



Multiple networks overview (3)

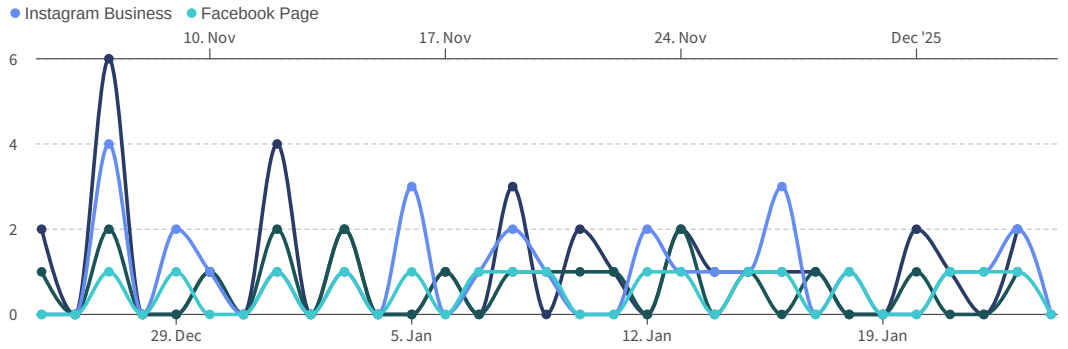
Comparison between [Dec 25, 2025 - Jan 24, 2026](#) and [Nov 05 - Dec 04, 2025](#)

🏠 Posts

45
posts

📉 13.5% from 52

🏠 Posts > Social network

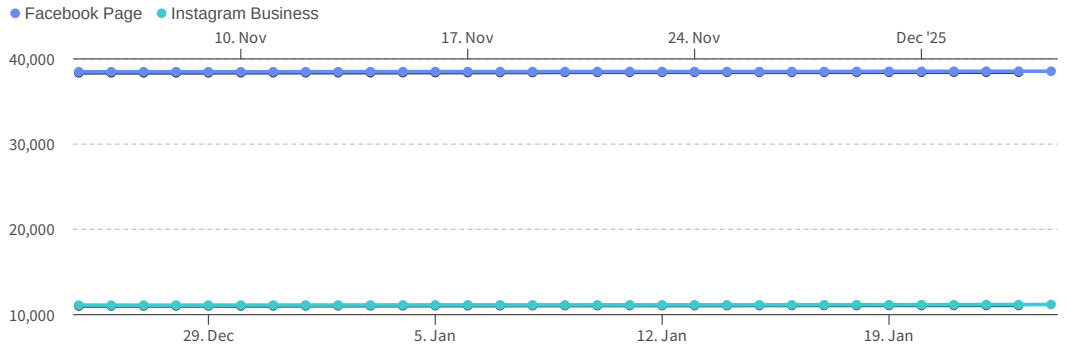


🏠 Followers

49,735
followers

📈 0.4% from 49,524

🏠 Followers > Social network

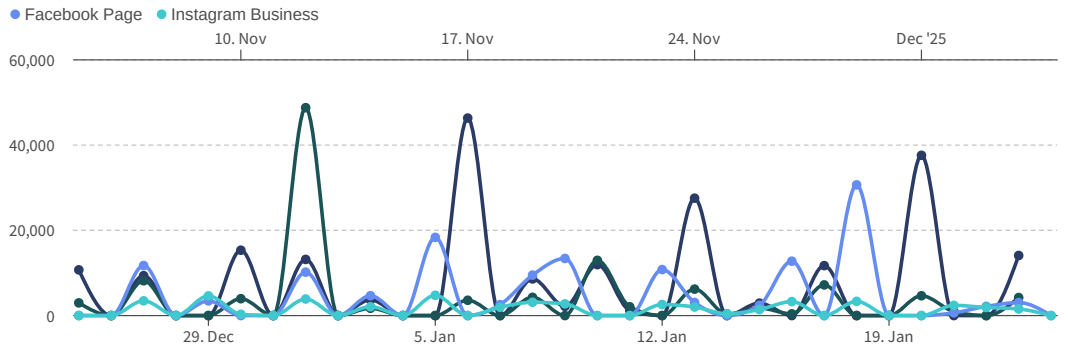


🏠 Post impressions

185,148
impressions

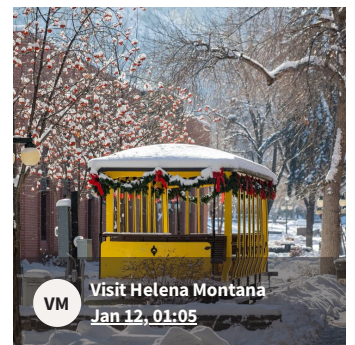
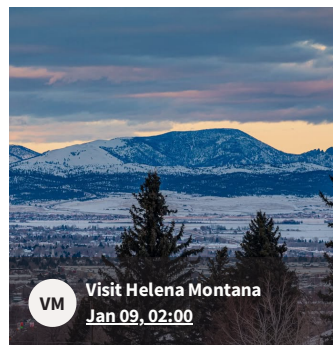
📉 44% from 330,699

