

DISCOVER SISKIYOU

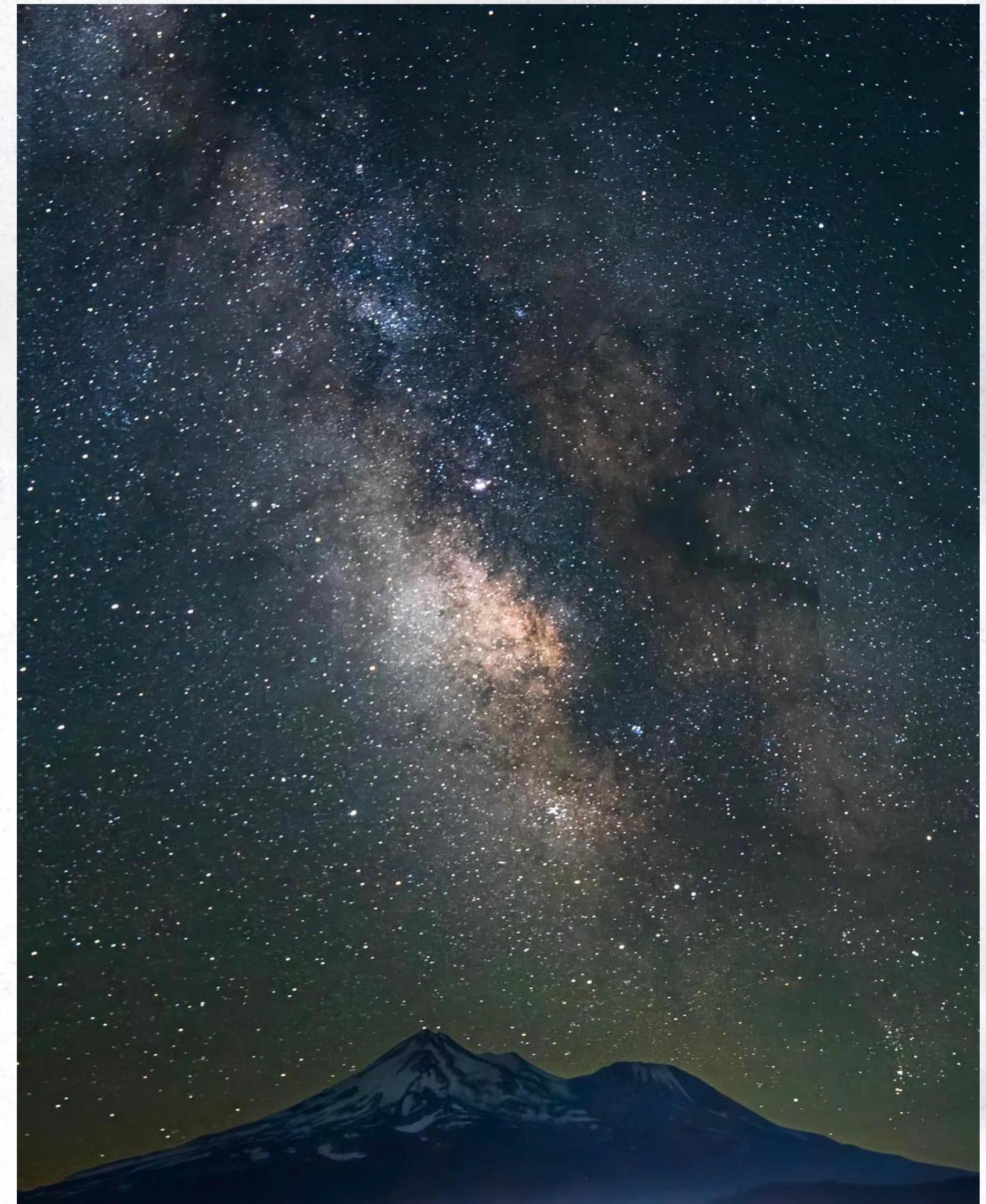
Performance Report | April 2024



EXECUTIVE SUMMARY

This report includes social media performance metrics for Siskiyou's April 2024 organic and paid social content.

- **Platforms:** Instagram, Facebook, TikTok, Pinterest
- **Benchmarks:** Month-over-month
- **Insights around performance**
- **Optimizations for future success**



STR REPORT – APRIL

STR Report	APR 2023	APR 2024	MOM
Occupancy	50.9	47.2	-7%
ADR	107	103.2	-4%
RevPar	54.4	48.7	-11%



PAID SOCIAL

KEY TAKEAWAYS

Reaching Young Adventurers: Siskiyou's "Adventure" audience was once again its widest-reaching and most active audience throughout the month of April. This behavior correlates with heightened activity among the youngest age demographics (18-34), and these users are most often traced back to that Adventure audience.

Family Travel: Although it amassed the least users reached of Siskiyou's core audiences during April, the "Family" audience posted an engagement rate of nearly 3%, more than double the overall campaign engagement rate this year and more than 5x industry benchmarks. This could indicate a substantial opportunity for targeting parents in particular in the months ahead.



