

SLO TBID - SHARESLO
ORGANIC SOCIAL REPORT

March 2026

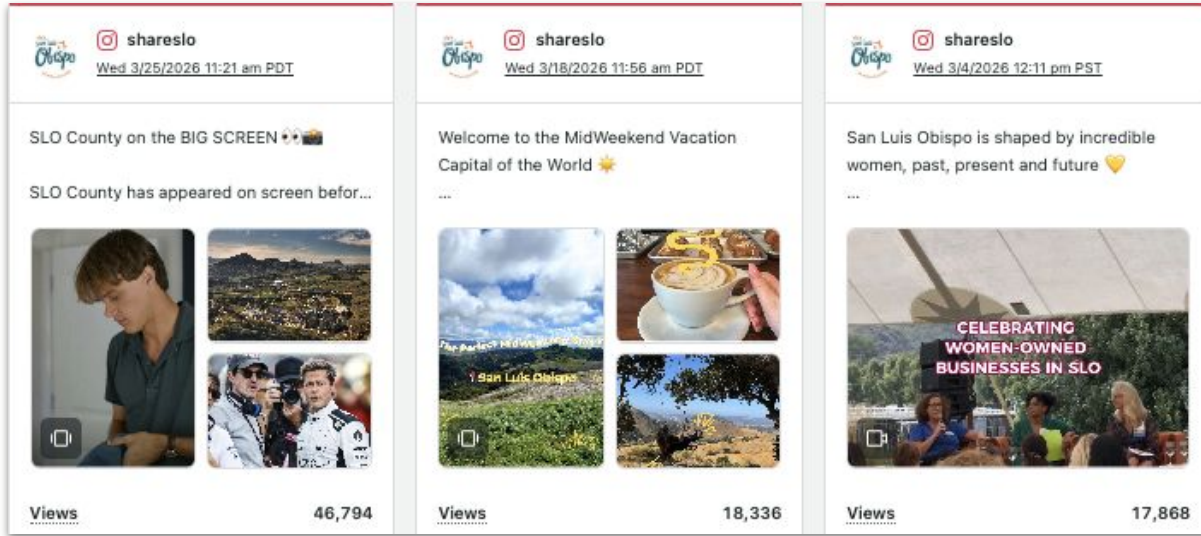


Date: 04/08/26

INSTAGRAM

In March, we saw an increase in followers with 695 new followers! Our views increased by 12% and our engagements and engagement rate increased substantially as well. Top performing posts were about SLO TV / Film mentions, a MidWeekend Itinerary, and a Women's History Month post.

TOP POSTS:



Followers: 43,523 (↑ 1.6%)

Total Net Growth: 695

Total Posts: 257

Total Views: 870,112 (↑ 12%)

Total stories: 229

Total Engagements: 8,150 (↑ 110%)

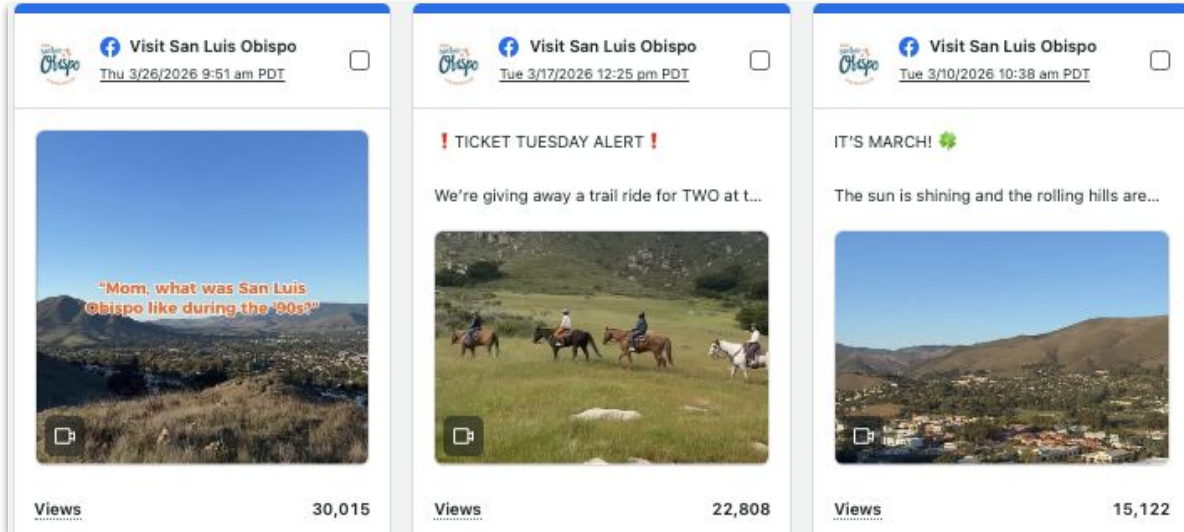
Engagement Rate: .9% (↑ 88%)



