

SLO TBID - SHARESLO
ORGANIC SOCIAL REPORT

November 2025

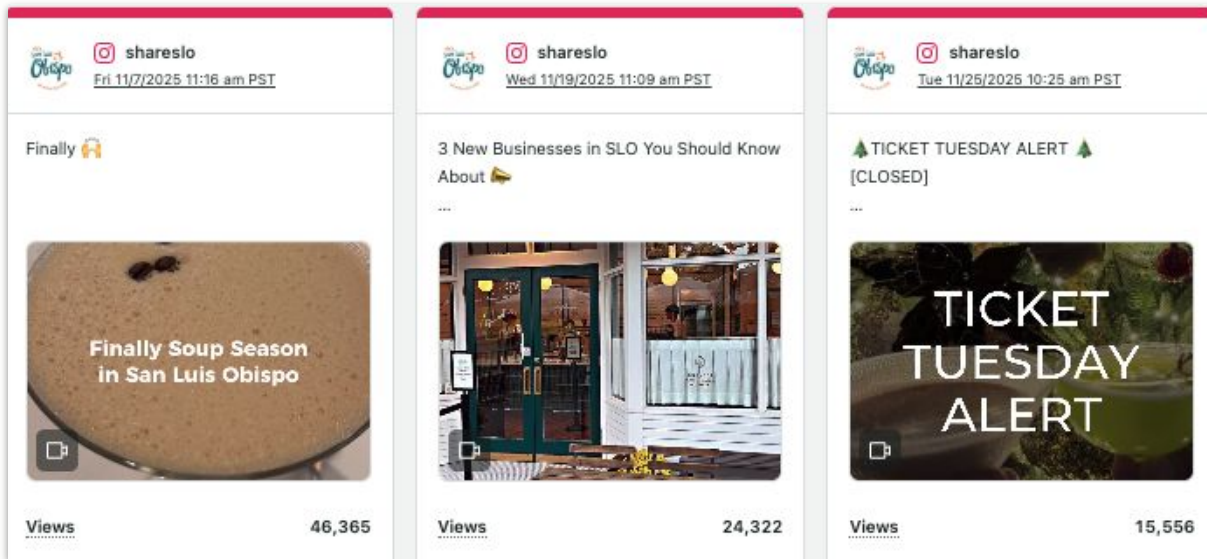


Date: 12/10/26

INSTAGRAM

In November, we saw an increase of 355 new followers! Our total views decreased 12% due to the comparison to October when paid ads were being run for ARTober. Our engagements and engagement rate increased from the successful trend reel, by featuring new businesses in SLO, and our giveaways for the month.

TOP POSTS:



Followers: 42,044 (↑.9%)

Total Net Growth: 355

Total Posts: 208

Total Views: 551,377 (↓12%)

Total stories: 192

Total Engagements: 8,933 (↑26%)

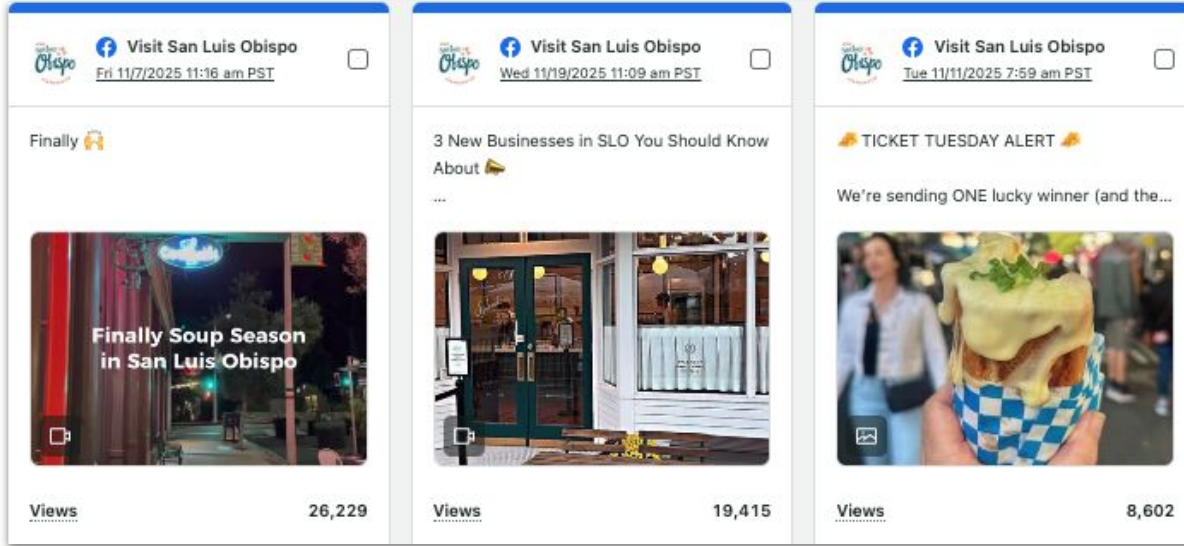
Engagement Rate: 1.6% (↑44%)