AUDIENCE OVERVIEW

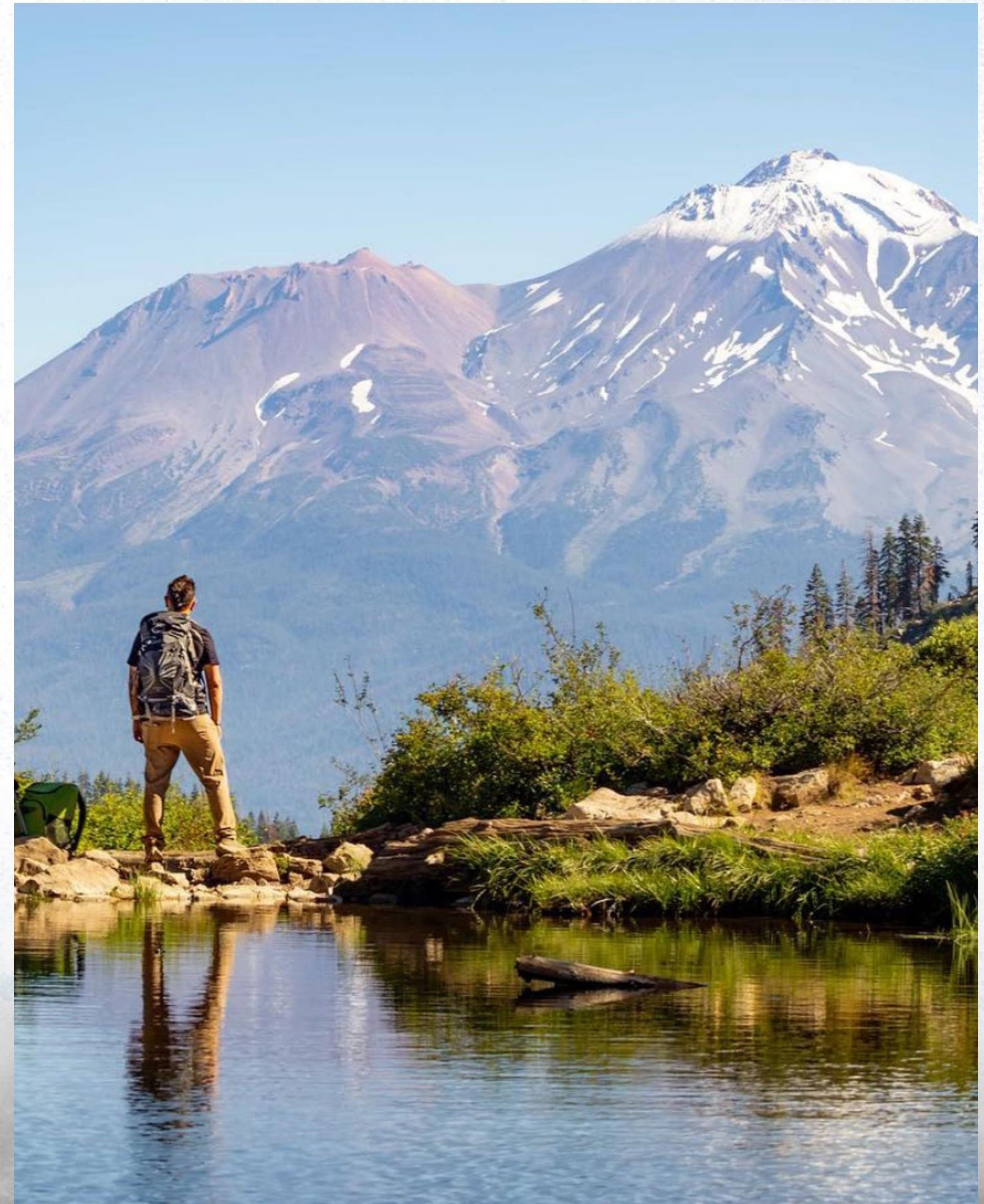
Adventure: Users ages 21-54 with indicated interest in “Adventure Travel” (or similar interest parameters)

Authentic: Users ages 21 and up who indicated interest in “Weekend Trips,” “Sightseeing,” or other similar parameters.

Family: Users ages 25-54 with indicated interest in “Travel” AND who indicate they are married and are a parent

Boosted Content: Posts are often boosted to one of these three audiences based on the subject matter of a particular post.

GEO FOR ALL AUDIENCES: State of California



PERFORMANCE SNAPSHOT



TOP DEMOS

- Male: 17.6k post engagements, 1.52% engagement rate
- Ages 65+: 4.3k post engagements, 1.29% engagement rate

TOP AUDIENCES

- Family Man (2.83% engagement rate)
- Adventure (1.14% engagement rate)
- Authentic (0.80% engagement rate)

TOP GEOS

- Widest Reach: Los Angeles, Sacramento, Bay Area
- Most Engaged: Los Angeles (1.55%), Bay Area (1.46%)

TOP CREATIVE

- “EPIC” - Lake: 3.60% engagement rate
- “EPIC” - Waterfall: 6.37% engagement rate

YTD Engagement Rate: 1.26%

(industry benchmark is 0.09%)

DATA BREAKDOWN

	Impressions	Eng. Rate	CPM
Total	1,701,491	1.39%	\$1.46

Gender	Impressions	Eng. Rate	CPM
Male	1,161,348	1.52%	\$1.46
Female	523,642	1.10%	\$1.45
Uncategorized	16,501	1.29%	\$1.45

Age	Impressions	Eng. Rate	CPM
18-24	149,485	2.67%	\$1.34
25-34	186,286	2.02%	\$1.42
35-44	295,297	1.35%	\$1.47
45-54	323,803	1.02%	\$1.48
55-64	414,749	1.03%	\$1.48
65+	331,871	1.29%	\$1.48

Older audiences continued to amass the greatest reach, but younger audiences engaged Siskiyou’s ads at a significantly higher rate, particularly those from the “Adventure” audience.

DMA	Impressions	Eng. Rate	CPM
Los Angeles	508,246	1.55%	\$1.43
Sacramento	298,235	1.40%	\$1.47
Bay Area	265,945	1.46%	\$1.45
Fresno	219,825	1.01%	\$1.52
All Others	409,240	1.33%	\$1.46

Audience	Impressions	Eng. Rate	CPM
Adventure	647,379	1.14%	\$1.47
Authentic	671,126	0.80%	\$1.47
Family	382,986	2.83%	\$1.42

While Los Angeles remained the most active metro area during April, it commanded less reach than has become standard throughout the year, with other larger cities further north in California driving greater activity with summer approaching. The “Family” audience drove the greatest engagement, but users 35-54 (which comprise much of this audience) were the least active age demographic overall for the month.



