

SLO TBID - SHARESLO
ORGANIC SOCIAL REPORT

July 2025

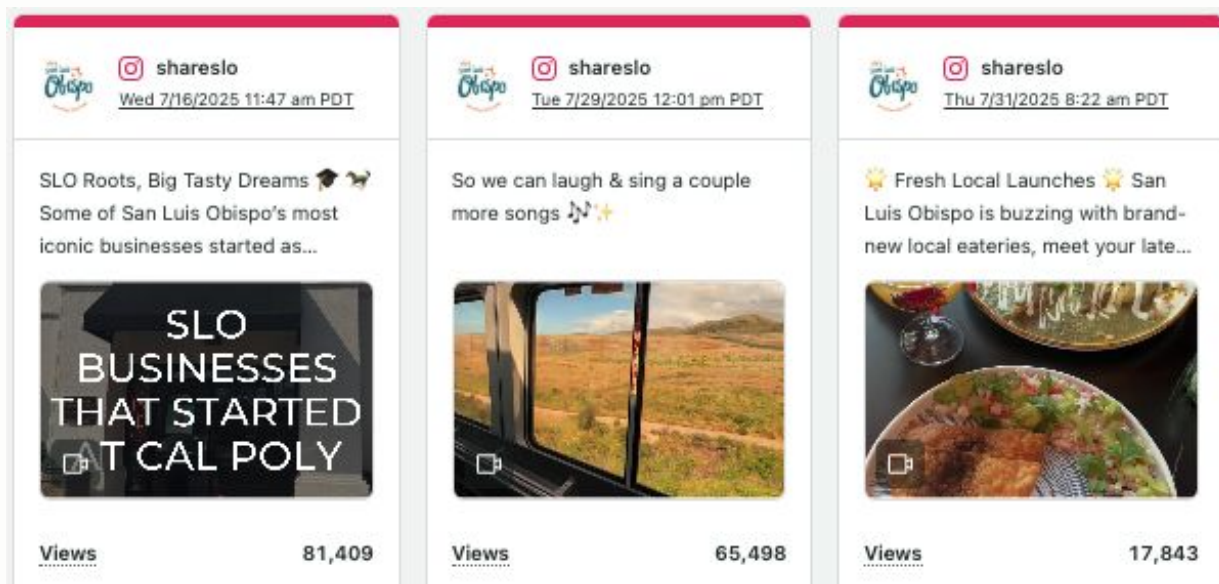


Date: 08/19/25

INSTAGRAM

In July, we saw an increase in followers, engagements, and engagement rate. We saw a slight decrease in views, although we saw great success in our top posts for the month with continuous growing “viral” view counts. There is a disclaimer from Meta at the bottom of this page for your consideration.

TOP POSTS:



Followers: 39,517 (↑1.1%)

Total Net Growth: 466

Total Posts: 251

Total Views: 428,882 (↓14%)

Total stories: 231

Total Engagements: 11,834 (↑14%)

Engagement Rate: 2.8% (↑33%)

