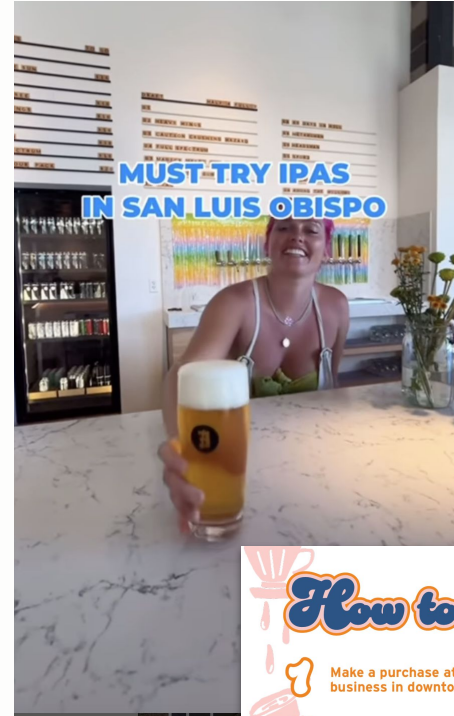
WHAT WE WORKED ON THIS MONTH:

- Summer MidWeekend Campaign
- Downtown Summer Spending Program
 - Launch Reel (17.6k Views)
 - Tri-Weekly Stories Updates / Updated Highlights
- 15 Reels in Total
 - Gen Z Guide to SLO (26.1k Views)
 - Birthday Freebies in SLO (21.5k Views)
- Sustainable SLO Collab w/ @delilahisabel_
- Hidden Gem Waterfall Reel Continues to Grow (109K Views)
- Art Galleries in SLO, Electric Car Charging Stations in SLO
- Parks in SLO, Lunch Spots in SLO, Pools in SLO Hotels
- LocalsGuide to SLO, Art Classes in SLO, CowParade
- Giveaways
 - Luna Red Lunch, Blues' Baseball



AUGUST'S FOCUS:

- MidWeek Campaign
 - MidWeek Activities, MidWeek Food/Bev Deals
- Downtown Summer Spending Campaign
 - Tri-Weekly Stories, FAQ
- CNN Travel #5 Best Town Ranking Reel
- National IPA Day, SIP-Certified Wineries
- Indie Shops in SLO Reel, Gen-X Guide to SLO Reel
- Keys for Trees Collab w/ SLOCAL
- Bachelorette Party in SLO , SLO Swag Feature
- Hidden Gem Feature
 - Duncan Alley
- Family Friendly SLO Reel, Dog-Friendly Patios
- Ticket Tuesday Giveaways
 - @PACSLO & @SunsetDriveIn



How to Win

- 1 Make a purchase at a participating business in downtown San Luis Obispo
- 2 Scan the QR code on site and fill out the entry form
- 3 Now you're entered to win weekly gift card bundles from downtown SLO businesses!*

*1 transaction = 1 entry

DOWNTOWN Summer Spending

SLO

THINK LOCAL SUPPORT SLO BY LOCAL