ORGANIC SOCIAL



INSTAGRAM RESULTS

Performance Totals

	Impressions	Likes	Comments	Shares	Saves	Engagement Rate
APR 2024	19,287	1,800	181	88	34	11.3%
MAR 2024	22,806	2,399	35	167	66	11.7%
DIFF. MoM	-15.4%	-25.0%	+417.1%	-47.3%	-48.5%	-3.42%

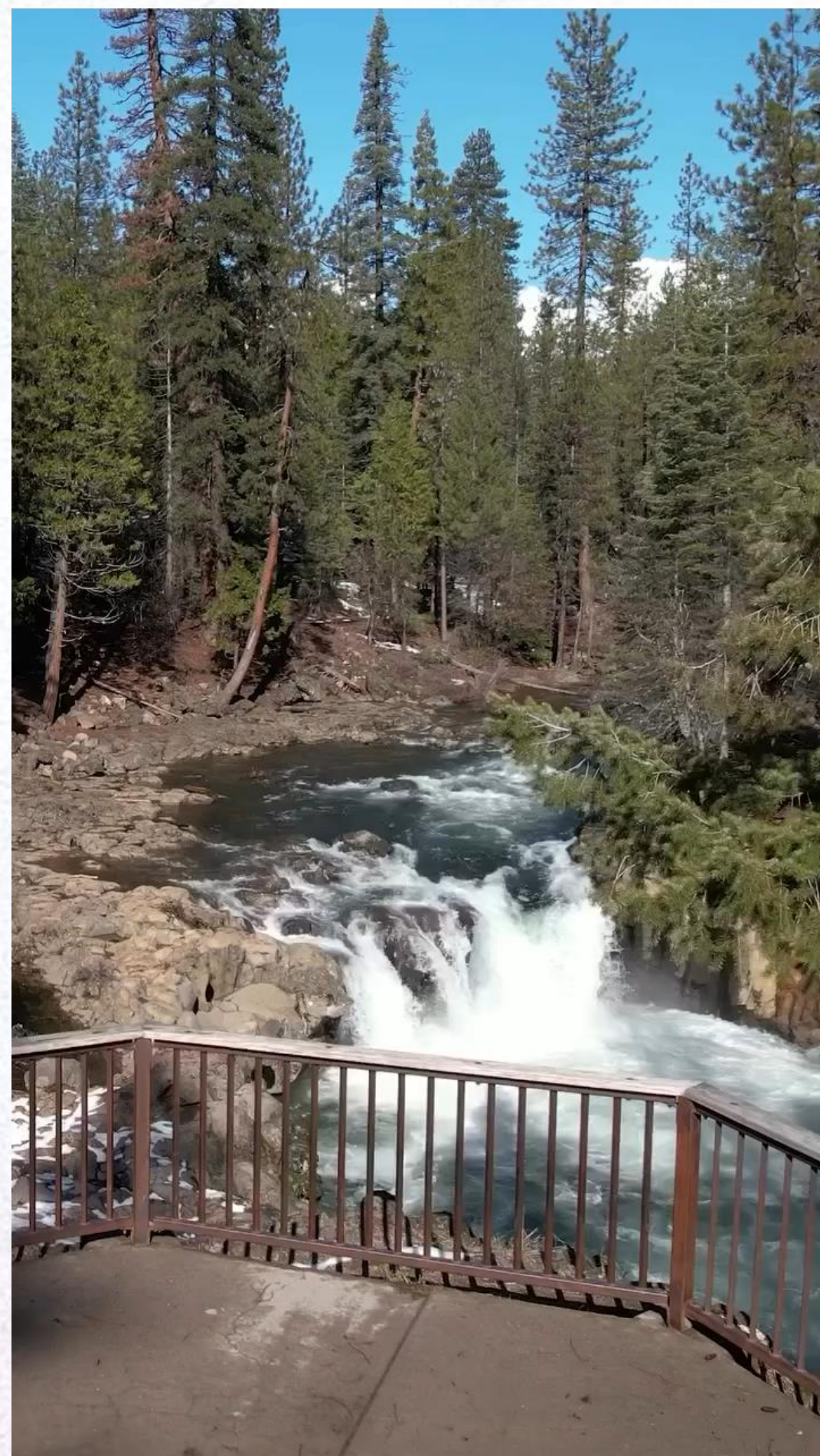
Discover Siskiyou's Instagram performance remained steady throughout April, including a substantial spike in comments through collaborator content shared between our channel and that of @outdoor_adventures_with_todd.

The channel's overall engagement rate continues to dramatically exceed industry benchmarks, sitting above 11% for a second consecutive month. Video viewership was also up month-over-month, with April Reels content amassing more than 12,000 views.

