



## Multiple networks overview (3)

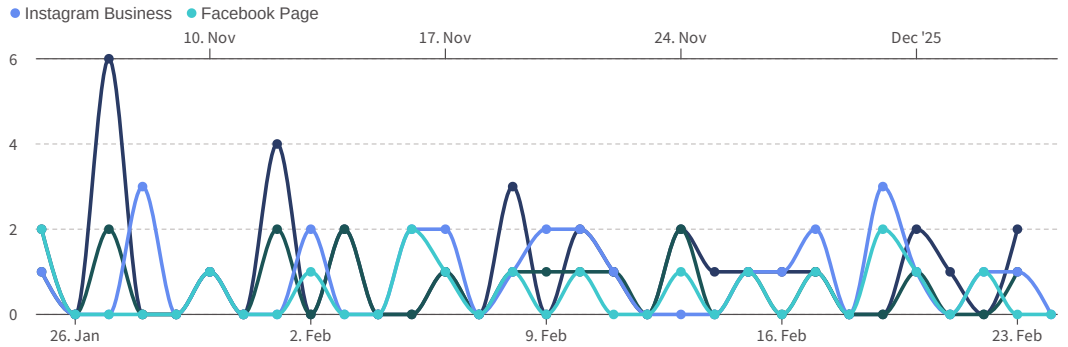
Comparison between [Jan 25 - Feb 24, 2026](#) and [Nov 05 - Dec 04, 2025](#)

