

SUNNY505

January 2022 LTAB Report Overview (Stats and Reporting as of January 10, 2022)

Social Media

The Facebook page audience grew from 12,849 to 12,931. Content reached 50,535 users, up from 41,668 in December and garnered 5,303 engagements, up from 2,000 engagements in December. Followers rose from 13,071 to 13,156.

The Instagram account is experiencing steady growth with 38 new organic followers. Content reached 2,634 users with 542 engagements.

For December/January, top content included:

Scenic Overlooks

Bandelier OnlyInYourState throwback article

Public Relations

Los Alamos was featured in AAA Explorer's print edition for January–March, along with Valles Caldera National Preserve and Bandelier National Monument. Currently Sunny505 is working with Kelly on finalizing a news release on dining and drinking experiences in Los Alamos, as well as a news release on the Backcountry Film Festival.

Other

We worked with Datafy (formerly SeeSource) on setting up the Los Alamos County data metrics dashboard. We participated in various training sessions and cleaning up the information for accurate reporting.