

SLO TBID - SHARESLO
ORGANIC SOCIAL REPORT

October 2024






Date: 11/13/24

INSTAGRAM

In October, we saw an increase in followers, impressions, and total engagements. Our engagement rate stayed the same as the previous month and remains within the standard of success on this platform. We saw great success in reels this month with top performers being Pasta in SLO, Sunset Spots in SLO, and Boomer Guide to SLO.

TOP POSTS:

 <p>Impressions 49,555</p>	 <p>Impressions 25,525</p>	 <p>Impressions 15,016</p>
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Followers: 35,115 (↑ 1.5%)

Total Net Growth: 551

Total Posts: 300

Total Impressions: 1,105,372 (↑ 24%)
(includes both organic & paid)

Total stories: 156

Total Engagements: 11,741 (↑ 16%)







Engagement Rate: 1.1% (→ 0%)



FACEBOOK

In October, we saw less success with video content than with still photo grid posts. We focus on video on Instagram and mirror to Facebook, which doesn't always perform with the same success for video content. New businesses and itinerary-event based content is among the top performers, which is typical for this platform. We saw slight decreases in impressions and engagements this month, although our engagement rate stayed the same.

TOP POSTS:

 Visit San Luis Obispo Mon 10/21/2024 9:05 am PDT	 Visit San Luis Obispo Wed 10/2/2024 10:30 am PDT	 Visit San Luis Obispo Fri 10/25/2024 9:47 am PDT
New Businesses in SLO, SCORE! 🥳 Let's give them all warm SLO welcome! 🌻🌻 The Mayan Collective...	Music and theater lovers, get ready! San Luis Obispo provides your stage and soundtrack this fall 🎵🎭 Check...	Sustainable is STYLISH 🍷 Before you venture out into San Luis Obispo's rolling hills and open spaces, suit up ...
		
Impressions 2,100	Impressions 1,829	Impressions 1,322

Page Followers: 97,078 (↑ .1%)

Total Net Audience Growth: 128

Total Posts: 19

Total Impressions: 715,584 (↓ 27%)

Total Organic: 34,180 (↓ 49%)

Total Engagements: 898 (↓ 36%)







Engagement Rate: .1% (→ 0%)



TIKTOK

In October, we increased our followers by 27 new users. Our impressions and engagements decreased as we are still testing what performs best for us on this platform. Our engagement rate shot up by 91% which shows that even though fewer people this month saw our posts, the people who did engaged (liked, shared or commented) more than ever. We plan to keep testing out what style content will perform the best.

TOP POSTS:

 visitslo Mon 10/14/2024 12:03 pm PDT	 visitslo Tue 10/8/2024 11:05 am PDT	 visitslo Tue 10/22/2024 9:41 am PDT
Pasta in San Luis Obispo 🍝📍	An Autumn Day in San Luis Obispo 🍂📍	Bakeries in San Luis Obispo, California 🍞📍
		
Impressions 1,035	Impressions 848	Impressions 800

Followers: 1,379 (↑ 1.8%)

Followers Gained: 27

Impressions: 5,128 (↓ 61%)

Engagement: 220 (↓ 25%)

Engagement Rate: 4.3% (↑ 91%)


Video Views: 5,128 (↓ 61%)



LINKEDIN


In October, we shared seasonal content and supported our ARTober program. We saw an increase in followers. We saw a slight decrease in impressions and engagements. Our engagement rate is 8.3% and the industry standard of success on this platform is 3%, so here we see great success. We plan to pivot to sharing mostly business travel-related content as suggested by City staff and see how it performs.

TOP POSTS:


 Visit San Luis Obispo
Fri 10/11/2024 9:54 am PDT

ARTober is happening NOW in San Luis Obispo! Find out more:
<https://lnkd.in/gTSs5Ws3>

SLO highlights National Arts an...




Impressions 62


 Visit San Luis Obispo
Wed 10/16/2024 9:02 am PDT

Pumpkin Picking? Yes, PLEASE! 🍂
<https://lnkd.in/e-aV4wc7>

Looking for fall fun in SLO Coun...

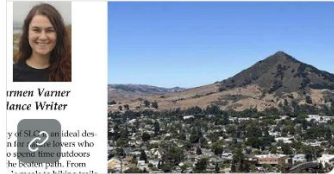


Impressions 51

 Visit San Luis Obispo
Wed 10/23/2024 9:54 am PDT

Dining, Lodging, & What To Do: The Ultimate SLO Stay Itinerary 🍷
https://lnkd.in/g-_bcvW

Extended Weekend Getaways - ...



