

SLO TBID - SHARESLO
ORGANIC SOCIAL REPORT

February 2026



Date: 03/04/26

INSTAGRAM

In February, we saw a follower increase of 314 new users! Our views increased by almost 7%. Our engagements and engagement rate decreased this month due to the success of the Vanderpump Rules reel in January that has 335 sends alone, not including the other engagement analytics.

TOP POSTS:

The image displays three screenshots of Instagram posts from the account 'shareslo'. Each post includes a profile picture, the account name, a timestamp, a caption, a grid of images, and a view count.

- Post 1:** Caption: "Upcoming Events in San Luis Obispo 🗓️". Subtext: "Mark your calendars, here's what's to come!...". View count: 12,511.
- Post 2:** Caption: "SLO Sunsets... in BEER! 🍺". Subtext: "Why just watch the sunset when you can sip...". View count: 10,407.
- Post 3:** Caption: "3 Dog-Approved Spots in San Luis Obispo 🐕". Subtext: "Exploring SLO with your pup? These spots a...". View count: 9,519.

Followers: 42,828 (↑.7%)

Total Net Growth: 314

Total Posts: 245

Total Views: 778,767 (↑ 6.7%)

Total stories: 229

Total Engagements: 3,873 (↓ 35.5%)

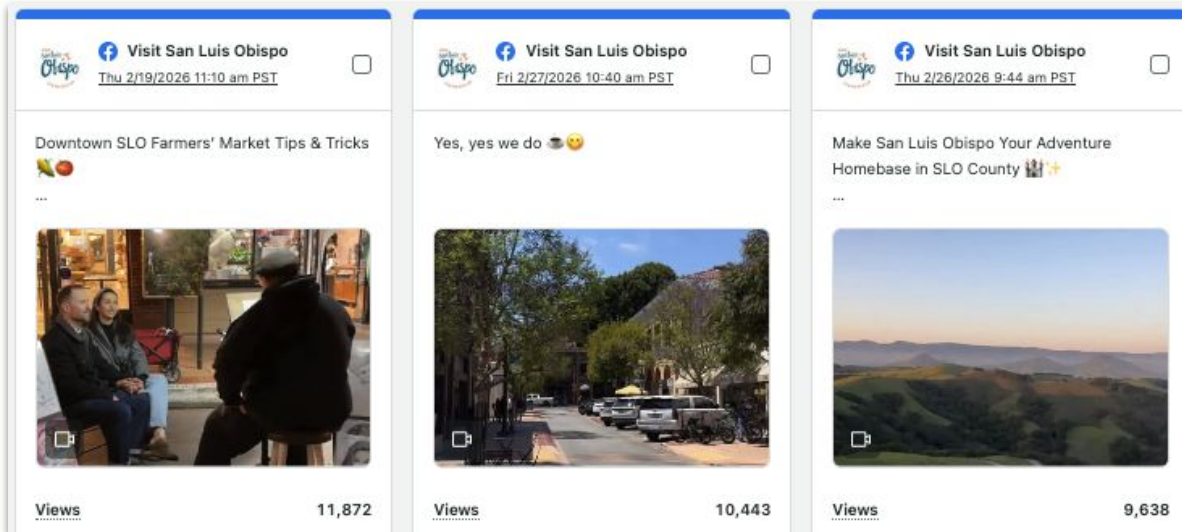
Engagement Rate: .5% (↓ 40%)



FACEBOOK

In February, we saw a net follower increase of 195 new users! Our impressions increased by almost 7%, which is a success since they increased by almost 1000% last month and we expected them to decrease this month. Our engagements decreased due to the popularity of the SLO Restaurant Month-related content in January.

TOP POSTS:



The image displays three Facebook posts from the 'Visit San Luis Obispo' page. Each post includes a profile picture, the page name, and a timestamp. The first post, dated Thu 2/19/2026 11:10 am PST, features a video titled 'Downtown SLO Farmers' Market Tips & Tricks' with 11,872 views. The second post, dated Fri 2/27/2026 10:40 am PST, has the text 'Yes, yes we do 🍷👉' and a video of a street scene with 10,443 views. The third post, dated Thu 2/26/2026 9:44 am PST, has the text 'Make San Luis Obispo Your Adventure Homebase in SLO County 🏡🌟' and a video of a landscape with 9,638 views.

