



August/September 2025 LTAB Report Overview (Stats and Reporting as of September 3, 2025)

Social Media

The Facebook page audience has 15,593 followers. Content reached 69,935 followers and garnered 657 engagements.

Since the last report, the Instagram account has grown to 1,502 followers. Content reached 14,057 users and garnered 197 engagements.

For August/September, top content included:

Bear Festival

Happy Ramblers

Summer Concert Series

Public Relations

Since the last report, SUNNY505 has distributed a news release on Bear Festival, as well as continued pitching of Oppenheimer Festival. Bear Fest was featured locally in the Los Alamos Daily Post and Los Alamos Reporter, as well as in the Santa Fe New Mexican and in The Best of the Southwest.

Oppenheimer Festival received coverage locally in the Los Alamos Daily Post and the Los Alamos Reporter, as well as on KRWG-TV, Santa Fe New Mexican, Carlsbad Current-Argus, KRQE and Yahoo!

Other

SUNNY505 and Ellyn Felton worked with the New Mexico Tourism Department on all deadlines for New Mexico True ads. We also negotiated and developed an ad for a special section in USA Today.