



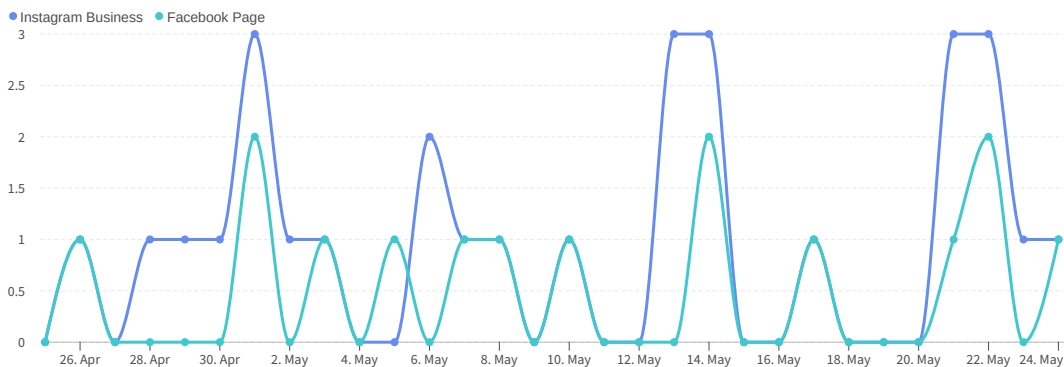
Multiple networks overview (3)

