Multiple networks overview (2)

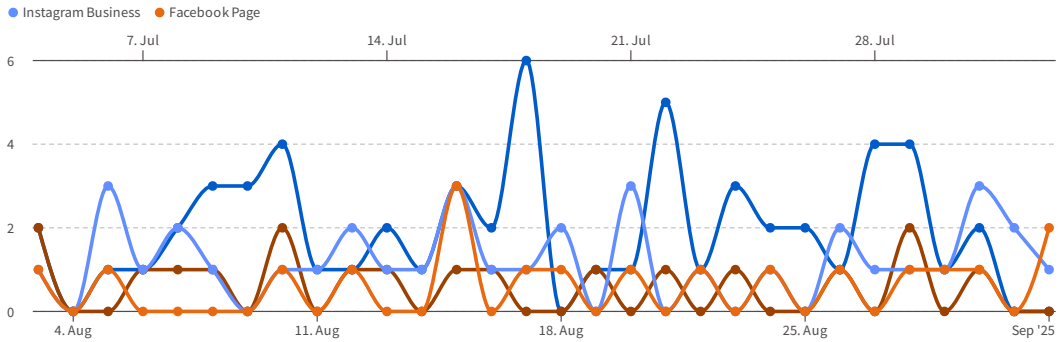
Comparison between Aug 03 - Sep 01, 2025 and Jul 04 - Aug 02, 2025