**Posts**

**43**  
posts

📉 **17.3%** from 52

**Posts > Social network**

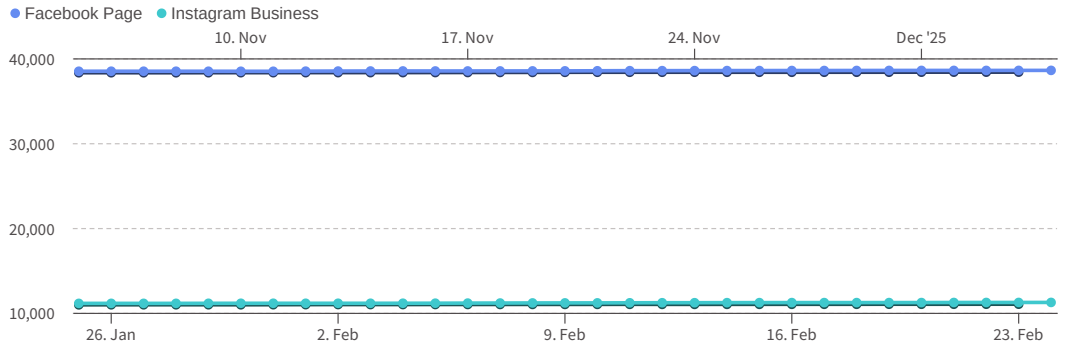


**Followers**

**49,942**  
followers

📈 **0.8%** from 49,524

**Followers > Social network**

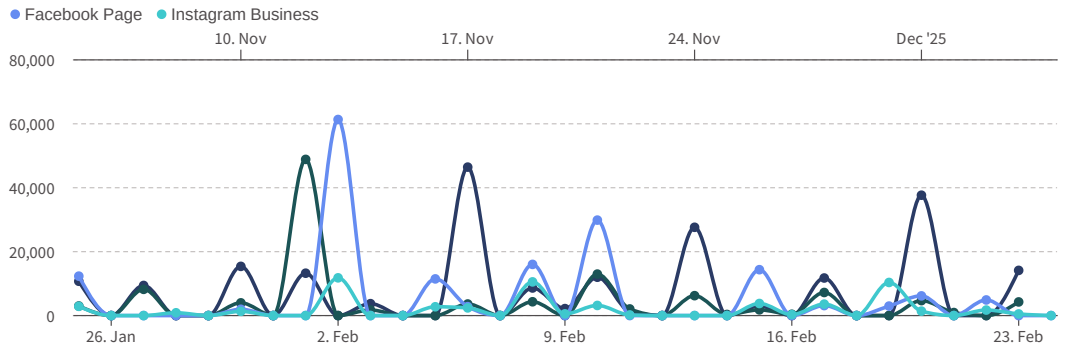


**Post impressions**

**225,385**  
impressions

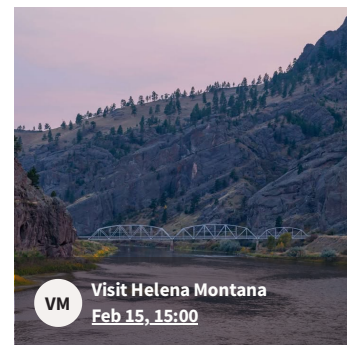
📉 **32.1%** from 331,817

**Post impressions > Social network**



**Facebook overview**

**Top posts**



**Page followers**

**38,648**  
followers

📈 **0.5%** from 38,440

Before it was your go-to stop for outdoor gear, this downtown building was the Gaslight Cinema. It opened on March 21, 1975, during Helena's redevelopment era, with grand opening screenings of *The Four Musketeers* and *The Commissioners*. Since 2007, the building has been home to The Base Camp trading film reels for trail-ready gear. 📷  
Photo: [www.helenahistory.org](http://www.helenahistory.org)

**774** likes and reactions

Let's take a stroll together through the new Montana Heritage Center!  
#Helenamontana #helenamt #montana

**503** likes and reactions

Just a quick scenic drive north of Helena, the Hardy Bridge stretches 550 feet across the Missouri River. Built in 1931 for Old U.S. 91, this steel truss is now listed on the National Register of Historic Places. It even had a Hollywood cameo in *The Untouchables*, starring Kevin Costner and Sean Connery. History, scenery, and a little big-screen fame all in one crossing. 📷 #helenamontana #helenamt #history #montana

