

SOCIAL MEDIA & PHOTOGRAPHY REPORT



Monthly Report — January 2024
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INTRO

Happy New Year! After closing out 2023 with a bang, January showed to be a more mellow of a month, while still maintaining solid growth. My focus remained on capturing authentic moments and furthering our brand awareness. This report gives a glance at some of our accomplishments and highlights the key activities that continue to lead us in the right direction.



EXECUTIVE SUMMARY

KEY GOALS AND ACHIEVEMENTS

Instagram Management:

Instagram served as the main platform for engaging with our audience and creating a relatable and fun presence on social media. As always, our primary focus was to continue boosting brand awareness while also highlighting the hidden gems of Helena and all that it has to offer.

- In January, we followed through with a well-thought-out content calendar, which included a post featuring Dear Potato, a new local bakery. Additionally, we shared a recommended adventures post informing followers of new things to explore in Helena, group activities to try, as well as events not to miss. This comprised publishing 22 posts, with a compilation of 18 in-feed image posts (including 5 carousels) and 4 reels created to spark attention.
- Our 34 stories were focused more towards promoting local businesses/events and keeping our viewers informed about what's happening in Helena
- Among these, collaborations, The Archie Bray reel, and history content were the crowd favorites
- We also created a 'Thank You Helena' reel, highlighting a variety of local businesses in Helena

Photography:

- Photography projects for January primarily centered on merchandise (mugs and hats), historic buildings, and scenic outdoor shots
- Additionally, we captured the funky vibe inside Dear Potato

In total, a catalog of January deliverables was created, comprising 67 images

Instagram Metrics

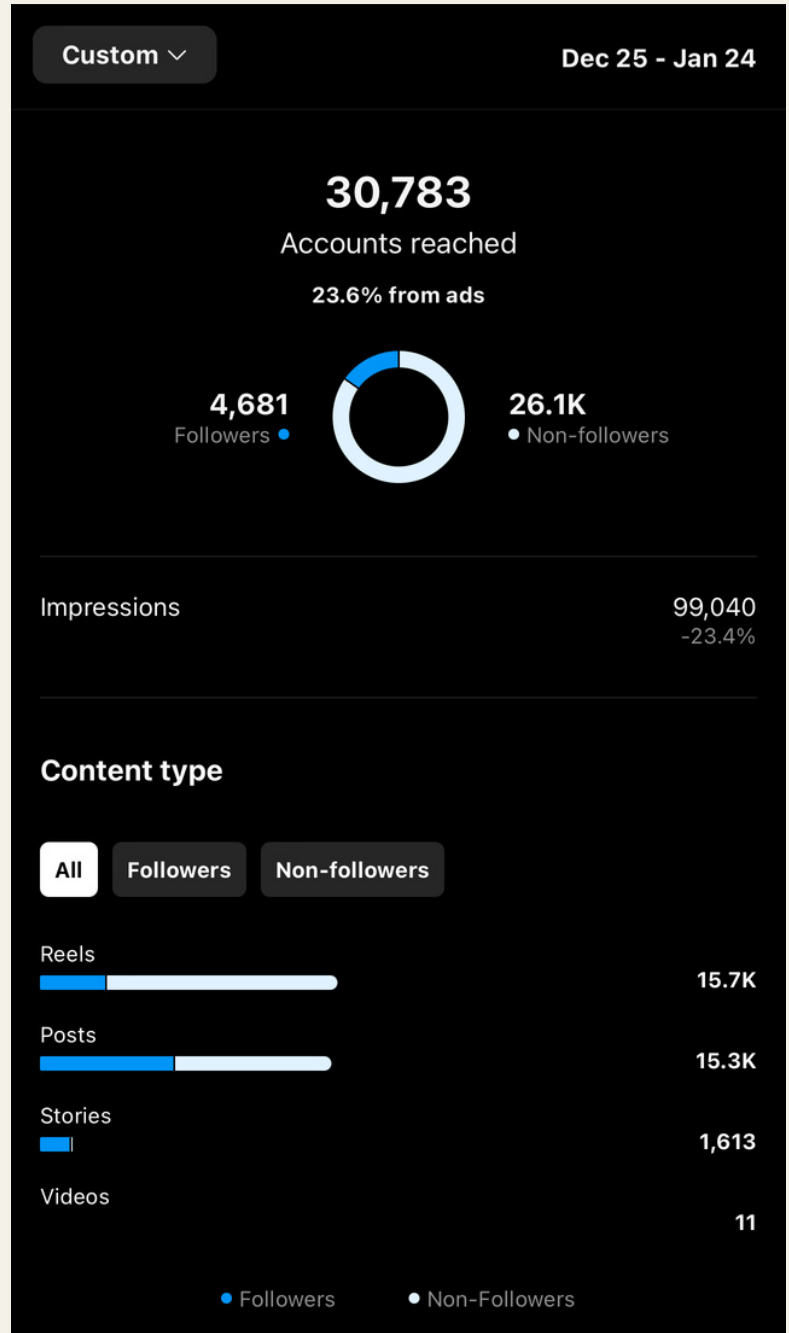
In January, we felt things slow down some:

