

# SUNNY505

## **January 2025 LTAB Report Overview (Stats and Reporting as of January 15, 2025)**

### **Social Media**

The Facebook page audience has 15,608 followers. Content reached 3,294 followers and garnered 240 engagements.

Since the last report, the Instagram account has grown to 1,380 followers. Content reached 15,989 users and garnered 396 engagements.

For December/January, top content included:

Bandelier

Film Locations in Los Alamos

### **Public Relations**

Since the last report, SUNNY505 distributed a news release on winter recreation in Los Alamos. Winter recreation received coverage locally in Los Alamos Daily Post, as well as TheTravel and Planet Ware, which highlighted skiing at Pajarito. SUNNY505 is working with Ellyn on finalizing a news release on the top 25 experience in Los Alamos County for 2205.