

SLO TBID - SHARESLO

ORGANIC SOCIAL REPORT

June 2025

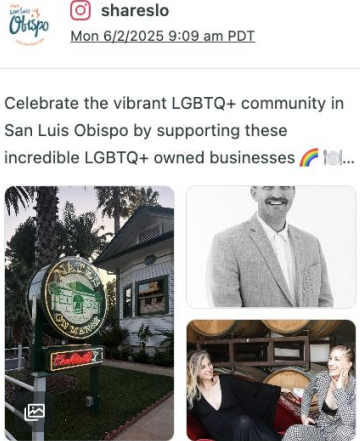




Date: 07/09/25

INSTAGRAM

In June, we saw an increase in followers, engagements, and engagement rate. We did see a slight decrease in impressions, but are happy with the increase in engagements because this means users are sharing, sending, and saving our content more. We are also happy to see that two of our top performing posts were trends that we hopped on in a timely manner. Included at the bottom is a disclaimer from Meta that may affect our analytics.

TOP POSTS:

 <p>Views 21,569</p>	 <p>Views 18,311</p>	 <p>Views 16,961</p>
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Followers: 39,074 (↑1%)

Total Net Growth: 391

Total Posts: 209

Total Impressions: 501,038 (↓ 22.5%)
(includes both organic & paid)

Total stories: 188

Total Engagements: 10,267 (↑42%)

Engagement Rate: 2% (↑83.5%)



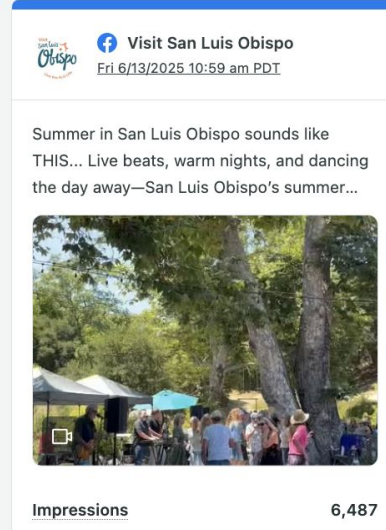
⚠ Meta has recently resolved a technical issue that affected historical follower counts for some Global Pages. While current data is now accurate, follower counts prior to June 14, 2025 may be inaccurate and unfortunately can't be corrected retroactively.



FACEBOOK

In June, we saw a increase in page followers. We are happy to see that the “trending” posts for Instagram were also top performers on Facebook. We saw a slight decrease in impressions and engagements this month, while keeping the same engagement rate.

TOP POSTS:

 <p>Impressions 23,558</p>	 <p>Impressions 13,817</p>	 <p>Impressions 6,487</p>
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Page Followers: 98,656 (⬆️ .2%)

Total Net Audience Growth: 193

Total Posts: 15

Total Impressions: 921,515 (⬆️ 35%)

Total Organic: 99,559 (⬆️ 34%)

Total Engagements: 3,015 (⬆️ 33%)

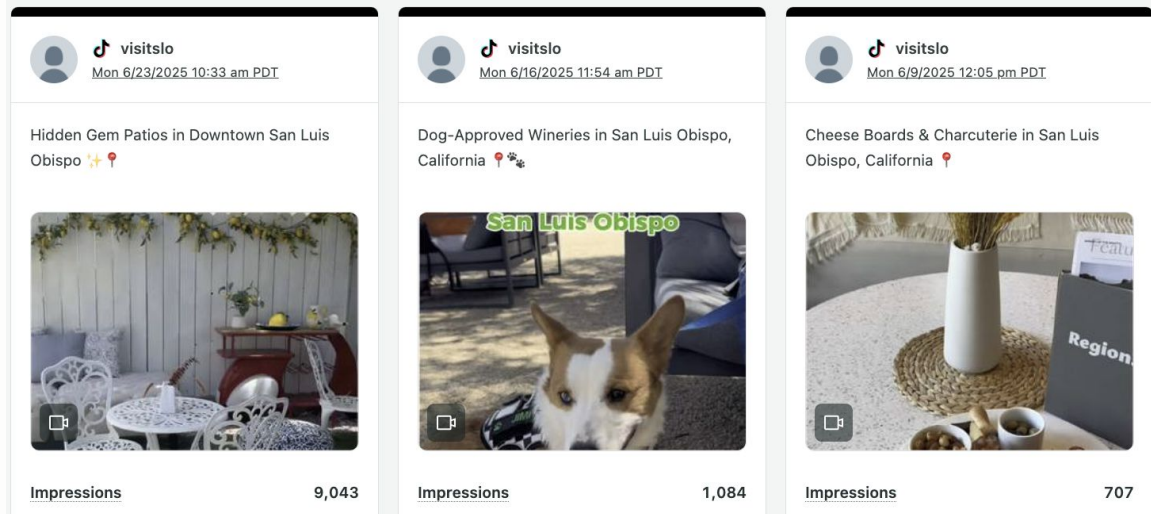
Engagement Rate: .3% (➡️ 0%)



TIKTOK

In June, we saw an increase in followers by 127 new users. We saw an increase in impressions, engagements, and engagement rate. We are happy to have gotten almost 10k Views on one of our Tiktoks this month.

TOP POSTS:



Followers: 1,909 (↑7%)

Followers Gained: 127

Impressions: 22,493 (↑14%)

Engagement: 853 (↑45%)







Engagement Rate: 3.8% (↑27%)



LINKEDIN

In June, we saw an increase in audience by 9 new users. We saw a decrease in impressions, engagements, and engagement rate. We will be shifting from itinerary- and food-based content to see if this improves our analytics next month.

