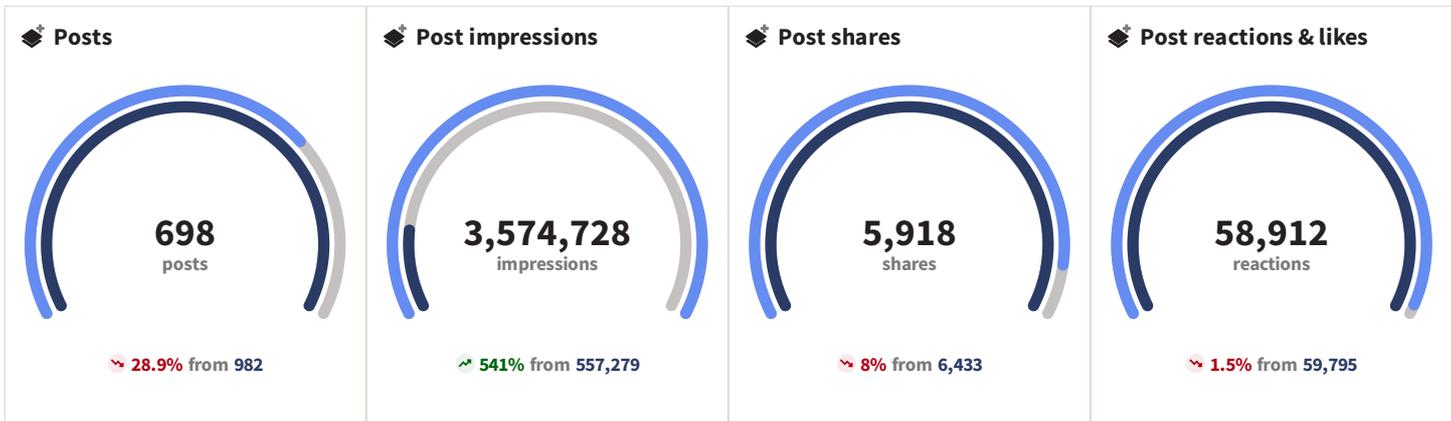


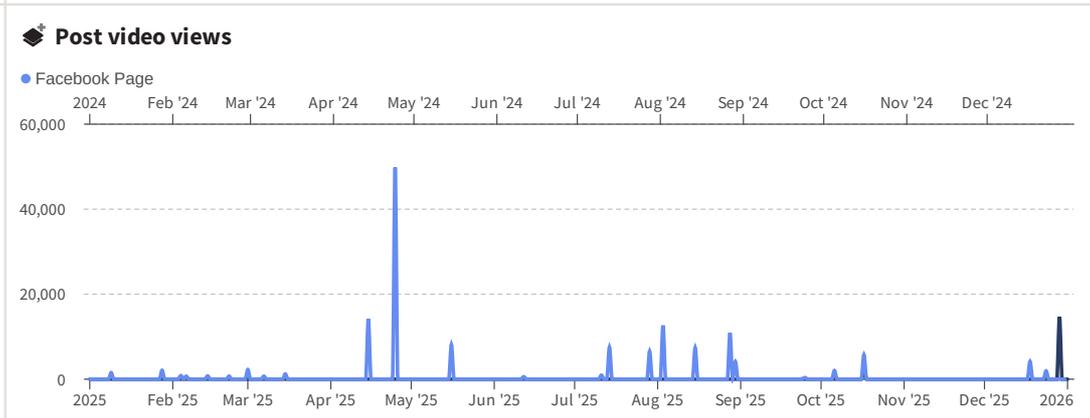
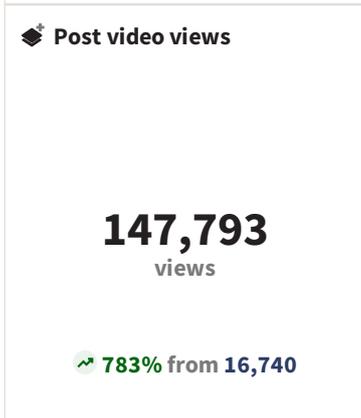
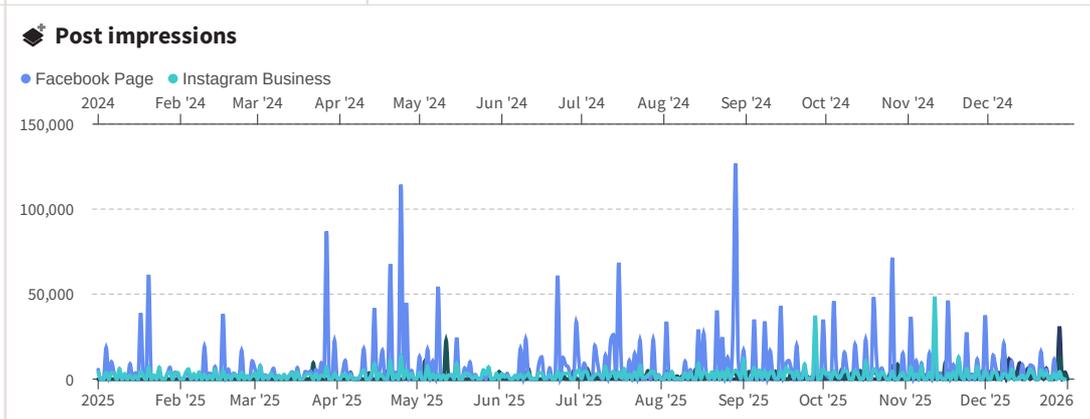
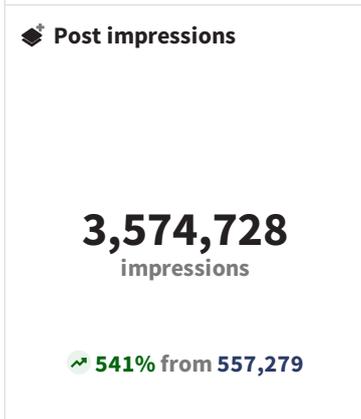
