

INSTAGRAM & PHOTOGRAPHY REPORT



Monthly Report — November 2025
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NOVEMBER RECAP

KEY GOALS AND ACHIEVEMENTS

During November, our Instagram bridged the gap between fall and winter with outdoor recreation, simple scenes, local shopping, and historic spotlights, hitting more than **117,000** views and reaching **13,000** accounts. Posts highlighted the excitement around the Montana Heritage Center opening its doors, the Northern Lights making an appearance, and a series of small business spotlights.

Additional work performed:

- Completed the Faces of Helena blog series for phase one
- Continued coordinating Faces of Helena features for the second round
- Reviewed Faces of Helena assets with team
- Captured 40 images of business meeting located at the Union for future marketing needs

Plans / Goals for December

- Finalize visual assets with blogs for the new year rollout
- Capture photos of Montana MADE fair
- Reel of Montana Heritage Center
- Conduct quarterly audit of owned assets
- Fine-tune organization of owned assets

Instagram Metrics Compared to Previous Month

- Current followers: 11,078 | +.71%
- Accounts reached: 13,023 | +38.6%
- Non-follower views: 55,041 | -14.3%
- Total views: 117,110 | +5.28%
- Account interactions: 3,681 | +36.8%
- Top post had 43,129 views | +20.8%