Posts

55
posts

28.6% from 77

Posts > Social network

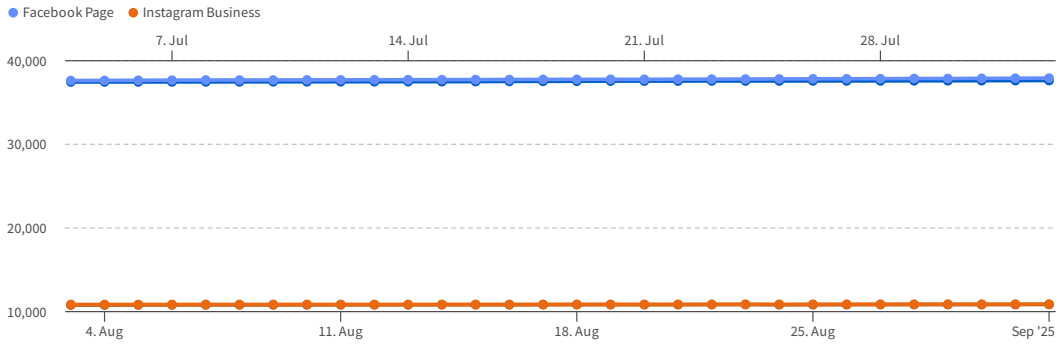


Followers

48,814
followers

0.7% from 48,482

Followers > Social network

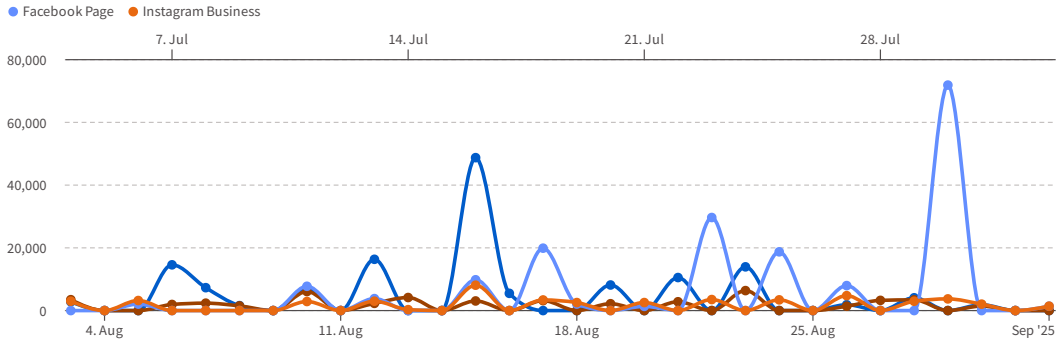


Post impressions

227,185
impressions

17.5% from 193,394

Post impressions > Social network



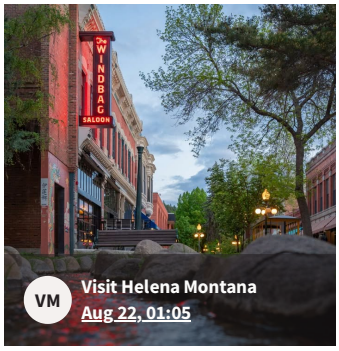
Facebook overview

Page followers

37,920
followers

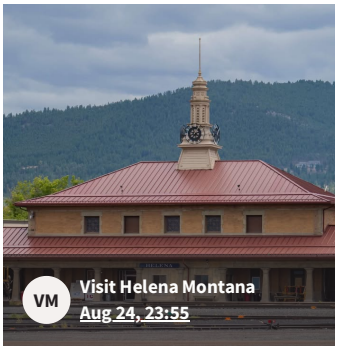
0.8% from 37,628

Top posts



As evening settles in, Windbag Saloon's neon reflects along Helena's Downtown Walking Mall. #visithelena #helenamt #montana #walkingmall #helenamontana

564 likes and reactions



Built in 1904, Helena's Union Station replaced the city's original Northern Pacific depot and became the hub for passenger rail in the region. Designed in the Renaissance Revival style, it welcomed travelers for decades before passenger service ended. Today, the station remains active as a freight hub, keeping Helena connected by rail while standing as one of the city's most recognizable historic landmarks. @jacobjphotography #visithelenamt

324 likes and reactions

The unique Bluestone House captured under a blanket of stars. One of Helena's architectural crown jewels, it was built in 1889 by architect James F. Stranahan using stone quarried from Mount Helena. Commissioned for madam Lillie McGraw, the grand residence was never completed or lived in after she lost her fortune. Restored in the 1970s, it is now home to Wild Montana and remains one of the city's most distinctive landmarks. @jacobjphotography

