

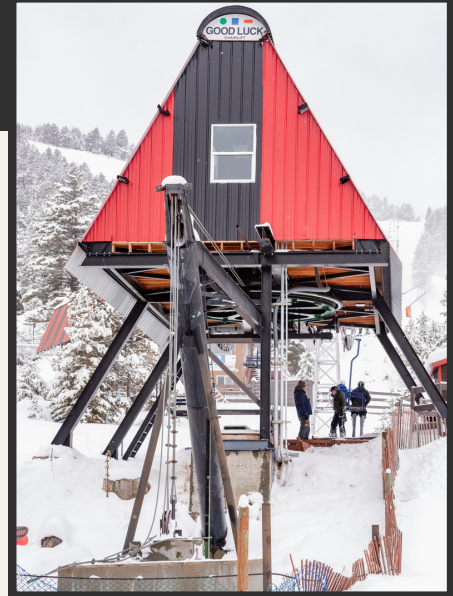
# **SOCIAL MEDIA & PHOTOGRAPHY REPORT**



Monthly Report — February 2024  
Presented by: Jacob J McEachern

# INTRO

Despite a late start, winter finally decided to show up! February generated a bit more buzz, while continuing to maintain solid growth. I focused on capturing genuine moments to help elevate our brand's presence. This brief provides insights into our achievements and highlights the crucial activities that keep us moving forward on the right path.



# EXECUTIVE SUMMARY

## KEY GOALS AND ACHIEVEMENTS

### Instagram Management:

Instagram served as our primary tool for engaging with our audience, establishing a presence that was both accessible and enjoyable on social media. Our focus remained on enhancing our brand's awareness while also creating a hub for all things Helena.

- In February, we followed through with a well-thought-out content calendar, which included a spontaneous powder day at Great Divide. Additionally, we shared recommendations for Valentines Day, giving followers some last minute date combos in Helena. Also, some classic history. This involved publishing 21 posts, with a compilation of 17 in-feed image posts (including 9 carousels) and 4 reels.
- Our 64 stories were focused more towards re-sharing posts from local businesses and locals, with some raw moments sprinkled throughout the month.
- Among these, images of historic buildings captured at night, as well as historic posts were the best received.

### Photography:

- Photography projects for February primarily were aimed at historic buildings (interior of The Capitol and Original Governor's Mansion) as well as a day at Great Divide Ski Area.

In total, a catalog of 47 images was created.

