

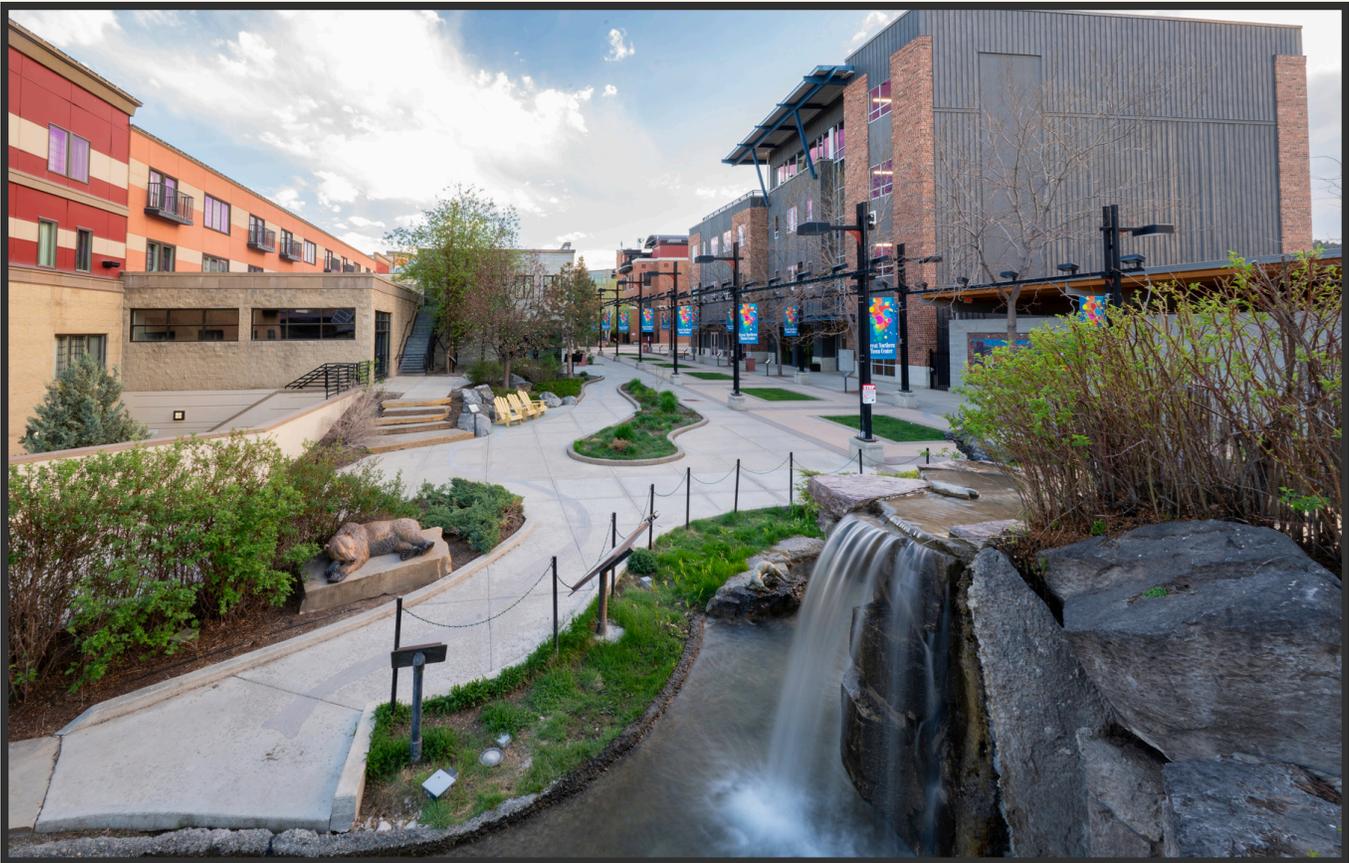
SOCIAL MEDIA & PHOTOGRAPHY REPORT



Monthly Report — April 2025
Presented by: Jacob J McEachern

INTRO

Throughout April, we implemented a well-rounded Instagram content strategy aimed at maintaining engagement and showcasing Helena's springtime charm. This report highlights key performance metrics, audience insights, and overall progress made across our account.



