

SLO TBID - SHARESLO
ORGANIC SOCIAL REPORT

August 2024

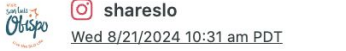







Date: 09/04/24

INSTAGRAM

In August, we saw an increase in followers and total impressions. Our impressions increased due to successful reels having incredible reach to new accounts. The two top reels for the month each had over 55% of their reach to non-follower accounts. Our engagement rate decreased due to the influx in impressions, although 1.8% is still within the window of success on this platform.

TOP POSTS:

 <p>shareslo Wed 8/21/2024 10:31 am PDT</p> <p>SLO demure, SLO mindful, SLO cutesy What is your favorite demure to-do in San Luis Obispo? 🌻 🌻</p>  <p>Impressions 56,366</p>	 <p>shareslo Thu 8/15/2024 12:30 pm PDT</p> <p>! NEW PARK IN SLO ! Celebrate the grand opening of the North Broad Street Neighborhood Park at 533 Broad Street...</p>  <p>Impressions 24,913</p>	 <p>shareslo Fri 8/9/2024 1:03 pm PDT</p> <p>Have You Been to Duncan Alley in San Luis Obispo? 🌻 Duncan Alley is one of SLO's newest hubs with a little slice for...</p>  <p>Impressions 19,432</p>
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Followers: 34,031 (↑ 2%)

Total Net Growth: 653

Total Posts: 273

Total Impressions: 731,384 (↑ 59%)
(includes both organic & paid)

Total stories: 251

Total Engagements: 13,086 (↓ 8.5%)




Engagement Rate: 1.8% (↓ 42%)



FACEBOOK

In August, we continued to mirror from Instagram for all posts. We saw an increase in total and organic impressions, as well as engagements. As suspected last month, the engagement rate stayed level in August after the 103% spike in impressions the previous month. Both IG and FB had the same top post for the month due to hopping on a trend in a timely manner.

TOP POSTS:

 <p>Impressions 11,430</p>	 <p>Impressions 3,733</p>	 <p>Impressions 2,581</p>
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Page Followers: 96738 (→0%)

Total Net Audience Growth: -13

Total Posts: 18

Total Impressions: 1,444,491 (↑ 34%)

Total Organic: 34,801 (↑ 12%)

Total Engagements: 1,010 (↑ 8.9%)

Engagement Rate: .1% (→0%)

NOTE: On September 16, Meta will be deprecating several Facebook metrics due to the data becoming unreliable and challenging to support. Sprout is working to minimize the adverse impacts of these changes.



TIKTOK

In August, we saw an increase in followers and comments. Our videos are beginning to gain more views per video, hopefully over 1k views on average per video in the next couple months. We saw a decrease in total viewers, likes, and shares due to the viral Tiktok that is losing traction. Our traffic is coming from 47% in-app searches and 45.5% through For You Page discoverability.

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: 1,274 (↑ 7.9%)

Followers Gained: 94

Post Views: 7K (↓ 38%)

Profile Views: 156 (↓ 3%)

Likes: 245 (↓ 49%)

Shares: 41 (↓ 34%)

Comments: 30 (↑ 131%)



Total Viewers: 3.8K (↓ 29%)



LINKEDIN


In August, we saw an increase in audience, impressions, and engagements. Our engagement rate decreased, but remained above 4% - the high end of the standard of success range.

TOP POSTS:



  Visit San Luis Obispo
Wed 8/14/2024 9:16 am PDT


Can you guess which hotel is featured on this list 🐾 We'll give you a hint, it's perfect for a night cap 🍷...


13 California Hotels You Should Know





Impressions **723**

  Visit San Luis Obispo
Tue 8/13/2024 2:47 pm PDT

Find out why SLO was named  #5 Best U.S. Town to Visit by CNN Travel 🍷
<https://lnkd.in/gv5sMW6h>




Impressions **127**

  Visit San Luis Obispo
Wed 8/21/2024 9:25 am PDT

We broke the top 10 on Most Walkable Towns in the USA! We are tiny, but might. It is all a part of our charm 🐾 Walk, bike...

25 Most Walkable Towns in the USA



Impressions **98**

Total Audience: 372

Total Net Growth: 13

Total Posts: 4

Impressions: 1,031 (↑ 142%)

Engagements: 65 (↑ 54.8%)

Engagement Rate: 6.3% (↓ 36%)



CA TRAVEL STORIES – CROWDRIFF

In August, we saw an increase in story impressions and completion rate. This means more people watched our content all the way through than in the previous months. We saw a slight decrease in interaction rate, which means fewer users clicked on our links or sent to a friend.

TOP POSTS:



Total Posts: 3

Story Views: 1.2K (➡ 0%)

Story Impressions: 636 (⬆ 14%)

Interaction Rate: 72.5% (⬇ .7%)

(Average Rate: 67%)

Completion Rate: 65% (⬆ .9%)

(Average Rate: 52%)



PINTEREST

In August, we posted three times 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. This month we tried posting at a higher frequency than previously and including posts about current promotions.

Recent Pins



Spent Summer Downtown
San Luis Obispo & Win
Weekly!

Impressions
64

Engagement
1




Cal Poly  San Luis Obispo

18

-



Dog-Friendly San Luis Obispo


6


1

Total Posts: 3

Impressions: 2.01k ( 6%)

Engagements: 101 ( 7%)

Outbound Clicks: 2 ( 33%)

Saves: 24 ( 50%)

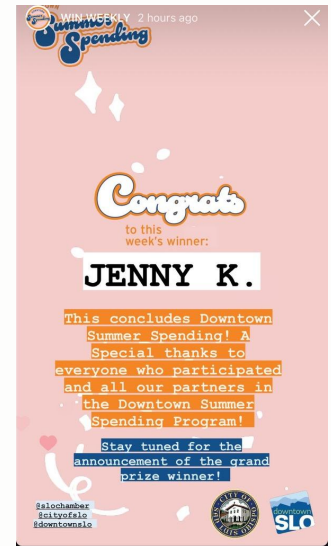
Total Audience: 1.25k ( 11%)

Engaged Audience: 78 ( 14%)



WHAT WE WORKED ON THIS MONTH:

- Summer MidWeekend Campaign
 - MidWeek Activities in SLO Reel (10.5k Views)
- Downtown Summer Spending Program
 - Tri-Weekly Stories Updates / Updated Highlights, FAQ
- 16 Reels in Total
 - New Park in SLO (24.9k Views)
 - Duncan Alley Hidden Gem (19.4k Views)
- 11 collaboration partners including @SLOCAL, @sanfranciscobucketlist, @hotelcerro
- Successfully Hopped on Social Media Trend on multiple platforms (57.5k Views & Growing)
 - Demure Reel (Gained 120 followers)
- Ticket Tuesdays (Sunset Drive-In & Cal Poly Arts)
- Local Events, Keys for Trees, Indie Shops in SLO, Gen-X Guide to SLO, Bachelorette Weekend in SLO, CNN Best Town Feature, IPAs in SLO



SEPTEMBER'S FOCUS:

- California Wine Month
 - Tasting Rooms in SLO
- Anderson Hotel End-of-Construction Feature
- What's New in SLO
 - New Art Installations in SLO
 - New Community Hub (SLO Ranch Farms)
- Hispanic Heritage Month
 - How to Celebrate Reel
- Fall Season in SLO / Downtown SLO Fall Fest
- Family-Friendly Itinerary Reel
- International Bacon Day, Quesadillas in SLO, Breakfast Spots
- The Millennial Guide to SLO Reel
- Ticket Tuesdays, Gear Up for ARTober