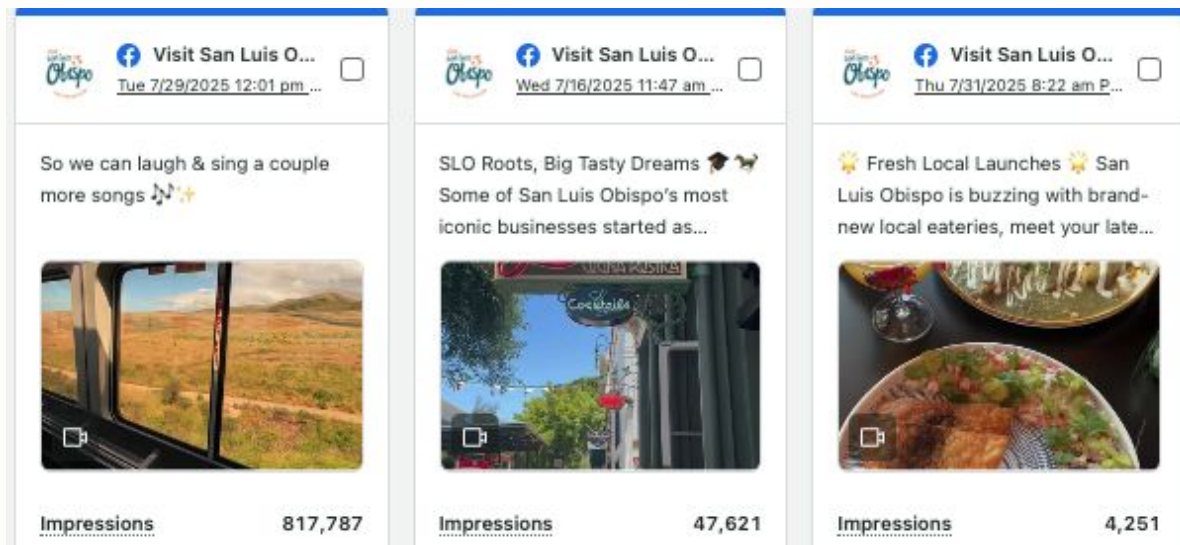
Meta has recently resolved a technical issue that affected historical follower counts for some Global Pages. While current data is now accurate, follower counts prior to June 14, 2025 may be inaccurate and unfortunately can't be corrected retroactively. [Learn More](#)



FACEBOOK

In July, we saw an increase in page followers by 2.6k new followers! We saw an increase in organic impressions by 305%, engagements by 92%, and engagement rate by 147%. This is due to the viral video that received almost 1M views, as well as, our other popular reels for the month.

TOP POSTS:



Page Followers: 101,467 (↑ 2.7%)

Total Net Audience Growth: 2,694

Total Posts: 19

Total Impressions: 716,722 (↓ 22%)

Total Organic: 415,547 (↑ 305%)

Total Engagements: 5,803 (↑ 92%)

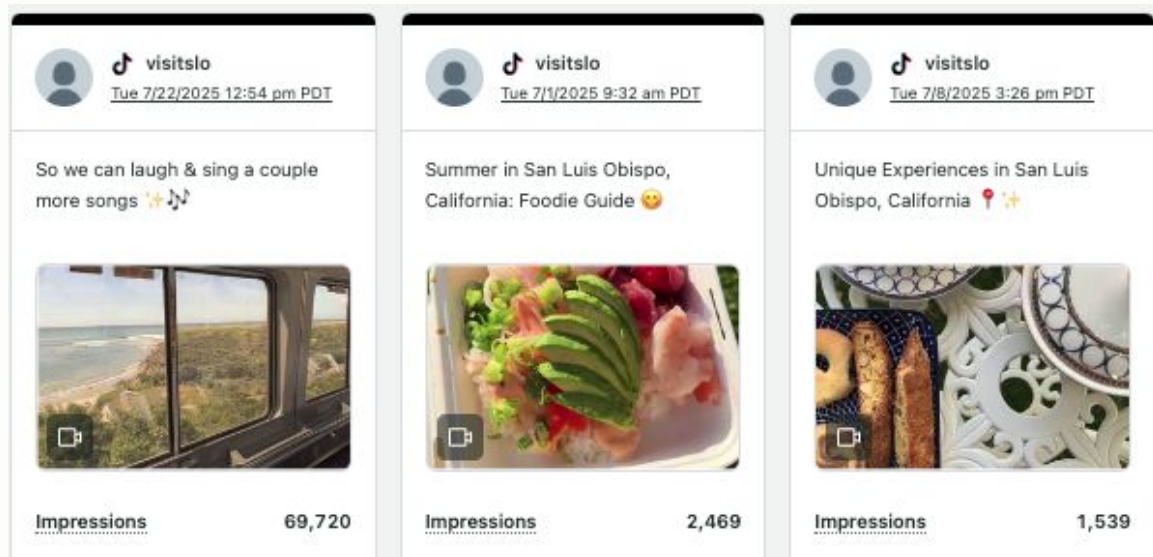
Engagement Rate: .8% (↑ 147%)



TIKTOK

In July, we saw great success across the platform with a Tiktok that became very successful very quickly with almost 70k views! This is the same trend we hopped on on the other platforms as well.