**248** likes and reactions

**Page views**

300,369

views

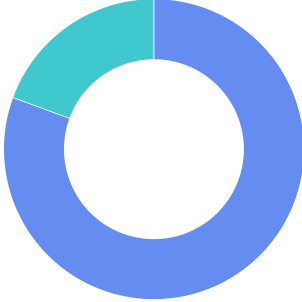
↗ 26.8% from 236,956

**Page views > Page**

Visit H... **+26.8%** 300,369

**Page views > Follow type**

● Non-follower ● Follower



**Page views > Organic an...**

Organic **-23.7%** 180,779

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Paid **+%** 119,590

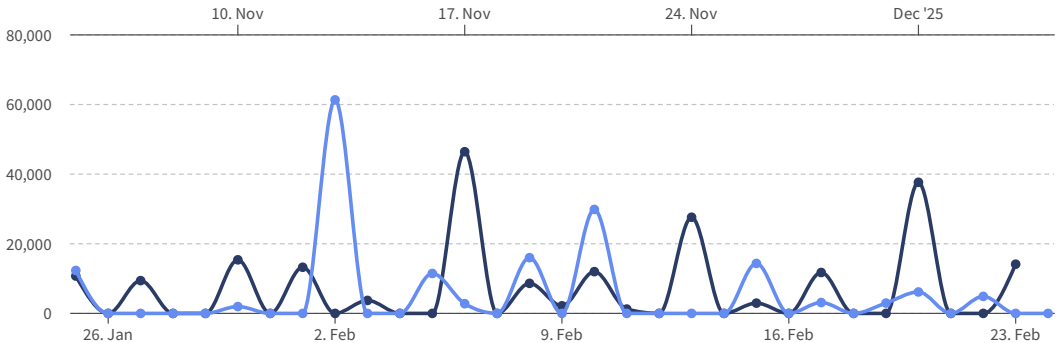
**Post views**

167,269

views

↘ 23% from 217,155

**Post views**



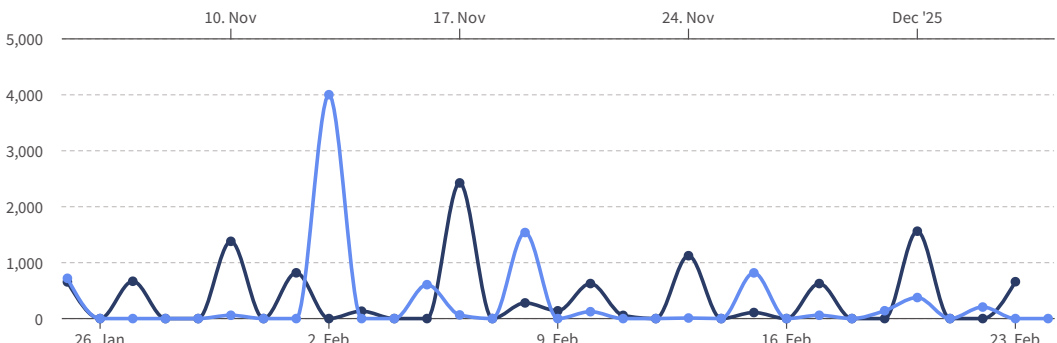
**Post engagement**

8,721

engagements

↘ 22.5% from 11,259

**Post engagement**



**Post shares (unique)**

244

shares

↘ 28% from 339

**Post comments**

264

comments

↗ 19.5% from 221

**Post likes (unique)**

2,964

likes


↘ 19.9% from 3,701

**Page post viral reach**


9,283

people

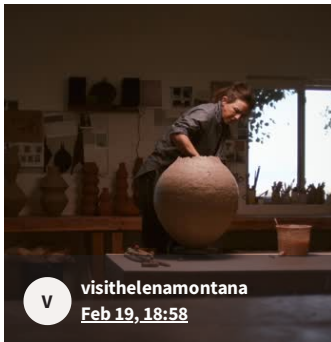
↘ 13.3% from 10,710

 **Instagram overview**


**Top posts**



visithelenamontana  
Feb 08, 15:01



visithelenamontana  
Feb 19, 18:58



visithelenamontana  
Feb 02, 01:00

**Followers**

**11,294**  
followers

1.9% from 11,084

Ceramic artist Lexus Giles arrived in Helena, Montana, after earning her MFA from the University of Florida and securing a coveted residency at the world-renowned Archie Bray Foundation. For Lexus, the move was a leap of faith—one fueled by prayer, hope, and a desire to find renewal after the weight of graduate school. Rooted in her Southern upbringing in Jackson, Mississippi, she carried her hospitality and food traditions with her to the

“When ceramicist Giselle Hicks moved to Helena, Montana to study at the @archie\_bray she discovered something: “I felt the happiest, the healthiest, and the most grounded out of all the places I’ve lived,” she says. “There’s no logic to it, but I feel like I can think more in this big sky.” Fourteen years later, Helena is home. In her studio, Giselle creates vessels that bear evidence of her hands and her craft. As her fingers press the clay, she thinks of moments

Before it was your go-to stop for outdoor gear, this downtown building was the Gaslight Cinema. It opened on March 21, 1975, during Helena’s redevelopment era, with grand opening screenings of The Four Musketeers and The Commissioners. Since 2007, the building has been home to @thebasecamp\_mt, trading film reels for trail-ready gear. Photo: www.helenahistory.org