FACEBOOK

In November, we saw a decrease in analytics. This is due to the comparison to October with the paid ads being run for ARTober. Our organic impressions only decreased by about 1%, while paid decreased by 32%, which in turn affects the overall analytics. Top performing posts were a trend reel, new businesses in SLO, and a giveaway sending users to IG to enter.

TOP POSTS:



Page Followers: 107,873 (↓ 0%)

Total Net Audience Growth: -12

Total Posts: 15

Total Impressions: 1,073,374 (↓ 30%)

Total Organic: 99,679 (↓ 1.6%)

Total Engagements: 914 (↓ 47%)

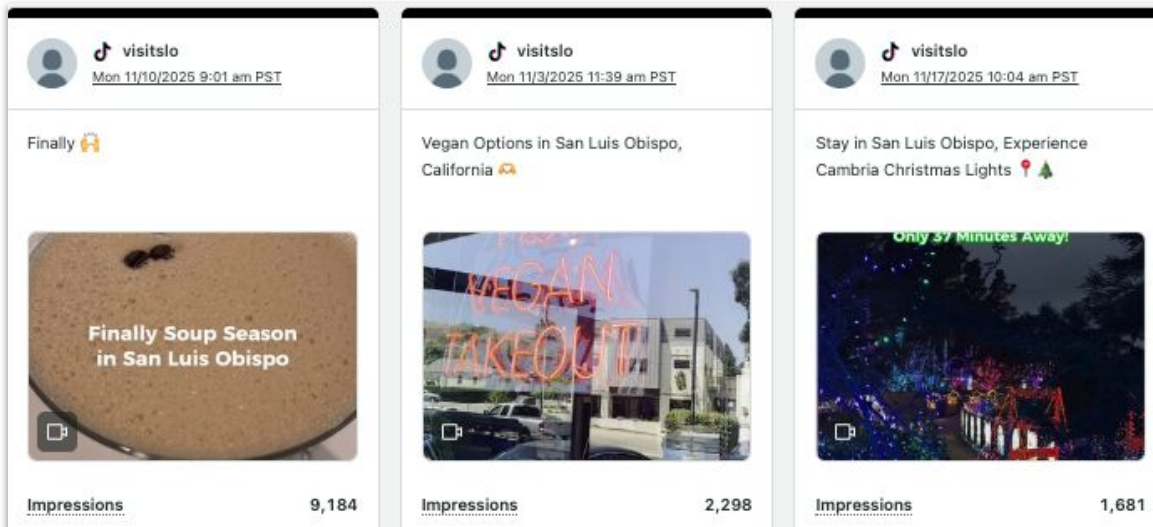
Engagement Rate: .1% (→ 0%)



TIKTOK

In November, we saw an increase in 64 new followers! Our impressions and engagements increased while our engagement rate slightly decreased. The most popular content was the trend reel, food / bev, and the Hub 'n' Spoke series.

TOP POSTS:



Followers: 3,009 (↑ 2%)

Followers Gained: 64

Impressions: 25,757 (↑ 18%)

Engagement: 828 (↑ 5%)

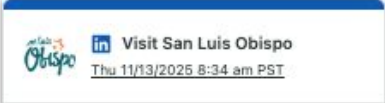

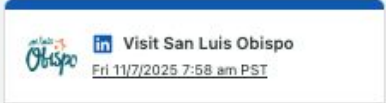

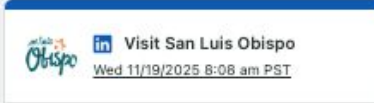

Engagement Rate: 3.2% (↓ 11%)



LINKEDIN

In November, we continued our normal cadence after doubling the posts for the month prior, which is why we see decreases in analytics. We still saw an increase in followers by 8 users on this platform! We anticipate the analytics will go back to normal next month.

