

# INSTAGRAM & PHOTOGRAPHY REPORT



Monthly Report — January 2026  
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# JANUARY RECAP

## KEY GOALS AND ACHIEVEMENTS

Kicking things off in January, our Instagram highlighted the outdoor recreation options in Helena, a few winter views, local businesses, and our classic weekly historic posts. We were able to generate over 85,000 views and reach 27,447 accounts.

### Additional work performed

- Rolled out the first feature of Faces of Helena with Bruce Anfinson
- Connected with Creech Collective to discuss plans for phase two of Faces of Helena Project
- Intros sent out for phase two individuals for Faces of Helena
- Audit of owned image assets completed
- Draft of Montana Heritage Center reel completed
- Finalized the second feature of Faces of Helena for February

### Plans / Goals for February and 2026

- Review Asset Audit with Director
- Fine-tune organization of owned assets
- Discuss utilizing LinkedIn with Director during monthly meeting
- Strategize asset needs for 2026 internally and utilizing other content creators
- Dial in goals for Dueling Piano funds
- Begin to tease out spring and summer in Helena

### Instagram Metrics Compared to Previous Month

- Current followers: 11,195 | +.62%
- Accounts reached: 27,447 | +237.6%
- Non-follower views: 36,949 | +6.8%
- Total views: 85,326 | +.62%
- Account interactions: 2,012 | -10.1%
- Top post had 4,128 views | -42.4%

