

SLO TBID - SHARESLO  
ORGANIC SOCIAL REPORT

March 2025






Date: 04/09/25

# INSTAGRAM

In March, we saw an increase across the board on this platform. We gained 584 new followers, our impressions, engagements, and engagement rates all increased. This is due to popular video style and enticing subject matters that draw in the consumer. Our top performing posts were all reels about some of SLO's most beloved stops.

## TOP POSTS:

 <p>Movie Night Under the Stars 🌟🎬 The Sunset Drive-In Movie Theater in San Luis Obispo is the ultimate throwback...</p> <p>Impressions 37,692</p>	 <p>Ready to hit the trails in San Luis Obispo? 🏃 Whether you're just starting out or looking for a challenge, SLO's...</p> <p>Impressions 30,449</p>	 <p>In SLO, They're Called Sandos 🥪 Heading to the beach, grabbing lunch with a pal, or just craving a classic...</p> <p>Impressions 18,745</p>
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Followers: 37,921 (↑ 1.6%)

Total Net Growth: 584

Total Posts: 225

Total Impressions: 1,505,062 (↑ .1%)  
(includes both organic & paid)

Total stories: 203

Total Engagements: 12,050 (↑ 23%)







Engagement Rate: .8% (↑ 33%)



# FACEBOOK

In March, we saw an increase in followers by 213 new users. We saw an increase in organic impressions by 95% and an engagement rate increase by 100%. Our top performing content was all video content including the top performer being about Cozy Lodging Properties in SLO!

## TOP POSTS:

 <b>Visit San Luis Obispo</b> Wed 3/12/2025 12:47 pm PDT	 <b>Visit San Luis Obispo</b> Fri 3/21/2025 12:25 pm PDT	 <b>Visit San Luis Obispo</b> Fri 3/28/2025 10:20 am PDT
🏠 Staying Cozy 🏠 Although there's 315 days of sunshine in San Luis Obispo, there will still be days when...	SLO's Must-Visit Hubs 📍 Spend your afternoon shopping, eating, and exploring! Grab your pals and hit up...	Movie Night Under the Stars 🎬📺 The Sunset Drive-In Movie Theater in San Luis Obispo is the ultimate throwback...
		
<u>Impressions</u> 18,185	<u>Impressions</u> 17,463	<u>Impressions</u> 13,509

Page Followers: 97,911 ( ↑ .1%)

Total Net Audience Growth: 213

Total Posts: 22

Total Impressions: 1,273,559 ( ↓ 8%)

Total Organic: 108,455 ( ↑ 95%)

Total Engagements: 2,086 ( ↓ 12%)







Engagement Rate: .2% ( ↑ 100%)



# TIKTOK

In March, we saw an increase in followers, impressions, engagement, and video views. Our engagement rate stayed the same. We are following closely the news on this app this week. Possible outcomes: the ban will fall back into place, the app will be bought, or the ban date may be extended.

## TOP POSTS:

 <b>visitslo</b> Mon 3/17/2025 10:31 am PDT	 <b>visitslo</b> Mon 3/31/2025 9:47 am PDT	 <b>visitslo</b> Tue 3/11/2025 9:47 am PDT
Shabang 2025! 🌟 Get ready for California's premier music & arts festival on May 2nd & 3rd at Dairy...	Movie Night Under the Stars 🌟🎬 The Sunset Drive-In Movie Theater in San Luis Obispo is the ultimate throwback...	Happy Hour in San Luis Obispo, California 📍🍷
		
Impressions 1,243	Impressions 1,241	Impressions 1,203

Followers: 1,684 (↑ 3%)

Followers Gained: 63

Impressions: 21,491 (↑ 17%)

Engagement: 627 (↑ 18%)

Engagement Rate: 2.9% (➡ 0%)







Video Views: 21,491 (↑ 17%)



# LINKEDIN

In March, we saw increases across the board on this platform. We grew by 11 new followers and a 13% increase in impressions. Our engagements and engagement rate both increased by 25% and 9.6%, respectively. The top content was SLO Airport and Pet Friendly Hotels. We plan to pivot to travel and lodging-specific content to continue the momentum.

## TOP POSTS:

 <b>Visit San Luis Obispo</b> Wed 3/12/2025 9:59 am PDT	 <b>Visit San Luis Obispo</b> Fri 3/14/2025 10:13 am PDT	 <b>Visit San Luis Obispo</b> Wed 3/19/2025 10:20 am PDT
<p>Hop Off Your Flight &amp; Taste The Central Coast Right When You Arrive 🌊🍷 <a href="https://lnkd.in/gppum7Pg">https://lnkd.in/gppum7Pg</a></p>	<p>Who Said You Have To Leave Your Furry Friend at Home? 🐾 Whether you're traveling for business or...</p>	<p>#2 Includes Our SLO Motto 🍷 <a href="https://lnkd.in/eUqSQvXz">https://lnkd.in/eUqSQvXz</a></p>
<p>Taking Flight: Small Airports Wit...</p>  <p>Impressions 152</p>	<p>Pet Friendly Hotels In San Luis ...</p>  <p>Impressions 76</p>	<p>6 reasons this California town is...</p>  <p>Impressions 59</p>

