



November LTAB Report Overview (Stats and Reporting as of November 6, 2020)

Social Media

Beginning in October, we resumed paid ads to the page with a New Mexico only audience. We saw increases in every metric this month, adding 349 new page likes and 350 new followers. Content reached 16,636 users, garnering 1,340 engagements. We have also created a Visit Los Alamos Instagram page in late October.

For October/November, top posts included:
Fall photography
Los Alamos History Museum
Halloweekend

Public Relations

In October, Sunny505 wrote and distributed a news release on the History Museum, garnering 48 news stories with a reach of 87,648,492.

Sunny505 has distributed a news release on MPNHP fifth anniversary news virtual events. We received coverage in two different news stories from KRQE, as well as the Los Alamos Daily Post. Pitches are ongoing, and we are in the process of coordinating a virtual media tour.

Other

We are putting together an ad for the Santa Fe Visitors Guide.