



July 2021 LTAB Report Overview (Stats and Reporting as of July 9, 2021)

Social Media

The Facebook page audience grew to 11,832, up from 11,712 in June. Additionally, posts reached 138,414, up from 111,067 in June, and engagements rose from 12,629 to 14,789.

The Instagram account is experiencing steady growth with 34 new organic followers. Content reached 3,230 social media users, up from 971 in June.

For June/July, top content included:

ScienceFest

Pig + Fig Award

Bandelier National Monument

Public Relations

Over the past month, Sunny505 held a virtual media tour with participants from Chicago Tribune, NPR, Newsweek, Men's Journal, VICE, Wichita Eagle, AAA World, Little Family Adventure, New Mexico Magazine and NMTD. Sunny505 is engaged in follow-up with these reporters, as well as pitching the virtual tour to media unable to attend during the scheduled tour. Sunny505 also distributed the ScienceFest news release to a regional audience, resulting in coverage in the Albuquerque Journal, New Mexico Magazine, Yahoo! News, and Grant County Beat. Additionally, the TravelAwaits awards—which we sent out a news release on in April—have been announced with Los Alamos being listed on the Top 15 Friendliest Small Towns and Pig + Fig being recognized, as well.

Other

We worked with staff to finalize the New Mexico True Cooperative Advertising Grant. Los Alamos County was awarded a grant of \$103,029. The county's contribution is only \$34,343. The grant will pay for:

- A one-day video & photo shoot
- 12-month social media amplification
- 6-month YouTube advertising
- 6-month Instagram advertising
- 6-month Facebook video advertising
- 2 New Mexico Magazine advertorials
- 2 ABQ the Magazine advertorials
- 6 weeks of billboard advertising in Albuquerque