Total Audience: 441 (↑ 2.5%)

Total Net Growth: 11

Total Posts: 4

Impressions: 380 (↑ 13%)

Engagements: 30 (↑ 25%)

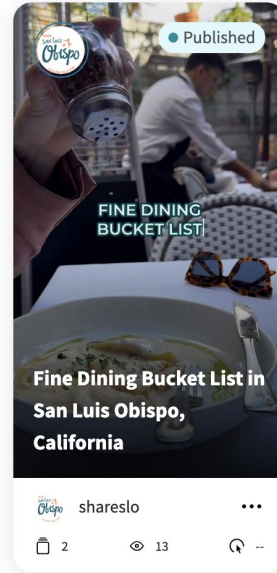
Engagement Rate: 7.89% (↑ 9.6%)



# CA TRAVEL STORIES - CROWDRIFF

In March, we saw an increase in story views and story impressions. We saw a slight decrease in interaction rate and completion rate, although we still stay above the industry standard of success.

## TOP POSTS:



Total Posts: 2

Story Views: 763 (↑ 7.9%)

Story Impressions: 661 (↑ 7.4%)

Interaction Rate: 73.3% (↓ .5%)

(Average Rate: 67%)

Completion Rate: 60.7% (↓ 8.6%)



(Average Rate: 52%)



# PINTEREST

In March, we saw an increase in impressions, engagements, saves, total audience, and engaged audience. We saw a slight decrease in outbound clicks from 4 to 3, but otherwise a highly successful month.

## TOP POSTS:

Pin	Type	Source	↓ Total impressions
 Family-Friendly To-Do's in San Luis ...	Organic	Your Pins	13
 4 Spots for Book Lovers in San Luis ...	Organic	Your Pins	1

**Total Posts:** 2

**Impressions:** 1.44k (↑ 5%)

**Engagements:** 47 (↑ 34%)

**Outbound Clicks:** 3 (↓ 25%)

**Saves:** 12 (↑ 33%)

**Total Audience:** 1.15k (↑ 5%)

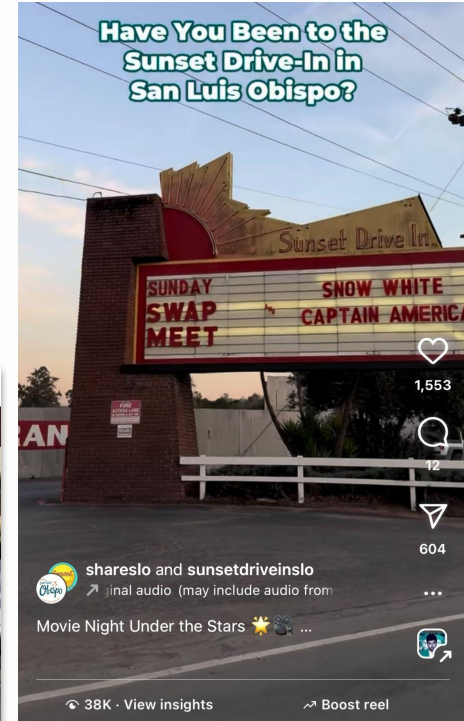
**Engaged Audience:** 39 (↑ 56%)





# WHAT WE WORKED ON THIS MONTH:

- Women's History Month / Women in SLO Community
  - At Her Table City Events Collab
- Spring Season / Outdoor Content
  - Hiking Levels Reel (30.4k Views)
  - Spring To-Dos Reel (10.4k Views), Ntnl Day of Unplugging (10.8k Views)
- 1 Accepted Collaborations (*No Longer Included in our Analytic Overview*)
  - The Best Coastal Poppy Hike **(40.9k Views, 23.7k Accounts Reached)**
- 5 Invited Collaborations
  - @athertable, @calpolyarts, @rose\_the\_slo\_way, @thehotelslo, @sunsetdrivein
- Sunset Drive-In Reel (38k Views), Sandos in SLO (18.7k Views), 4 Gathering Spots Reel (15.7k Views), Happy Hours in SLO (17.1k Views)
- Family-Friendly Itinerary, 4 Spots for Book Lovers, Patio Season, Walk Through SLO History, Cozy Stays in SLO, SLO Green Facts (Sustainability)
- Keep Highlights Refreshed and Up To Date w/ Currents Events





## APRIL'S FOCUS:

- MidWeekend Vacation Capital of the World
  - Wednesdays in SLO, Monday Cravings in SLO
- SLO Film Fest
- Dog-influencer Fam Content Roll Out (collab, tags)
- Outdoor Content
  - Reservoir Canyon Reel, Ntnl Garden Month
  - Earth Day, Open Farm Days Giveaway
  - Keys for Trees
- Cal Poly Open House / Experience SLO Reel
- Shabang Feature, SLO Fine Dining Part 4 Reel
- Upcoming Events, New Businesses
- Spring & Charcuterie, Bachelor Party in SLO
- Sip 'n' Saunter Giveaway w/ @downtownslo
- Art After Dark, SLOMA Feature