Apr 25 - May 24, 2026

Posts

44 posts

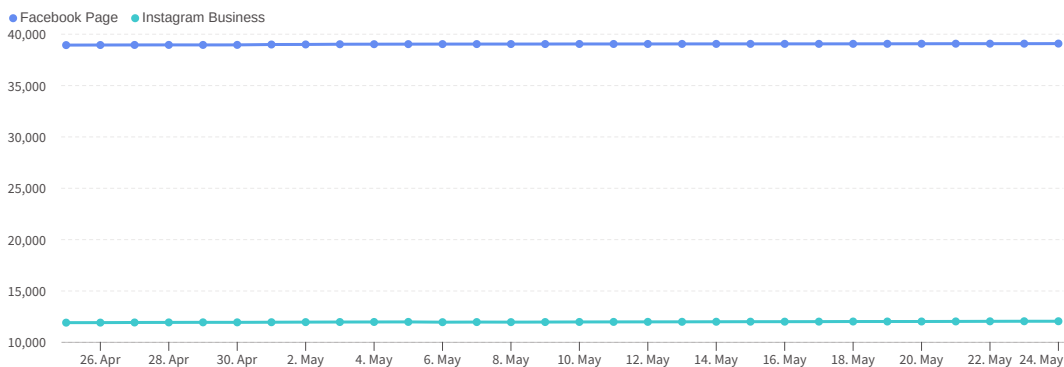
Posts > Social network



Followers

51,142 followers

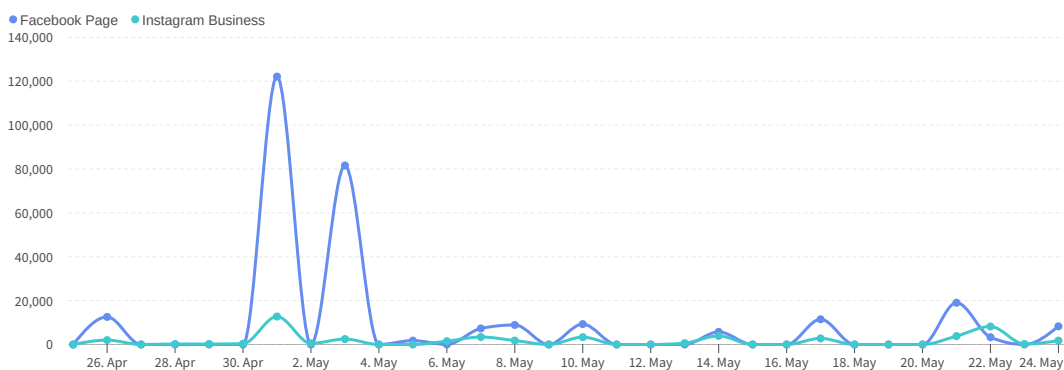
Followers > Social network



Post impressions

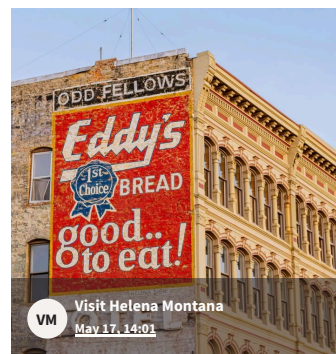
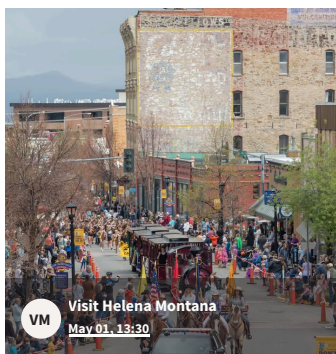
341,647 impressions

Post impressions > Social network



Facebook overview

Top posts



Page followers

39,088 followers

Today marks 102 years since the first Vigilante Parade. This epic heritage parade, put on entirely by local high schoolers, is one of the longest-running parades in the U.S.! Every float tells a piece of our state's incredible history. Watch it all roll down Last Chance Gulch today from 12-2PM! #helenamontana #helenamt #montana #parade

The Parrot Confectionery celebrated its 104th birthday on April 28. A true Helena tradition, it remains the city's longest-running candy shop and one of its oldest family-owned small businesses, serving sweet memories for generations. 🍬 @jasononeil #helenamontana #helenamt #montana #history

The Eddy's Bread sign has been part of Helena history for more than a century. J.E. "Eddy" O'Connell founded Eddy's Bakery in the early 1900s, and the company became well known across the Northwest for affordable, quality bread. The painted sign on the Iron Front Hotel served as a long-running advertisement for the bakery. In 2012, the sign was restored through a community preservation effort, helping preserve one of Helena's most recognizable historic landmarks. #helenamt #helenamontana #history #downtown #montana