EXECUTIVE SUMMARY

KEY GOALS AND ACHIEVEMENTS

Instagram Management:

- Throughout the month, we highlighted upcoming community, scenic views, halfway between the parks, and our city's history. In total, we published 18 posts—17 image and carousel posts and 1 reel. The golden hour flight into Helena generated the most buzz.
- Additionally, we shared 19 stories continuing to feature local business highlights and events.

Photography:

- In total, a catalog of 52 images was created. Primarily aimed at capturing The Great Northern Town Center, a few murals around town, scenic and evening views of the city and a few misc. filler images.

Instagram Metrics Compared to Previous Month

- Current followers: **10,593** +5.33%
 - Accounts reached: **9,582** -8.8%
 - Non-followers reached: **1,945** -25.1%
 - Total views: **59,105** +20.1% vs
 - Accounts engaged: **1,290** + 29.7%
 - Top post had **5,175** views -27.1%
 - Top Reel had **5,592** views +74.8%
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KEY AUDIENCE METRICS

INSTAGRAM

Last month, our followers increased by over 4%, bringing the total to 10,593. Our content reached 9,582 accounts, 20.3% of which were non-followers. Additionally, our posts generated a total of 59,105 views.

10,593
Followers

Growth

Overall	898
Follows	990
Unfollows	92

Age range

All Men Women

13-17	0.4%