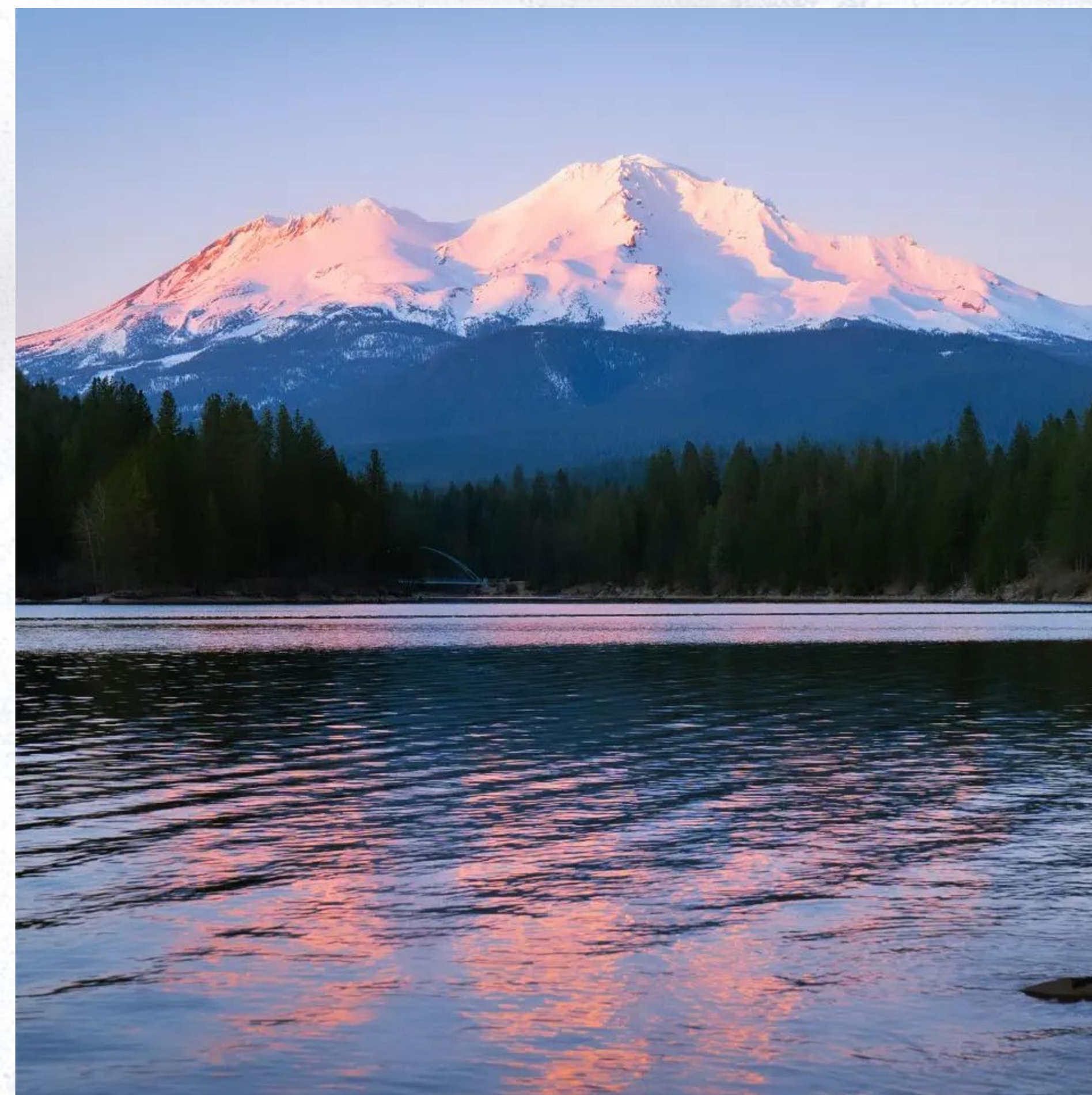
Siskiyou also enjoyed significant audience growth during April, adding more than 300 new followers over the course of the month.



TOP POSTS BY TOTAL ENGAGEMENT



Likes: 300 | Comments: 4 | Shares: 34 | Interactions: 3
Saves: 9 | Eng. Rate: 12.0% | Video Views: 3,597



Likes: 256 | Comments: 1 | Shares: 14 | Interactions: 14
Saves: 9 | Eng. Rate: 13.5%



