



September LTAB Report Overview (Stats and Reporting as of September 9, 2019)

Social Media

The social media audience continues to grow, and this month topped at 8,306 followers. In both July and August, the page saw incredible growth in reach and engagements. This month, metrics continue to be above average in terms of reach, with posts reaching 135,062 social media users and garnering a higher than average 12,530 engagements (likes, shares, and comments). While the reach and engagement were slightly lower than last month, with the Labor Day holiday and back-to-school time, this is to be expected.

However, as we move into the fall, with promotion of fall events and attractions, we expect numbers to climb back up to the peaks experienced in July/early August.

For August–September, top posts include:

Bear Festival

Bradbury Science Museum

Los Alamos Itineraries (promoting tourism and trip planning)

PEEC Superpower dogs

Bandelier Fee-Free Day

Bandelier Night Sky Fiesta

Public Relations

Since last month's LTAB meeting and report, Sunny505 engaged in follow up media pitching on the Bear Festival news release. The Bear Festival release was pitched to statewide and regional outlets, resulting in coverage from southern New Mexico, in the Roswell Daily Record, as well as on KOAT-TV in Albuquerque.

Additionally, in the past month, Sunny505 has worked with Kelly Stewart on the development of a fall events news release, which has been finalized and will be sent on September 10 to statewide and regional audiences. Results from the fall release will be included in future reports.

General

The Sunny505 team is preparing for manning booths at both the New Mexico State Fair and the Albuquerque International Balloon Fiesta.