

SLO TBID - SHARESLO
ORGANIC SOCIAL REPORT

December 2025

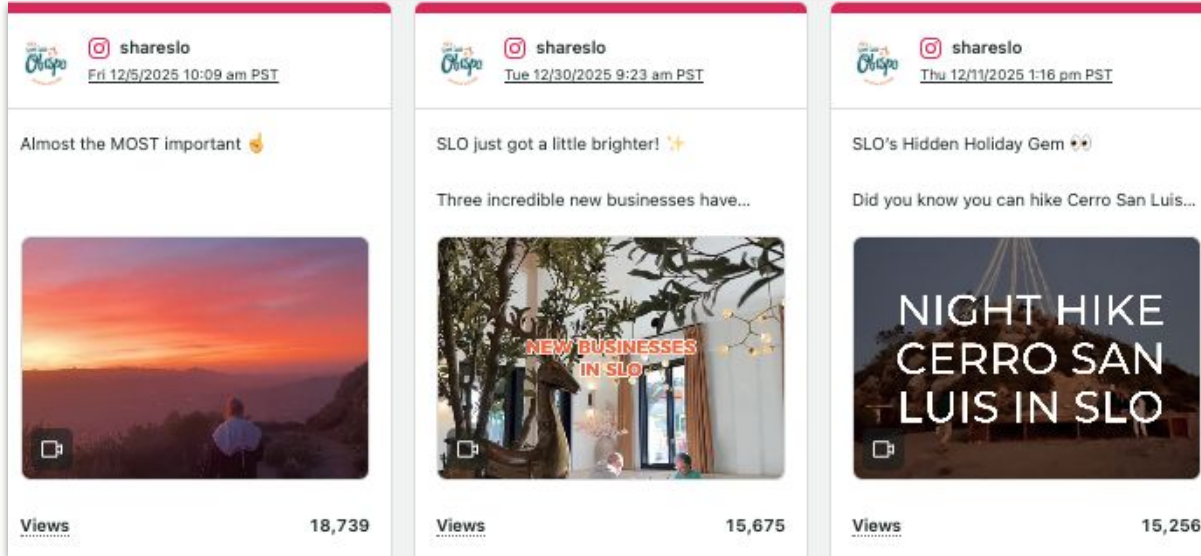


Date: 01/14/26

INSTAGRAM

In December, we saw an increase in followers by 111 new users! Our views and engagements decreased, although our engagement rate increased. which means as users are seeing the content they are interacting with it more. The top performing posts were a trend, new businesses in SLO, and a holiday hike reel.

TOP POSTS:



Followers: 42,155 (↑.3%)

Total Net Growth: 111

Total Posts: 176

Total Views: 235,971 (↓57%)

Total stories: 157

Total Engagements: 5,985 (↓33%)

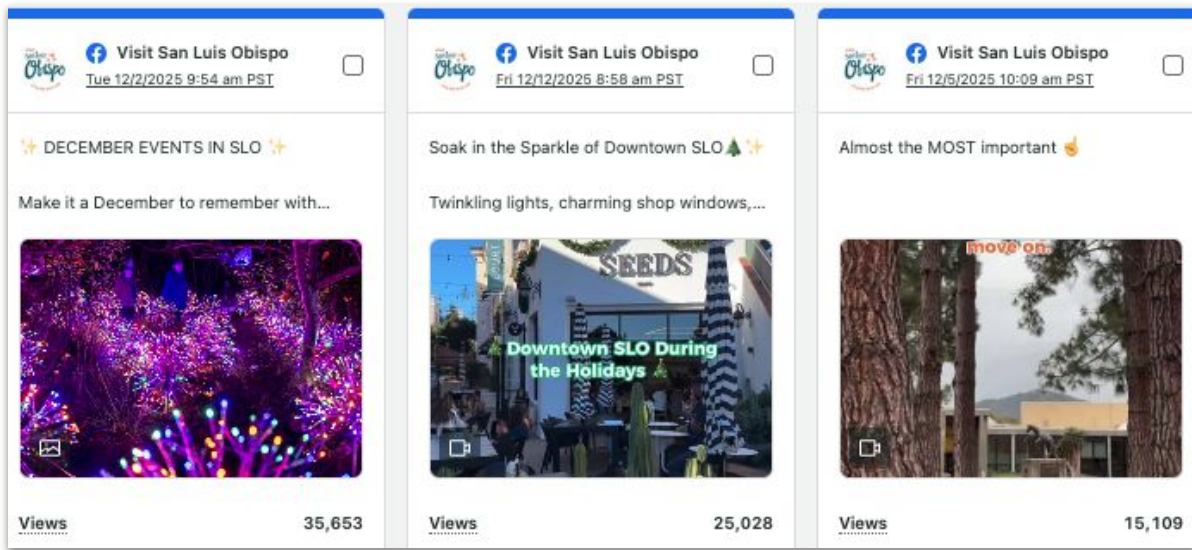
Engagement Rate: 12.5% (↑ 57%)



FACEBOOK

In December, we saw a slight decrease in followers. We also saw a decrease in overall views due to the 92% decrease in paid views. Organic views increased by almost 40%. We saw a jurassic increase in engagements and engagement rate this month as well. Top performing posts were a trend reel, upcoming events, and holiday content.