TOP POSTS:



Followers: 2,495 (↑ 395%)

Followers Gained: 523

Impressions: 88,019 (↑ 280.5%)

Engagement: 6,086 (↑ 592%)

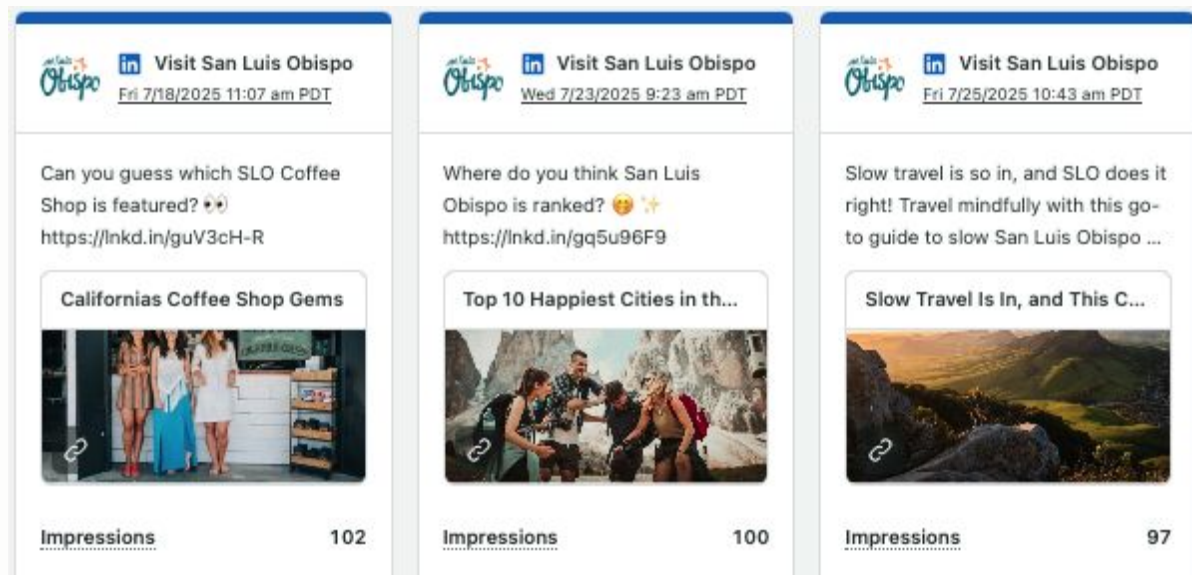
Engagement Rate: 6.9% (↑ 82%)



LINKEDIN

In July, we saw increases across the platform with a growth in audience, impressions, engagements, and engagement rate.

TOP POSTS:



Total Audience: 478 (⬆️ .8%)

Total Net Growth: 5

Total Posts: 4

Impressions: 583 (⬆️ 47%)

Engagements: 41 (⬆️ 78%)

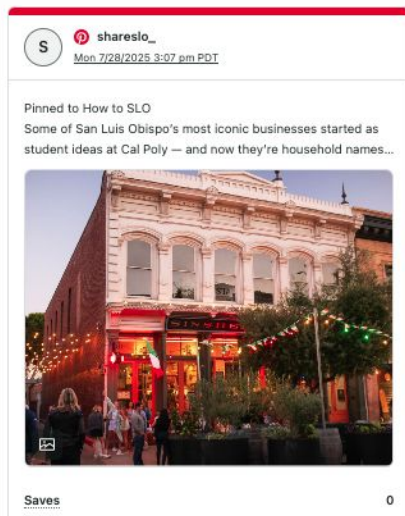
Engagement Rate: 7% (⬆️ 21%)



PINTEREST

In July, we did not see much growth with the posts we pinned. We tried taking our most successful posts on other platforms to see how they would perform in this platform. We will be adjusting from this trial and moving forward.

