

SLO TBID - SHARESLO
ORGANIC SOCIAL REPORT

April 2025






Date: 05/14/25

INSTAGRAM

In April, we saw an increase in followers, engagements, and engagement rate which means new and existing followers are liking, commenting, sending, and sharing our content. Our top performing posts were Bachelor Party in SLO Reel, Earth Day in SLO Reel, and SLO Sightings in Movies carousel.

TOP POSTS:

 <p>shareslo Fri 4/11/2025 8:47 am PDT</p> <p>Bachelor Party in San Luis Obispo 🎉 👉 Create happy memories with your crew doing all the things you...</p> <p>Views 18,216</p>	 <p>shareslo Mon 4/21/2025 11:55 am PDT</p> <p>Shoutout to Earth – You Keep Us Grounded 🌍🌱 Earth Day is tomorrow (& every day) in San Lui...</p> <p>Views 17,272</p>	 <p>shareslo Wed 4/16/2025 8:43 am PDT</p> <p>SLO ON THE BIG SCREEN 🎬 Did you know San Luis Obispo County has been home to many TV and...</p> <p>Views 16,235</p>
--	---	---

Followers: 38,388 (↑1.2%)

Total Net Growth: 467

Total Posts: 250

Total Impressions: 1,013,204 (↓36%)
(includes both organic & paid)

Total stories: 230

Total Engagements: 13,467 (↑11%)







Engagement Rate: 1.3% (↑74%)



FACEBOOK

In April, we saw an increase in followers, total organic impressions, engagements and engagement rate. Our top performing posts were all video with topics like Reservoir Canyon Waterfall, Dog To-Dos in SLO, and Shabang Music Festival.

TOP POSTS:

 Visit San Luis Obispo Thu 4/3/2025 9:13 am PDT	 Visit San Luis Obispo Wed 4/2/2025 10:59 am PDT	 Visit San Luis Obispo Thu 4/17/2025 10:28 am PDT
Have You Seen the Waterfall in San Luis Obispo? 🌊 Reservoir Canyon is home to SLO County's largest...	Dogs 🐾 San Luis Obispo San Luis Obispo is pawsitively the perfect place for your furry friends!...	Shabang 2025 is Almost HERE! 🌟 Get ready for the Central Coast's premier music & arts festival on M...
		
Impressions 13,187	Impressions 8,843	Impressions 8,565

Page Followers: 98,214 (↑ .4%)

Total Net Audience Growth: 387

Total Posts: 18

Total Impressions: 1,157,211 (↓ 9%)

Total Organic: 172,097 (↑ 51%)

Total Engagements: 3,552 (↑ 70%)







Engagement Rate: .3% (↑ 87%)



TIKTOK

In April, we saw slightly decreased analytics, although we have seen steady increases across the board over the last few months so this is expected and not worrisome. The Tiktok ban deadline is being extended, we are staying in the know about how to proceed.

TOP POSTS:

 visitslo Mon 4/7/2025 12:44 pm PDT	 visitslo Mon 4/14/2025 10:51 am PDT	 visitslo Mon 4/21/2025 1:58 pm PDT
Have You Seen the Waterfall in San Luis Obispo, California? 🤔 Reservoir Canyon is home to SLO...	Bachelor Party in San Luis Obispo, California 🥳🥳	Fine Dining Bucket List in San Luis Obispo, California 🍷🔥
		
Impressions 2,254	Impressions 969	Impressions 625

Followers: 1,735 (↑ 3%)

Followers Gained: 51

Impressions: 20,812 (↓ 3.2%)

Engagement: 485 (↓ 23%)

Engagement Rate: 2.3% (↓ 20%)







Video Views: 20,812 (↓ 3.2%)



LINKEDIN

In April, we saw an increase in our audience, impressions, engagements, and engagement rate. Top performing content was our MidWeek Vacation Capital of the World announcement, BBQ for Summer, and a One-Stop Guide to SLO!

TOP POSTS:

 in Visit San Luis Obispo <small>Wed 4/16/2025 10:50 am PDT</small>	 in Visit San Luis Obispo <small>Wed 4/23/2025 11:31 am PDT</small>	 in Visit San Luis Obispo <small>Mon 4/28/2025 7:05 am PDT</small>
It's Been Declared! 🎉 https://lnkd.in/gQ2vcytB	BBQ is Calling our Name! Just in Time for Summer 🍷🍖 https://lnkd.in/gfmMaYJP	One-Stop Guide for All Things San Luis Obispo For Your Next Stay 🍷 https://lnkd.in/gP-pjsHn
San Luis Obispo, CA Official... 	Best BBQ in California: Hidde... 	San Luis Obispo Visit Califo... 
Impressions 120	Impressions 92	Impressions 83

Total Audience: 454 (↑ 3%)

Total Net Growth: 13

Total Posts: 4

Impressions: 476 (↑ 25.3%)

