

Public Relations

News Headline

Additional Mentions

News Headline

*News Circulation Audience and News Ad Value is generated through Meltwater and SimilarWeb

*PR Value is determined by multiplying the News Ad Value by 10, this a public relations industry standard (which takes into account third party opinion values and strategic messaging).

*Note - In this report, we have compiled tourism-related mentions featuring Los Alamos and surrounding attractions that are likely to draw in visitors. From a tourism standpoint, not all local news may be included. Additionally, we send and pitch at least one news release per month. While we get the news releases to outlets and reporters whose interests are in line with the subject matter and follow up with pitch calls to ensure they have received the release, as well as to pitch them on featuring Los Alamos, it is at the discretion of news rooms and news directors to determine which stories are picked up and placed in the news.

Social Media

Facebook

Likes: The number of new people who have liked your page in any given month.

Reach: The number of people who saw any of your Page posts.

Page Views: The number of times a Page's profile has been viewed by logged in and logged out people.

Monthly Engagements: The number of times people have engaged with your posts through likes, comments and shares.