Page Followers: 108,281 (↑ .2%)

Total Net Audience Growth: 195

Total Posts: 17

Total Impressions: 2,478,285 (↑ 6.6%)

Total Organic: 101,441 (↓ 42%)

Total Engagements: 1,497 (↓ 51%)

Engagement Rate: .1% (➡ 0%)

Video Views: 187,926

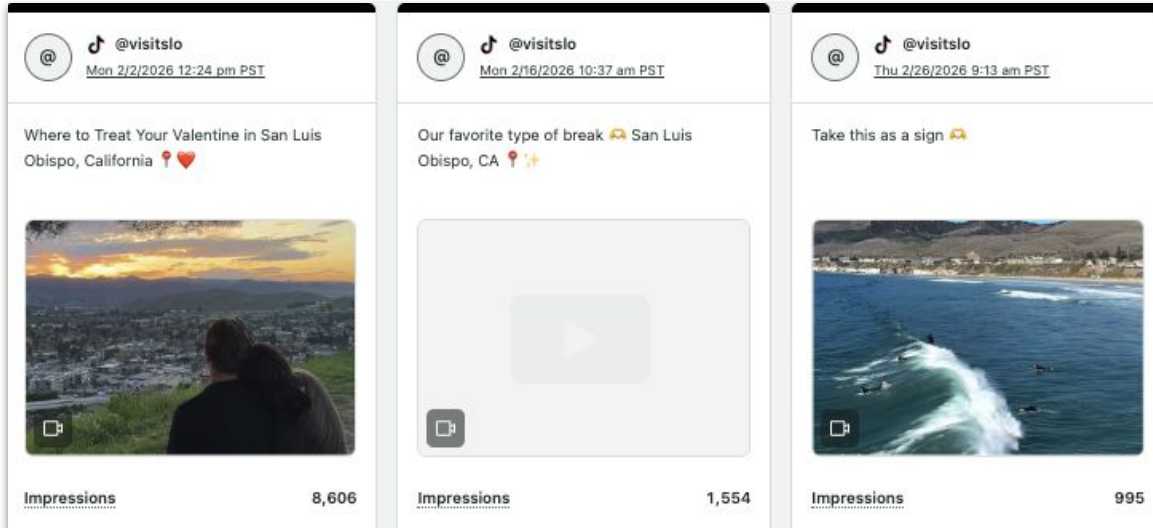
Facebook Video Views now match native reporting. This metric now records intentional views of at least 3 seconds. You can still track total plays (1ms+) by using the Views metric in the Impressions section.



TIKTOK

In February, we saw an increase of 59 new users! Our impressions increased by 22%, our engagements by 49% and our engagement rate by 22.5%. Top performers were trending content and Valentine's Day content.

TOP POSTS:



Followers: 3,171 (↑ 1.9%)

Followers Gained: 59

Impressions: 20,948 (↑ 22%)

Engagement: 715 (↑ 49%)

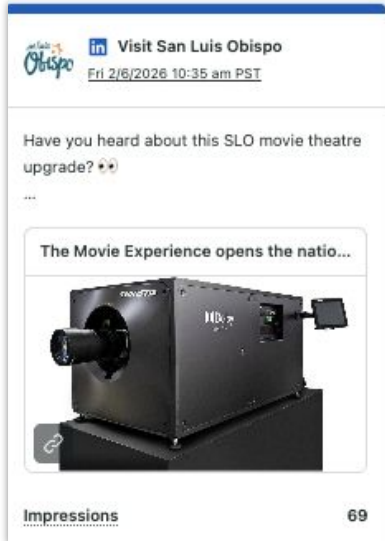
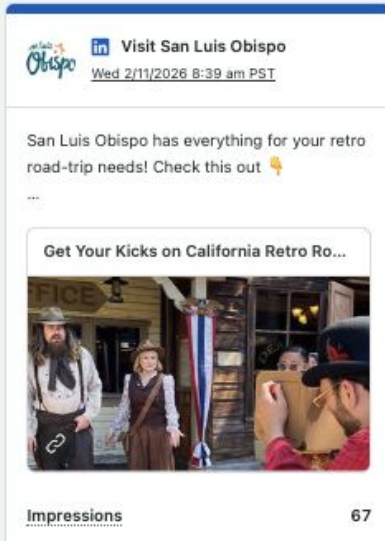

Engagement Rate: 3.4% (↑ 22.5%)



LINKEDIN

In February, we saw an increase of 10 new followers! Our impressions slightly increased and our engagements decreased. We expect these measurements to come up as travel ramps back up in the spring and summer months.