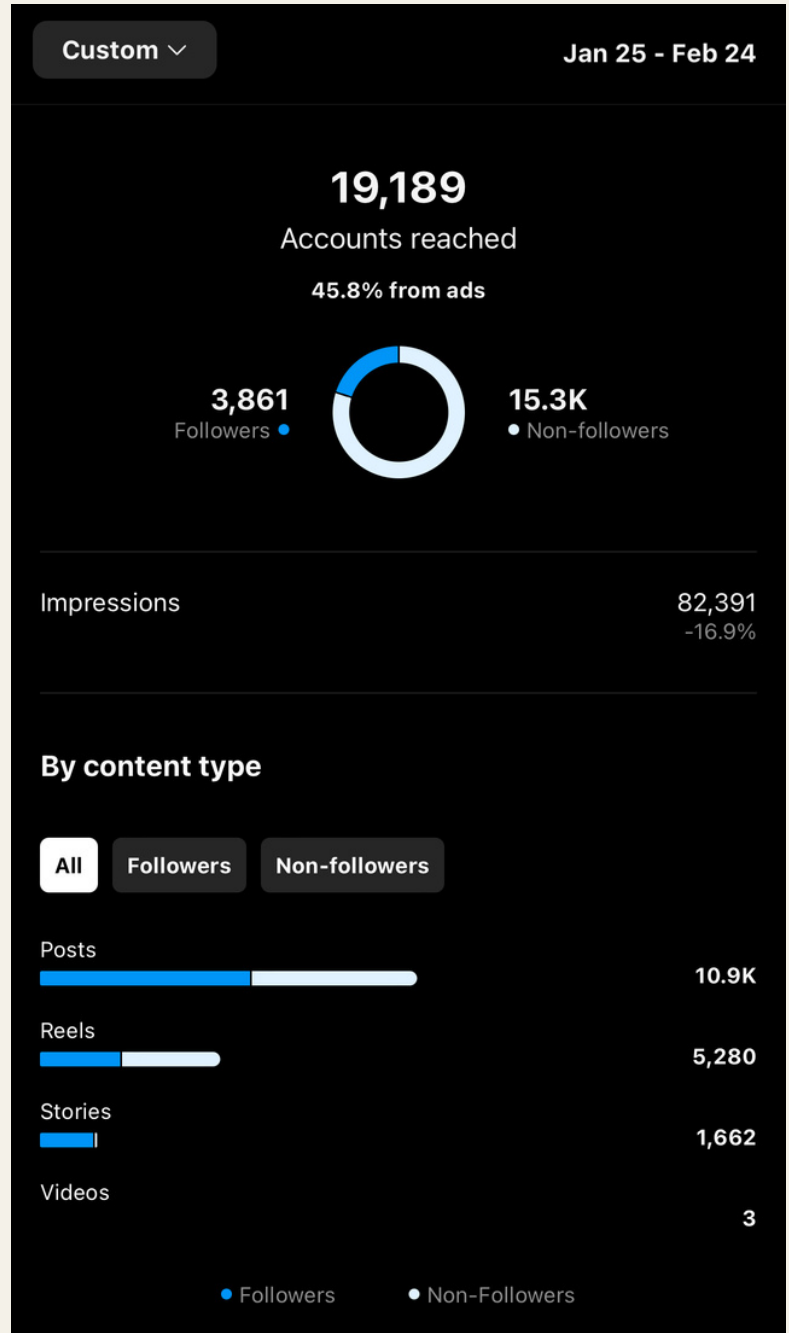
### Instagram Metrics

- Current followers: 8,460 **+98% Overall**
  - Accounts reached: 19,189 **-37.66% vs. January**
  - Non-followers reached: 15.3K **-41.38% vs. January**
  - Total impressions: 82,391 **-16.9% vs. January**
  - Accounts engaged: 1,343 **-39.63% vs. January**
  - Top post reached 4061 accounts **+18.26% vs. January**
  - Top reel reached 2,693 accounts **-57.09% vs. December**
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# KEY AUDIENCE METRICS

## INSTAGRAM

Last month, our followers increased by .98%, reaching a total of 8,460. In terms of accounts reached, our content extended to 19,189 accounts, with 15.3K of them being non-followers. Additionally, our content made 82,391 total impressions, marking a 16.9% decrease from January. Overall, reels activity slowed down, while historic images, especially at night were a hit!