- Current followers: 8,364 +1.4% Overall
 - Accounts reached: 30,783 -33.25% vs. December
 - Non-followers reached: 26.1K -37.55% vs. December
 - Total impressions: 99,040 -19.57% vs. December
 - Accounts engaged: 2,190 +5.19% vs. December
 - Top post reached 3,434 accounts -10.13% vs. December
 - Top reel reached 6,280 accounts -70.9% vs. December
-

KEY AUDIENCE METRICS

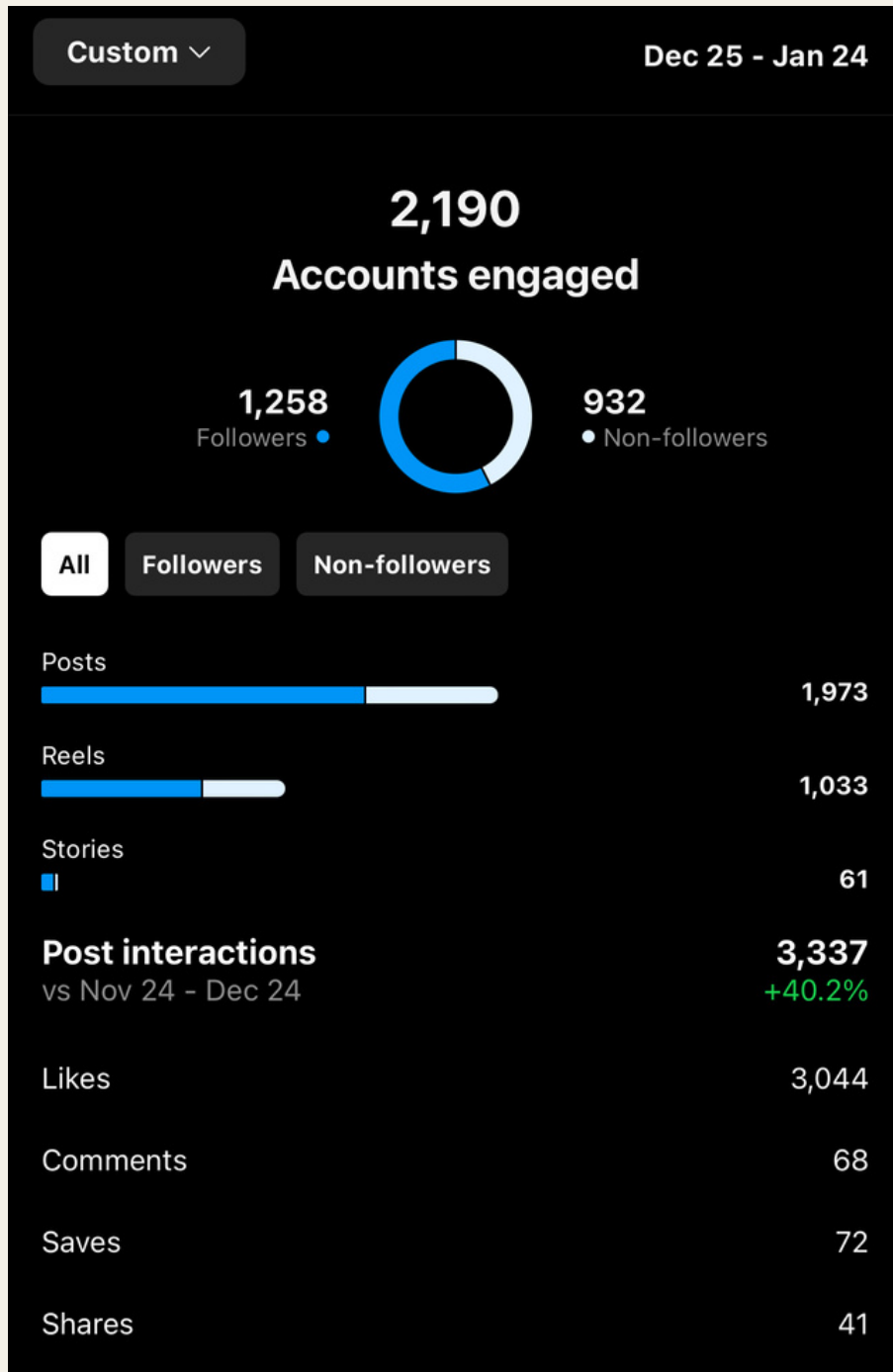
INSTAGRAM

Last month, our followers increased by 1.4%, reaching a total of 8,364. In terms of accounts reached, our content extended to 30,783 accounts, with 26.1K of them being non-followers. Additionally, our content made 99,040 total impressions, marking a 19.5% decrease from December. Overall, reels activity slowed down, while collaborations made a significant impact.



