

Organic Social Report

Q2 FY 2025-26

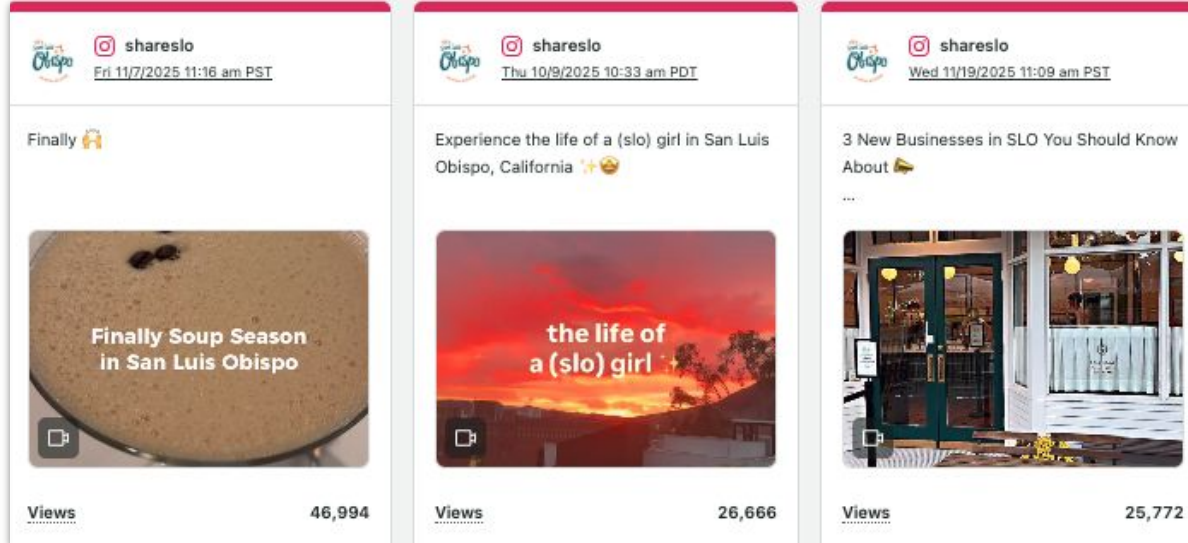


Date: 01/14/26

INSTAGRAM

In Q2, year over year, we saw a 15.5% increase in followers with 1.1k new users! Our total views, engagements, and engagement rate decreased due to our extremely viral reel from last Q2 that spiked our analytics (Cozy Cafes in SLO 157k Views, 10.6k Engagements). We are extremely happy with the trends we have been able to utilize in our flexible posting schedule throughout this quarter, as seen in the top two posts.

Top Posts:



Followers: 42,155 (↑ 15.5%)

Follower Net Growth: 1,128

Total Posts: 631

Total Views: 1,415,889 (↓ 44.5%)
(includes both organic & paid)

Total stories: 578

Total Engagements: 21,984 (↓ 55%)

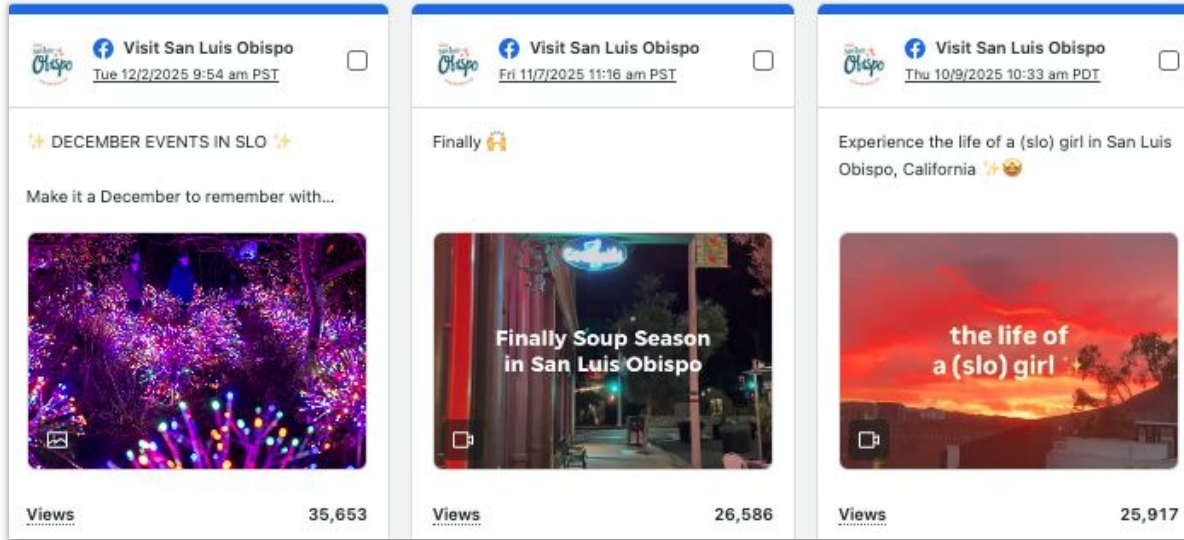
Engagement Rate: 1.6% (↓ 18.5%)



