

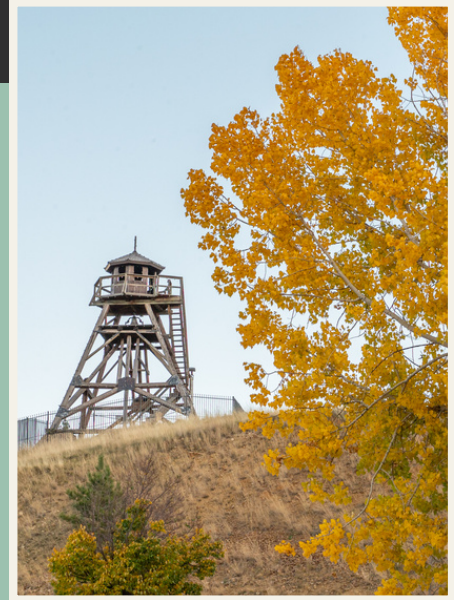
SOCIAL MEDIA & PHOTOGRAPHY REPORT



Monthly Report — October 2023
Presented by: Jacob J McEachern

INTRO

Greetings everyone, as we dive into the report for October, I'm excited to share the progress we made throughout the month. As your Instagram manager and photographer, my focus was on capturing raw moments and enhancing our online presence. This report will provide an overview of our accomplishments, the challenges we faced, and the key activities that shaped last month's progress.



EXECUTIVE SUMMARY

KEY GOALS AND ACHIEVEMENTS

Instagram Management:

Instagram remained a focal point for engaging with our audience and building a strong and fun social media presence. Key objectives included boosting engagement and showcasing the beauty, charm and character of Helena.

- In October, we executed a well-defined content strategy inspired by the monthly newsletter and the change of seasons. This included publishing 20 posts, featuring a mix of 17 in-feed image posts (5 of which were carousels) 4 Reels, each carefully curated to resonate with our growing audience.
- 36 stories further showcased various locations and themes, including The Myrna Loy, Holter Lake, Reeder's Alley, Scratch Gravel Hills and Oktoberfest.
- We introduced two separate content series into our stories that focused on Gravel Riding as well as outdoor preparedness. Shining a light on our Instagram account as a hub for outdoor enthusiasts.

Photography:

- Photography endeavors in October were diverse, from capturing the spirit of Queen City Oktoberfest to the interior of the Pioneer Cabin.
- Additional shots were taken while mountain biking, featuring the new Barking Dog Trail as well as the Fire Tower, Trolley, Christmas Evans House, and Bluestone Building, highlighting historic elements around town.
- A catalog of October deliverables, consisting of 42 images, was created.

Instagram Metrics

In October, we witnessed solid growth in our Instagram performance:

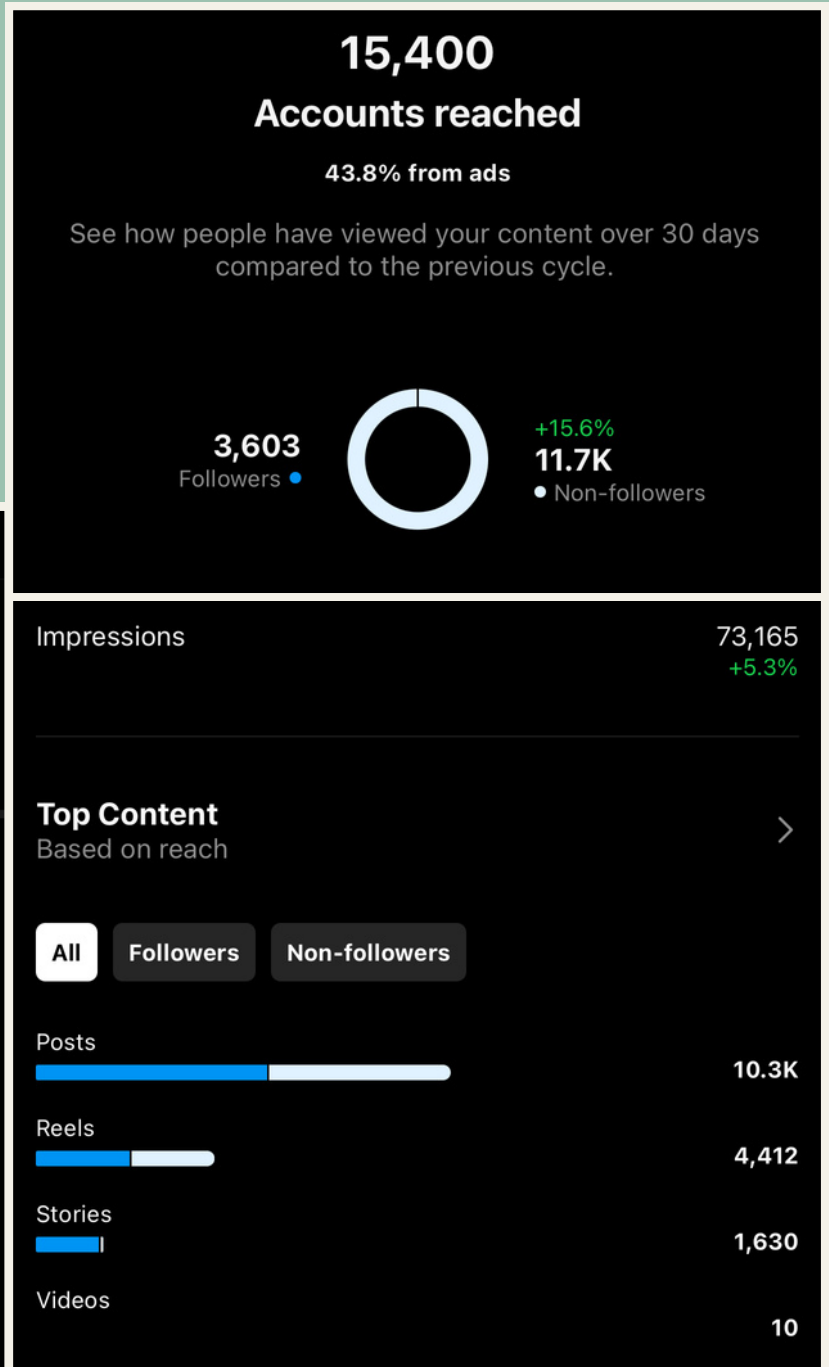
- Current followers: 7,566
 - Accounts reached: 15,400
 - Non-followers reached: 11.7K
 - Total impressions: 73,165
 - Accounts engaged: 1,024
 - A 3.8% increase in engagement compared to the previous month
 - Top post reached 3,041 accounts
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KEY AUDIENCE METRICS

INSTAGRAM

Last month, our followers increased by 0.7% compared to the previous period, reaching a total of 7,566.

Over half of our followers were between 25 and 44 years old. In terms of account reach, we extended our content to 15,400 accounts, with 11.7K of them being non-followers. Furthermore, our content made 73,165 total impressions.



ENGAGEMENT

INSTAGRAM

Last 30 Days ▾

Sep 25 - Oct 24

1,024

Accounts engaged

See how people have interacted with your content over 30 days compared to the previous cycle.

807
Followers ●



+3.8%
217
● Non-followers

Top Content

Based on engagement >

All

Followers

Non-followers

Posts



1,058

Reels



363

Stories



27

● Followers

● Non-Followers

20

total posts

103

average likes

03

average saves

7.4

average shares

+3.8%

overall engagement

IN-FEED

TOP-PERFORMING POSTS



185

2

15

9

CHRISTMAS EVANS HOUSE

Date Posted: 10/22/23 @ 8:03AM

We reached 3,041 accounts, and among them, 855 weren't following us. Leaving an impression on 3,718 people, receiving 15 shares and 185 likes. Additionally, we guided 12 accounts to our profile.