1,438 likes and reactions

1,095 likes and reactions

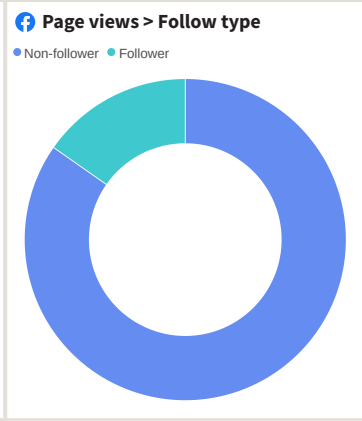
358 likes and reactions

Page views

457,970
views

Page views > Page

Visit Helena Mon... **457,970**



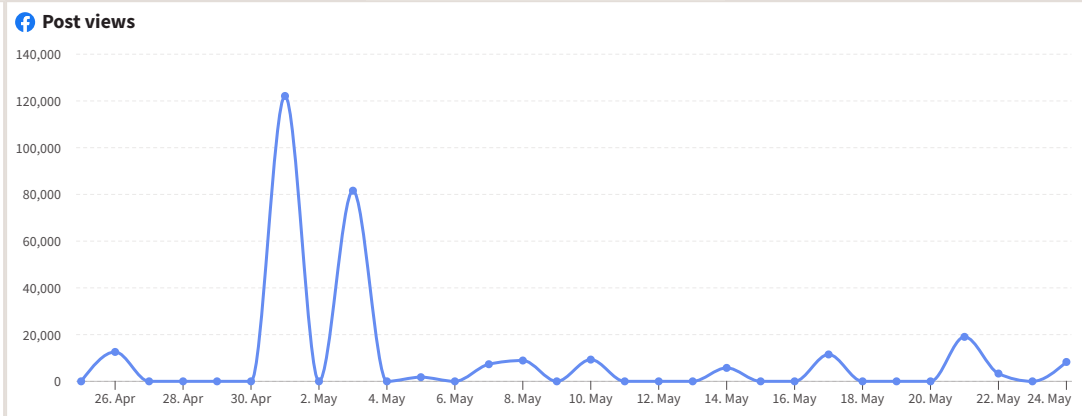
Page views > Organic and Paid

Organic **305,928**

Paid **152,042**

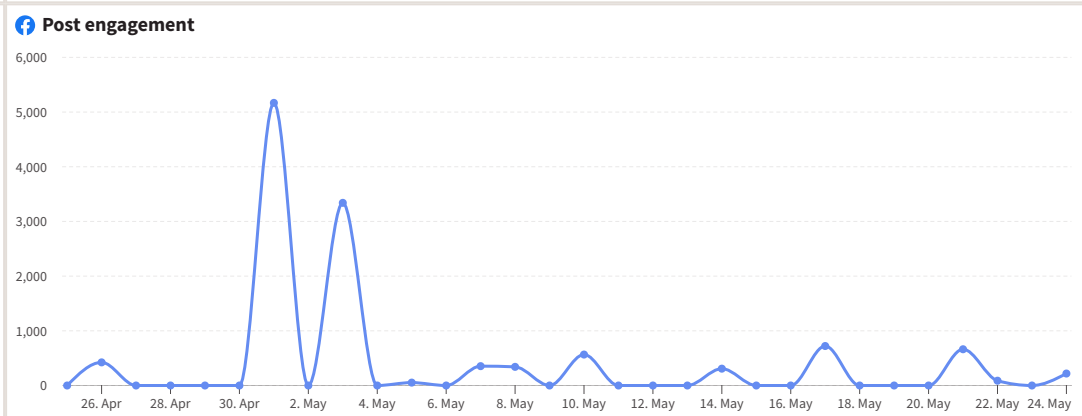
Post views

291,565
views



Post engagement

12,245
engagements



Post shares (unique)

389
shares

Post comments

221
comments

Post likes (unique)

4,769
likes

Page post viral reach

19,049
people

Instagram overview

Top posts

Followers

12,054
followers

Today marks 102 years since the first Vigilante Parade. This epic heritage parade, put on entirely by local high schoolers, is one of the longest-running parades in the U.S.! Every float tells a piece of our state's incredible history. Watch it all roll down Last Chance Gulch today from 12-2PM! #helenamontana #helenamt #montana #parade

For Helena artist Cyrus Walker, art is not a one-way conversation. It's a dialogue. "There's an old phrase: it's the artist's job to pose the question," he says. "It's the viewer's job to answer it." With his art, which he describes as American Western Expressionism, Cyrus stretches the imagination, merging mythical imagery with Old West stories. A cowboy the size of a giant. A larger than life jack rabbit. A sky full of Saturn. Like the big skies of Montana, he invites the viewer into a sense of wonder. Montana State University brought Cyrus from Vermont to the intermountain West, and he now calls Helena home. With our history of gold miners and fur trappers, and the largest collection of Western Art down the street from his house at the Montana Heritage Center, Helena just makes...

Tours for 2026 begin this Saturday, May 23 at the iconic Gates of the Mountains. Just 20 miles north of Helena, this unforgettable experience has been welcoming visitors for more than 125 years as they follow in the path of Lewis and Clark through the breathtaking Missouri River canyon. Today, Gates of the Mountains continues its mission to protect, educate, and connect visitors to one of Montana's last best places. Add it to your Montana vacation plans this summer. 🏞️📸 @travelingmelmt #helenamt #gatesofthemountains #montana #helenamontana #montana