FACEBOOK RESULTS

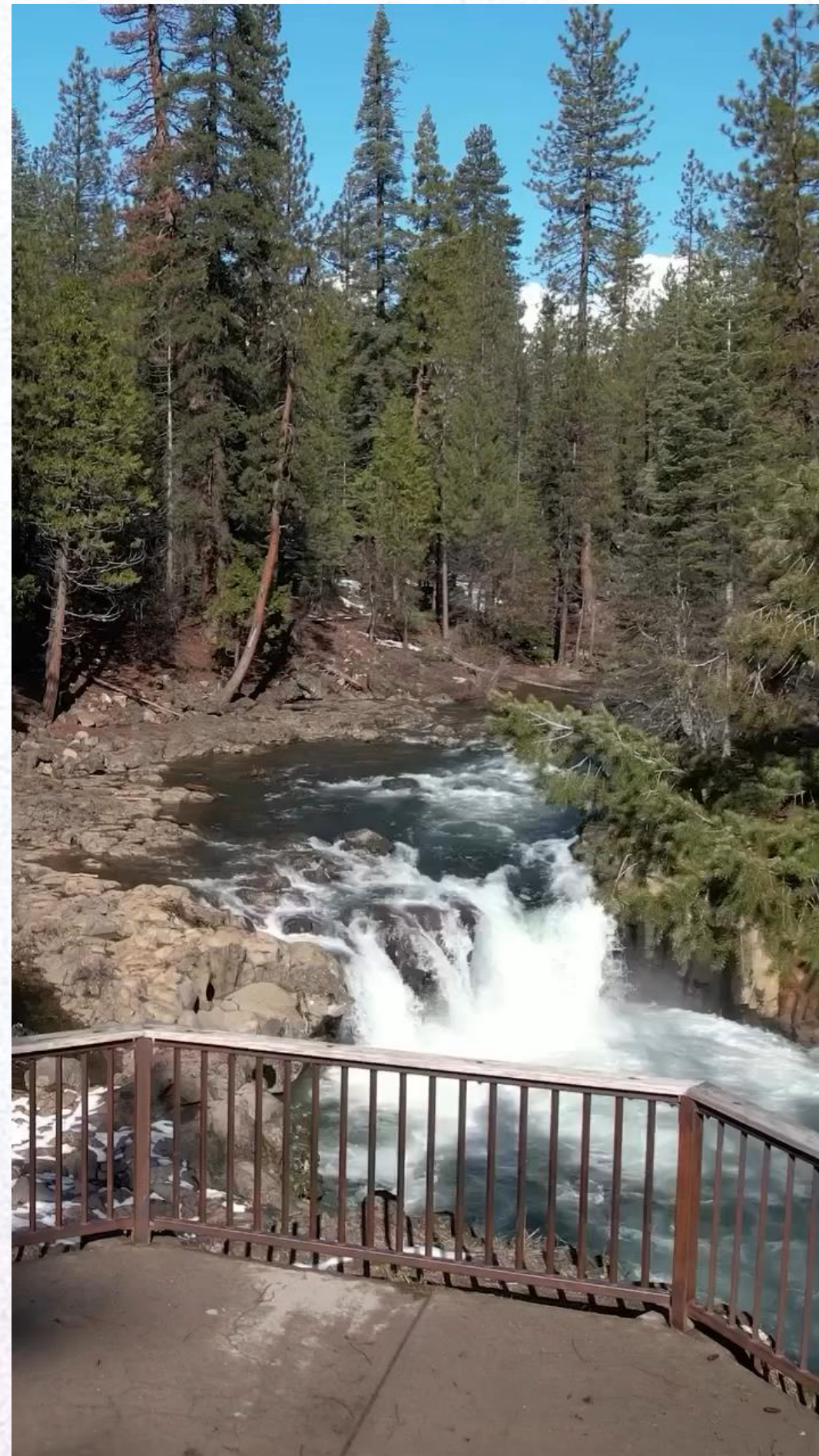
Performance Totals

	Impressions	Reactions	Comments	Shares	Total Clicks	Engagement Rate
APR 2024	7,561	205	10	36	71	4.26%
MAR 2024	10,994	372	28	48	167	5.59%
<i>DIFF. MoM</i>	-31.2%	-44.9%	-64.3%	-25.0%	-57.5%	-23.8%

While video viewership increased month-over-month on Instagram, a similar pattern did not take effect on Facebook, resulting in modest dips in overall reach and engagement. However, total engagement continues to out-perform industry benchmarks so far in 2024, indicating a continued resonance with our audience in this space.

Looking ahead, we will continue including helpful links whenever possible with our Facebook content in an effort to maximize engagement, particularly in the form of clicks.

TOP POSTS BY TOTAL ENGAGEMENT



Reactions: 72 | Comments: 2 | Shares: 24
Video Views: 2,032 | Eng. Rate: 9.12%



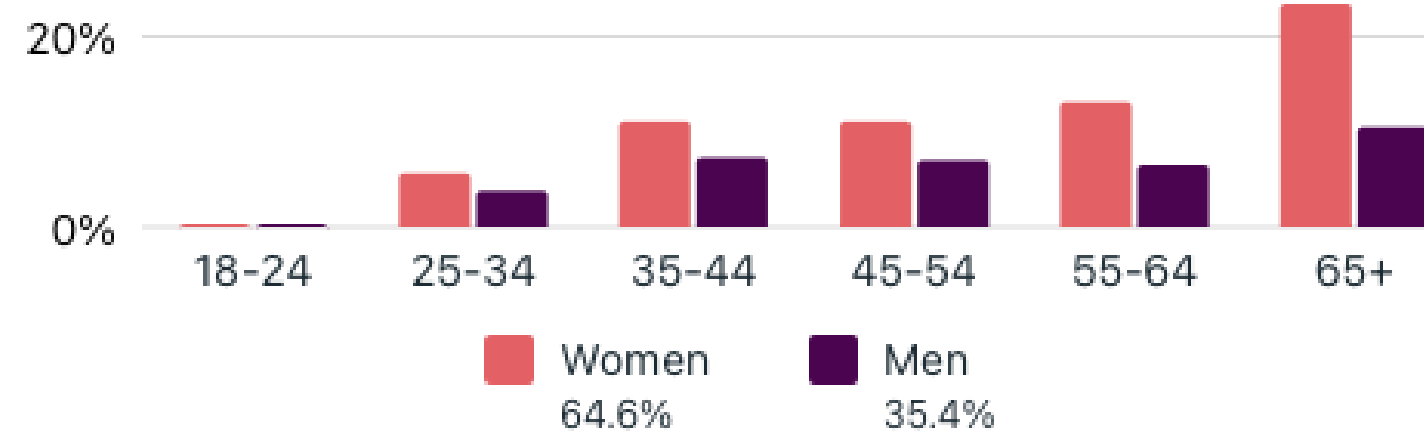
Reactions: 42 | Comments: 2 | Shares: 6
Clicks: 15 | Eng. Rate: 7.02%

