

SUNNY505

October LTAB Report Overview (Stats and Reporting as of October 8, 2020)

Social Media

For September, we had halted paid ads to the page that encourage visitors due to COVID-19 and Public Health Orders. Beginning October 7, we have reinstated ads to target a New Mexico audience and anticipate increased follower growth to continue throughout the month of October. The Facebook page audience currently has grown to 11,007 page likes and 11,183 followers.

Due to limited advertising and COVID restrictions, ads and boosts were limited for part of the reporting period. However, organic unpaid and limited boosted posts reached 6,663 people (an increase over September), with 1,051 engagements.

For September/October, top posts included:
America's Healthiest Community
Bandelier
Bradbury Science Virtual Learning

Public Relations

Sunny505 is currently working with Kelly on upcoming news stories, as well as a virtual FAM tour. The virtual FAM tour will allow us to reach journalists and travel writers and producers across the nation with the unique opportunities available to their viewers and readers in Los Alamos.

Other

Sunny505 and Kelly Stewart in conjunction with the New Mexico Tourism Department participated in an all-day video/photo shoot on Friday, October 9, 2020. We will end up with four :10 videos and 10 still shots that can be used in our tourism outreach going forward. It was provided at no cost to Los Alamos County.