FACEBOOK

In Q2, year over year, we saw great success on this platform. We have gained 147 new followers, our impressions, engagements, and engagement rate have all increased, and our timely trends have been successful.

Top Posts:



Page Fans: 107,867 (↑ 11.2%)

Total Net Gain: 147

Total Posts: 52

Total Impressions: 2,823,175 (↑ 91%)

Total Organic: 339,095 (↑ 202%)

Total Engagements: 6,015 (↑ 127%)

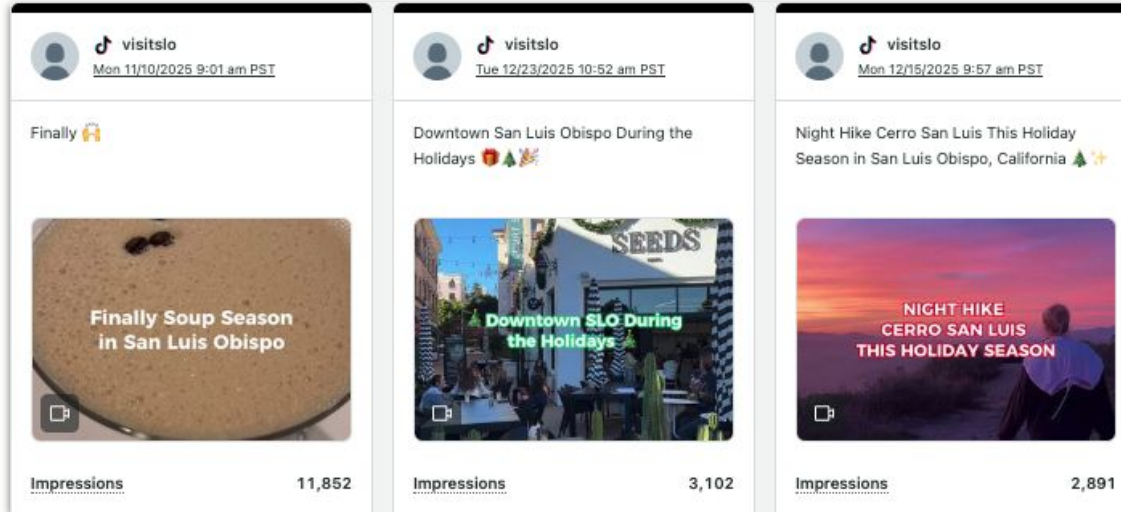
Engagement Rate: .2 % (↑ 19%)



TIKTOK

This quarter, we have been growing on Tiktok and have seen great success. We are repurposing IG reels and are using trending audios to reach a wide audience.

Top Posts:



Followers: 3,075 (↑ 107%)

Followers Gained: 234

Impressions: 67,439 (↑ 74%)

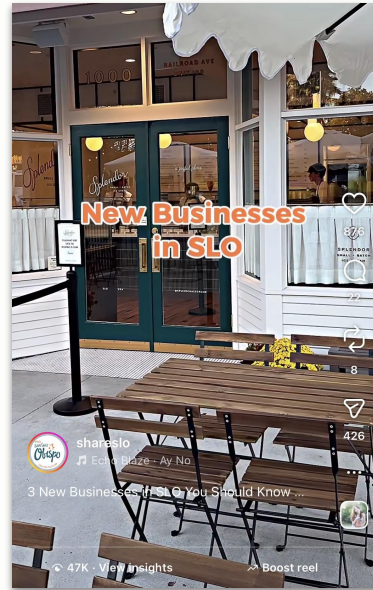
Engagements: 2,268 (↑ 123%)