Engagements: 38 (↑ 27%)

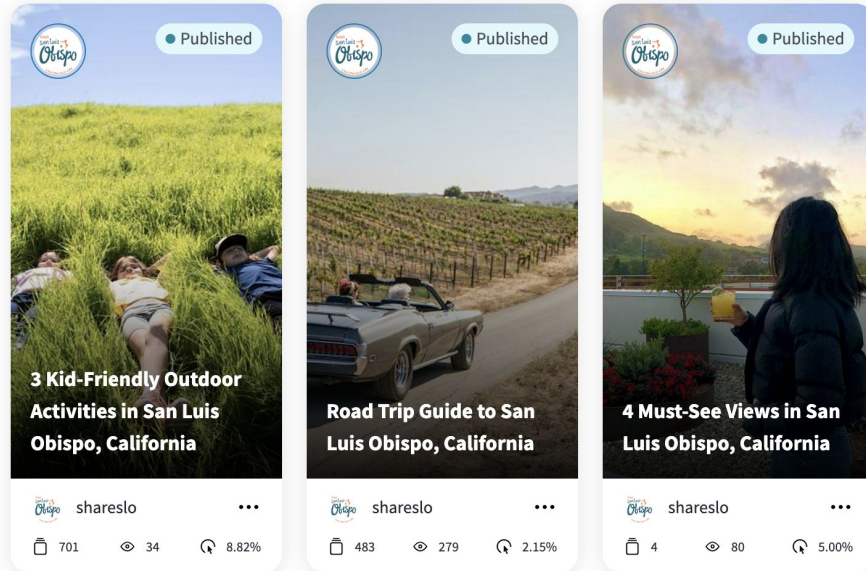
Engagement Rate: 7.98% (↑ 1.1%)



CA TRAVEL STORIES – CROWDRIFF

In April, we saw an increase in story views, interaction rate, and completion rate. Our top performing posts were Kid-Friendly Outdoor Activities, Road Trip Guide to SLO, and 4 Must-See Views in SLO!

TOP POSTS:



Total Posts: 2

Story Views: 941 (↑ 27%)

Story Impressions: 574 (↓ 13%)

Interaction Rate: 77.3% (↑ 5.5%)

(Average Rate: 67%)

Completion Rate: 68% (↑ 12.4%)

(Average Rate: 52%)



PINTEREST

In April, we saw an increase in impressions, engagements, saves, total audience, and engaged audience. Our top performing posts were about the SLO Film Fest and our MidWeek Vacation Capital of the World Declaration for MidWeek travel.

TOP POSTS:

Pin	Type	Source	↓ Total impressions
 San Luis Obispo International Film F...	Organic	Your Pins	6
 San Luis Obispo: MidWeek Vacation...	Organic	Your Pins	5

Total Posts: 2

Impressions: 1.68k (↑ 18%)

Engagements: 62 (↑ 34%)

Outbound Clicks: 1 (↓ 66%)

Saves: 22 (↑ 83%)

Total Audience: 1.27k (↑ 11%)

Engaged Audience: 48 (↑ 23%)



WHAT WE WORKED ON THIS MONTH:

- Local Events
 - SLO Film Fest, Sip 'n' Saunter, Art After Dark
- MidWeek Vacation Capital of the World Declaration
 - 13.5k Views, 9.4k Accounts Reached
- 2 Accepted Collaborations (*No Longer Included in our Analytic Overview*)
 - SLOCAL (**12.2k Views, 374 Interactions**)
 - Collab w/ Influencer (@zznelsonzz) (**11.5k Views, 680 Interactions**)
- 7 Invited Collaborations
 - @slocounty_arts, @farmstaded, @downtownslo, @slofilmfest, etc.
- Earth Day in SLO (17.2k Views), Shabang in SLO (13.5k Views), Bachelor Party in SLO (18.2k Views)
- SLO Life Coach Shoot / Content Collection / Real-Time Stories
- SLO Film Fest Attendance for Content Collection
- SLO Film Fest SLO Sightings Post (16.2k Views, 702 Interactions)
- Keep Highlights Refreshed and Up To Date w/ Currents Events



MAY'S FOCUS:

- Sustainability Influencer Fam Content Roll-Out
- MidWeek Travel
 - MidWeek Reset / Mental Health Awareness Month
 - Tuesday To-Dos
- Accessible Trails in SLO, Museums in SLO
- Mother's Day To-Dos, Memorial Day Travel / Long Weekend
- Ticket Tuesday
 - Blues Baseball, Cal Poly Baseball, The Fremont Theatre
- Food & Bev
 - SLO Fine Dining Bucket List, Breakfast Burritos in SLO
- Stay & Play: Kid-Friendly Lodging
- SLO Sustainable Wine Tour
- BBQ at Farmers' Market
- PRIDE Event Roll-Out