TOP POSTS:



Total Posts: 2

Impressions: 949 (↓ 42%)

Engagements: 35 (↓ 51%)

Outbound Clicks: 3

Saves: 9 (↓ 57%)

Total Audience: 664 (↓ 40%)

Engaged Audience: 25 (↓ 56%)



WHAT WE WORKED ON THIS MONTH:

- Accepted Collab w/ @SLOCAL, @travelpaso, @visitarroyogrande, @cayucosca, & @highway1roadtrip

-20.7k Views, 1.1k Interactions

-1 Other Giveaway (Accepted Collab) w/ Influencer @packthebus, @pismobeachca, & @visitconejovalley

-62.6k Views

-Hugely Successful Trend Executed Across Platforms

-“I’d Rather Take The Long Way Home”

-886,909 Views on FB & IG

-69.7k on Tiktok

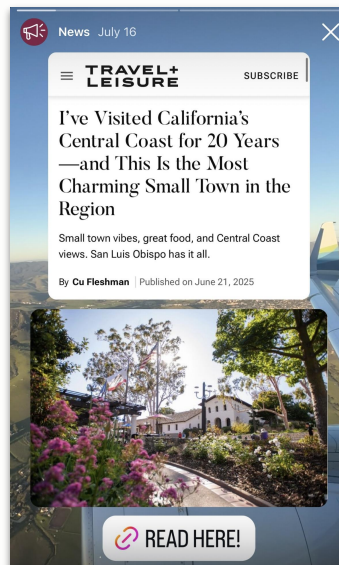
-Highly Successful Reel (SLO Businesses That Started at Cal Poly)

-130k Views on FB & IG

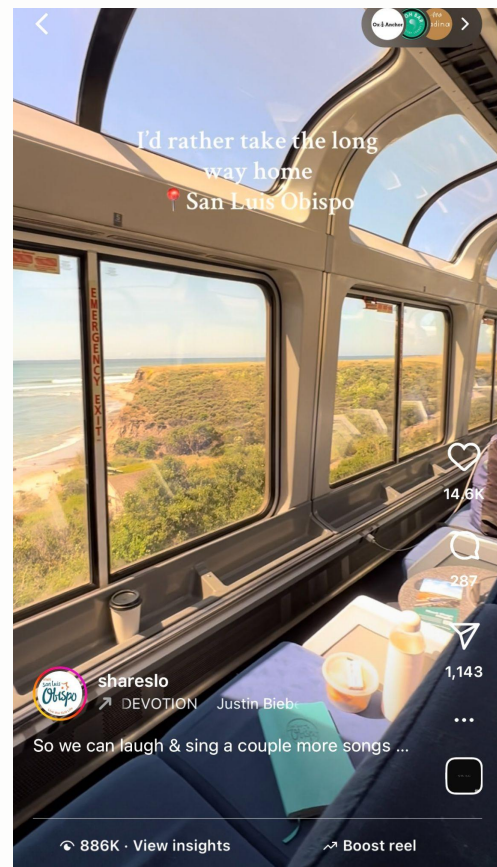
-4 Ticket Tuesday Giveaways (@circusvargas, @centralcoastrenaissancefest, Blues Baseball, @festivalmozaic)

-SLO Summer Series Reel Every Friday (Featuring Our Pillars)

-Sharing PR Placements on Stories w/ Links & Created New ‘News’ Highlight



News



AUGUST'S FOCUS:

- Hub 'n' Spoke Series Launch - Santa Margarita Adventures
- MidWeekend Beers / Brewery Feature
- 3 Date Night Dinners
- Hiking Tips in San Luis Obispo
- Ticket Tuesday Giveaways
 - SLO Rep Theater & SLO Symphony
- SLO Life Tip Carousel Launches
- Back-to-School Thrifting in SLO
- Late Night Bites in SLO
- Stay & Dine Michelin Style in SLO
- Laguna Lake Dog Park Update Carousel
- New Businesses in SLO
- Upcoming Events in SLO
- National Relaxation Month Carousel



THANK YOU!

