

# SLO TBID - SHARESLO ORGANIC SOCIAL REPORT

May 2025








Date: 06/11/25

# INSTAGRAM

In May, we saw an increase in followers by 306 new users. We saw a decrease in impressions, engagements, and engagement rate due to the high fluctuation in partnerships we did this month. See "What We Worked on This Month" slide for those analytics. Moving into the new fiscal year we will have a new strategy and representation of the data.

## TOP POSTS:

 <p><b>NEW EATERIES IN SLO</b></p>	  	
<p><b>shareslo</b> Mon 5/19/2025 9:56 am PDT</p> <p>CHECK 'EM OUT! 🍌👀 New eateries in San Luis Obispo at SLO Ranch Farms &amp; Marketplace, fresh off the press! Have y...</p> <p><b>Views</b> 14,959</p>	<p><b>shareslo</b> Mon 5/26/2025 8:44 am PDT</p> <p>Get ready to shine with SLO PRIDE 2025! 🌈🌈 Join us in San Luis Obispo for a joyful weekend of love, music, and...</p> <p><b>Views</b> 13,857</p>	<p><b>shareslo</b> Thu 5/29/2025 11:36 am PDT</p> <p>SLO's Fine Dining Bucket List 🍷🌟PART 4🌟 Ready to take your taste buds on a delicious journey? These local gems are...</p> <p><b>Views</b> 10,558</p>

Followers: 38,683 (↑8%)

Total Net Growth: 309

Total Posts: 182

Total Impressions: 646,123 (↓36%)  
(includes both organic & paid)

Total stories: 163

Total Engagements: 7,216 (↓46%)


Engagement Rate: 1.1% (↓15.7%)




# FACEBOOK

In May, we saw an increase in followers, impressions, and engagements. Our most successful posts were Pride Events in SLO, BBQ at downtown SLO Farmers' Market, and Biking the new Chorro Street Bike Path.


## TOP POSTS:

 Visit San Luis Obispo  
Mon 5/26/2025 8:43 am PDT


Get ready to shine with SLO PRIDE 2025!  
☀️🌈 Join us in San Luis Obispo for a joyful weekend of love, music, and...




Impressions 10,667

 Visit San Luis Obispo  
Thu 5/22/2025 11:33 am PDT


Follow your noses to the heart of San Luis Obispo ❤️👃 Because nothing hits quite like the BBQ at Downtown SLO Farmers'...



Impressions 7,595

 Visit San Luis Obispo  
Thu 5/1/2025 11:58 am PDT

Foothill Neighborhood 🚲📍 Downtown SLO It's National Bike Month! Bike with us from the Foothill Neighborhood to...



Impressions 7,571

Page Followers: 98,506 (↑ .4%)

Total Net Audience Growth: 353

Total Posts: 17

Total Impressions: 1,423,749 (↑ 23%)

Total Organic: 151,0978 (↓ 12%)

Total Engagements: 4,503 (↑ 31%)

