

SLO TBID - SHARESLO  
ORGANIC SOCIAL REPORT

September 2024



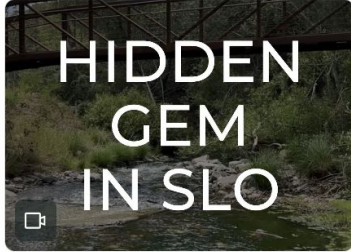


Date: 10/09/24

# INSTAGRAM

In September, we saw success in reels being our top performers! We saw an increase in followers and impressions, although a slight decrease in engagements and engagement rate. This is due to our highly successful reel in August (very demure) gaining more heavy traction. Instead of having one reel being highly successful we saw 50% of our reels get between 12.5k - 25.1k views, which is consistent growth.

## TOP POSTS:

 <p>Instagram post from @shareslo, Sat 9/21/2024 4:20 pm PDT. Caption: Fall in Love with San Luis Obispo 🍂 This weekend marks the start of the fall season! Although SLO has sunny weather most of...</p>	 <p>Instagram post from @shareslo, Fri 9/27/2024 10:16 am PDT. Caption: Alright Fam, Millennials are Next! 🙌 Don't get FOMO when your bae is out experiencing The SLO Life, join them with...</p>	 <p>Instagram post from @shareslo, Thu 9/26/2024 12:18 pm PDT. Caption: 💎 Hidden Gem in San Luis Obispo 💎 Have you been to Cuesta Canyon County Park? 📍 Nestled away on the east side of SLO, you'...</p>
<b>Impressions</b> 25,122	<b>Impressions</b> 14,040	<b>Impressions</b> 13,646

**Followers:** 34,581 (↑ 1.6%)

**Total Net Growth:** 550

**Total Posts:** 177

**Total Impressions:** 894,542 (↑ 22%)  
(includes both organic & paid)

**Total stories:** 156

**Total Engagements:** 10,106 (↓ 23%)


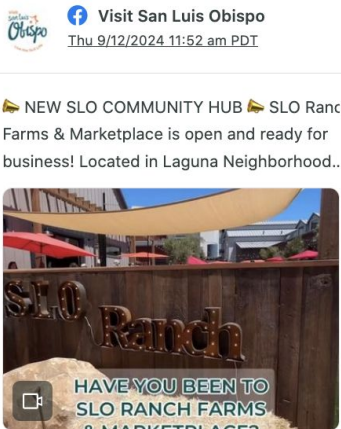
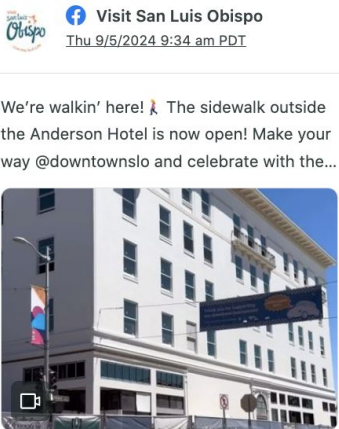
**Engagement Rate:** 1.1% (↓ 39%)



# FACEBOOK

In September, our top posts were cutting edge/new developments in the community and a fun fact post. These themes on this platform have showed time and time again to be top performers. Our followers and engagements increased this month with our engagement rate staying the same because of the decrease in impressions. Our organic impressions actually increased greatly, but the lack of paid ads running & the success of the demure video (compared to the previous month) lowered our overall impressions.

## TOP POSTS:

 <p><b>Impressions</b> 2,247</p>	 <p><b>Impressions</b> 1,927</p>	 <p><b>Impressions</b> 1,756</p>
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Page Followers: 96,986 (↑ .3%)

Total Net Audience Growth: 320

Total Posts: 18

Total Impressions: 985,430 (↓ 32%)

Total Organic: 65,896 (↑ 89%)

Total Engagements: 1,398 (↑ 38%)

Engagement Rate: .1% (→ 0%)\*




\*NOTE: Sprout is working to minimize the effects of Meta deprecating some metrics recently. We're seeing discrepancies in data, so to be safe, we've calculated these metrics by hand.



# TIKTOK

In September, we got Tiktok on Sprout Social so we now have more useful analytics to present compared to what is available directly in the platform. We saw an increase in followers, impressions and video views this month. Our engagements have decreased due to the semi-viral Tiktok that got 50.9k reach over the last couple months. We saw our Fall Tiktok get 8k views, which is our highest grossing video besides the one that went viral.

## TOP POSTS:

 <p>visitslo Mon 9/16/2024 10:44 am PDT</p> <p>Fall is right around the corner in San Luis Obispo 🌻</p> <p>Impressions 8,090</p>	 <p>visitslo Wed 9/25/2024 1:34 pm PDT</p> <p>Breakfast Spots in San Luis Obispo! 🍳</p> <p>Impressions 1,078</p>	 <p>visitslo Fri 9/6/2024 10:23 am PDT</p> <p>Bring Home the Bacon! 🍳 It's International Bacon Day and we can't think of a better way to spend it than grabbing some bacon...</p> <p>Impressions 828</p>
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Followers: 1,353 (↑ 6.5%)

Followers Gained: 82

Impressions: 12,847 (↑ 81.7%)

Engagement: 286 (↓ 9.5%)

Engagement Rate: 2.2% (↓ 50.2%)


Video Views: 12,847 (↑ 81.7%)



# LINKEDIN


In September, we saw an increase in followers. We saw a decrease in impressions due to a 142% spike in impressions in August. Our engagement rate increased because our engagements and impressions are going back down to our baseline. Our engagement rate is over twice the industry standard of success!