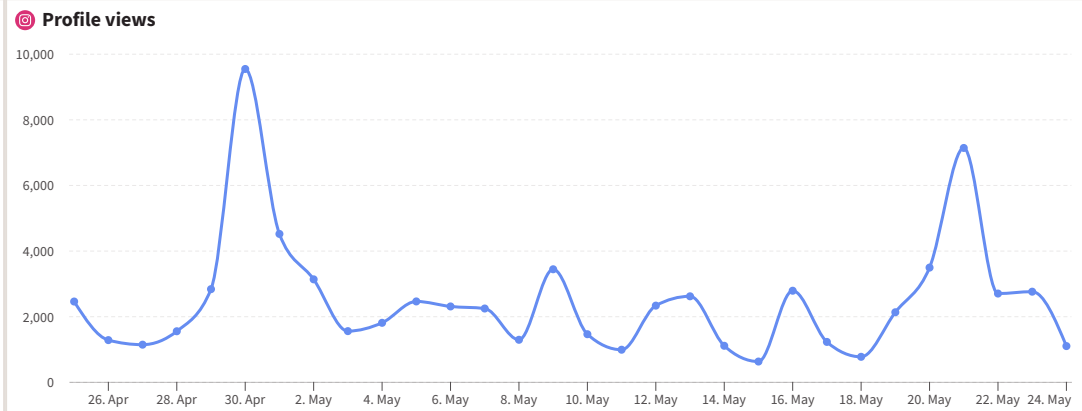
449 engagement

204 engagement

134 engagement

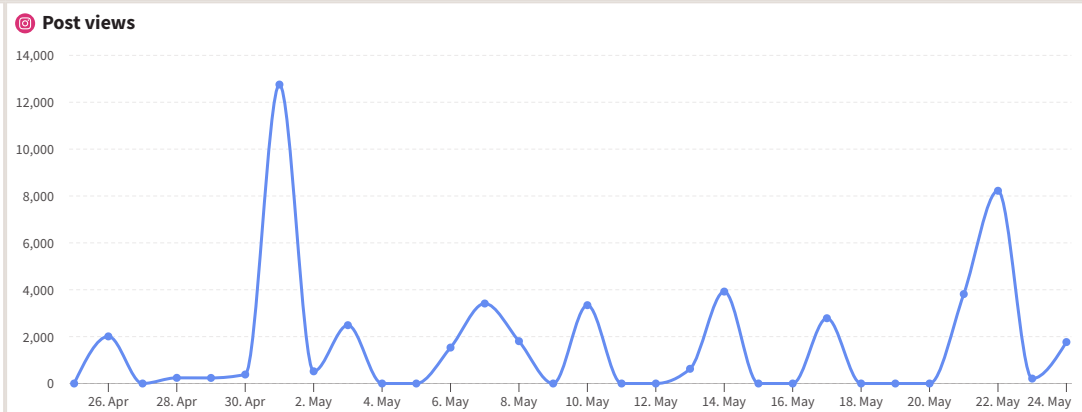
Profile views

74,975
views



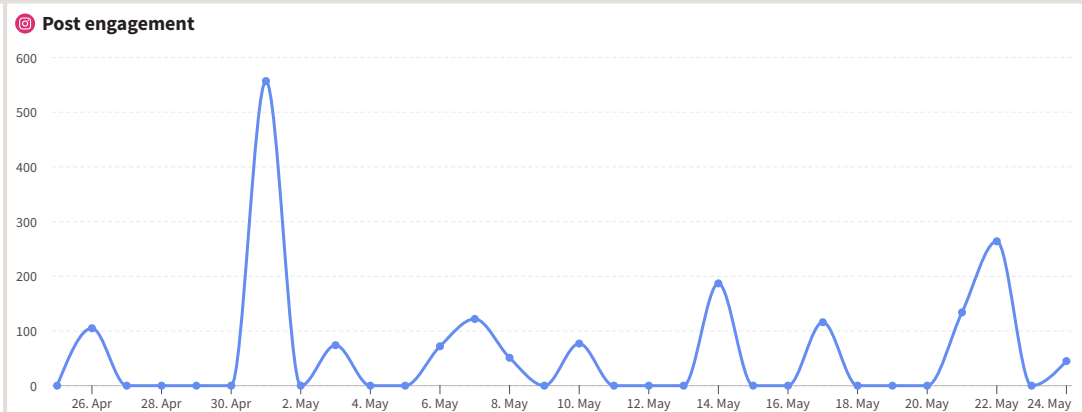
Post views

50,082
views



Post engagement

1,804
engagements



Profile reach

36,456
people

Post comments


32
comments

Post shares

126
shares

Post saves

54
saves

 X (Twitter)
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

⊗ 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

📌 Post likes

You have no data sources selected

📌 Post engagement rate

You have no data sources selected

📌 Video views

You have no data sources selected

📌 Comments

You have no data sources selected

 LinkedIn
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

 Page impressions

You have no data sources selected

 Page impressions

You have no data sources selected


<p> Page engagement</p> <p>You have no data sources selected</p>	<p> Page engagement</p> <p>You have no data sources selected</p>		
<p> Page reach</p> <p>You have no data sources selected</p>	<p> Post engagement rate</p> <p>You have no data sources selected</p>	<p> Post comments</p> <p>You have no data sources selected</p>	<p> Post shares</p> <p>You have no data sources selected</p>
<p> YouTube overview</p>	<p> Top posts</p> <p>You have no data sources selected</p>		
<p> Post likes</p> <p>You have no data sources selected</p>	<p>You have no data sources selected</p>		
<p> Page video views</p> <p>You have no data sources selected</p>	<p> Page video views</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

You have no data sources selected

📌 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.