



June 2021 LTAB Report Overview (Stats and Reporting as of June 4, 2021)

Social Media

The page audience rose to 11,712 over 11,485 in May. Additionally, posts reached 111,067 Facebook users, up from 81,816 in May, and engagements rose from 7,611 to 12,629.

The Instagram account is experiencing steady growth with 20 new organic followers.

For May/June, top content included:

Scenic Overlooks

Pajarito Programs

History Museum Programs

Weird Street Names – Bathtub Row

Three National Parks

Public Relations

Sunny505 is preparing to supplement public relations efforts for ScienceFest and is also coordinating a virtual media tour for June.

Other

We applied for the New Mexico Tourism Department cooperative advertising program. If we receive full funding, we will receive \$103,000 of advertising at a cost to the County of only \$34,343.