**693** engagement

**423** engagement

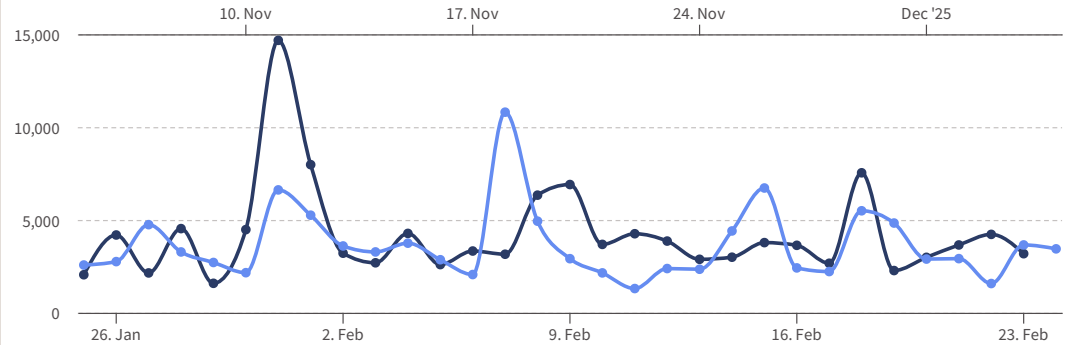
**351** engagement

**Profile views**

**114,087**  
views

10% from 126,753

**Profile views**

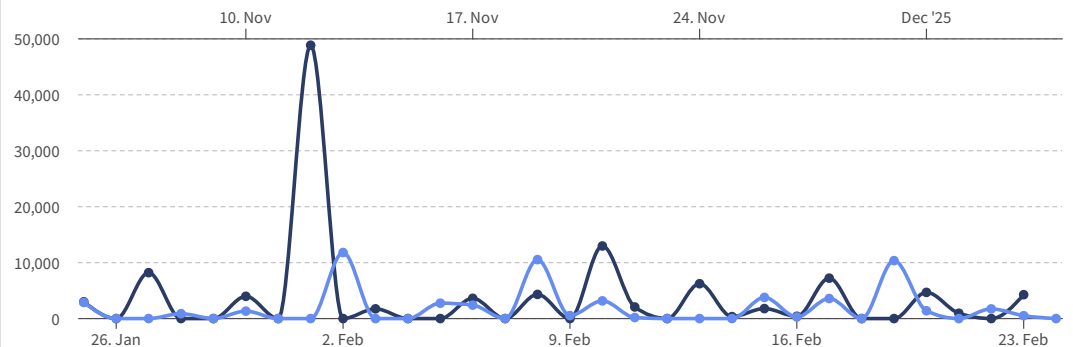


**Post views**

**58,116**  
views

49.3% from 114,662

**Post views**

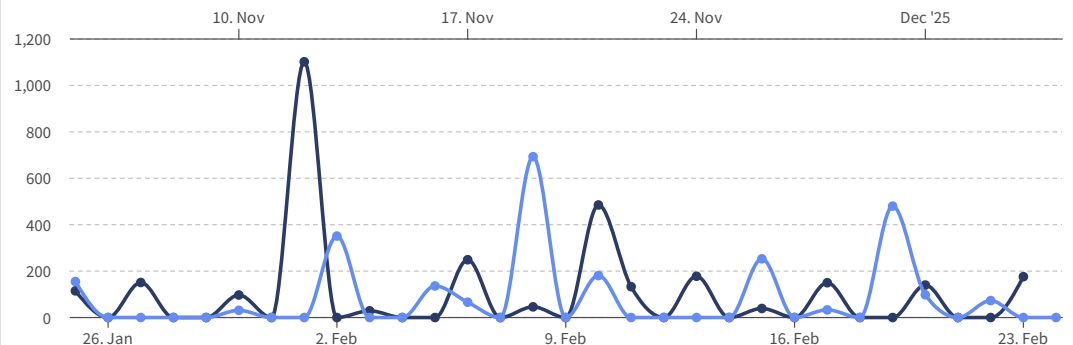


**Post engagement**

**2,550**  
engagements

17.5% from 3,090

**Post engagement**



**Profile reach**

**102,665**  
people

213% from 32,837

**Post comments**

**99**  
comments

230% from 30

**Post shares**

**194**  
shares

41.2% from 330

**Post saves**

**81**  
saves

15.6% 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><b>📌 Post likes</b></p> <p>You have no data sources selected</p>	<p><b>📌 Post engagement rate</b></p> <p>You have no data sources selected</p>	<p><b>📌 Video views</b></p> <p>You have no data sources selected</p>	<p><b>📌 Comments</b></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><b>in Page engagement</b></p> <p>You have no data sources selected</p>	<p><b>in Page engagement</b></p> <p>You have no data sources selected</p>		
<p><b>in Page reach</b></p> <p>You have no data sources selected</p>	<p><b>in Post engagement rate</b></p> <p>You have no data sources selected</p>	<p><b>in Post comments</b></p> <p>You have no data sources selected</p>	<p><b>in Post shares</b></p> <p>You have no data sources selected</p>
<p> <b>YouTube overview</b></p>	<p><b>▶ Top posts</b></p>		
<p><b>▶ Post likes</b></p> <p>You have no data sources selected</p>	<p>You have no data sources selected</p>		
<p><b>▶ Page video views</b></p> <p>You have no data sources selected</p>	<p><b>▶ Page video views</b></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.