Engagement Rate: 3.4% (↑ 29%)



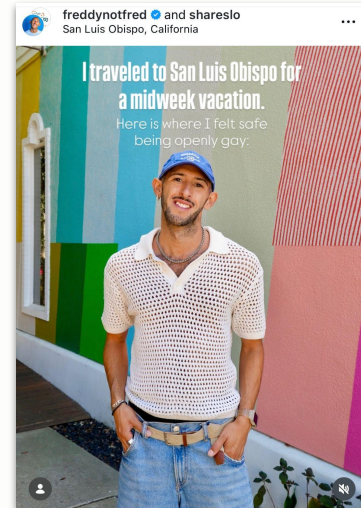
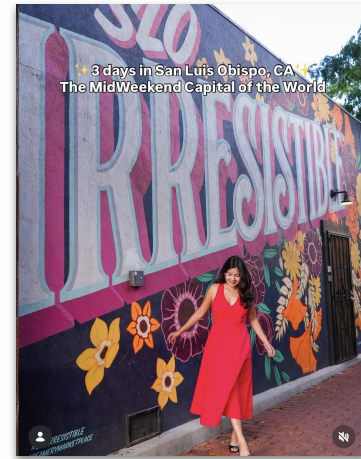
FEATURES FROM THE QUARTER:

- Viral Train Tiktok climbs 7k Views in Q2
- 1.2k Combined New Followers
- 13 Accepted Collaborations w/ @slocal, @sanluiscreeklodge, @cassiescompass, @lisarossa, @adammontiel, @lurefishhouse, etc. (5 influencers) (274.4k Views)
- 9 Total Giveaways
 - @sichuankitchenslo, @thehotelslo, @slo_meltdown, @thecarrisa, @downtownslo, @houseofbread, etc.
- Shared SLO Life Tips in Stories & SLO Life Coach Reels w/ links to website
 - Added to SLO Life Tips Highlight
- Sharing Stories Directly Linking to Blog Pages



OTHER HIGHLIGHTS:

- Successfully Implemented Series / Campaign Reels
 - ARTober Weekly Series
 - Monthly Hub 'n' Spoke Series
 - BLB Shopping Itinerary Series
 - Monthly New Businesses Reel
- Successful Execution of Timely & Relevant Trends
 - The Life of a SLO Girl (52.6k IG Views, 2k TT)
 - Soup Season in SLO (73.5k IG Views, 11.9k TT)
 - It's Very Important to Go Back (33.9k IG Views, 2.9k TT)
- MidWeekend Messaging (Year-Round)
- Sharing PR Placements on Stories w/ Links & Saved in News Highlight
- Trial Mirroring IG to Pinterest w/ great success



Q2'S FOCUS:

- Continue content surrounding Major City Goals - DEI, Arts & Culture, Sustainability
- SLO Life Coach and SLO Life Tips implementation
- Continue producing an abundance of video content for engagement optimization
- Support partnerships and local collaborations
- Support larger campaigns / sponsorships (SLO Restaurant Month, MidWeekend Vacation Capital of the World)
- Encourage travel via fly markets and drive markets w/ content concepts (Amtrak)
- Continue Ticket Tuesdays and additional IG giveaways
- Direct audience to the Visitslo.com website
- Continued tracking toward annual goals and benchmarks



ANNUAL GOAL TRACKING

✦ Increase Instagram followers - 15% or 5,800 followers

- New followers: 3,104
 - Q1: 1,976, Q2: 1,128

✦ Drive traffic to VisitSLO.com using Linktree and stories with direct links

- Sessions: Q1: 4, Q2: 68

✦ Leverage our foothold as THE Educated SLO Travel Representative

- Itinerary reels & roundups
- New Businesses in SLO
- Upcoming Events in SLO
- Weekly Events Highlight updates

✦ Generate engagement via strategic collaborations and partnerships

- Accepted Collaborations: 18 - 375.6 views
 - Q1: 5 - 101.2k views, Q2: 13 - 274.4k views
- Invited Collaborations: 27
 - Q1: 13, Q2: 14
- Partner Giveaways: 17
 - Q1: 8, Q2: 9

✦ Elevate platform aesthetic & presence

- News Highlight on IG
- SLO Life Tips Highlight