🏠 Post impressions > Social network



📊 Facebook overview

📌 Top posts



👤 Page followers

38,554
followers

📈 0.3% from 38,440

Built in 1889, Broadwater Tower is one of the last remaining structures of the Broadwater Hotel and Natatorium complex, developed by Charles A. Broadwater. The site was designed as a luxury destination centered around Helena's geothermal hot springs and quickly became one of the region's most prominent resorts. The Natatorium was destroyed in 1946, and the hotel was later demolished, leaving the tower as a reminder of Helena's early 20th-century

461 likes and reactions

Sunset settling in on the Sleeping Giant.
📸 Jacob J McEachern #helenamontana #helenamt #sunset #scenic #winter #montana

342 likes and reactions

In the late 19th and early 20th centuries, trolley cars played a key role in moving people through Helena. In 1974, this car was relocated to the Last Chance Gulch Walking Mall, where it became part of the downtown streetscape. A gift from Charles and Sue Bovey, the trolley was restored through a collaborative effort by the Helena Fire Department and the Rotary Club and now stands as a quiet reminder of Helena's transportation history. 📸 @jacobj_createive

257 likes and reactions

Page views

198,273
views


↘ 16.3% from 236,956

Page views > Page

Visit He... -16.3% **198,273**

Page views > Follow type

● Non-follower ● Follower



Page views > Organic an...

Organic -33.8% **156,905**

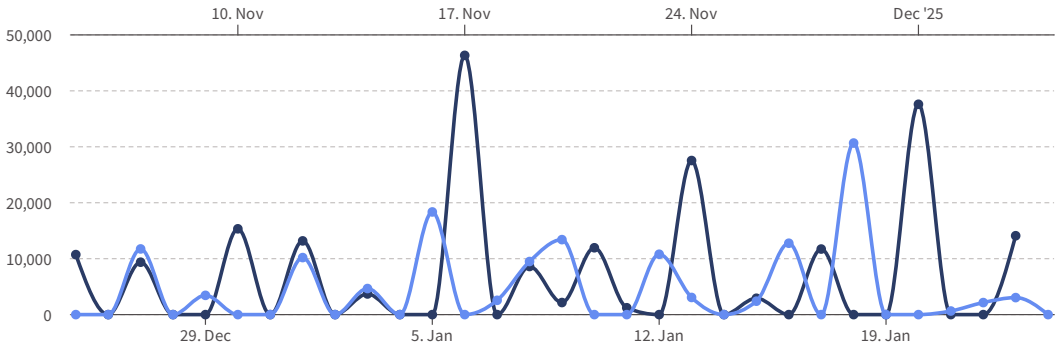
Paid +% **41,368**

Post views

139,347
views

↘ 35.6% from 216,454

Post views

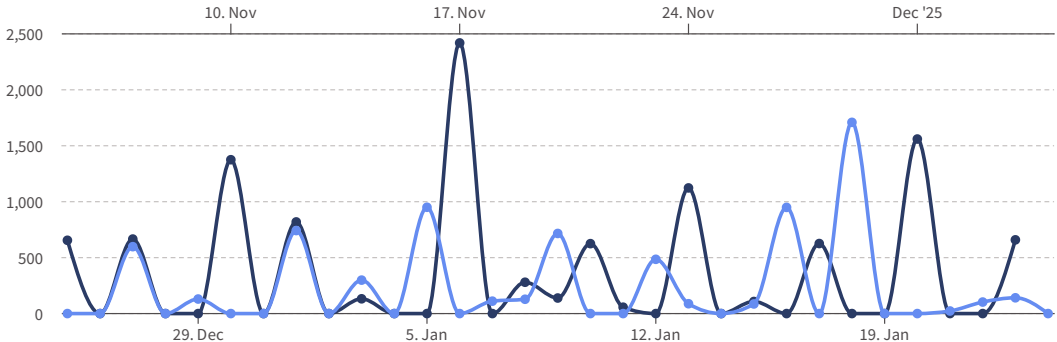


Post engagement

7,258
engagements

↘ 35.4% from 11,243

Post engagement



Post shares (unique)

