

INSTAGRAM & PHOTOGRAPHY REPORT



Monthly Report — March 2026
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MARCH RECAP

KEY GOALS AND ACHIEVEMENTS

In March, our Instagram generated over 71,000 views and reached 18,692 accounts. We continued the Faces of Helena and Arts & Culture campaigns, and collaborated with Southwest Montana and local businesses to create relatable content.

Additional work performed

- Continued the Faces of Helena series with the second feature (Tara Hunsaker)
- Attended the Dueling Pianos fundraiser
- Captured images at the Outdoor Expo at the Fairgrounds
- Reviewed and revised the first feature of the second Faces of Helena batch (River Muery)
- Met with Skye (photographer for Faces of Helena) to discuss second-phase strategy

Plans / Goals for April and 2026

- Fourth Faces of Helena feature (Rachel Twoteeth Pichardo) goes live on 4/12
- Continue discussions with the Director on asset needs and 2026 strategy, including internal alignment and use of external content creators (beginning July 1)
- Capture fresh images of scenic Helena and unique vantage points to further highlight outdoor spaces
- Capture multiple races monthly, beginning in May
- Refine and clarify internal roles and responsibilities to improve efficiency

Instagram Metrics Compared to Previous Month

- Current followers: 11728 | +3.38%
- Accounts reached: 18,692 | -62.46%
- Non-follower views: 27,575 | -66.6%
- Total views: 71,459 | -38.1%
- Account interactions: 2,454 | -31.95%
- Top post had 11,171 | -3.18%
- Top reel had 19,803 views | -39.7%