TOP POSTS:

 Visit San Luis Obispo Wed 6/18/2025 9:16 am PDT	 Visit San Luis Obispo Fri 6/20/2025 10:43 am PDT	 Visit San Luis Obispo Fri 6/27/2025 10:22 am PDT
Can You Guess Which SLO Spot is Listed? 🕵️ https://lnkd.in/guu4PuP6	Business Travelers.....You Deserve a Steak! 🥩 Here's where to grab one of California's finest, right here in San Luis Obispo! 😊...	Can You Believe All This Excitement Fits in Just 4 Days? 🌊 https://lnkd.in/gfDzHZKr
		
Impressions 86	Impressions 75	Impressions 39

Total Audience: 474 (↑ 1.9%)

Total Net Growth: 9

Total Posts: 4

Impressions: 396 (↓ 17%)

Engagements: 23 (↓ 54%)

Engagement Rate: 5.8% (↓ 44%)



CA TRAVEL STORIES – CROWDRIFF

In June, we deactivated our Crowdriff account so we were unable to report on June after losing access. We have reached out to the Support Team for analytics and they provided us a screenshot of the following analytics, but do not have photos to share of the posts.

Total Posts: 2

Story Views: 30 (↓ 95%)

Interaction Rate: 83.3% (↑ 17.2%)



Completion Rate: 62.1% (↑ 3.8%)



PINTEREST

In June, we saw decreases in our analytics due to the leveling out after increases last month. We experimented with less polished content and will be adjusting our strategy as follows next month.

TOP POSTS:

Pin	Type	Source	↓ Total impressions
 Coffee Shops in San Luis Obispo, C...	Organic	Your Pins	4
 Sunset-Chasers Guide to San Lui...	Organic	Your Pins	3

Total Posts: 2

Impressions: 1.61k (↓ 17%)

Engagements: 68 (↓ 20%)

Outbound Clicks: 0 (➡ 0%)

Saves: 231 (↓ 8.7%)

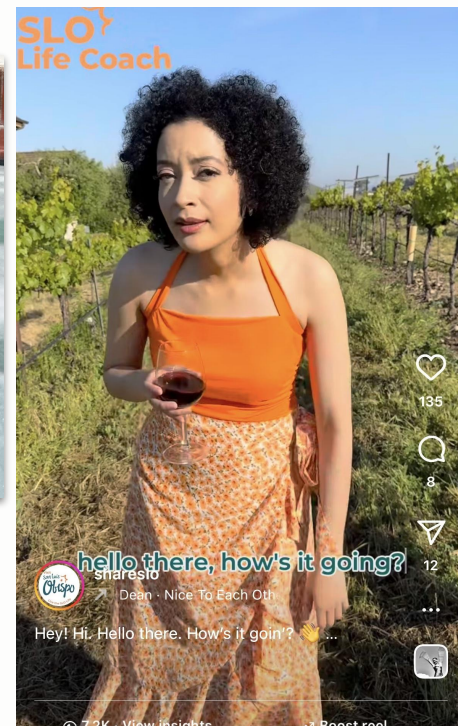
Total Audience: 1.05k (↓ 21%)

Engaged Audience: 52 (↓ 27%)



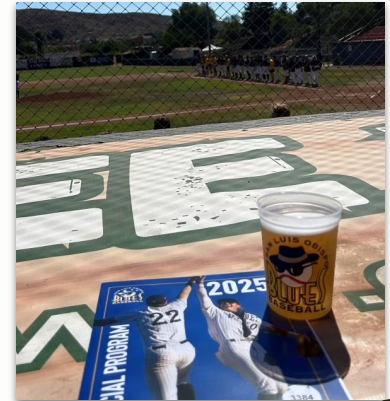
WHAT WE WORKED ON THIS MONTH:

- Launch SLO Life Coach Reel
 - 7.2k Views, 155 Interactions
- 2 Accepted Collaborative Posts (@slocal, @travelpaso, @pismobeachca)
 - 32.9k Views, 1.2k Interactions**
- 1 Sent Collaboration w/ @kismetfitness (Ticket Tuesday Giveaway)
- Sunset Chasers Guide to SLO (New Carousel Format Launch)
 - 15.6k Views, 641 Interactions)
- Almost 10k Views on Hidden Gem Patio Tiktok (usually about 2k Views)
- LGBTQ+ Owned Businesses in SLO / Pride in SLO
 - 21.5k Views, 1.3k Interactions
- Summer Season / Seasonal Content
 - Summer in SLO, Mid-State Fair Giveaway, Sweet Treats in SLO, Live Music This Summer in SLO, Hotels w/ Pools in SLO
- Executed Three Trends / Two Were Top Performing Posts for June
- Working w/ Team & AmTrak for a Collaborative Giveaway



JULY'S FOCUS:

- SLO Summer Series
 - Foodie Guide, Outdoor Adventures, Sustainable To-Dos, Artsy To-Dos
- Get Your 10k Steps in SLO
- Hotels w/ Bike Rentals in SLO
- 4 Giveaways (Circus Vargas, Renaissance Fest, Festival Mozaic Summer Concert, Blues Baseball)
- SLO Businesses That Started at Cal Poly Reel
- Upcoming Local Events, New Businesses in SLO
- 2 Flexible Posts for Relevant Trends
- 3 Unique Experiences in SLO Reel
- Happy Hours in SLO / Ntnl Tequila Day
- Crafty MidWeekend Itinerary
- SLO Life Tip #1 Carousel



THANK YOU!