185
shares

↘ 45.4% from 339

Post comments

182
comments

↘ 15.3% from 215

Post likes (unique)


2,457
likes

↘ 33.6% from 3,701

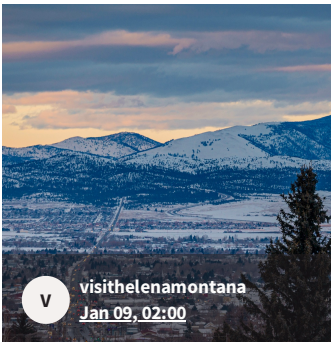
Page post viral reach

7,185
people

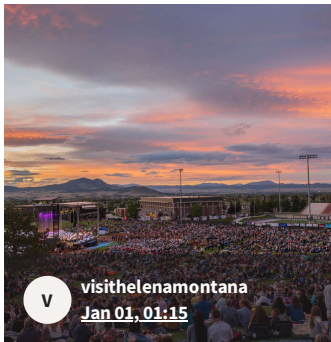
↘ 32.9% from 10,710


Instagram overview


Top posts



visithelenamontana
Jan 09, 02:00



visithelenamontana
Jan 01, 01:15



visithelenamontana
Jan 05, 01:05

Followers

11,181
followers

0.9% from 11,084

Sunset settling in on the Sleeping Giant.

@jacobj_creative #helenamt #helenamontana #sunset #scenic #montana

Helena is special because of the people who call it home. Community is the heartbeat here. Here's to all that lies ahead in 2026. #helenamontana #montana #helenamt #montanamoment #2025 #newyear

Bruce Anfinson is a musician, storyteller, and community fixture in Helena, Montana, whose life and work reflect a deep love of place. Though he's traveled around the world, Bruce's heart remains rooted in Montana. He grew up in Great Falls and eventually settled in Helena, where he's spent decades building a life around music, connection, and craftsmanship. His songs, such as "Home is Where Montana Is" and "Handmade Saddle," are grounded in personal

