

SUNNY505

January LTAB Report Overview (Stats and Reporting as of January 16, 2020)

Social Media

Throughout December, our Facebook page continued to grow, and we are on track to exceed our fiscal year 2020 goal of 10,000 followers. As of our report, the growth has been even higher than previous months, and the account has 9,248 total likes, a significant climb from last month's 8,869.

Posts reached 31,534 social media users, garnering 4,235 engagements. This spring we hope to implement photo contests, showcase photography and highlight important events to keep these numbers continually above FY19 averages.

For December/January, top posts included:

Three National Parks

Pajarito Mountain (Opening Day, as well as supporting ongoing posts)

New Year's Day Birding at PEEC

Bandelier

Visitor Guide/VLA.org website

Training in Los Alamos for 2020

Public Relations

Since last month's LTAB meeting and report, Sunny505 wrote, sent and pitched a news release highlighting Los Alamos as an ideal destination for outdoor recreation and training for fitness and athletic goals in 2020. Additionally, we re-issued a news release on Pajarito Mountain's opening day.

As a result of Sunny505 pitches, Los Alamos was featured in Cycling West and NewsBreak.com, and we are currently working to coordinate an interview with the Santa Fe New Mexican. Additional pitches are ongoing to regional media.

Other

We have written the content for our next newsletter, which has been approved. It will be laid out and emailed out during the last week of January. The content includes stories about training like an Olympian, Skiasta and spring break trips and celebrating National Park Week in Los Alamos.