FACEBOOK

In March, we saw great success across this platform. Our followers increased by 191 new users. Our impressions increased with organic impressions increasing by 32% alone. We saw increases in engagements, engagement rate, and video views this month with top performers being a trend, giveaway bringing users over to IG, and upcoming events.

TOP POSTS:



Page Followers: 108,427 (↑ .2%)

Total Net Audience Growth: 191

Total Posts: 14

Total Impressions: 2,774,299 (↑ 12%)

Total Organic: 133,457 (↑ 32%)

Total Engagements: 4,824 (↑ 166%)

Engagement Rate: .2% (↑ 138%)

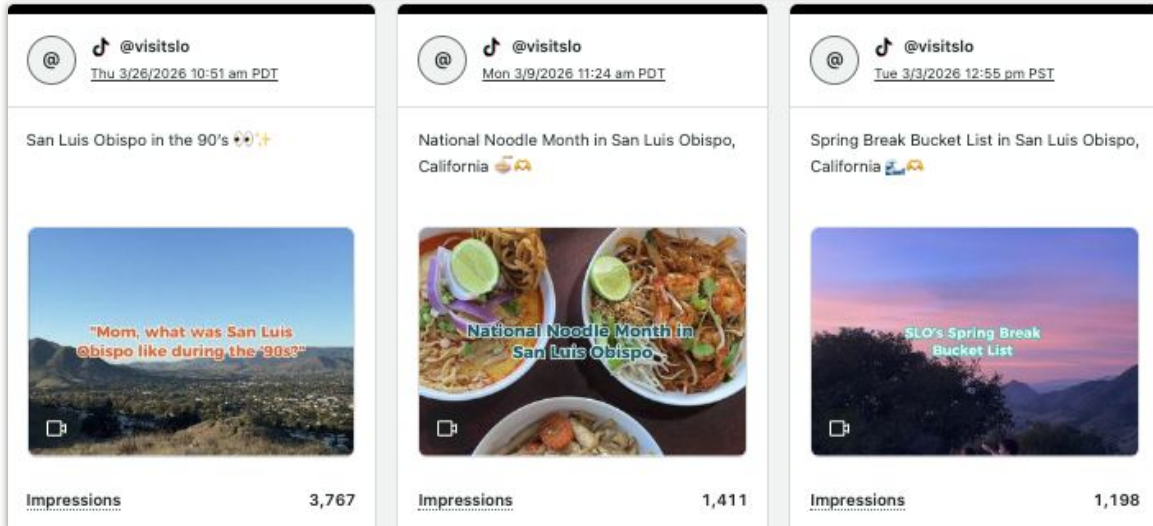
Video Views: 250,645 (↑ 33%)



TIKTOK

In March, we saw an increase in followers by 87 new users! Our impressions and engagements decreased due to the success of the Valentine's Day tiktok in February hitting almost 10k alone. Our engagement rate increased which means that users are interacting with our content more in relation to just viewing the content. We are still seeing a ton of success on this platform.