TOP POSTS:

		
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Total Audience: 526 (↑1.9%)

Total Net Growth: 10

Total Posts: 4

Impressions: 309 (↑.3%)

Engagements: 12 (↓40%)

Engagement Rate: 3.9% (↓40%)



PINTEREST

In February, we saw an increase in engagements, outbound clicks, saves and engaged audience. We will continue to mirror from IG to this platform.

TOP POSTS:

Pin	Type	Source	↓ Total impressions
 ! TICKET TUESDAY ALERT ! We'r...	Organic	Your Pins	42 
 SLO Sunsets... in BEER! 🍺 Why ju...	Organic	Your Pins	41 
 🍷 Where to Treat Your Valentine in ...	Organic	Your Pins	34 
 That's us! San Luis Obispo, Californi...	Organic	Your Pins	32 

Impressions: 5.34k (↓ 5%)

Engagements: 282 (↑ 35%)

Outbound Clicks: 5

Saves: 101 (↑ 27%)

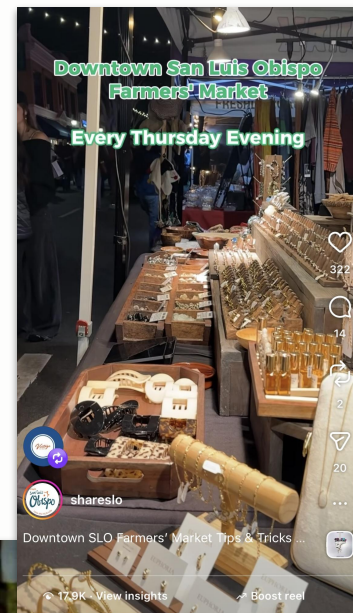
Total Audience: 2.83k (↓ 22%)

Engaged Audience: 183 (↑ 11%)



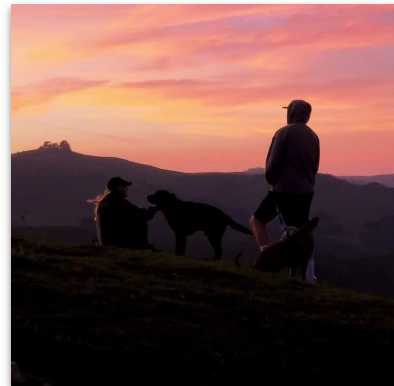
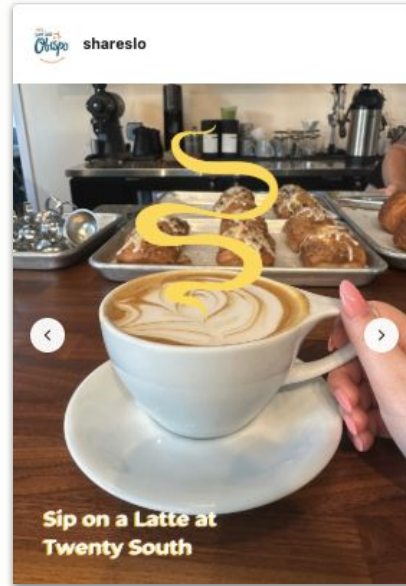
WHAT WE WORKED ON THIS MONTH:

- Valentine's Day & Galentine's Day
 - Valentine's Day To Do's **(14k Views)**
- 2 Ticket Tuesdays
 - SLO Children's Museum Partnership
 - SLO Film Fest Partnership **(13.7k Views)**
- Successful Trend / Trending Content
 - SLO Sunset, but in Beers Carousel **(10.4k Views)**
 - Roadtrip to the Central Coast Reel **(14.3k Views)**
 - Grab a Coffee in SLO Reel **(15.4k Views)**
- Dog-Approved Spots in SLO **(16.6k Views)**
- Hub n Spoke Reel : Hearst Castle **(14.2k Views)**
- Downtown SLO Farmers' Market Tips n Tricks Reel **(17.9k Views)**
- SLO Life Coach & SLO Life Tip Reel & Stories
- Events Highlight Updated Weekly / PR Placements Shared in Stories
- MidWeekend Vacation Capital of the World
- 2 Invited Collabs (@slofilmfest & @childrensmuseumsls)



MARCH'S FOCUS:

- Women's History Month
- National Noodle Month
- Spring Break / Nice Weather
- Sustainability / Getaway Gives Back
- SLO Film Fest
 - SLO Seen on TV
- Ticket Tuesdays
 - Madonna Inn Trail Rides, SLO Brew Concert, Rosé the SLO Way
- MidWeekend Itinerary Carousel
- SLO Life Tips
- Kid-Friendly To Do's
- New Businesses in SLO



THANK YOU!