# ENGAGEMENT

INSTAGRAM



**21**

total posts

**22.3**

average likes

**2**

average saves

**7.4**

average shares

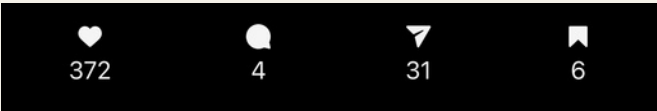
**-27.9%**

engagement



IN-FEED

TOP-PERFORMING POST

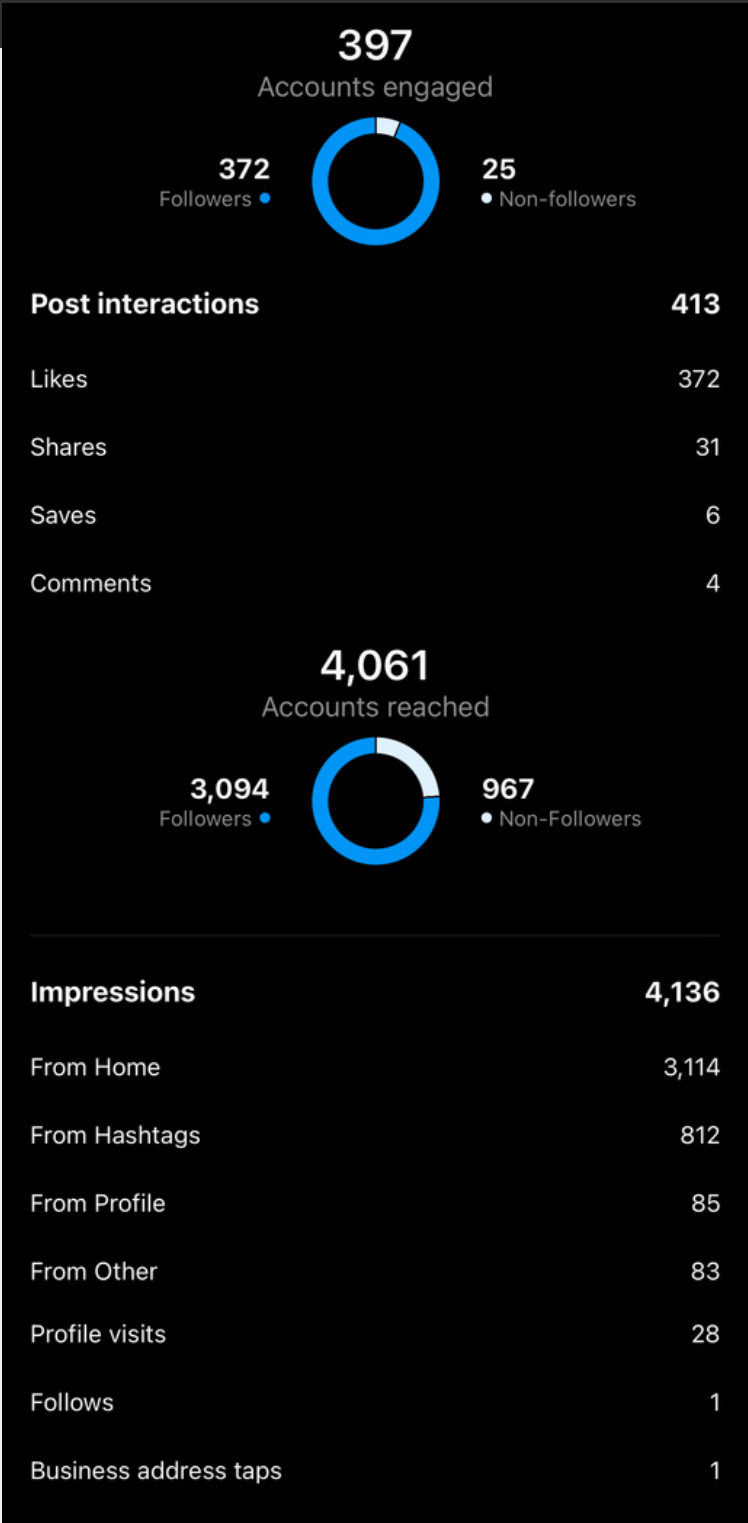


WINDBAG SALOON HISTORY

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



We reached 4,061 accounts, with 967 not following us, leaving an impression on 4,136 people. In total, there were 31 shares, 6 saves, and 372 likes. Additionally, we prompted 28 accounts to visit our profile.



# REELS

## TOP-PERFORMING POST



### SLO-MO SNOW | FIRETOWER

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.

#### Watch

Plays	2,884
Watch time	3 hr 12 min 12 sec
Average watch time	3 sec

#### Reel interactions ⓘ 315

Likes	282
Shares	22
Comments	7
Saves	4

#### Profile activity ⓘ 2

Follows	2
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Winter in Helena is truly something magical ❄️

