



December LTAB Report Overview (Stats and Reporting as of December 3, 2020)

Social Media

Due to the latest public health orders, page ads were halted in November; however, the page saw strong organic growth with 111 new page likes and 111 new followers. Additionally, content reached 9,702 social media users with 680 engagements.

The Instagram page created in late October is performing well with 171 followers.

For November/December, top posts included:

- MPNHP Fifth Anniversary
- Virtual Bradbury Science Experiences
- Virtual History Museum Experiences
- WinterFest

Public Relations

Since the last report, Sunny505 pitched local and regional media on the MPNHP fifth anniversary, resulting in another story from KRQE. Additionally, Sunny505 is working with Kelly to coordinate a virtual media tour and has compiled a list of virtual events to pitch to NMTD for upcoming newsletters.

Other

We are also working with NMTD on the Recovery Readiness Initiatives. Part of what they are providing is additional social media posting. We are ready to begin pushing statewide weekend get-aways when the County is comfortable.