AUDIENCES OVERVIEW

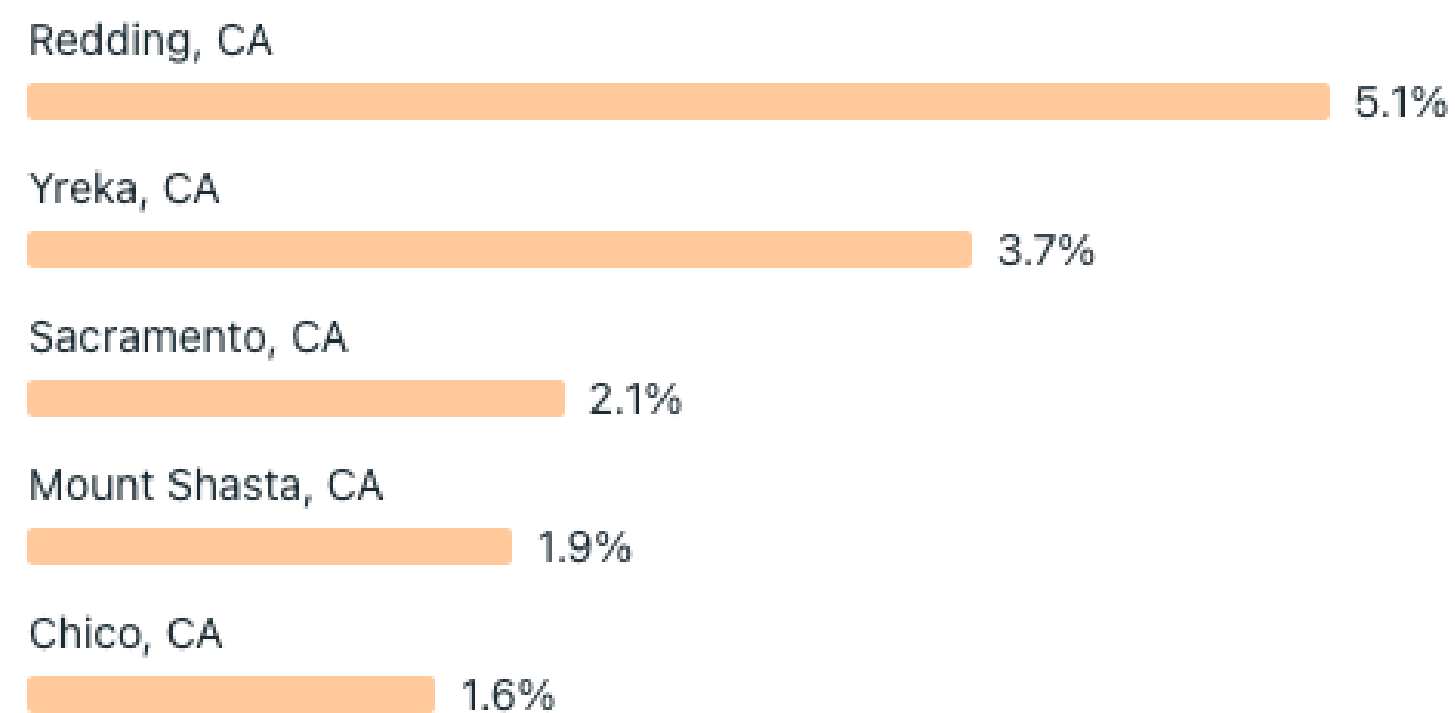
Facebook followers ⓘ

14,888

Age & gender ⓘ



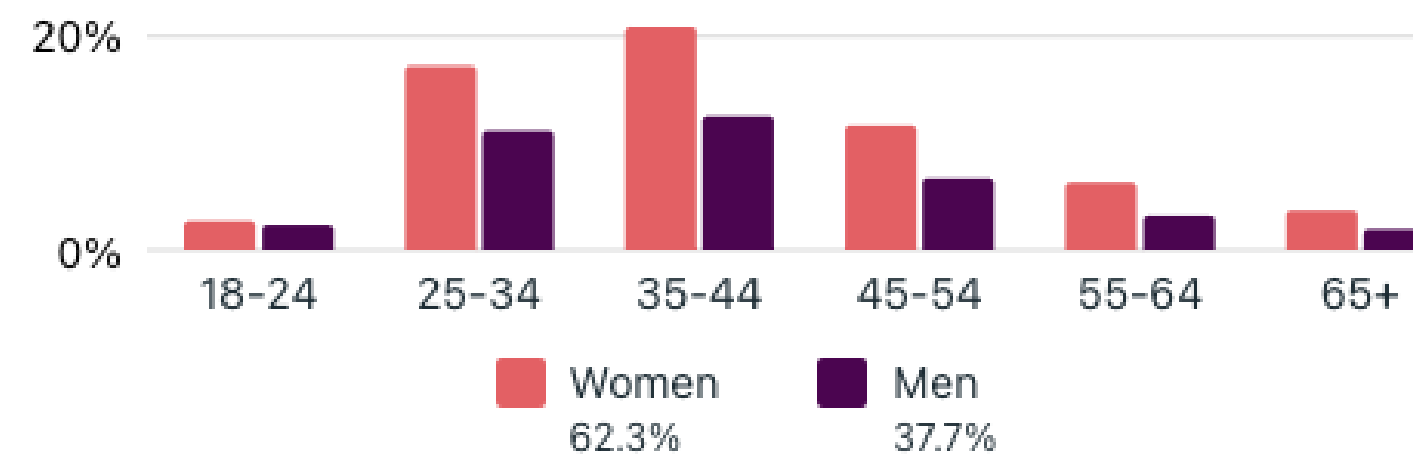
Top cities