200

Accounts engaged

182

Followers



18

Non-followers

Post interactions

211

Likes

185

Shares

15

Saves

9

Comments

2

Profile activity ⓘ

13

Profile Visits

12

Follows

1

Accounts reached

3,041

Accounts engaged

200

Profile activity

13

Reach ⓘ

3,041

Accounts reached

2,186

Followers



855

Non-Followers

Impressions

3,718

From Home

2,910

From Hashtags

742

From Other

33

REELS

TOP-PERFORMING POSTS



PIONEER CABIN

Date Posted: 09/28/23

Reached 2,379 accounts, of which 734 were non-followers. Creating 114 interactions. Shared 6 times and had 96 likes. While leading 4 accounts to follow our profile. 3,131 views led to a watch time of over 7 hours.

Let's take a walk together through the historic Pioneer...

taylorraemusic · Breezeblocks - Taylor Rae

September 28 · Duration 0:54

3131

96

5

6

7

Plays

3,131

Overview ⓘ

Accounts reached

2,379

Reel interactions

114

Profile activity

4

Follows

4

Reach ⓘ

2,379

Accounts reached

1,645
Followers •



734
• Non-followers

Watch time

7 hr 16 min 10 sec

Average watch time

8 sec

Reel interactions ⓘ

114

Likes

96

Saves

7

Shares

6

Comments

5

STORIES

TOP-PERFORMING POSTS



We reached 761 accounts. 24 of which clicked the location link. While leading 2 accounts to visit our profile, as well as 19 likes.

Story interactions

20

Likes

19

Shares

1

Replies

0

Sticker taps

26

Scratchgravel Hills

26

Navigation

744

Forward

542

Next story

108

Exited

81

Back

13

Profile activity ⓘ

2

Profile Visits

2

Accounts reached

701

Accounts engaged

1

Profile activity

2

Reach ⓘ

701

Accounts reached

695

Followers ●

6

Non-followers ●

CONTENT ANALYSIS

In October, our content strategy revolved around engaging themes, with in-feed posts emerging as the top performers, sparking engagement from 1,024 accounts. Reels also demonstrated their effectiveness, reaching 363 accounts. The content spanned an array of subjects, from the excitement of Oktoberfest to showcasing the interiors of the Pioneer Cabin. These themes resonated well with our audience, with likes, shares, and saves reflecting strong engagement. Our audience primarily falls within the 25 to 44 year old age group. While our content strategy proved successful, a few small challenges arose such as: Quick change of seasons. Content organization - Jacob will work on creating more user friendly version. Also difficulties logging into Google Drive remotely.

As we peer into the future, our commitment to refining our content strategy, exploring fresh photography opportunities and ideas, and addressing challenges remains steadfast. Our top priority continues to be maintaining the highest standards in content creation and engaging our audience effectively.

Moving forward, we plan to build on this success by expanding our content themes and exploring new avenues to maintain strong engagement and audience growth.



FOR NOVEMBER

In the coming month, we will focus on creating more relatable reels, testing new hashtags/keywords, and optimizing posting times.

01 Increase Engagement with potential followers

Test new ad formats to see which ones generate the best results. This could include carousel ads, video ads, or sponsored content.

02 Optimize posting times

Continue to monitor engagement rates and experiment with different posting times to identify the optimal schedule.

03 Stay on top of industry trends

Keep an eye on trends in our industry, including emerging social media platforms and changes in the viewers behavior.

04 Events / Moments to Capture

- GD Rail Jam
 - Fall Art Walk
 - Coffee Shops - in stories / reels
 - Where to warm up
 - Culinary Hot Spots
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05 Collaborations to Consider

- Charlie McGlaughlin - @chuckdeezmt (outdoor family, outdoors, etc.)
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06 Brainstorm Ideas

- Coffee Cup Reel
 - Scavenger Hunt for merch
 - Merch Giveaway
 - The murals of Helena
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THANK YOU FOR YOUR TIME AND ENERGY!



Jacob J McEachern



jacobjcreative@gmail.com



[@jacobjphotography](https://www.instagram.com/jacobjphotography)



1-406-431-6831



www.jacobjcreative.com