

SLO TBID - SHARESLO
ORGANIC SOCIAL REPORT

January 2026

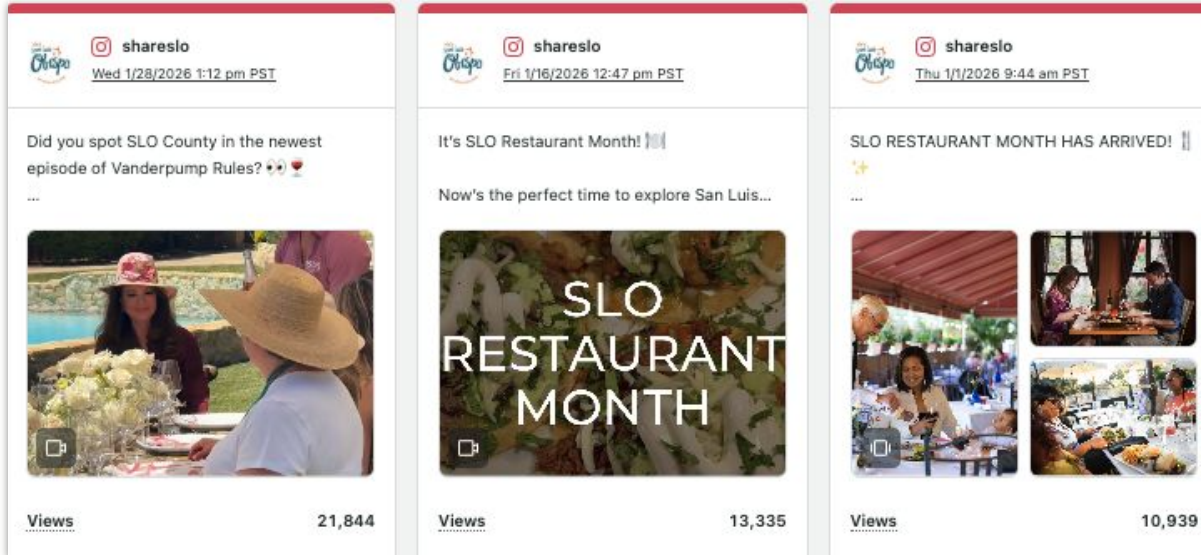


Date: 02/11/26

INSTAGRAM

In January, we saw a follower increase by 359 new followers! Our views increased greatly by about 200%, which explains the decreased engagement rate (impression per engagement). Our top performing posts were featuring the Vanderpump Rules spotlight and SLO Restaurant Month content.

TOP POSTS:



Followers: 42,514 (↑ .9%)

Total Net Growth: 359

Total Posts: 238

Total Views: 729,531 (↑ 209%)

Total stories: 220

Total Engagements: 6,009 (↑ .4%)

Engagement Rate: .8% (↓ 67.5%)



FACEBOOK

In January, we saw an increase in followers by 297 new followers! Our impressions greatly increased by 993%. Our engagements only decreased slightly, but this is why the engagements rate (impression per engagement) has decreased as well. Top performing posts were food /bev content for SLO Restaurant Month and the Vanderpump Rules spotlight.

TOP POSTS:

The image displays three screenshots of Facebook posts from the 'Visit San Luis Obispo' page. Each post includes the page name, a date, and a video thumbnail. The first post, dated 1/7/2026, has 33,258 views. The second post, dated 1/28/2026, has 31,736 views. The third post, dated 1/21/2026, has 21,053 views.

Post Date	Views
Wed 1/7/2026 11:15 am PST	33,258
Wed 1/28/2026 1:12 pm PST	31,736
Wed 1/21/2026 10:49 am PST	21,053

Page Followers: 108,133 (↑ .3%)

Total Net Audience Growth: 297

Total Posts: 17

Total Impressions: 2,323,323 (↑ 993%)

Total Organic: 175,314 (↑ 27%)

Total Engagements: 3,082 (↓ 3.2%)

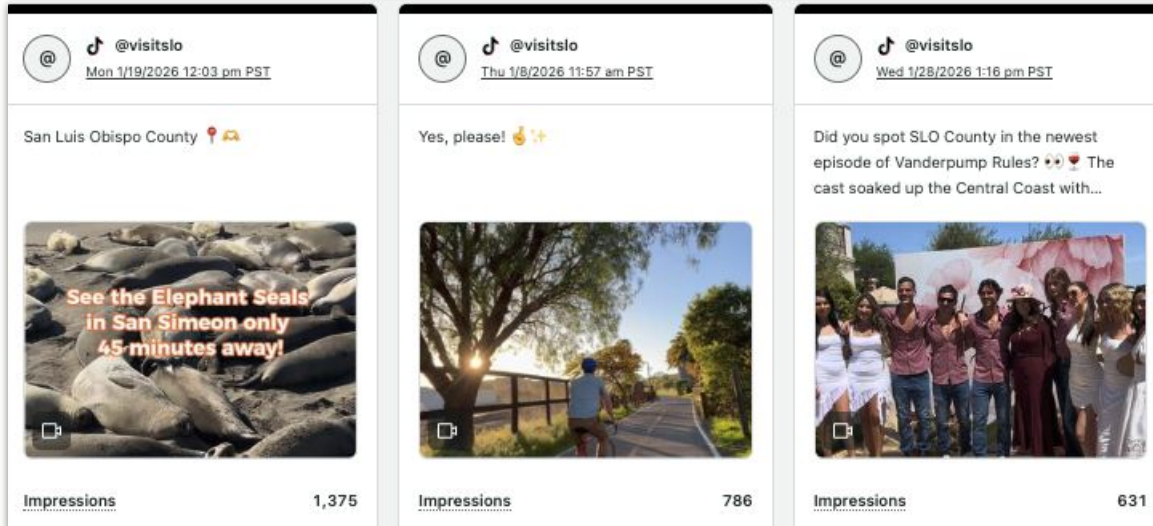
Engagement Rate: .1% (↓ 91%)



TIKTOK

In January, we saw an increase in followers by 37 new users! Our impressions, engagements, and engagement rate decreased this month. Our top performing content was hub 'n' spoke content, trending content, and the Vanderpump Rules spotlight.

