

SLO TBID - SHARESLO
ORGANIC SOCIAL REPORT

October 2025

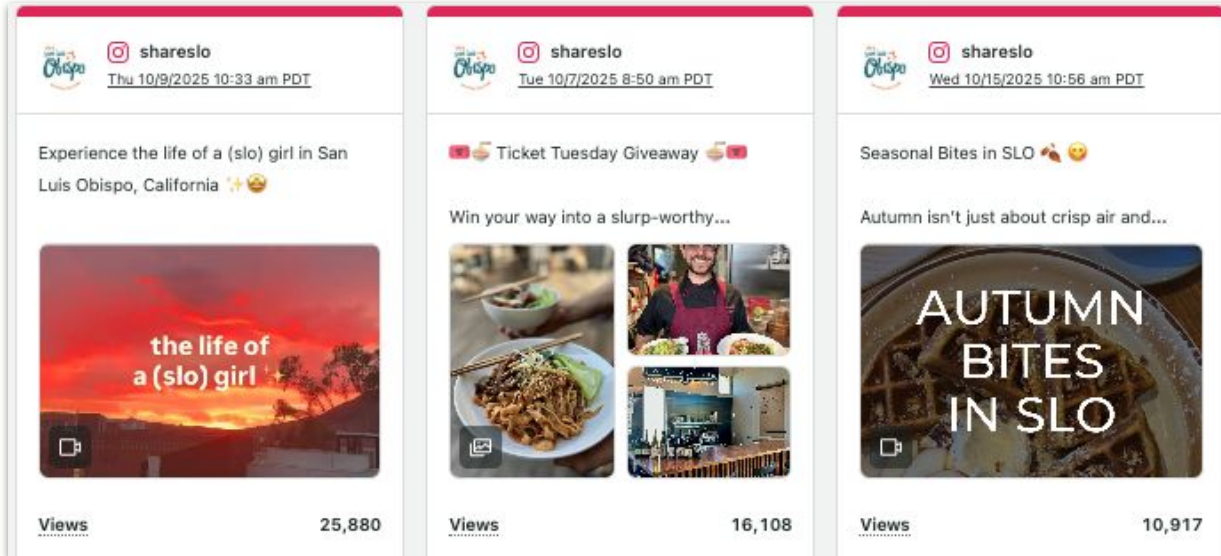


Date: 11/12/25

INSTAGRAM

In October, we saw an increase of 662 new followers! Our views increased by 46% with top performing posts of trends we hopped on, giveaways, and seasonal content. Our engagements slightly decreased, which caused the engagement rate to decrease with the increase in views.

TOP POSTS:



Followers: 41,689 (↑1.6%)

Total Net Growth: 662

Total Posts: 247

Total Views: 994,097 (↑46%)

Total stories: 229

Total Engagements: 7,066 (↓9%)

Engagement Rate: .7% (↓38%)



FACEBOOK

In October, we saw an increase in followers by 92 new users! Our impressions increased by 21% and our engagements decreased, which caused the engagement rate to decrease as well. Our top performing pieces of content were reels, including a timely relevant trend, which was the top performer on IG, Tiktok, & FB this month.

TOP POSTS:

The image displays three screenshots of Facebook posts from the page 'Visit San Luis Obispo'. Each post includes a profile picture, the page name, and a timestamp. The first post, dated Thu 10/9/2025 10:33 am PDT, features a sunset scene with the text 'the life of a (slo) girl' and has 23,683 impressions. The second post, dated Wed 10/1/2025 11:43 am PDT, shows a tree with sunlight filtering through and has 11,591 impressions. The third post, dated Wed 10/15/2025 10:56 am PDT, shows a wooden table with food and a coffee cup, with the text 'Seasonal Bites in SLO' and 'Autumn isn't just about crisp air and...', and has 10,648 impressions.

Post Title	Impressions
Experience the life of a (slo) girl in San Luis Obispo, California 🍂🥰	23,683
3 Kid-Friendly Outdoor Adventures in San Luis Obispo 🍷🌿	11,591
Seasonal Bites in SLO 🍂🥰 Autumn isn't just about crisp air and...	10,648

Page Followers: 107,924 (↑ .1%)

Total Net Audience Growth: 92

Total Posts: 18

Total Impressions: 1,598,343 (↑ 21%)

Total Organic: 198,939 (↓ 25%)

Total Engagements: 1,723 (↓ 70%)

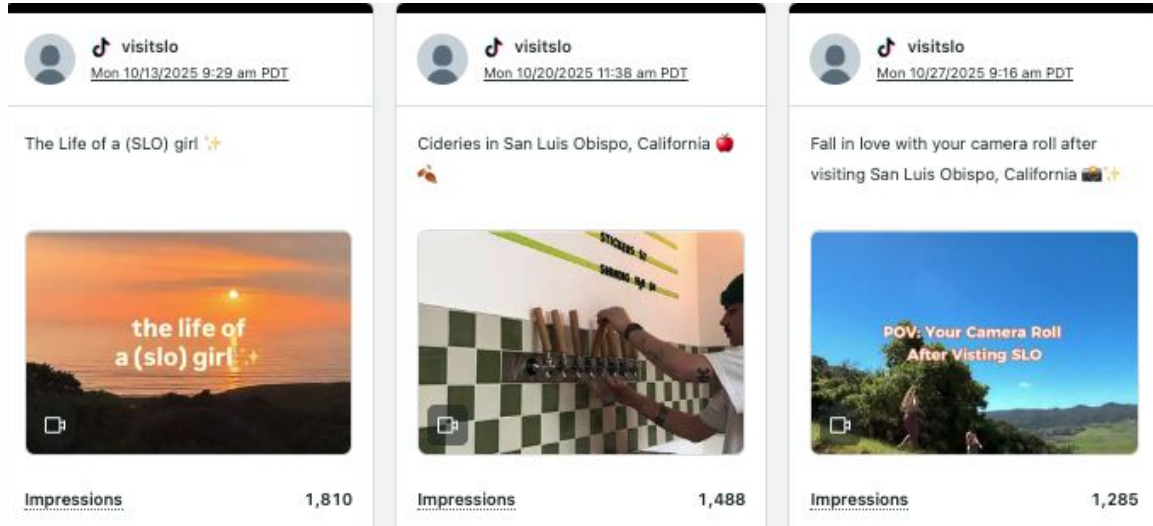
Engagement Rate: .1% (↓ 75%)