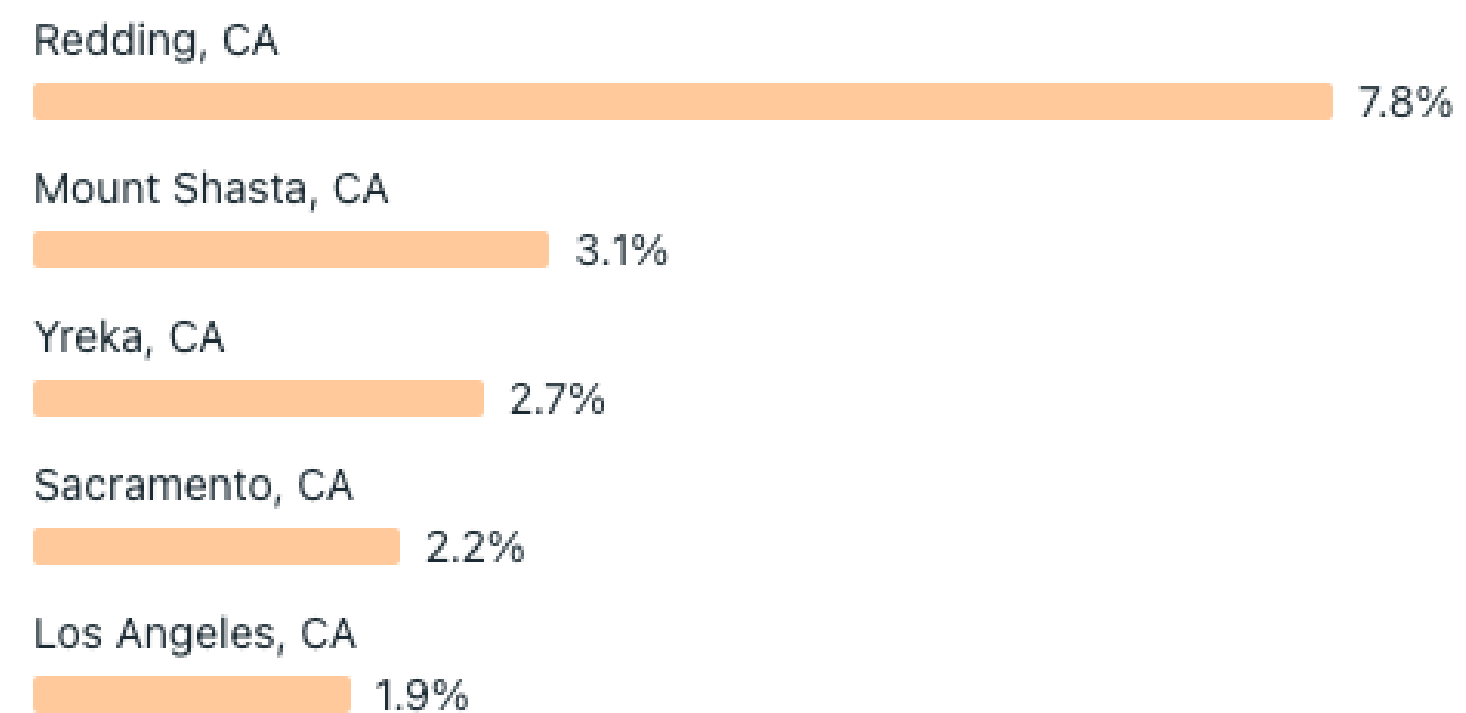
Instagram followers ⓘ

13,697

Age & gender ⓘ



Top cities



Net Audience Growth (Apr '24):

+3
(0.02%)



Net Audience Growth (Apr '24):

+353
(2.65%)



