

INSTAGRAM & PHOTOGRAPHY REPORT



Monthly Report — December 2025
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DECEMBER RECAP

KEY GOALS AND ACHIEVEMENTS

During December, our Instagram embraced the winter season through outdoor recreation, simple scenes, seasonal events, and historic spotlights, generating nearly 85,000 views and reaching 8,132 accounts. We closed out 2025 with 866,091 total impressions and grew the account by 18.4 percent compared to December 2024.

Additional work performed

- Fine-tuned the Faces of Helena content and structure for newsletter, website, and social media rollout
- Began an audit of owned assets to improve efficiency moving into 2026
- Met with SW MT to discuss collaboration opportunities
- Strategized the marketing rollout for the Dueling Pianos event
- Captured video b-roll of the Montana Heritage Center
- Captured and edited 41 images from the MADE Fair
- Captured and edited 145 images of the Montana Heritage Center

Plans / Goals for January and 2026

- Connect with Crech Collective on phase two of Faces of Helena blogs
- Create reel of Montana Heritage Center
- Review Asset Audit with Director
- Fine-tune organization of owned assets
- Reframe reports for all social media
- Begin utilizing LinkedIn
- Reach 1,000,000 impressions for 2026
- Reach 13,000 followers by end of 2026

Instagram Metrics Compared to Previous Month

- Current followers: 11,126 | +.43%
- Accounts reached: 8,132 | -37.6%
- Non-follower views: 34,598 | -37.1%
- Total views: 84,799 | -27.6%
- Account interactions: 2,237 | -39.2%
- Top post had 7,161 views | -83.4%
- Top reel had 5,381 views