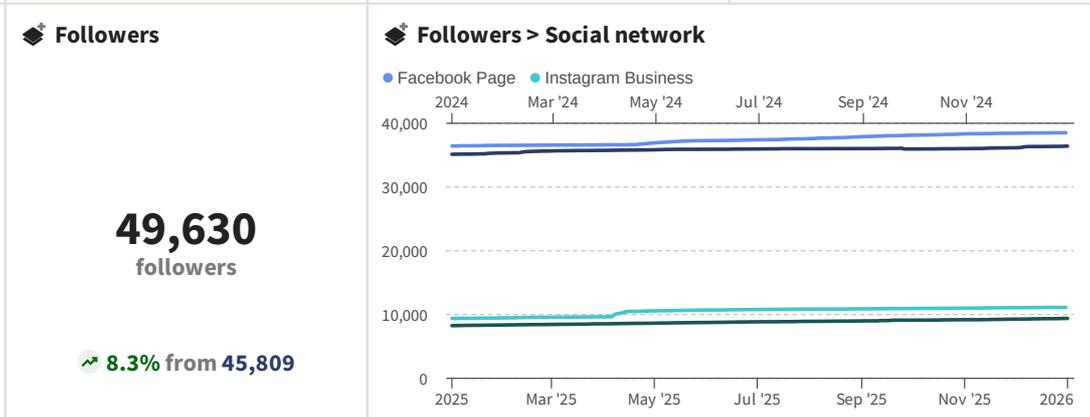


Year in review 2025

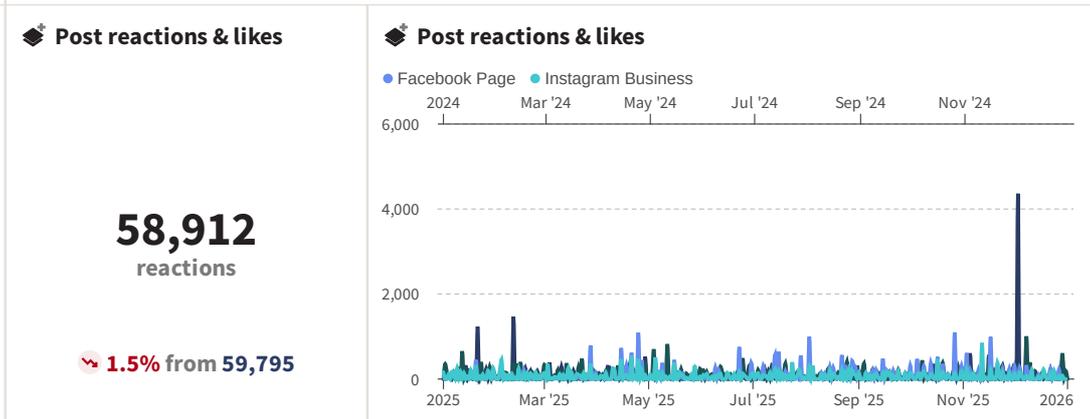
Comparison between [Jan 01 - Dec 31, 2025](#) and [Jan 01 - Dec 31, 2024](#)



