

SLO TBID - SHARESLO  
ORGANIC SOCIAL REPORT

January 2025



Date: 02/12/25


# INSTAGRAM

In January, we saw an increase of almost 600 new followers. We also saw a 324% increase in impressions. Because of this high fluctuation in impressions and a decrease in engagements, the engagement rate dropped. When the impressions even back out the engagement rate will also. Highest performing content was food / bev content for SLO Restaurant Month.

## TOP POSTS:

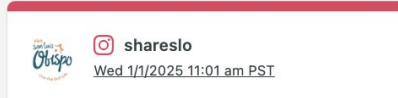
  
shareslo  
Thu 1/2/2025 11:22 am PST

SLO's Fine Dining Bucket List 🍷🍴 PART 2 ✨  
Have you experienced these top-rated spots with amazing service, unforgettable dishes, ...




**FINE-DINING  
BUCKET LIST  
IN SLO**

Impressions 35,086

  
shareslo  
Wed 1/1/2025 11:01 am PST

HAPPY SLO RESTAURANT MONTH! 🍷🍴 All month long (January 1-31), get ready to savor exclusive deals and signature dishes from...



Impressions 16,416

  
shareslo  
Mon 1/27/2025 9:59 am PST

It's the Year of the Snake 🐍 Whether you're craving dim sum, noodles, or something sweet, these local spots are...



Impressions 13,887

Followers: 37,080 (↑ 1.6%)

Total Net Growth: 586

Total Posts: 186

Total Impressions: 1,587,788 (↑ 324%)  
(includes both organic & paid)

Total stories: 167

Total Engagements: 12,313 (↓ 15%)

Engagement Rate: .8 % (↓ 80%)







As of January 1, 2025, Instagram has updated and deprecated several metrics. Minor changes to this report have occurred.



# FACEBOOK

In January, we saw an increase in followers, impressions (both paid & organic), and engagements. Our engagement rate decreased due to our 558% increase in impressions. Remember, engagement rate is measured by engagements per impression. Fine Dining, Kid-Friendly Outdoor To-Dos, and Local Events were top performing on this platform.

## TOP POSTS:

<p> Visit San Luis Obispo Thu 1/2/2025 11:23 am PST</p> <p>SLO's Fine Dining Bucket List 🍷🍴 PART 2 🍷🍴 Have you experienced these top-rated spots with amazing service, unforgettable dishes, ...</p>  <p><u>Impressions</u> 5,720</p>	<p> Visit San Luis Obispo Thu 1/9/2025 8:58 am PST</p> <p>Kid-Friendly Outdoor Adventures in San Luis Obispo 🌳👨👩👧👦 Looking for the perfect family adventure? San Luis Obispo has something f...</p>  <p><u>Impressions</u> 3,818</p>	<p> Visit San Luis Obispo Mon 1/13/2025 10:18 am PST</p> <p>🎨 LOCAL EVENTS IN SLO 🎨 Whether you're into art, music, or live performances, SLO's got you covered! Check out these must-...</p>  <p><u>Impressions</u> 3,503</p>
---	--	---

Page Followers: 97,738 (↑ .5%)

Total Net Audience Growth: 451

Total Posts: 19

Total Impressions: 1,342,019 (↑ 558%)

Total Organic: 107,705 (↑ 142%)

Total Engagements: 2,374 (↑ 174%)


Engagement Rate: .2% (↓ 58%)




# TIKTOK

In January, we saw an increase in followers by 80 new users. We also saw an increase in impressions, engagements, and video views. We are continuing to repurpose our IG reels on this platform at this time, we are still following everything closely for what happens next.


## TOP POSTS:

 **visitslo**  
[Thu 1/9/2025 11:10 am PST](#)


Let's Get Cheesy in San Luis Obispo, California 📍👉




Impressions 3,916

 **visitslo**  
[Fri 1/3/2025 10:18 am PST](#)


Fine Dining Bucket List in San Luis Obispo, California 📍👉



Impressions 1,704

 **visitslo**  
[Tue 1/21/2025 9:54 am PST](#)

Live Music & Libations in San Luis Obispo 🎵  
👉 What's better than this combo? SLO has the perfect balance of good tunes and great...



Impressions 991

Followers: 1,489 (↑ 5.3%)

Followers Gained: 80

Impressions: 20,712 (↑ 154%)

Engagement: 728 (↑ 148%)

Engagement Rate: 3.5% (↓ 2.7%)

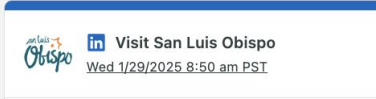

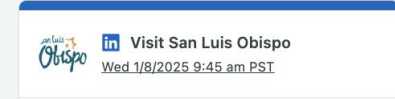

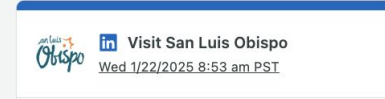

Video Views: 20,712 (↑ 154%)



# LINKEDIN

In January, we saw an increase in audience and impressions which means more users saw our content and decided to follow our page than the previous month. We saw a slight decrease in engagements and engagement rate. We are focusing on business travel-related posts in February, per client suggestion.

