



January 2021 LTAB Report Overview (Stats and Reporting as of January 8, 2021)

Social Media

Due to public health orders, all page ads have been halted; however, we still have a healthy page following and organic reach. Monthly engagements are up to 874 from 680 last month.

The Instagram page created in late October is performing well with 256 followers. Posts over the last month reached 988 users with 151 engagements.

For December/January, top social media posts included:

- Virtual Holiday Arts & Crafts Fair
- History Museum Virtual Programs
- Fuller Lodge Virtual Tour
- Happy New Year post

Public Relations

Sunny505 is working with Kelly to coordinate a virtual media tour and has pitched NMTD and New Mexico Magazine on virtual events for upcoming newsletters.