TOP POSTS:



Followers: 3,258 (↑ 2.7%)

Followers Gained: 87

Impressions: 14,711 (↓ 30%)

Engagement: 628 (↓ 12%)

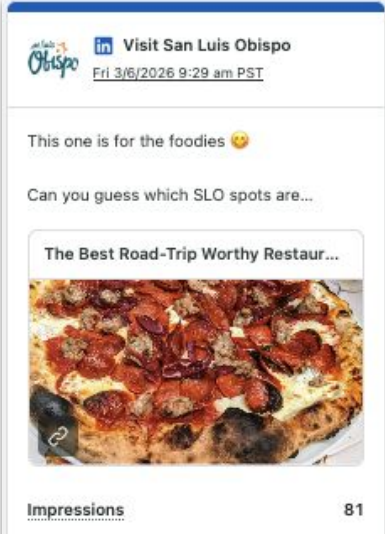
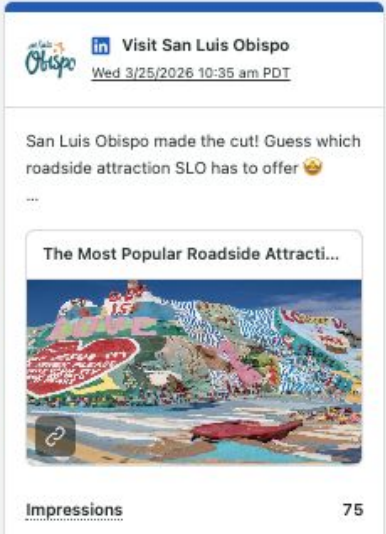
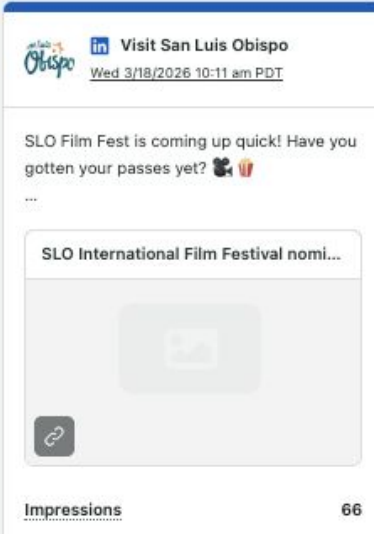
Engagement Rate: 4.3% (↑ 25%)



LINKEDIN

In March, we saw an increase in analytics across the board. Our audience grew by 7 users and our impressions increased as well. Our engagements and engagement rate increased substantially this month.

TOP POSTS:

		
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Total Audience: 533 (↑1.3%)

Total Net Growth: 7

Total Posts: 4

Impressions: 328 (↑6%)

Engagements: 25 (↑108%)







Engagement Rate: 7.6% (↑96%)




PINTEREST

In March, we saw an increase in impressions, engagements, saves, total audience and engaged audience. We will continue to mirror from IG to this platform.

TOP POSTS:

Pin	Type	Source	↓ Total impressions
 TICKET TUESDAY ALERT 📺 We ...	Organic	Your Pins	51 
 Lights, Camera, Getaway 🎬 ✨ Hea...	Organic	Your Pins	48 
 SLO Ready for Spring Break? 🌞 🌊 ...	Organic	Your Pins	26 
 Share San Luis Obispo on Instagram...	Organic	Other Pins, Your Pins	20 

Impressions: 7.01k ( 21%)

Engagements: 347 ( 16%)

Outbound Clicks: 4

Saves: 113 ( 3.6%)

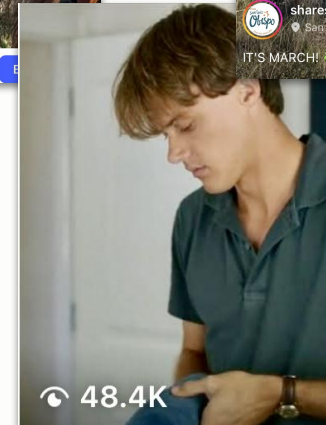
Total Audience: 3.62k ( 17%)

Engaged Audience: 247 ( 28%)