219 engagement

164 engagement

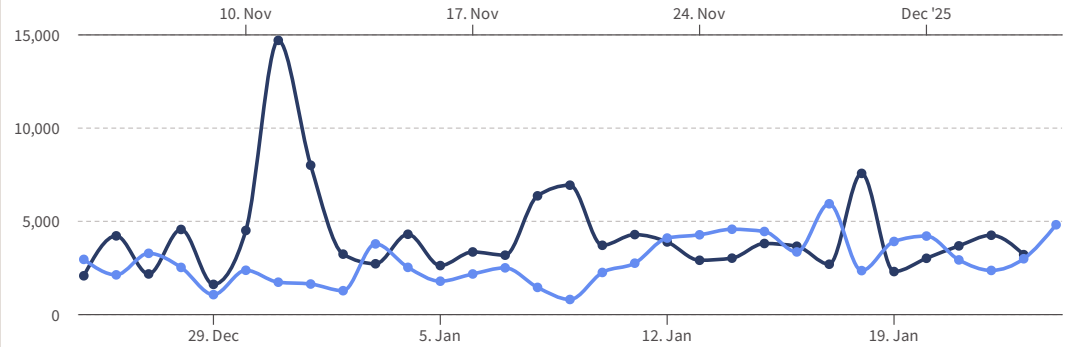
145 engagement

Profile views

89,443
views

29.4% from 126,753

Profile views

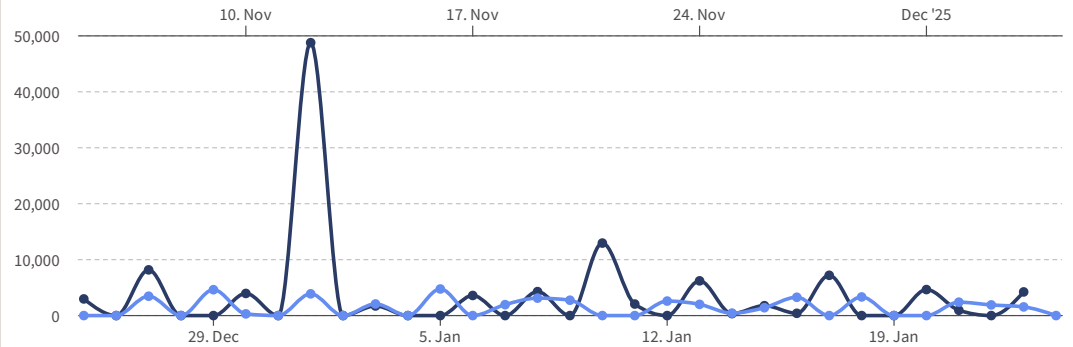


Post views

45,801
views

59.9% from 114,245

Post views

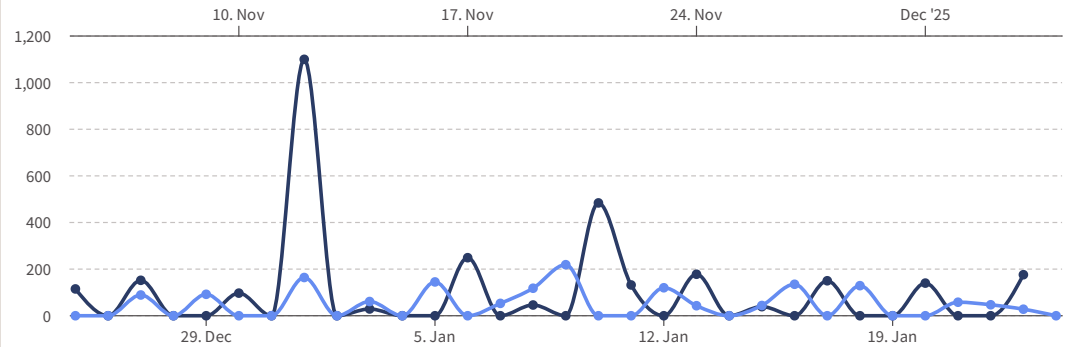


Post engagement

1,545
engagements

50% from 3,087

Post engagement



Profile reach

66,231
people

102% from 32,837

Post comments

30
comments

0% from 30

Post shares

104
shares

68.2% from 327

Post saves

29
saves

69.8% from 96

 X
(Twitter)
overview

 **Top posts**

You have no data sources selected

 **Followers**

You have no data sources selected

 **Post impressions**

You have no data sources selected

 **Post impressions**

You have no data sources selected

 **Post engagements**

You have no data sources selected

 **Post engagement rate**

You have no data sources selected

 **Mentions**

You have no data sources selected

 **Post key interactions**

You have no data sources selected

 **Post replies**

You have no data sources selected

 **Post reposts**

You have no data sources selected

 TikTok
overview

 **Top posts**

You have no data sources selected

 **Followers**

You have no data sources selected

 **Post reached audience**

You have no data sources selected

 **Post reached audience**

You have no data sources selected

 **Profile views**

You have no data sources selected

 **Profile views**

You have no data sources selected


 **Post video views**

You have no data sources selected

 **Post video views**

You have no data sources selected

<p>📌 Post likes</p> <p>You have no data sources selected</p>	<p>📌 Post engagement rate</p> <p>You have no data sources selected</p>	<p>📌 Video views</p> <p>You have no data sources selected</p>	<p>📌 Comments</p> <p>You have no data sources selected</p>
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LinkedIn overview

📌 Top posts

📌 Followers

You have no data sources selected

You have no data sources selected

📌 Post impressions

You have no data sources selected

📌 Post impressions













You have no data sources selected

📌 Page impressions

You have no data sources selected

📌 Page impressions

You have no data sources selected

<p> Page engagement</p> <p>You have no data sources selected</p>	<p> Page engagement</p> <p>You have no data sources selected</p>		
<p> Page reach</p> <p>You have no data sources selected</p>	<p> Post engagement rate</p> <p>You have no data sources selected</p>	<p> Post comments</p> <p>You have no data sources selected</p>	<p> Post shares</p> <p>You have no data sources selected</p>
<p>  YouTube overview</p>	<p> Top posts</p> <p>You have no data sources selected</p>		
<p> Post likes</p> <p>You have no data sources selected</p>	<p>You have no data sources selected</p>		
<p> Page video views</p> <p>You have no data sources selected</p>	<p> Page video views</p> <p>You have no data sources selected</p>		

 **Post video views**

You have no data sources selected

 **Post video views**

You have no data sources selected

 **Pinterest
overview**

 **Top posts**

 **Post saves**

You have no data sources selected

You have no data sources selected

 **Page impressions**

You have no data sources selected

 **Page impressions > Account**

You have no data sources selected

 **Page engagement**

You have no data sources selected

 **Page engagement**

You have no data sources selected

 **Post impressions**

You have no data sources selected

 **Post impressions**

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.