



September 2021 LTAB Report Overview (Stats and Reporting as of September 10, 2021)

Social Media

The Facebook page audience grew from 11,983 to 12,149. Additionally, followers increased from 12,198, up from 12,367. Engagements rose from 1,368 to 2,095, and reach almost doubled, from 19,976 up to 36,180.

The Instagram account is experiencing steady growth with 32 new organic followers. Interactions rose from 400 in the previous month to 2,835.

For August/September, top content included:

Bear Festival

Three National Parks

Scenic views

Public Relations

Sunny505 distributed and pitched the Bear Festival release, resulting in coverage on KRQE and in the Albuquerque Journal. For the month of September, Sunny505 is coordinating with Kelly for upcoming news releases.

Other

We continued working closely with the New Mexico Tourism department on developing ads and coordinating for an October video/photo shoot.