TOP POSTS:



Followers: 3,112 (↑ 1.2%)

Followers Gained: 37

Impressions: 17,187 (↓ 13%)

Engagement: 479 (↓ 26.5%)




Engagement Rate: 2.8% (↓ 15.5%)



LINKEDIN

In January, we saw a follower increase of four new users! Our impressions slightly decreased, our engagements stayed the same, and our engagement rate increased.

TOP POSTS:

<p>Visit San Luis Obispo Thu 1/15/2026 8:10 am PST</p> <p>It's SLO Restaurant Month! See what that means for participating restaurants all over San Luis Obispo all month long!...</p> <p>Restaurant Weeks, and dining deals a...</p>  <p>Impressions 85</p>	<p>Visit San Luis Obispo Fri 1/9/2026 9:25 am PST</p> <p>Craving Summer Already? So Are We! Luckily, it's always sunny in San Luis Obispo</p> <p>...</p> <p>25 Warm-Weather Vacations Our Edit...</p>  <p>Impressions 69</p>	<p>Visit San Luis Obispo Thu 1/22/2026 8:30 am PST</p> <p>Did you hear about this exciting SLO movie theater upgrade??</p> <p>...</p> <p>'Absolute best way to see movies' is c...</p>  <p>Impressions 56</p>
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Total Audience: 516 (↑ .6%)

Total Net Growth: 4

Total Posts: 4

Impressions: 308 (↓ 8.9%)

Engagements: 20 (→ 0%)

Engagement Rate: 6.49% (↑ 9.74%)



PINTEREST

In January, 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: 6.38k ( 66%)

Engagements: 258 ( 57%)

Outbound Clicks: 3

Saves: 96 ( 50%)

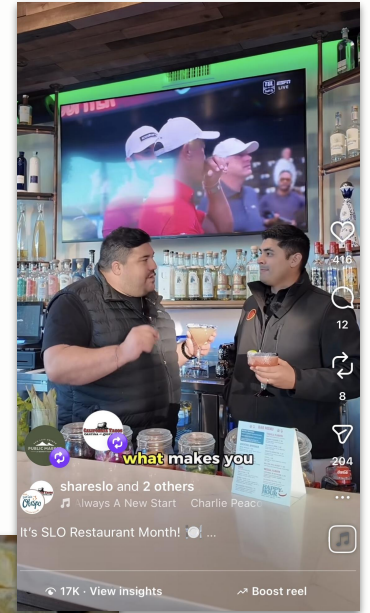
Total Audience: 4.04k ( 70%)

Engaged Audience: 197 ( 48%)



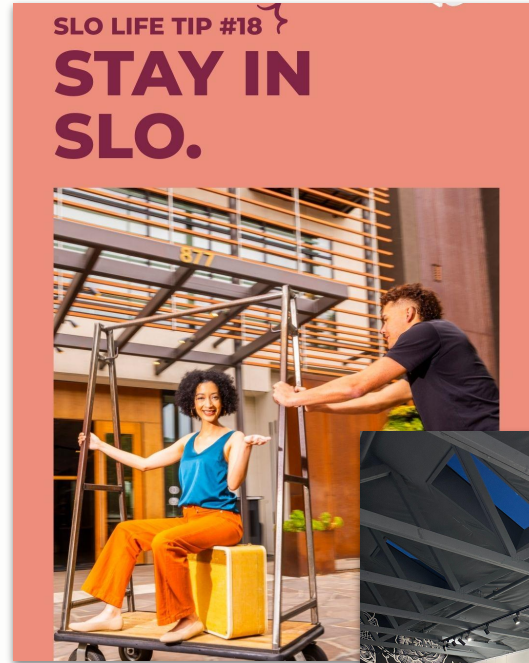
WHAT WE WORKED ON THIS MONTH:

- SLO Restaurant Month
 - Launch Content (**30k Views**)
 - Weekly Interview Reels w/ Adam Montiel (**47.2k Views**)
 - Food / Bev Focused Content
 - Highlights Maintained / Weekly Stories
- Successful Trend / Trending Content
 - Vanderpump Rules Spotlight (**53.6k Views**)
- Collab Reels
 - Accepted [8] : SLO Restaurant Month Interviews w/ Adam Montiel (**25.4k Views**)
 - Sent [13] (@ravawines, @adamontheair, etc.)
- 2 Ticket Tuesdays (Cal Poly Arts & Breda)
- SLO Life Coach & SLO Life Tip Reel & Stories
- Brunch in SLO Reel (**42k Views**)
- Events Highlight Updated Weekly / PR Placements Shared in Stories
- MidWeekend Vacation Capital of the World



FEBRUARY'S FOCUS:

- Valentine's Day
 - Galentine's Day
- Ticket Tuesday Giveaway
 - Children's Museum, SLO Film Festival
- Downtown SLO Farmers' Market Tips & Tricks
- Art After Dark Returns
- Trending Content
- SLO Life Tip Reel / Stories in Highlight
- Upcoming Events in SLO
- Hub 'n' Spoke Reel : Big Sur
- SLO Sunsets in Beers Carousel
- Pizza in SLO Reel



THANK YOU!