18-24	4.2%
25-34	24.4%
35-44	31.7%
45-54	21.0%
55-64	11.9%
65+	6.4%

Custom ▾

Mar 25 - Apr 24

59,105
Views

79.7%
Followers



20.3%
Non-followers

Accounts reached

9,582
-24.6%

By content type

All

Followers

Non-followers

Posts



Stories



Reels



Profile activity ⓘ

vs Feb 21 - Mar 24

1,637
+161.1%

Profile visits

1,620
+163.8%

External link taps

15
+15.4%

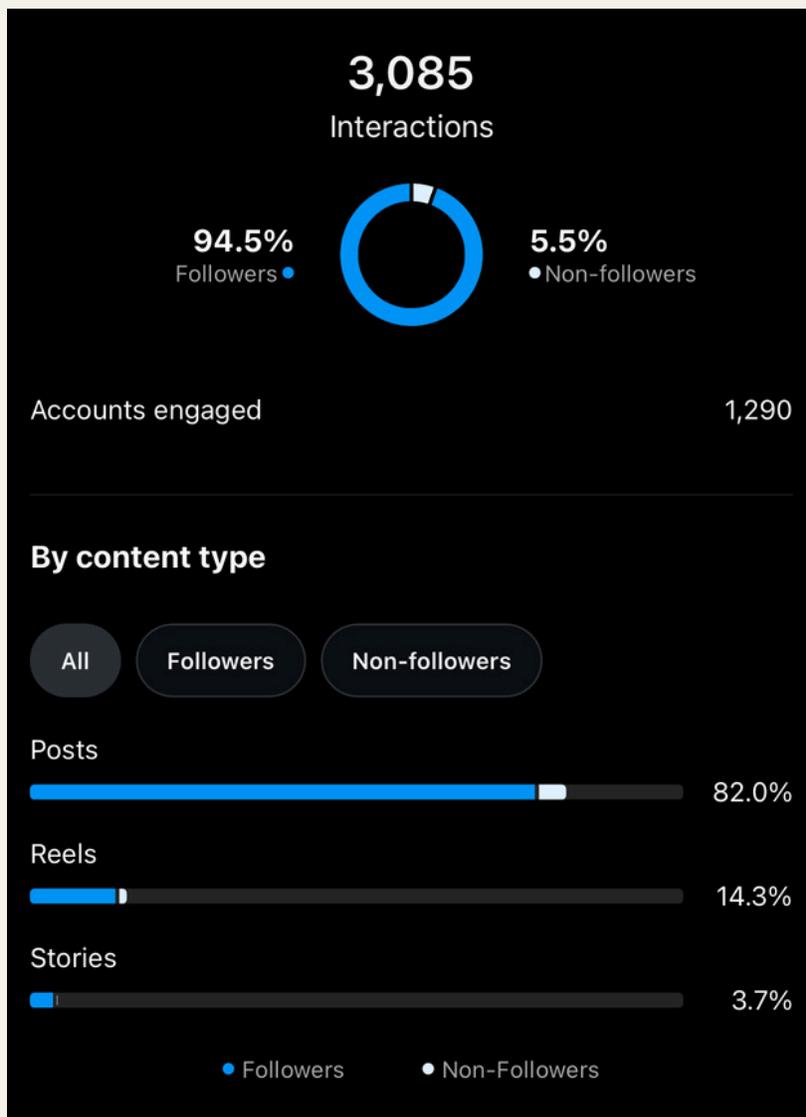
Business address taps

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ENGAGEMENT

INSTAGRAM

With 18 posts throughout the month, we averaged 149 likes, 5.1 saves, and 10.9 shares per post. In total, we engaged 995 accounts with 3,085 interactions. Posts led in overall interactions for the month of March.



18
total posts

149
average likes

5.1
average saves

10.9
average shares

+37.9%
engagement



IN-FEED

TOP-PERFORMING POST



354 5 69 17
Accounts reached 3,989

FARMERS MARKET

Date Posted: 04/21/25 @ 4:40 PM

We reached 3,989 accounts, generating a total of 5,175 views, 22.7% of which came from non-followers. Overall, our content received 352 likes, 69 shares, and 17 saves.

5,175 Views

77.3% Followers • 22.7% Non-followers

Home	3,651
Profile	220
Explore	18
Other	1,286
Views	5,175
Interactions	445
Profile activity	25

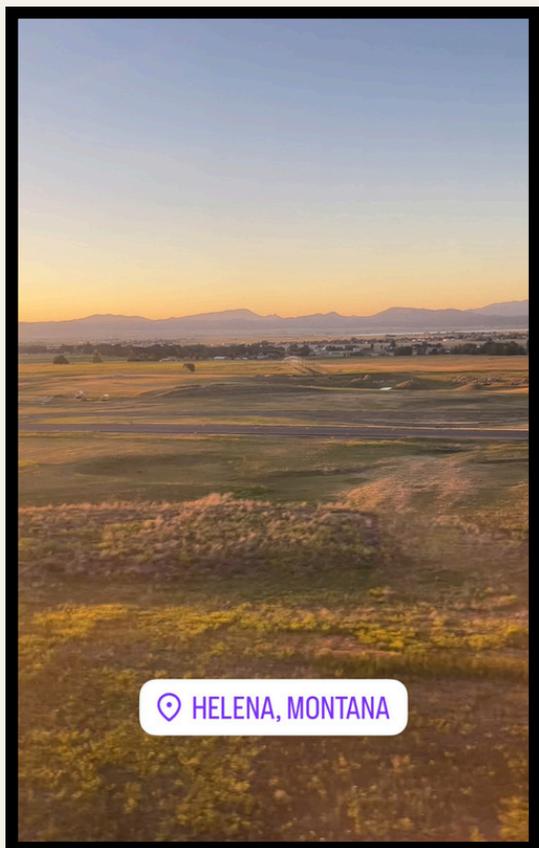
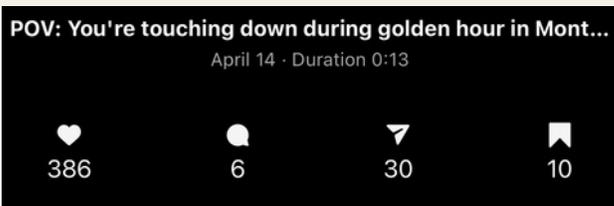
445 Interactions