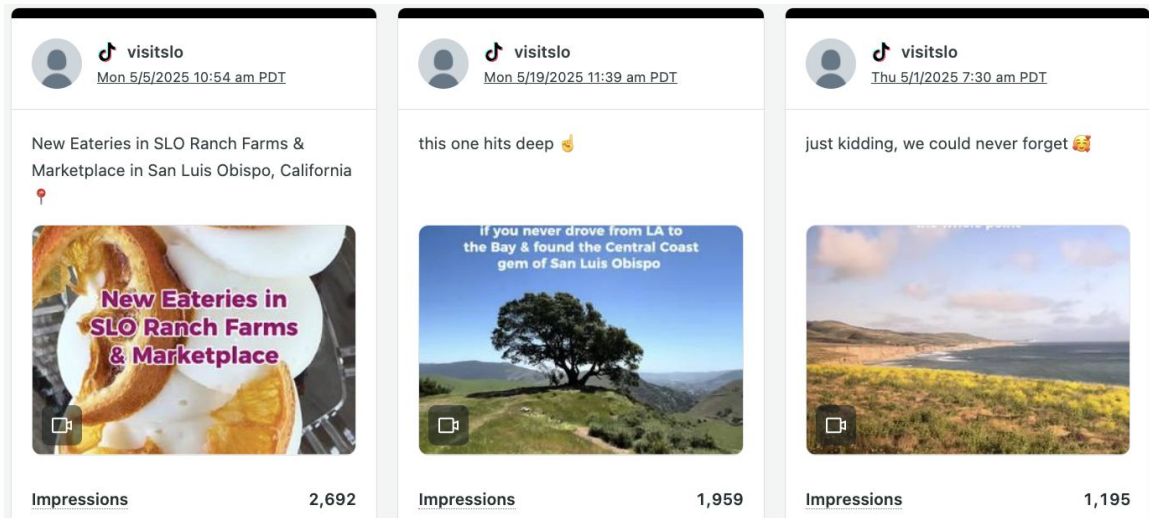
Engagement Rate: .3% (➡ 0%)



# TIKTOK

In May, we saw an increase in followers, engagements, and engagement rate. Our impressions slightly decreased by about 3%, although we are happy with this number since we are just repurposing instagram reels to this platform.

## TOP POSTS:



Followers: 1,786 (↑ 3%)

Followers Gained: 51

Impressions: 20,156 (↓ 3.2%)

Engagement: 601 (↑ 24%)

Engagement Rate: 3% (↑ 8%)


Video Views: 20,156 (↓ 3.2%)



# LINKEDIN


In May, we saw an increase in total audience with 12 new users. We saw an increase in impressions, engagements, and engagement rate. Our top performing content were featuring Amtrak travel to SLO, the Vinyl Trail in SLO, and Summer Season Unique Experiences in SLO.

## TOP POSTS:


 Visit San Luis Obispo  
Wed 5/21/2025 9:19 am PDT

PLEASE tell us you've taken this trip before 📌 <https://lnkd.in/dHtbMn3H>

10 essential stops on the Amtrak P...




Impressions 81


 Visit San Luis Obispo  
Fri 5/23/2025 10:32 am PDT

Music Lovers Unite! This is a MUST in San Luis Obispo, California 🎵 [https://lnkd.in/gR\\_c5fBZ](https://lnkd.in/gR_c5fBZ)

Explore San Luis Obispo, from the '...




Impressions 79

 Visit San Luis Obispo  
Tue 5/27/2025 9:17 am PDT

Summer is Upon Us! Plan Your SLO Summer Stay Today with These Unique California Experiences ☺️ 📌 ...

16 Underrated Summer Travel Des...



Impressions 74

Total Audience: 465 (↑ 2.4%)

Total Net Growth: 12

Total Posts: 4

Impressions: 478 (↑ .4%)

Engagements: 50 (↑ 32%)

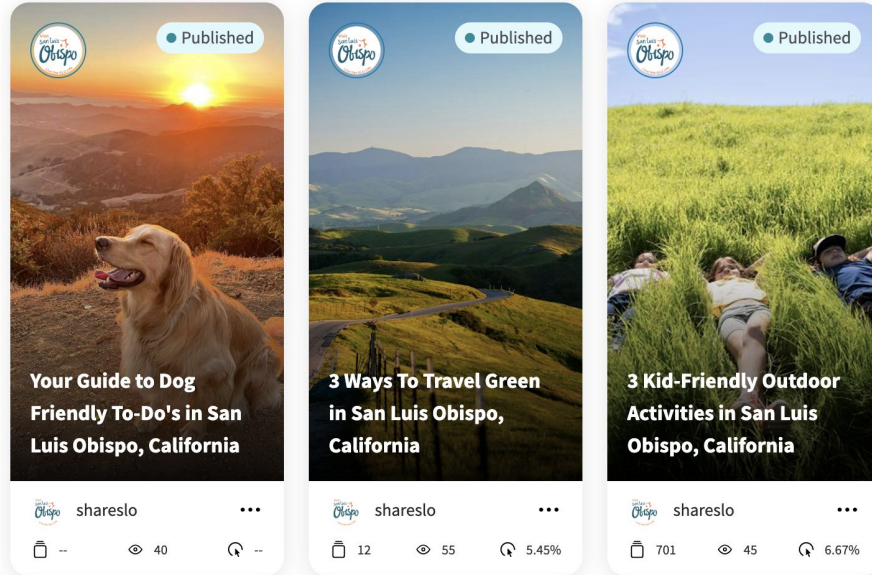
Engagement Rate: 10.5% (↑ 31%)



