

INSTAGRAM & PHOTOGRAPHY REPORT



Monthly Report — February 2026
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FEBRUARY RECAP

KEY GOALS AND ACHIEVEMENTS

In February, our Instagram generated over 115,000 views and reached 49,782 accounts. We focused on Faces of Helena, the Arts and Culture campaign, and leaned further into outdoor recreation.

Additional work performed

- Continued sharing our series with the second feature of Faces of Helena with Lexus Giles
- Marketing for Dueling Pianos to help raise funds for the new downhill MTB trail in the Scratch Gravels
- Prepped and finalized our third Faces of Helena set for 3/8
- Discussed asset needs for 2026 with Director
- Started strategizing content plans for 2026
- Brainstormed ways to possibly bring back Bike Helena or a similar trail related branch of Visit Helena

Plans / Goals for March and 2026

- Continue discussion with Director on asset needs and strategy for 2026 internally and utilizing other content creators
- Fine-tune organization of owned assets
- Capture images of Outdoor Expo on 3/27
- Continue teasing out spring and summer in Helena
- Fine tune and clarify roles and responsibilities internally for efficiency

Instagram Metrics Compared to Previous Month

- Current followers: 11,344 | +1.33%
- Accounts reached: 49,782 | +81.2%
- Non-follower views: 45,942 | +212.41%
- Total views: 115,432 | +35.28%
- Account interactions: 3,608 | +79.32%
- Top post had 11,538 views | +179.5%
- Top reel had 32,845 views