🎵 The Spyres · Looking for a Place

February 12 · Duration 0:10

🎬	📍	💬	📌	🔖
2884	282	7	22	4

#### Overview ⓘ

Accounts reached	2,693
Reel interactions	315
Profile activity	2

#### Reach ⓘ

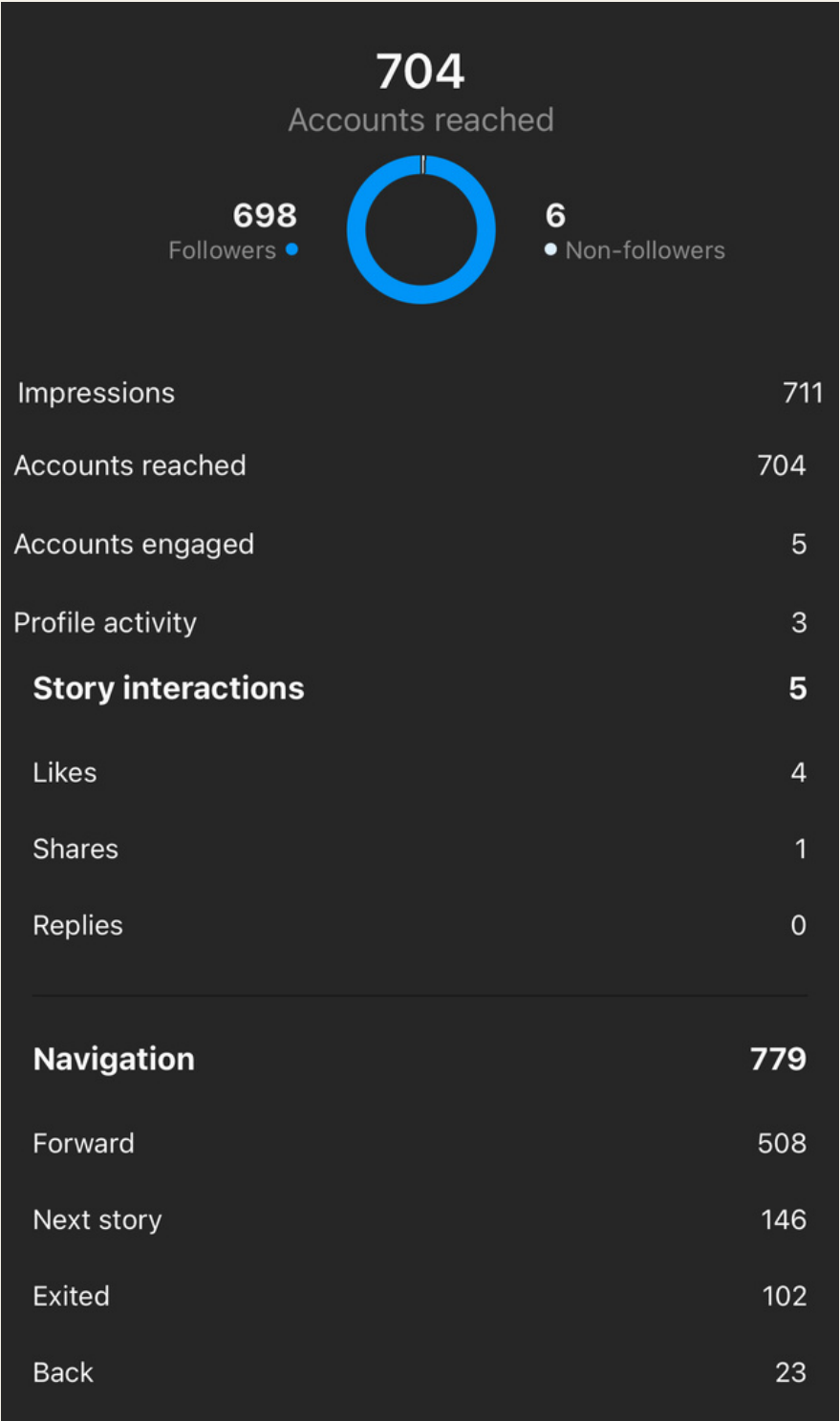


STORIES

TOP-PERFORMING POSTS



We reached 704 accounts by sharing a story promoting ticket sales to the symphony. With of them being non-followers. This activity prompted 3 accounts to visit our profile.





# FOR MARCH

This month, our main priority will be to maintain a steady pulse whats happening around town and create build hype around spring. We'll also focus on brainstorming and adding additional content creators.

## 01 Increase engagement with potential followers

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

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## 02 Historic Buildings

Stockpile Historic Building images. Possibly dedicate an entire month of deliverables

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## 03 Possibility of introducing weekly events list

Collaborate with Downtown Helena.

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## 04 Content Needed

- Historic Posts
  - Ten Mile Creek w/ your dog
  - Walking around Spring Meadow
  - Outdoor Recreation
  - Culinary and Coffee
- 

## 05 Collaborations to Consider

- Beartooth Media
  - Charlie McGlaughlin
- 

## 06 Brainstorm Ideas

- Night time vantage points / subjects
  - Scavenger Hunt for merch
  - Gaining access to rooftop or unique vantage points
  - Small business takeover for 24 hours for behind the scenes
  - Interior of Cathedral
-

# THANK YOU FOR YOUR TIME AND ENERGY!



**Jacob J McEachern**



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