

Visit Murphys Social Media Recap

July, 24 2024

Continuing to have had really great success with the strategy we put into place in January. Focused in making us the “go-to for all things Murphys.”

Instagram

- Gained over 3,600 new followers since January, compared to 1,000 in 2023
- Reached 127K% accounts in the last 90 days
- Close to 7K accounts engaged weekly
- 90 Days: 30 posts, 19 reels, and 205 stories

Facebook - Last 28 Days:

- Posts reached an audience 15,000 within the last month
- Garnered 1,800 engagements on posts

What's working?

1. Weekly “What's Happenings this Weekend” - highlights everything happening Thursday-Sunday. Comes out every Thursday morning.
2. Staying current - really focusing on what is happening right now. What is everyone talking about? What is news worthy?
3. Focusing on quality content while being consistent
4. Being purposeful with the type of content being posted - ie reels attract followers. While posts are for information.
5. Creating from a place of service

Areas of Opportunity:

1. Facebook - engagement is down. Videos don't translate the same. Struggling with getting the same reach as instagram
2. Repurposing content
3. Planning ahead and forecasting
4. Be more consistent on responding to comments within 24 hours
5. Highlighting businesses
6. Showcase more “inclusive posts”
7. Drive sales on weekdays
8. Highlight more experiences - example: wine cave tour and vineyard tours
9. What is there to do in Murphys?
10. Strive to create more collaboration between Feeny Park, Murphys Community Club, Go Calaveras, MBA, and Murphys Wine Grape Alliance

Top Posts on Instagram (reach):

#1 Airola Fire

#2 Chicken in a Barrel - reached 8.4K with 76% being non-followers

#3 Pic of the the Northern Lights

#4 Snow pics

Top Posts on Facebook:

#1 Frog Jump

#2 May pics of snow at Brice Station

#3 Airola Fire