



November 2021 LTAB Report Overview (Stats and Reporting as of November 5, 2021)

Social Media

The Facebook page audience grew from 12,347 to 12,604. Engagements rose from 3,829 to 4,289, and content reach was 84,913, up from 66,914 in October.

The Instagram account is experiencing steady growth with 46 new organic followers. Content reached 35,400 users.

For October/November, top content included:

Halloweekend

Bandelier

Scenic Overlooks

Public Relations

In October, Sunny505 distributed a news release on Halloweekend, garnering coverage in New Mexico Magazine, Los Alamos Reporter and Los Alamos Daily Post. Sunny505 also sent a news release on the Pajarito Trail Fest Youth Mountain Biking Race, garnering coverage in the Los Alamos Daily Post, NewsBreak and the Los Alamos Reporter. Additionally, Sunny505 is working with Kelly on finalizing a news release on dining and drinking experiences in Los Alamos, as well as a WinterFest news release.

Other

We met with Datafy, the parent company of SeeSource, our tracking data to get the software set up. We also designed and placed New Mexico True advertising and wrote advertorials for *New Mexico Magazine* and *ABQ The Mag*.