How your brand evolved and connected 🤝



How people reacted to your posts 👍

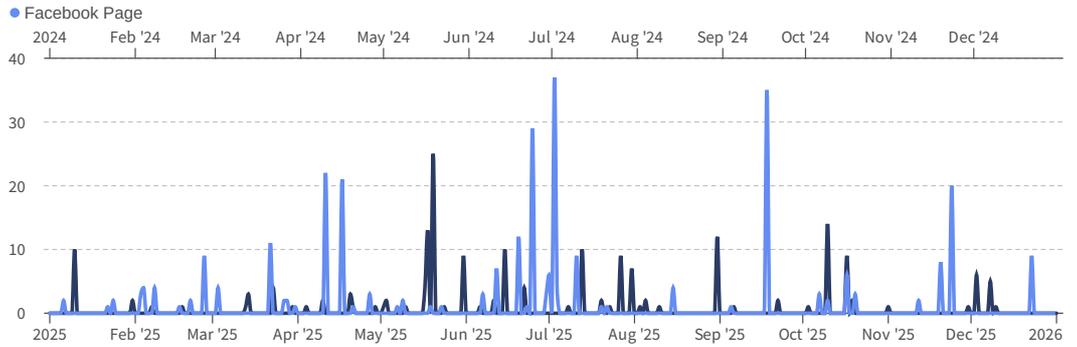


Post link clicks

305 clicks

58% from 193

Post link clicks

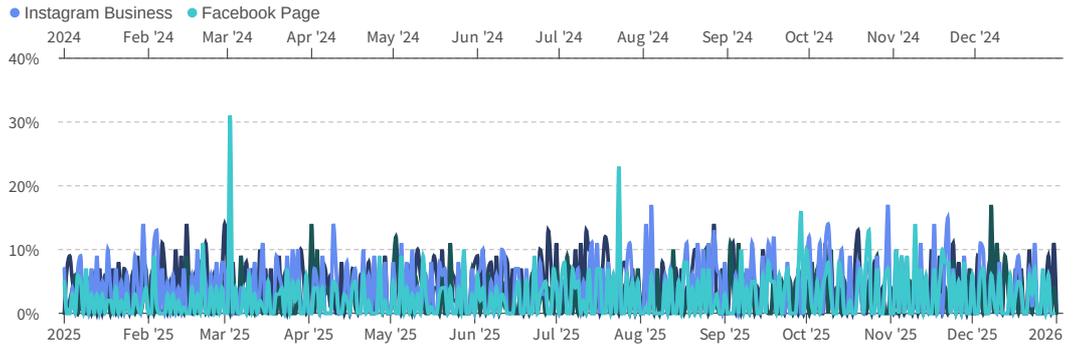


Average post engagement...