TOP POSTS:



Page Followers: 107,867 (↓ 0%)

Total Net Audience Growth: -6

Total Posts: 19

Total Impressions: 212,610 (↓ 80%)

Total Organic: 138,140 (↑ 39%)

Total Engagements: 3,184 (↑ 187%)

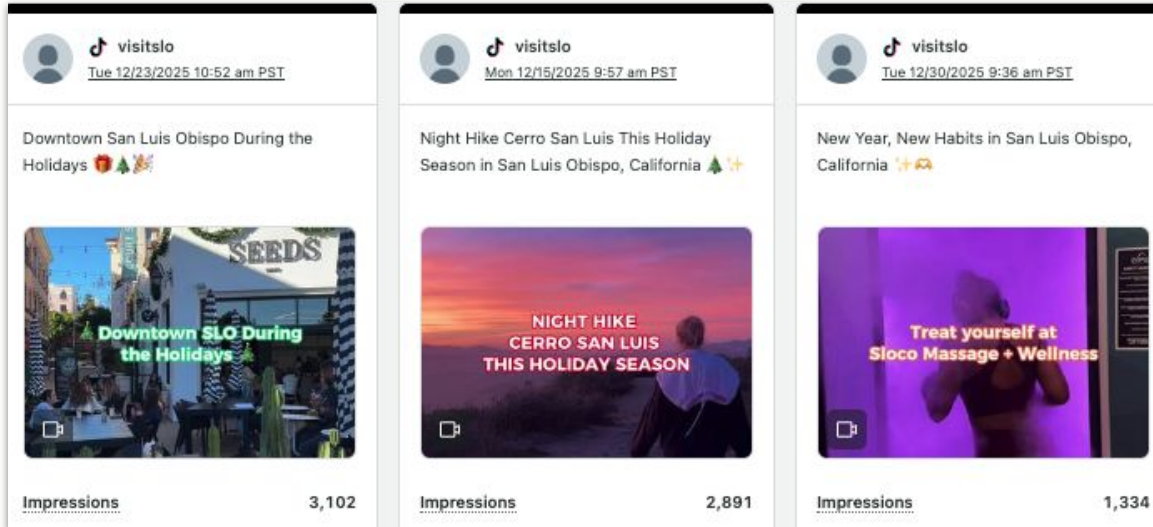
Engagement Rate: 1.5% (↑ 1,348%)



TIKTOK

In December, we saw an increase in followers by 67 new users! Our impressions and engagements slightly decreased and our engagement rate increased. The top performing videos were holiday-related content.

TOP POSTS:



Followers: 3,075 (↑ 2.2%)

Followers Gained: 67

Impressions: 19,772 (↓ 23%)

Engagement: 652 (↓ 21%)

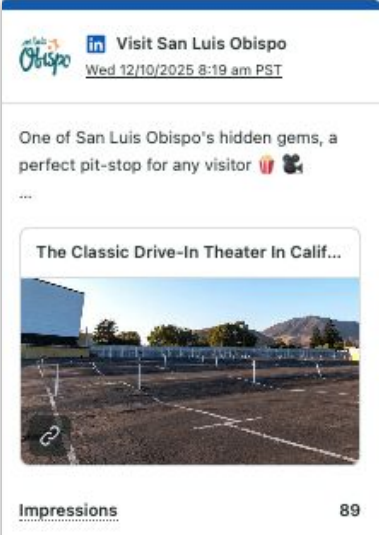
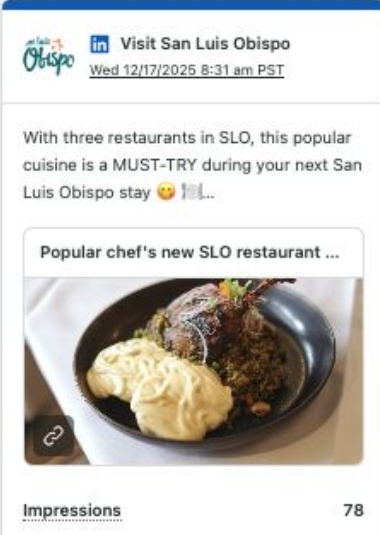
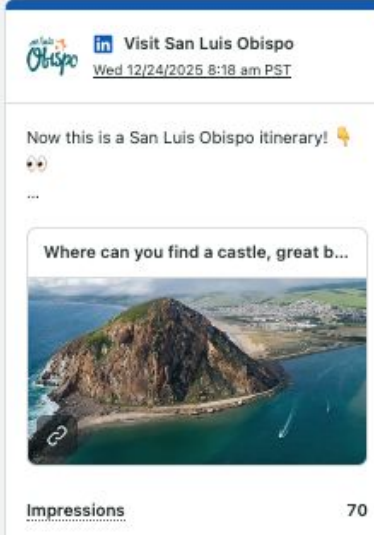
Engagement Rate: 3.3% (↑ 2.6%)



LINKEDIN

In December, we saw an increase in audience by 5 new users! We saw an increase in impressions, engagements, and engagement rate.