TOP POSTS:

 <p>Unique experiences during your SLO stay? Yes please! 😊</p> <p>7 Unique Things to do in San Luis O...</p> 	 <p>Can you guess which San Luis Obispo hotel is featured? 🎯</p> <p>11 Wildly Unique Themed Hotels Yo...</p> 	 <p>Have you heard?? Viva Las Vegas! 🎉</p> <p>https://lnkd.in/gYRMHUCE</p> <p>Daily nonstop flights to Las Vegas r...</p> 
Impressions 81	Impressions 64	Impressions 52

Total Audience: 507 (↑ 1.4%)

Total Net Growth: 8

Total Posts: 4

Impressions: 300 (↓ 60%)

Engagements: 14 (↓ 67%)

Engagement Rate: 4.7% (↓ 18%)



LINKEDIN

In November, we saw lower analytics than the previous months of testing out the mirroring strategy. We did see an increase in saves by 82% which means that users are saving our content presumably for planning their trip to SLO. Top content proves to be reels about experiences, trends, and carousels with itineraries.

TOP POSTS:

Pin	Type	Source	↓ Total impressions
 Tired of the typical dinner-and-a-m...	Organic	Your Pins	4 
 Fall in love with SLO's food & bev sc...	Organic	Your Pins	3 
 Finally 🍷🍷	Organic	Your Pins	3 
 Make SLO Your Holiday Homebase ...	Organic	Your Pins	3 

Impressions: 2.49k (↓ 5%)

Engagements: 88 (↓ 11%)

Outbound Clicks: 1

Saves: 31 (↑ 82%)

Total Audience: 1.59k (↓ 16%)

Engaged Audience: 62 (↓ 21%)



WHAT WE WORKED ON THIS MONTH:

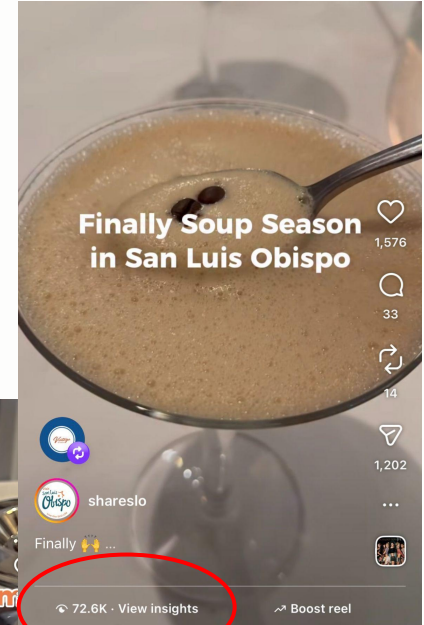
- Buy Local Bonus Launch
 - Launch Reel : 10.4k Views
 - Shop Small Saturday Reel : 13.2k Views
- Successful Trend
 - Soup Season in SLO **(72.6k Views)**
- Viral Trend Reel Continues to Grow
 - Tiktok : October (102.8k Views) → November **(104.4k Views)**
- 2 Ticket Tuesdays
 - SLO Meltdown Giveaway : 14.6k Views
 - Christmas at the Carrisa / Parade Reservation Giveaway : 17.2k Views
- SLO Life Coach & SLO Life Tip Reel & Stories
- 3 New Businesses in SLO Reel : 43.7k Views
- Hub n Spoke Series: Cambria Christmas Lights Collab : 13.7k Views
- 3 Date Night Experiences Reel : 15.7k Views
- Spartan Race Training in SLO, Vegan Options in SLO, Locals Guide to SLO
- Events Highlight Updated Weekly
- PR Placements Shared in Stories & Saved on Highlight



10.4K · View insights



43.7K · View insights



72.6K · View insights



NOVEMBER'S FOCUS:

- Buy Local Bonus
 - Sustainable SLO Gift Guide Reel
- App, Dinner, & Dessert Reel
- Ticket Tuesdays
 - House of Bread & Farm House Corner Market
 - SLO Brew NYE Bash
- Seasonal Content
 - Cerro San Luis Night Hike
 - Downtown SLO Activation
 - Winter Solstice Reel
- MidWeekend Itinerary
- 2025 Round Up
- New Businesses in SLO, SLO Life Tip Reel
- Upcoming Events in SLO



THANK YOU!