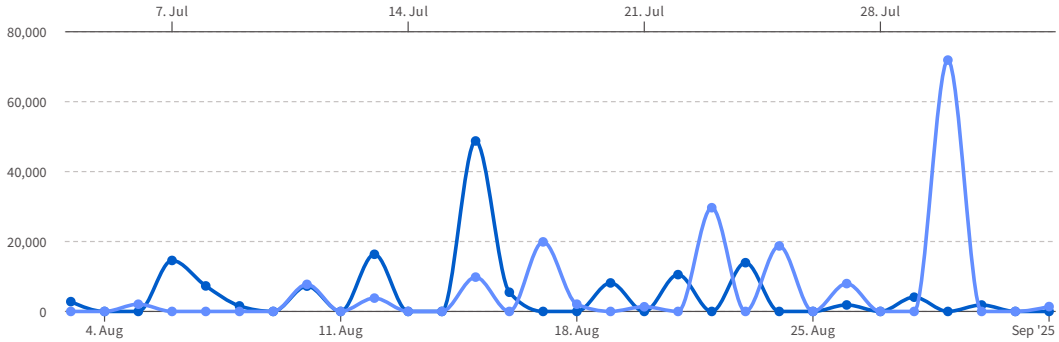
269 likes and reactions

Post impressions

176,406
impressions

22.1% from 144,512

Post impressions

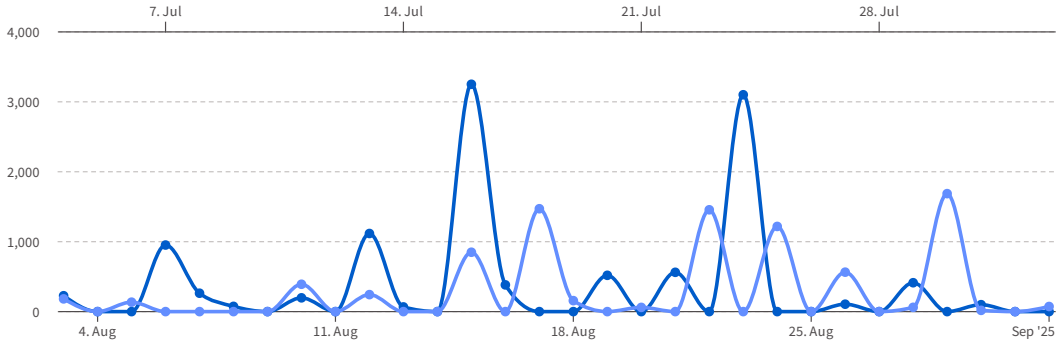


Post engagement

8,565
engagements

24.4% from 11,331

Post engagement



Post shares (unique)

184
shares

0.5% from 183

Post comments

244
comments

3.4% from 236

Post likes (unique)

2,386
likes

11.6% from 2,699

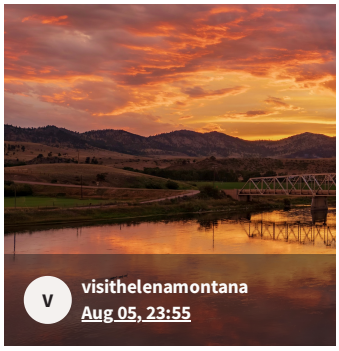
Page post viral reach

11,553
people

14.9% from 13,572

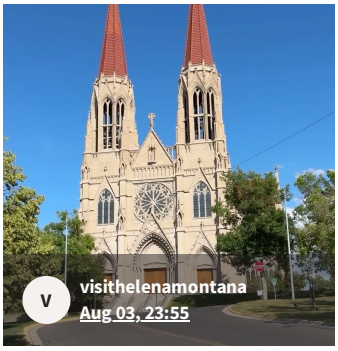
📸📊 Instagram overview

Top posts



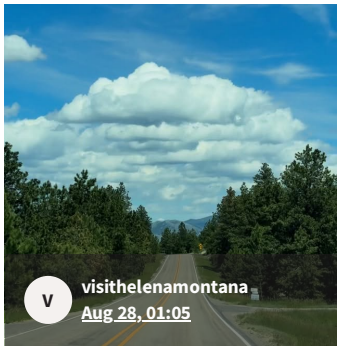
Montana magic over the Missouri River 🌅📸 @jacobjphotography #montana #montanamoment #missouririver #sunset #Reflection

355 engagement



Listen closely while in downtown Helena. The Cathedral bells ring every hour, with extra chimes at noon and 6 p.m., echoing through the city from one of its most iconic landmarks. They've been part of Helena's rhythm since 1914, first rung by hand, later upgraded to an electric system in 1957, and fully restored in 2003 to keep the tradition alive. 🔔🎊 #helenamt #cathedral #visithelenamt #montana #history #churchbells

309 engagement



What an absolutely incredible summer it's been! Here's a collection of a few raw moments to celebrate how special this place is that we get to call home ❤️ #visithelenamt #helenamt #montana #summer

