

SUNNY505

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

Social Media

The Facebook page audience grew from 12,149 to 12,347. Additionally, followers increased from 12,367 to 12,564. Engagements rose from 2,095 to 3,829, and content reach was 66,914, up from 36,180 in September.

The Instagram account is experiencing steady growth with 30 new organic followers. Reach increased significantly, due to a mix of paid and organic content to 40,846.

For September/October, top content included:
Fall Colors/Balloon Fiesta Visitors
Three National Parks
Adventures of a Mathematician Premiere

Public Relations

In October, Sunny505 sent news releases on fall colors and the premiere of Adventures with a Mathematician, resulting in coverage in Los Alamos and Santa Fe. Sunny505 is currently working with Kelly on finalizing a news release on dining and drinking experiences in Los Alamos, as well as a Halloween weekend release.

Other

Sunny505 in conjunction with Kelly Stewart are working with the NM Tourism Department to coordinate a photo and video shoot on October 12th. We also designed and placed fall New Mexico True advertisements. In addition, we ran a digital online campaign promoting fall visits.