

INSTAGRAM & PHOTOGRAPHY REPORT



Monthly Report — May 2026
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MAY RECAP

KEY GOALS AND ACHIEVEMENTS

In May, our Instagram generated more than 75,000 views and reached 18,259 accounts. We continued our Faces of Helena project, partnered with the Bell Hotel to promote its open house and upcoming June History Fest, and shared a variety of other engaging content as new activities and events began to take shape.

Additional work performed

- Continued the Faces of Helena series with the fifth feature, Zach Coe
- Attended the SW Montana Board Meeting in Marysville
- Captured 117 images at the Don't Fence Me In Trail Run
- Captured 27 Images for the Julian Anderson Cocktail Trail
- Captured 5 images showcasing gravel biking
- Toured the establishments featuring menu items on the Julian Anderson Trail

Plans / Goals for June 2026

- Publish the sixth Faces of Helena feature, highlighting River Muery, on June 7 at 8:00 AM
- Plan and direct content creation with Beartooth Media from June 15-19
- Capture images of Helenduro and summer activities throughout the Helena area
- Continue refining and clarifying internal roles and responsibilities to improve efficiency heading into July.
- Continue promoting and highlighting History Fest
- Plan the next phase of the Faces of Helena series.

Instagram Metrics Compared to Previous Month

- Current followers: 12,095 | +1.26%
- Accounts reached: 18,259 | -5.9%
- Non-follower views: 45,232 | 31.22%
- Total views: 75,387 | -3.77%
- Account interactions: 2,752 | +34.1%
- Top post had 7,619 views | -31.4%
- Top reel had 7,500 views | -42.16%

