

SUNNY505

February 2025 LTAB Report Overview (Stats and Reporting as of February 10, 2025)

Social Media

The Facebook page audience has 15,629 followers. Content reached 10,130 followers and garnered 354 engagements.

Since the last report, the Instagram account has grown to 1,405 followers. Content reached 16,081 users and garnered 485 engagements.

For January/February, top content included:
El Parasol
National Parks

Public Relations

Since the last report, SUNNY505 distributed a news release on the top 25 experiences in Los Alamos County for 2025, which received local coverage in the Los Alamos Daily Post. Pitches are ongoing regionally and nationally. In February, SUNNY505 is working on a news release promoting the Film & Culture Festival.

Other

We have begun the process of applying for New Mexico True Cooperative Advertising for FY26.