ENGAGEMENT

INSTAGRAM



22
total posts

183
average likes

4.7
average saves

9.7
average shares

+5.2%
overall engagement

IN-FEED

TOP-PERFORMING POSTS



♥

465

💬

9

🔖

52

🔖

10

HISTORY OF HELENA

Date Posted: 12/31/23 @ 8:04AM



We reached 3,840 accounts, with 1,313 not following us, leaving an impression on 4,416 people. In total, there were 52 shares, 10 saves, and 465 likes. Additionally, we prompted 23 accounts to visit our profile.

489

Accounts engaged

448

Followers

41

Non-followers

Post interactions

536

Likes

465

Shares

52

Saves

10

Comments

9

3,840

Accounts reached

2,526

Followers

1,314

Non-Followers

Impressions

4,416

From Home

3,416

From Hashtags

767

From Profile

129

From Other

95

Profile Visits

23

Follows

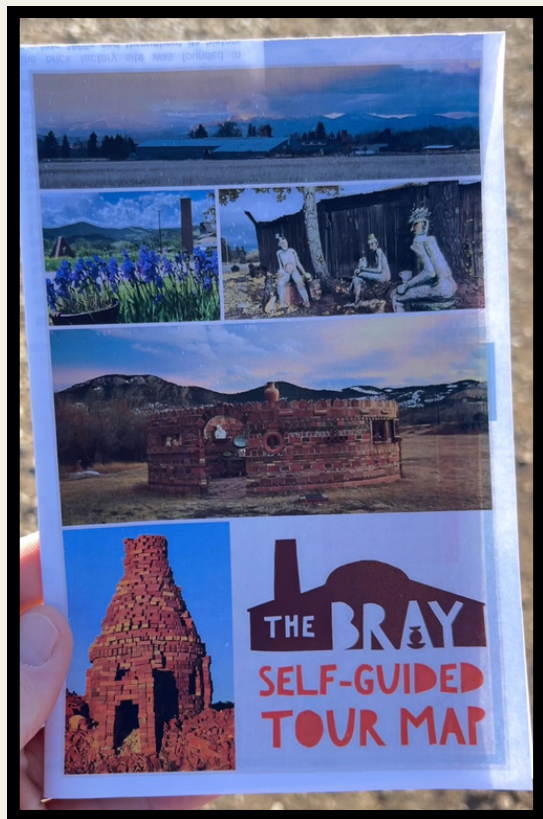
9

Business address taps

1

REELS

TOP-PERFORMING POSTS



Watch

Plays	7,117
Watch time	18 hr 16 min 39 sec
Average watch time	9 sec

Reel interactions ⓘ 384

Likes	327
Shares	34
Saves	17
Comments	6

ARCHIE BRAY

Date Posted: 01/11/24

We reached 6,280 accounts, of which 3,847 were non-followers, resulting in 384 interactions. Our content was shared 34 times, leading to a watch time of over 18 hours and 7,117 views.

Walk the grounds of @archie_bray and be inspired by a...

🎵 Weezer · Island In The Sun
January 11 · Duration 0:57

▶
7117

♥
327

💬
6

🔗
34

🔖
17



This is one of your best reels in the last 30 days. It reached 6,280 accounts. Create more reels like this.



Overview ⓘ

Accounts reached	6,280
Reel interactions	384

Reach ⓘ



STORIES

TOP-PERFORMING POSTS



We reached 967 accounts by sharing a story in which we were tagged, with 3 of them being non-followers.

This activity prompted 5 accounts to visit our profile.

967	
Accounts reached	
964	3
Followers	Non-followers
<div></div>	
Impressions	967
Story interactions	4
Likes	4
Accounts reached	967
Accounts engaged	4
Profile activity	6
Profile Visits	5
Follows	1
Sticker taps	2
@jenniferburnsbright	2
Navigation	853
Forward	528
Next story	160
Exited	149
Back	16

FOR FEBRUARY

This month, our main priority will be to maintain a steady pulse on social media and create new compelling reels. We'll also focus on brainstorming new ways to stand out among other destinations.

01 Increase engagement with potential followers

Continue to test adding collaborators to posts when featuring local businesses and events, or whenever applicable.

02 Carousel Ideas

Capturing the interior of the Capitol, Cathedral and Governor's Mansion.

03 Merch Giveaway

Let people enter by tagging friends and following our instagram account. Main incentive is to gain awareness, reach and followers. Also to show off our rad logo ;)

04 Content Focus

- Three Best selfie spots
 - Ten Mile Creek w/ your dog
 - Walking around Spring Meadow
 - Bench on Mount Helena Trail
-

05 Collaborations to Consider

- Ben Ford Photography @benford
-

06 Brainstorm Ideas

- Pairing date night ideas
 - Scavenger Hunt for merch
 - Gaining access to rooftop or unique vantage points
 - Overnight/hotel giveaway
 - Canyon Ferry Dam Photo
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THANK YOU FOR YOUR TIME AND ENERGY!



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