

INSTAGRAM & PHOTOGRAPHY REPORT



Monthly Report — April 2026
Presented by: Jacob J McEachern

APRIL RECAP

KEY GOALS AND ACHIEVEMENTS

In April, our Instagram generated over 78,000 views and reached 19,405 accounts. We continued the Faces of Helena, and highlighting local events that are taking place this summer, collaborations with local businesses, while sprinkling in some subtle scenic views.

Additional work performed

- Continued the Faces of Helena series with the fourth feature (Rachel Two-Teeth)
- Attended the Business Summit at the Montana Heritage Center
- Connected and scheduled collaboration with Old Salt Festival
- Collaborated with Wet Fly Swing Podcast

Plans / Goals for May 2026

- Fifth Faces of Helena feature (Rachel Twoteeth Pichardo) goes live on 5/10 at 8:00 AM
- Continue discussions with the Director on asset needs and 2026 strategy, including internal alignment and use of external content creators (beginning July 1)
- Capture images of Don't Fence Me In, and Unravel the Scratchgravel races for future promotion of events
- Continued to refine and clarify internal roles and responsibilities to improve efficiency moving into next chapter
- Highlight and promote History Fest coming in June

Instagram Metrics Compared to Previous Month

- Current followers: 11,946 | +1.86%
- Accounts reached: 19,405 | +3.82%
- Non-follower views: 34,470 | +25%
- Total views: 78,342 | +9.63%
- Account interactions: 3,291 | +34.1%
- Top post had 11,162 | -.08%
- Top reel had 12,967 views | -34.5%