Impressions 44

Total Audience: 398 (↑ 2.3%)

Total Net Growth: 10

Total Posts: 4

Impressions: 469 (↓ 20%)

Engagements: 39 (↓ 23%)

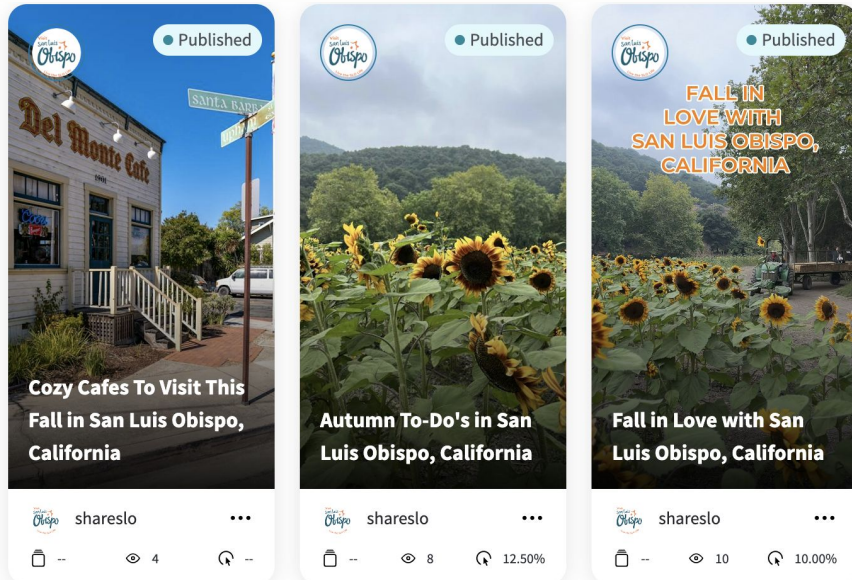
Engagement Rate: 8.3% (↓ 4%)



CA TRAVEL STORIES – CROWDRIFF

In October, we saw the video content that did not perform well last month performed the best this month. We are learning that video may actually be successful, but may take more time to gain traction. We saw an increase in story views, impressions, interaction rate, and completion rate. We also gained @Crowdriff as an Instagram follower which shows we have gotten their attention.

TOP POSTS:



Total Posts: 2

Story Views: 1,012 (↑ 1.7%)

Story Impressions: 1.4k (↑ 40%)

Interaction Rate: 75% (↑ 7.4%)

(Average Rate: 67%)

Completion Rate: 67% (↑ 8%)



(Average Rate: 52%)



PINTEREST

In October, 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. Over the next few weeks we will be testing out new options to improve this platform's success. This month we supported ARTober and a seasonal local event. We saw decreases in activity so we are shifting into more inspirational/idealistic content on this platform to see how it performs.

TOP POSTS:

Pin	Type	Source	↓ Total impressions
 Autumn Soirée: The SLO Way 🎵 🍷	Organic	Your Pins	17
 Art After Dark Finale To End ARTobe...	Organic	Your Pins	8

Total Posts: 2

Impressions: 796 (↓ 51%)

Engagements: 33 (↓ 52%)

Outbound Clicks: 1 (↓ 50%)

Saves: 7 (↓ 50%)

Total Audience: 541 (↓ 49%)

Engaged Audience: 21 (↓ 58%)



WHAT WE WORKED ON THIS MONTH:

- ARTober, Arts & Humanities Focus
 - Art Event Round-Ups, Art After Dark Finale
 - Family Friendly ARTober, 3 Ways to Experience ARTober Reel, Museums in SLO Reel
- Seasonal / Autumn To-Dos
 - Fall Events in SLO, A Fall Day in SLO Reel
- Lodging-Specific Posts
 - Hotels w/ Restaurants Reel
 - Hotels w/ Cal Poly Discounts
- Boomers' Guide to SLO Reel, Sustainability is Stylish Reel
- Ticket Tuesday
 - Autumn Soiree & Night Owl Pottery Class
- Hosted an Influencer (@karinaworldwide)
- International Women in Small Business Month Feature
- Coffee in SLO Reel, Pasta in SLO Reel, Spartan Race



NOVEMBER'S FOCUS:

- Cal Poly Parents Weekend Itinerary
- Influencer Content Roll-Out (@karinaworldwide)
- Sustainability
 - Keys for Trees Video, Sustainable Ways to Explore SLO Reel
- Ticket Tuesdays
 - Ivory Yoga Studio, The Carissa Christmas Parade Reservation
- Lodging Specific Content
 - Business Travel / Meeting Spaces in SLO Reel
- Food / Bev
 - Cozy Cafes in SLO, Fine-Dining in SLO Part 1
- National Take a Hike Day Reel, National Espresso Day Reel
- POV: You're a Dog in SLO Reel
- New Businesses in SLO, Upcoming Local Events
- Maintaining Highlights