297 engagement

Followers

10,894
followers

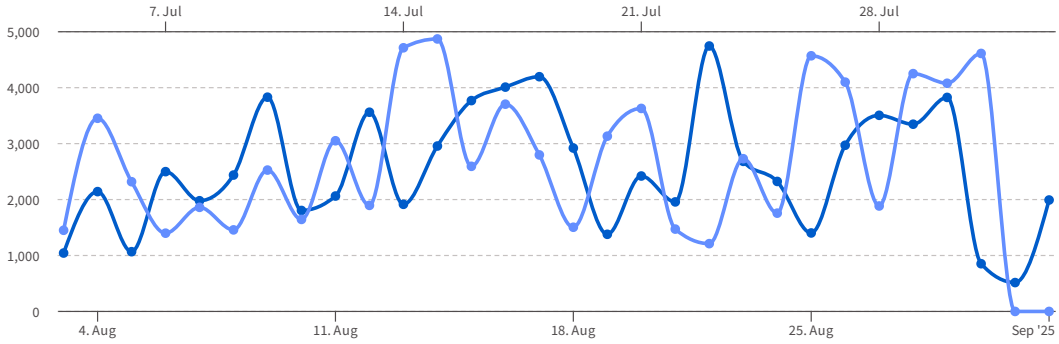
0.4% from 10,854

Profile views

78,675
views

3.4% from 76,121

Profile views

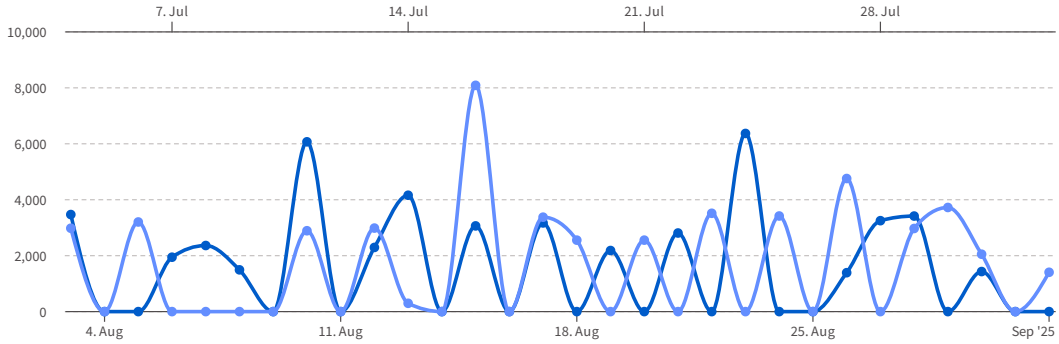


Post views

50,779
views

3.9% from 48,882

Post views

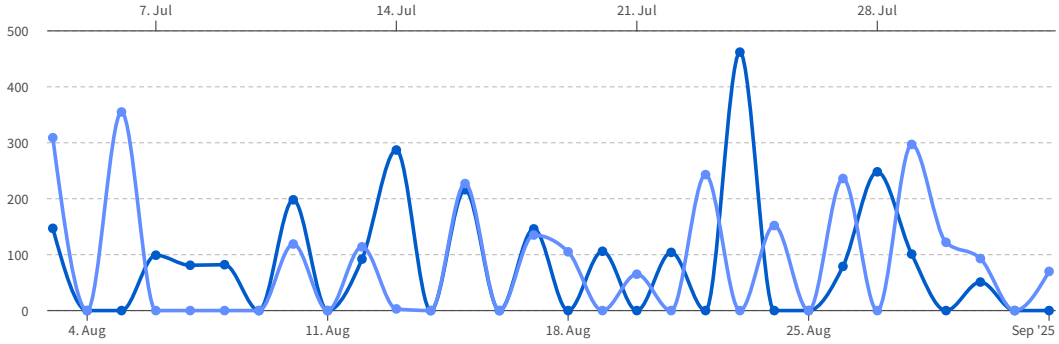


Post engagement

2,645
engagements

5.8% from 2,499

Post engagement



Profile reach

33,850
people

19% from 41,786

Post comments

52
comments

23.8% from 42

Post shares

199
shares

19.1% from 246

Post saves

73
saves

40.4% from 52

Report sources

Analytics

Facebook Pages

VM Visit Helena Montana

Instagram Business

V visithelenamontana

Extra notes

All tiles marked with ◆ might contain aggregated values across networks. To see the breakdown, head into Hootsuite and use compare by social network. You can customize these metric tiles in Hootsuite to see how each network contributed to the total.