6.68% engagement rate

8.8% from 6.14%

Average post engagement rate > Social network



How much interest your posts generated

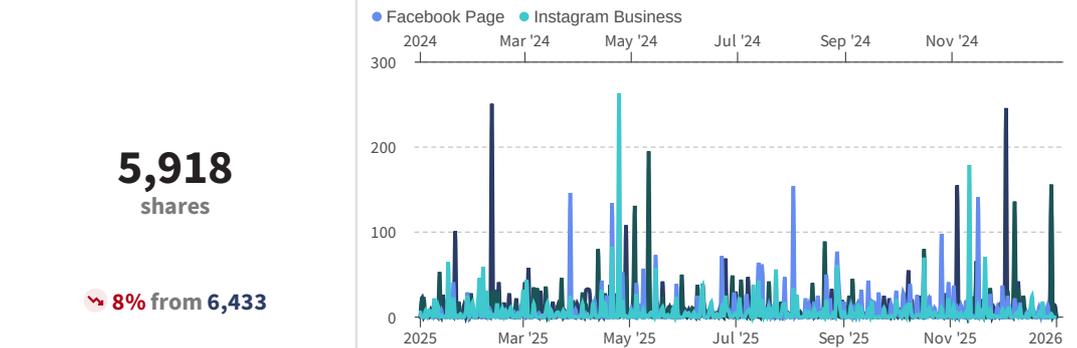
Tip: Discover more conversations about your brand and how people feel about it by running a quick search in Listening.

5,918 shares

8% from 6,433

Post shares

Post shares > Social network

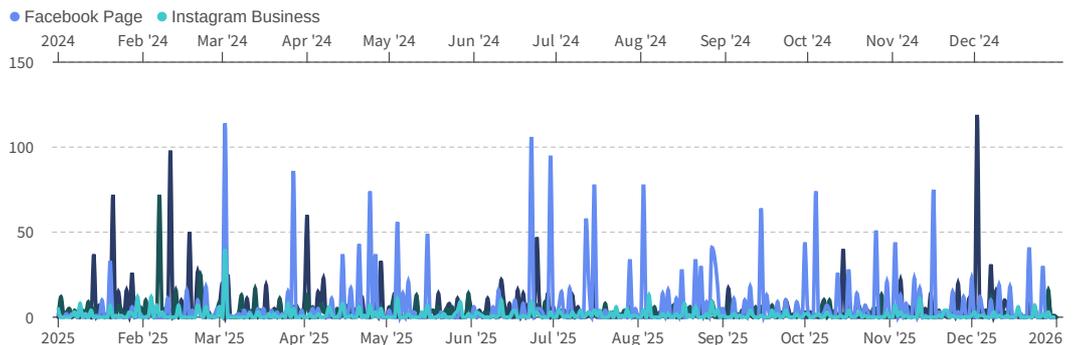


Post comments & replies

2,970 comments

15.7% from 2,567

Post comments & replies > Social network



Your top posts from last year 🔥

Tip: Want to see which top posts received the most views, comments, or shares? Sort tiles by metric or go to [Post performance](#) for a more detailed analysis. [Learn how to sort tiles](#)

f Top posts > Likes



VM Visit Helena Montana
Apr 25, 17:09

Hidden just outside of Helena, @norwegianwoodmt is a walkable par 3 course with an easygoing vibe. Whether you're out with friends, looking for a casual date night, or

1,022 likes



VM Visit Helena Montana
Oct 27, 00:05

Looking for a little adventure? Take a day trip from Helena to explore Elkhorn, a historic ghost town that offers a fascinating glimpse into Montana's mining past. Wander

924 likes



VM Visit Helena Montana
Aug 03, 23:55

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

801 likes

@ Top posts > Likes



V visithelenamontana
Nov 12, 13:55

The Aurora Borealis danced over Helena last night. Did you catch a glimpse? 🍷💚📸 @jacobj_creative #helenamontana #helenamt #montana #northernlights

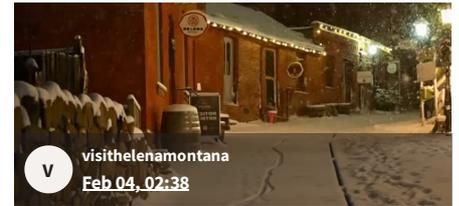
693 likes



V visithelenamontana
Apr 25, 17:02

Hidden just outside of Helena, @norwegianwoodmt is a walkable par 3 course with an easygoing vibe. Whether you're out with friends, looking for a casual date night, or

471 likes



V visithelenamontana
Feb 04, 02:38

Winter has a way of making time stand still ❄️ #helenamontana #montana #winter

463 likes

▶ Top posts > Likes

You have no data sources selected

Report sources

Analytics

 **Facebook Pages**

 Visit Helena Montana

 **Instagram Business**

 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.