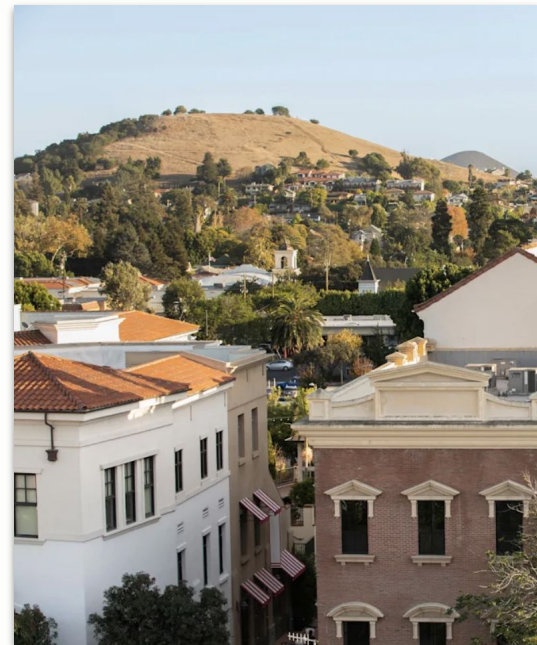
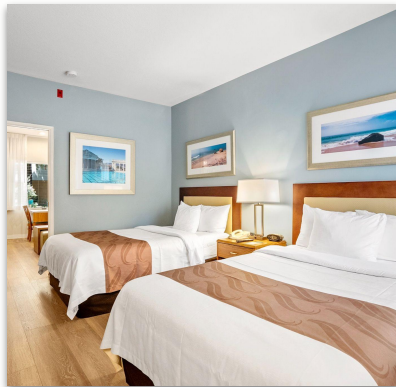
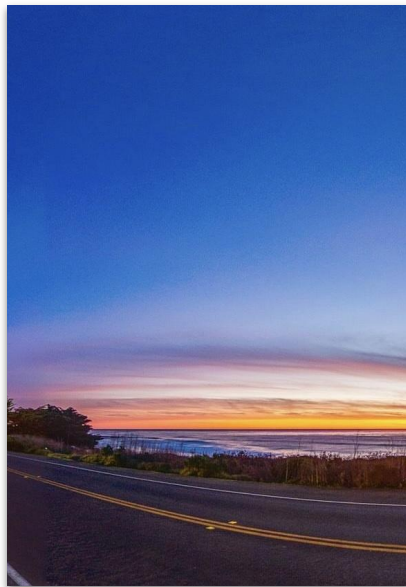
WHAT WE WORKED ON THIS MONTH:

- SLO Film Fest / SLO on TV Post **(48.4k Views)**
- 3 Ticket Tuesdays
 - Rosé the SLO Way **(12.7k Views)**
 - Madonna Inn Trail Rides **(36.1k Views)**
 - SLO Brew Concert
- Successful Trend / Trending Content
 - Wine Hike Reel **(9.5k Views)**
 - SLO in the 90's Reel **(43.7k Views)**
- National Noodle Month in SLO Reel **(19.2k Views)**
- Women Owned Businesses in SLO **(17.9k Views)**
- Upcoming Events Reel **(24.7k Views)**
- SLO Life Coach & SLO Life Tip Reel & Stories
- Events Highlight Updated Weekly / PR Placements Shared in Stories
- MidWeekend Vacation Capital of the World Itinerary Carousel **(18.5k Views)**
- New Businesses in SLO Reel **(17.9k Views)**
- 5 Invited Collabs, 1 Accepted Collab w/ @pacslo & @childrensmuseum slo



APRIL'S FOCUS:

- Earth Day / Sustainability
- Collaborations w/ @SLOCAL & @downtownslo
 - SLO Film Fest
 - Sip n Saunter
- SLO Film Fest
- Shabang Music Festival
- BBQ in SLO, Flights in SLO, Photo-Ops in SLO
- Work from SLO(me) / MidWeekend Reel
- Upcoming Events Reel
- Shops to Fuel Creativity in SLO
- SLO Life Tips
- Blues Baseball / Hotel Stay Giveaway
- New Businesses in SLO
- Proximity to Beaches Reel



THANK YOU!

