



## **June/July 2025 LTAB Report Overview (Stats and Reporting as of July 2, 2025)**

### **Social Media**

The Facebook page audience has 15,551 followers. Content reached 54,346 followers and garnered 1,218 engagements.

Since the last report, the Instagram account has grown to 1,482 followers. Content reached 16,332 users and garnered 335 engagements.

For June/July, top content included:

4<sup>th</sup> of July

ScienceFest

Summer Concert Series

### **Public Relations**

Since the last report, SUNNY505 distributed a news release promoting ScienceFest, which received coverage in the Roswell Daily Record and locally in the Los Alamos Reporter and Los Alamos Daily Post. Additionally, SUNNY505 has distributed a news release promoting Oppenheimer and history-related events, including Oppenheimer Festival. Pitches are ongoing.

### **Other**

We worked with the New Mexico Tourism Department on the Cooperative Advertising Grant for FY2026. We began with planning meetings with the team and scheduled all deadlines for the coming year of ads.