TOP POSTS:

 <p>Visit San Luis Obispo Wed 12/10/2025 8:19 am PST</p> <p>One of San Luis Obispo's hidden gems, a perfect pit-stop for any visitor 🍷 🍷</p> <p>...</p> <p>The Classic Drive-In Theater In Calif...</p> <p>Impressions 89</p>	 <p>Visit San Luis Obispo Wed 12/17/2025 8:31 am PST</p> <p>With three restaurants in SLO, this popular cuisine is a MUST-TRY during your next San Luis Obispo stay 😊 🍷...</p> <p>...</p> <p>Popular chef's new SLO restaurant ...</p> <p>Impressions 78</p>	 <p>Visit San Luis Obispo Wed 12/24/2025 8:18 am PST</p> <p>Now this is a San Luis Obispo itinerary! 📌</p> <p>...</p> <p>Where can you find a castle, great b...</p> <p>Impressions 70</p>
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Total Audience: 513 (↑ 1.2%)

Total Net Growth: 5

Total Posts: 4

Impressions: 338 (↑ 13%)

Engagements: 20 (↑ 43%)

Engagement Rate: 6% (↑ 27%)




PINTEREST

In December, we saw great increases in analytics across the board. We will continue to mirror from IG to this platform.

TOP POSTS:


Pin	Type	Source	↓ Total impressions
 SLO's Hidden Holiday Gem 🎄 Did y...	Organic	Your Pins	3 
 SLO Life Tip #38 : SLO your roll—tra...	Organic	Your Pins	2 
 Visit San Luis Obispo on Instagram: ...	Organic	Other Pins	1 
 Visit San Luis Obispo on Instagram: ...	Organic	Other Pins	1 

Impressions: 3.84k ( 49%)

Engagements: 164 ( 84%)

Outbound Clicks: 1

Saves: 64 ( 100%)

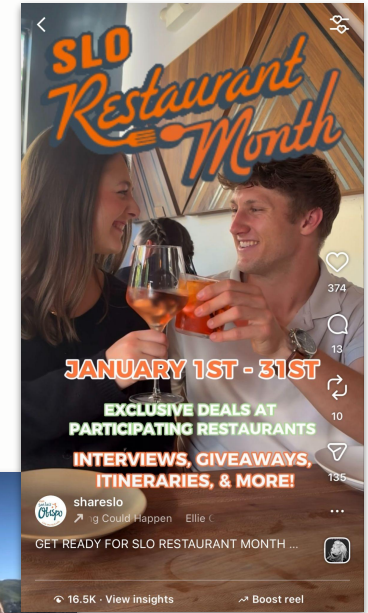
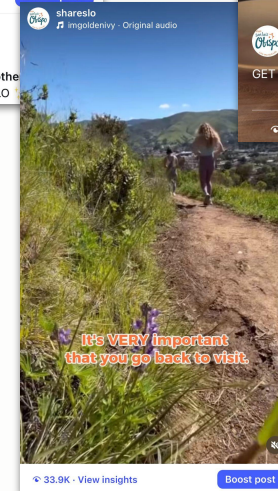
Total Audience: 2.37k ( 43%)

Engaged Audience: 133 ( 111%)



WHAT WE WORKED ON THIS MONTH:

- Buy Local Bonus / Seasonal Content
 - Cerro San Luis Night Hike Reel (**15.2k Views**)
 - BLB / Free Parking Post (**14.5k Views**)
- Successful Trend
 - Almost the Most Important (**33.9k Views**)
 - Friendships Like This > (**11.2k Views**)
- Viral Trend Reel Continues to Grow
 - Tiktok : November (104.4k Views) --> December (**106.1k Views**)
- 2 Ticket Tuesdays (House of Bread, NYE at SLO Brew)
- SLO Life Coach & SLO Life Tip Reel & Stories
- New Businesses in SLO Reel (**15.6k Views**)
- Events Highlight Updated Weekly
- PR Placements Shared in Stories & Saved on Highlight
- MidWeekend Trivia in SLO Reel
- SLO Restaurant Month Launch (**16.5k Views**)



JANUARY'S FOCUS:

- SLO Restaurant Month
 - Weekly Interviews / Weekly Reel
 - Brunch in SLO, Happy Hours, Bakeries in SLO, etc.
- New Year, New Habits in SLO Reel
- Ticket Tuesdays
 - Cal Poly Arts & Breda
- New Businesses in SLO Reel
- SLO Life Tip Reel
- Upcoming Events in SLO
- Hub n Spoke Reel : Morro Rock
- Artsy Guide to SLO Carousel



THANK YOU!