## TOP POSTS:


 Visit San Luis Obispo  
Wed 9/25/2024 8:59 am PDT

Guy Fieri in San Luis Obispo! Can you believe it? Check this out! 🔥  
<https://lnkd.in/gWmrjcna>

Guy Fieri's 'Diners, Drive-Ins and Div...




**Impressions** 181


 Visit San Luis Obispo  
Thu 9/12/2024 9:10 am PDT

Can you guess which San Luis Obispo hotel this is? 🤔 <https://lnkd.in/ggj5n3Zv>

The First 'Bed and Beverage' Hotel O...




**Impressions** 108

 Visit San Luis Obispo  
Wed 9/18/2024 8:55 am PDT

Walkable is our middle name. Check out where San Luis Obispo ranked! 🚶 🚶 🚶  
<https://lnkd.in/gbtYYGT5>

The 25 Most Walkable Towns in the ...



**Impressions** 79

Total Audience: 389

Total Net Growth: 17

Total Posts: 4

Impressions: 588 (↓43%)

Engagements: 51 (↓21.5%)

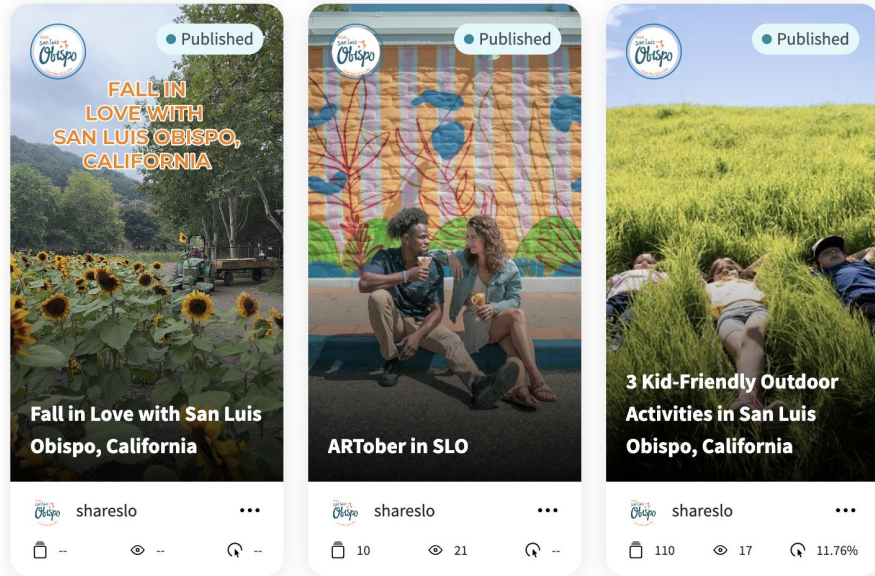
Engagement Rate: 8.67% (↑38%)



# CA TRAVEL STORIES – CROWDRIFF

In September, we tested to see how full video would perform. It was not successful which will affect this month's analytics, but we are happy to have tested, so we know moving forward. Our impressions still increased due to the other successful story this month and our interaction rate and completion rate are still above standard average.

## TOP POSTS:



Total Posts: 2

Story Views: 995 ( ↓ 17%)

Story Impressions: 1k ( ↑ 57%)

Interaction Rate: 69.5% ( ↓ 4.1%)

(Average Rate: 67%)

Completion Rate: 62% ( ↓ 4.6%)



(Average Rate: 52%)



# PINTEREST

In September, 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. This month we tried posting an itinerary-focused pin and an upcoming event. The upcoming event did not perform, but the itinerary focused pin did. We will take this information into the upcoming month.

## TOP POSTS:

Pin	Type	Source	↓ Total impressions
 3 Kid-Friendly Outdoor Activities in ...	Organic	Your Pins	8
 🌻 🌻 DOWNTOWN SLO FALL FEST ...	Organic	Your Pins	2

**Total Posts:** 2

**Impressions:** 1,693 ( ↓ 15%)

**Engagements:** 71 ( ↓ 29.7%)

**Outbound Clicks:** 2 ( ➡ 0%)

**Saves:** 14 ( ↓ 42%)

**Total Audience:** 1.09k ( ↓ 13%)

**Engaged Audience:** 52 ( ↓ 33%)



# WHAT WE WORKED ON THIS MONTH:

- Quick Execution of Anderson Hotel End-of-Construction Feature
  - Reel (11.1k Views, 276 Interactions)
- California Wine Month
  - Cali Wine Month Begin Reel, Wine Tasting Rooms in SLO
- 14 Reels in Total
  - Fall in SLO (25.1k Views)
  - SLOCAL Collab (21.3k Views)
  - Millennial Guide to SLO (14k Views)
- Ticket Tuesdays (@fremontslo & @slobrewlive)
- Hispanic Heritage Month Round-Up, Family Friendly SLO Round-Up
- Fall Tiktok Hit 8k, Huge Success!
- Shared New Community Developments
  - SLO Ranch Farms & Marketplace, New Art Installations in SLO
- Upcoming Events, Launched ARTober





## OCTOBER'S FOCUS:

- ARTober, Arts & Humanities Focus
  - Event Round-Ups (Plays, Concerts, Museums, etc.)
- Seasonal Posts / Autumn To-Dos
- Lodging Specific Posts
  - Hotels w/ Restaurants Reel
  - Hotels w/ Cal Poly Deals for Parents Weekend
- Boomers' Guide to SLO Reel, Sustainability is Stylish Reel
- Ticket Tuesday
  - Autumn Soiree & Night Owl Pottery Class
- Mountain Biking Trails in SLO, Best Sunset Spots in SLO
- International Women in Small Business Month Feature
- Coffee in SLO Reel, Pasta in SLO Reel
- Spartan Race Promo, Halloween at Farmers' Market
- Gear Up for Holidays in San Luis Obispo