# CA TRAVEL STORIES – CROWDRIFF

In May, we saw a decrease in story views, impressions, interaction rate, and completion rate. We did get a feature on their New in Network page for our Travel Green Story. Ahead of the new fiscal year, we are not continuing with Crowdriff.

## TOP POSTS:



Total Posts: 2

Story Views: 740 (↓ 21%)

Story Impressions: 481 (↓ 16%)

Interaction Rate: 71.9% (↓ 6.7%)

(Average Rate: 67%)

Completion Rate: 60.5% (↓ 10%)



(Average Rate: 52%)



# PINTEREST

In May, we saw an increase in impressions, engagements, saves, total audience, and engaged audience. Our top performing posts were about Pride in SLO and Tuesdays in SLO with a MidWeekend Vacation Capital of the World call out.

## TOP POSTS:

Pin	Type	Source	↓ Total impressions
 PRIDE in San Luis Obispo, California	Organic	Your Pins	6
 Tuesdays in San Luis Obispo, Califor...	Organic	Your Pins	2

Total Posts: 2

Impressions: 2.01k ( ↑ 19%)

Engagements: 89 ( ↑ 33%)

Outbound Clicks: 0 ( ↓ 100%)

Saves: 23 ( ↑ 4%)

Total Audience: 1.32k ( ↑ 5%)

Engaged Audience: 70 ( ↑ 42%)





# WHAT WE WORKED ON THIS MONTH:

- Sustainability Influencer Fam Content Roll-Out (*No Longer Included in our Analytic Overview*)

-7 Accepted Collaborative Posts (@kindtraveler, @pacificsurfiliner, @kirstenalana, @acteevism, @suzie\_hicks\_climate\_chick, etc.)

**-69.4k Views, 2.8k Interactions**

- 2 Other Accepted Collaborations w/ @SLOCAL (@thehotelslo, @theredoesnotexist)

**-20.4k Views, 71 Interactions**

- 3 Giveaways (Blues' Baseball, Cal Poly Baseball, The Fremont Theatre)

-New Eateries in SLO Reel (21.7k Views), National Bike Month Reel (14.1k Views), BBQ at Farmers' Market Reel (16.4k Views), Fine Dining Bucket List (11.9k Views)

-2.7k Views on New Eateries Tiktok (usually get about 1k views)

-Tuesdays in SLO (MidWeekend Shout-Out), MidWeekend Self-Care in SLO

-Accessible Trails in SLO, Pride Events in SLO, Kid-Friendly Lodging in SLO Reel

-Attended Mini Marketing Retreat w/ Team





# JUNE'S FOCUS:

- SLO Life Coach Roll-Out
  - SLO Life Coach Intro Reel
  - SLO Life Tips Roll-Out
- Seasonal Features
  - Pride Month (LGBTQ+ Owned Businesses)
  - Father's Day To-Dos in SLO
  - Summer in SLO (First Day of Summer, Lodging w/ Pools in SLO)
- Giveaways w/ @californiamidstatefair, @kismetfitness
- Food/Bev Features
  - Coffee in SLO, Sweet Treat in SLO, Breakfast Burritos in SLO
- Sunset Chasers Guide to SLO, 3 Unique Experiences in SLO
- New Business in SLO, Upcoming Events in SLO



**THANK YOU!**