TIKTOK

In October, we saw an increase in followers by 104 new users! Our impressions, engagements, and engagement rate decreased due to the viral Tiktok losing its traction and analytics balancing back out. Top performers were a popular trend, cideries in SLO, and an outdoor aesthetic trend. We are still mirroring from IG to this platform.

TOP POSTS:



Followers: 2,945 (↑ 2.7%)

Followers Gained: 104

Impressions: 21,910 (↓ 38%)

Engagement: 788 (↓ 65%)

Engagement Rate: 3.6% (↓ 43%)



LINKEDIN

In October, we doubled the amount of posts we usually do due to the mixup last month with our scheduling platform. With this we saw an increase in audience, impressions, engagements, and post link clicks. These will likely decrease next month when we go back to our normal cadence.

TOP POSTS:

 Best California cities and towns to ... Impressions 150	 We Found More Cheap Thrills in Gr... Impressions 117	 My mom and I have gone on a trip ... Impressions 93
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Total Audience: 500 (↑ 2.5%)

Total Net Growth: 12

Total Posts: 8

Impressions: 753 (↑ 307%)

Engagements: 43 (↑ 291%)

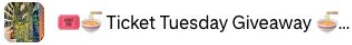

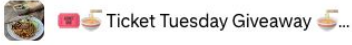

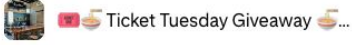

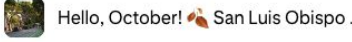

Engagement Rate: 5.71% (↓ 4%)




PINTEREST

In October, we continued to perform a trial of mirroring Instagram posts to Pinterest and still are seeing great success. We saw increases in impressions, engagements, total audience, and outbound clicks this month. We believe we are bringing many users over to IG from this platform.

TOP POSTS:

Pin	Type	Source	↓ Total impressions
 Ticket Tuesday Giveaway 🎟️...	Organic	Your Pins	409 
 Ticket Tuesday Giveaway 🎟️...	Organic	Other Pins, Your Pins	121 
 Ticket Tuesday Giveaway 🎟️...	Organic	Your Pins	51 
 Hello, October! 🍁 San Luis Obispo ...	Organic	Your Pins	24 

Impressions: 3.18k ( 10%)

Engagements: 105 ( 6%)

Outbound Clicks: 6

Saves: 22 ( 15%)

Total Audience: 1.89k ( 7.2%)

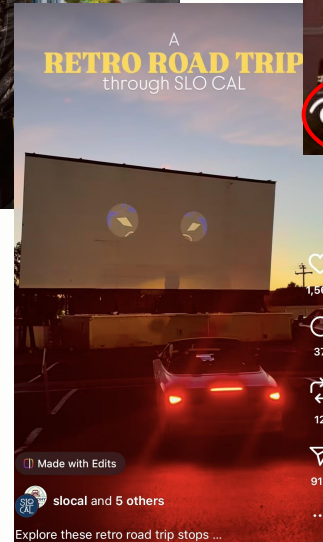
Engaged Audience: 78 ( 9%)



WHAT WE WORKED ON THIS MONTH:

- ARTober and Piano in the Plaza Launch
 - Weekly ARTober Series Reel & Weekly Adam on the Air Collab Reel
- Collaborations / Influencer Content Roll-Out
 - Adam Montiel / ARTober Collabs **(18k Views)**
 - Giveaway Collab w/ Lure & San Luis Creek Lodge **(27.2k Views)**
 - SLOCAL Collab w/ 4 others **(41.8k Views)**
 - Influencer @cassiescompass **(66.7 Views, 2.2k Interactions)**
 - Influencer @freddynotfred **(56.7k Views, 2.2k Interactions)**
 - Influencer @janaelynnneats **(36.4k Views, 614 Interactions)**
 - Influencer @lisarossa **(8.5k Views, 404 Interactions)**
 - Influencer @callmeflowerchild **(19.1k Views, 750 Interactions)**
- Viral Trend Reel Continues to Grow
 - Tiktok : September (99.1k Views) → October **(102.8k Views)**
- 3 Ticket Tuesdays (Sichuan Kitchen & Farm House, Lure Fish House & San Luis Creek Lodge, & Autumn Soiree: The SLO Way)
- Successful Trend
 - Life of a SLO Girl **(49.5k Views)**
- SLO Life Coach & SLO Life Tip Reel & Stories

janaelynnneats and shareslo
San Luis Obispo, California



NOVEMBER'S FOCUS:

- Spartan Race Training in SLO Reel
- National Vegan Month / Vegan Options in SLO
- Local's Guide to SLO Reel
- Holiday Homebase Carousel / Upcoming Activations
- Buy Local Bonus Launch
- Small Business Saturday Gift Guide
- Ticket Tuesday Giveaways
 - SLO Melted Dinner for Two, Reserved Table at Christmas at the Carrisa for Christmas Parade
- Date Night Experiences in SLO
- SLO Life Tip Reel
- New Businesses in SLO
- Upcoming Events in SLO



THANK YOU!