## TOP POSTS:

 <p>Shops, Eateries, Wine Tasting, &amp; SO MUCH MORE! 🍷🍷 This is Your One Stop Shop to San Luis Obispo 😊 <a href="https://lnkd.in/gmQVgzX">https://lnkd.in/gmQVgzX</a></p> <p>These 7 Towns in Southern California ...</p>  <p>Impressions 66</p>	 <p>Plan Your February Stay in San Luis Obispo 📌 <a href="https://lnkd.in/gg7Vjuj">https://lnkd.in/gg7Vjuj</a></p> <p>15 Best Places to Travel in February</p>  <p>Impressions 64</p>	 <p>Looking for the perfect spot for a business retreat? San Luis Obispo has it all—top-notch meeting spaces, beautiful venues, luxurious...</p> <p>Choose from Meeting and Event Venue...</p>  <p>Impressions 48</p>
--	---	---

Total Audience: 416 ( ↑ .9%)

Total Net Growth: 4

Total Posts: 4

Impressions: 216 ( ↑ 2.9%)

Engagements: 16 ( ↓ 6%)

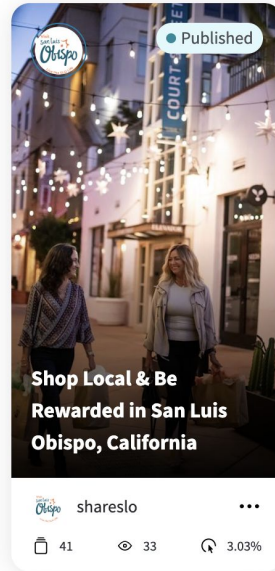
Engagement Rate: 7.4 % ( ↓ 8.6%)



# CA TRAVEL STORIES – CROWDRIFF

In January, we saw an increase in story views, impressions, and interaction rate. This means that we gained way more exposure from Google Search & Google Discovery than in the previous month. Higher interaction rate, means more interactions which direct clicks to our Visitslo.com site. Our completion rate lowered slightly, although still above the industry standard of success.

## TOP POSTS:



Total Posts: 2

Story Views: 35.5k ( ↑ 94%)

Story Impressions: 43.1k ( ↑ 95%)

Interaction Rate: 73.5% ( ↑ 1.7%)

(Average Rate: 67%)

Completion Rate: 55.9% ( ↓ 3%)

(Average Rate: 52%)



# PINTEREST

In January, we saw an increase in impressions and total audience. This means more users discovered our content than in the previous month. We saw a decrease in engagements and saves. We believe this is due to the decrease in inspirational California travel with the L.A. fires.

## TOP POSTS:

Pin	Type	Source	↓ Total impressions
 SLO Restaurant Month is HERE!	Organic	Your Pins	341
 Kid-Friendly Outdoor Adventures in ...	Organic	Your Pins	30

Total Posts: 2

Impressions: 2.07k ( ↑ 25%)

Engagements: 47 ( ↓ 22%)

Outbound Clicks: 1 ( ➡ 0%)

Saves: 14 ( ↓ 33%)

Total Audience: 1.67k ( ↑ 44%)

Engaged Audience: 43 ( ➡ 0%)



# WHAT WE WORKED ON THIS MONTH:

- SLO Restaurant Month (60.6k Views Total)
  - Adam Montiel Collaborative Weekly Interviews/Launch Reel /Closer Reel / Highlight Maintained
  - 2 Ticket Tuesday Participant Gift Card Bundle Giveaways
  - Food Focused Itineraries (Gluten-Free SLO, Fine Dining Bucket List Part 2, Asian Cuisine in SLO)
- Lunar New Year Celebration Farmers' Market
  - Collaboration w/ @downtownslo, @ahlouisstore, @downtownslofarmersmarket (34.9k Views)
- Unpacking SLOCAL Launch (On IG & YouTube)
  - Collaboration w/ @slocal, @highway1roadtrip, @visitatascadero
  - 12.6k Views
- Thrift Stores in SLO, Kid-Friendly Outdoor Adventures, Art After Dark Return
- L.A. Wildfire Resources Re-posting, Supportive Story Graphic
- Halt / decrease posting on multiple platforms during the initial devastation of the L.A. wildfires.





# FEBRUARY'S FOCUS:

- Black History Month
  - Black-Owned Businesses in SLO
- SLO Film Fest Collaborative Giveaway
- New Murals in SLO
  - (SLO Airport, Chorro St. Bridge, Movie Experience Plaza)
- MidWeek Activities Round-Up
  - Trivia, Open Decks, Live Music, etc.
- SLO Awards: TWO Platinum-Level Beacon Spotlight Awards
- Unpacking SLOCAL
- Valentine's Day Things To-Do, Galentine's Things To-Do
- Bikes & Bites, Dog-Friendly Hotels, Ultimate Weekend Guide
- National Pizza Day in SLO, Fine Dining Bucket List Part 3
- 3 Artsy Strolls in SLO, Experience Sustainable SLO at Downtown SLO Farmers' Market