96.4% Followers • 3.6% Non-followers

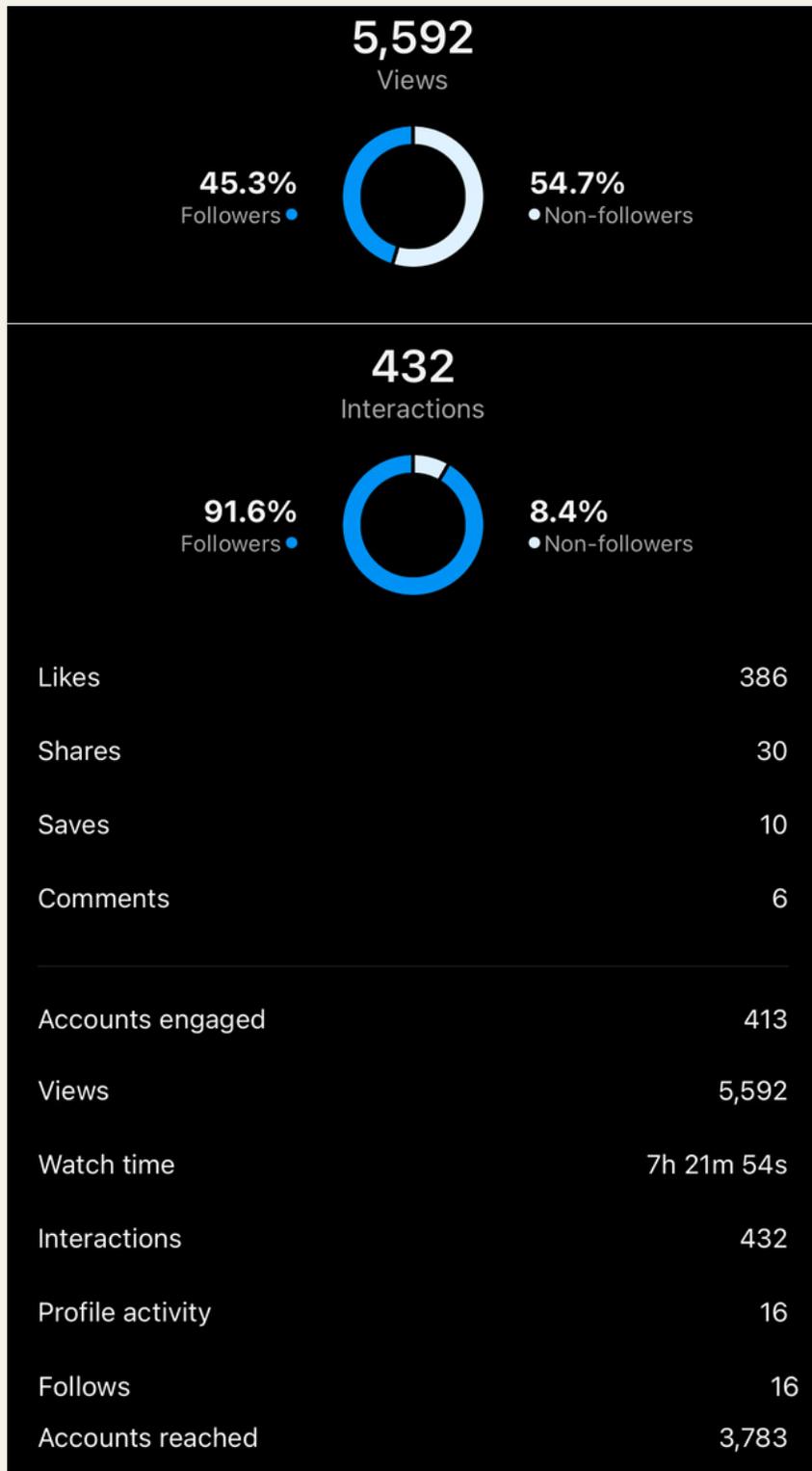
Likes	354
Shares	69
Saves	17
Comments	5
Profile activity ⓘ	48
Profile visits	45
Follows	3

REELS

TOP-PERFORMING POST



We reached 3,783 accounts, resulting in 432 interactions. The reel was shared 30 times, leading to 5,592 views.



FOR MAY

Things to consider for this month's content strategy.

01 Story Posts

- Continue in the field more with raw moments
 - Series highlighting the Montana Clay Tour coming in July
 - Continue spreading the love of local businesses and events
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02 Content Ideas to Capture

- Disc Golf (Sheep Mtn. + South Hills)
 - Golden Hour Golf (if grass becomes green enough)
 - Spring Art Walk + Gold Rush Days
 - Marysville General Store
 - Wildflower bloom
 - Farmers Market
 - Reeders Alley in bloom
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03 Future Ideas Brainstorm

- Patio vibes. People outside. Picnic season
 - Forgotten favorites. Places we haven't highlighted for awhile.
 - Montage reel?
 - Examples such as different hiking views and perspectives, coffee cup to coffee cup, multiple coffee shops, etc.
 - Hidden merch shown in familiar locations, shown in stories
 - Burger at Marysville House
 - June Photo Ideas
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**THANK YOU FOR YOUR
TIME AND ENERGY!**



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