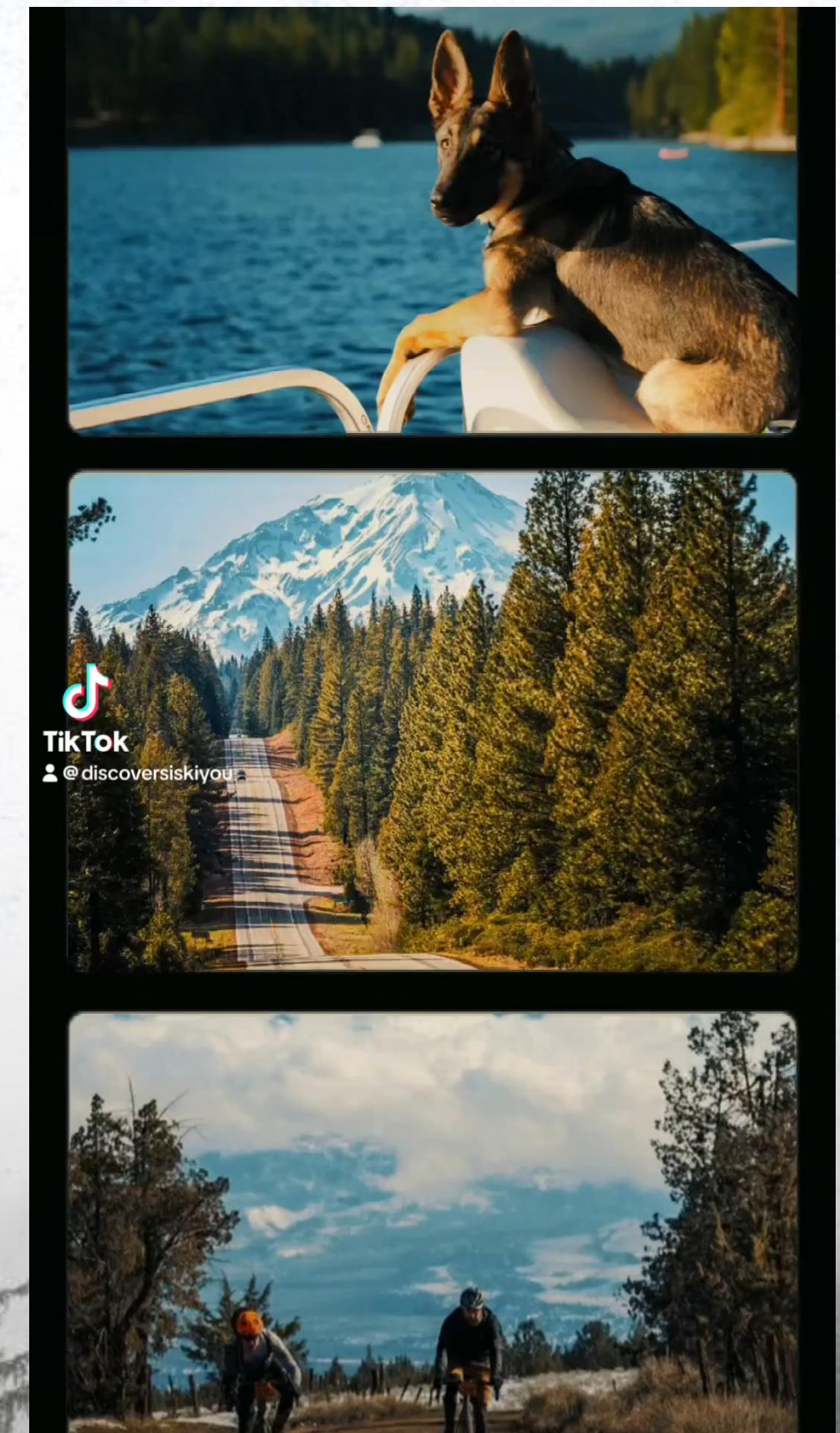
TIKTOK RESULTS

Performance Overview

	Video Views	Likes	Comments	Shares	Profile Views	Eng. Rate
APR 2024	867	8	0	3	4	1.73%
MAR 2024	868	18	1	2	31	5.99%
DIFF. MoM	-0.12%	-55.6%	-INF.	+50.0%	-87.1%	-71.2%

While viewership remained steady in April, engagement of Siskiyou's video content fell off compared to previous months. In examining larger engagement patterns in this space, videos using the "Glitch" text overlay on the cover tend to amass up to 20% more engagement than those like the video to the right, which has no text overlay. As a result, we will ensure video covers employ these text callouts to maximize engagement in the months ahead.

Most Viewed Video





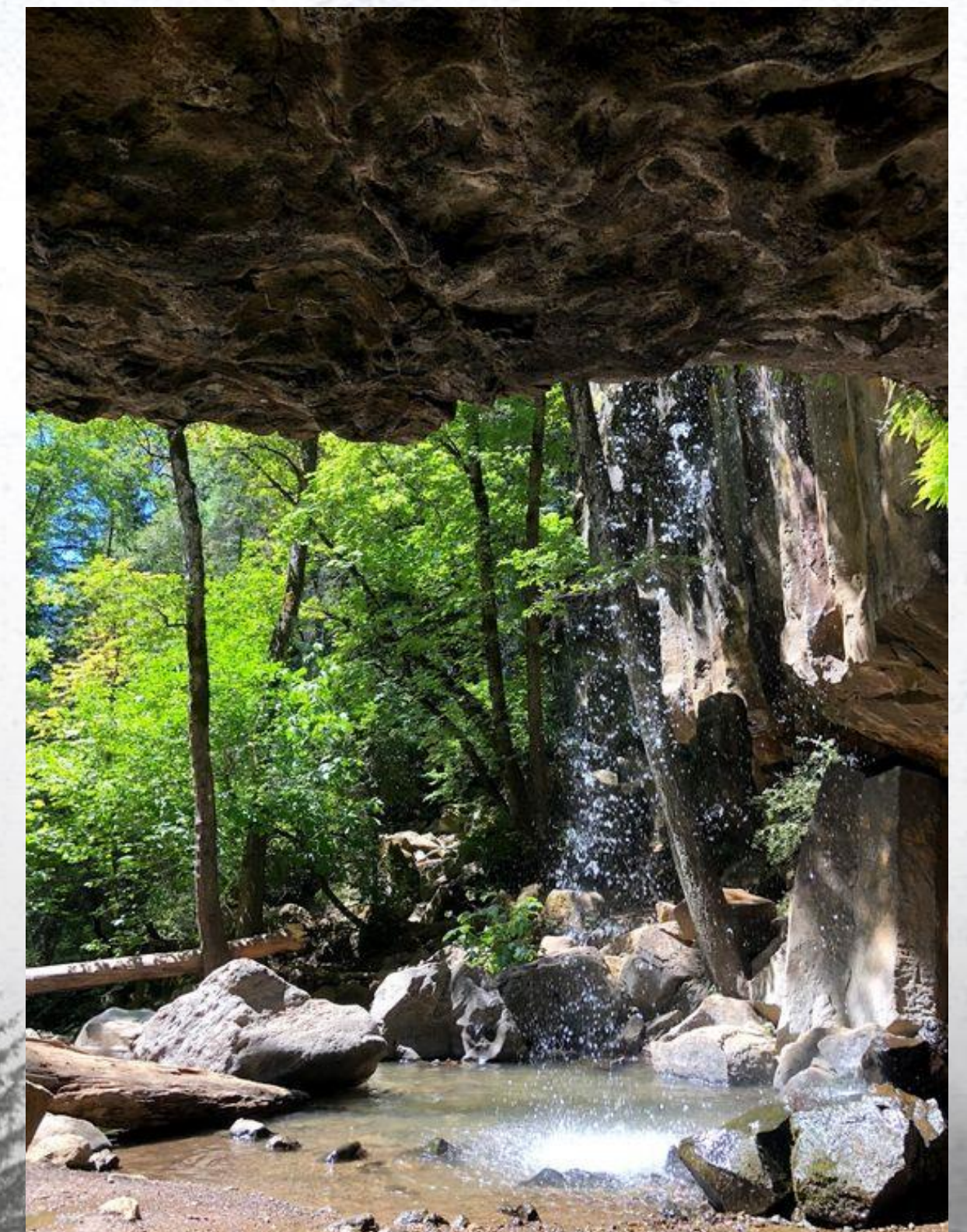
PINTEREST RESULTS

Performance Totals

	Impressions	Pin Clicks	Outbound Clicks	Saves	Engagement Rate
APR 2024	1,086	36	7	10	4.88%
MAR 2024	980	36	6	8	5.10%
DIFF. MoM	+10.8%	-	+16.7%	+25.0%	-4.31%

Pinterest continues to have evergreen value for Siskiyou, with past summer content driving new engagement among prospective travelers. We are exploring opportunities for sharing CA Now stories and other similar content in this space to enhance engagement from new content in addition to the evergreen engagement of top-performers of months past.

Most Saved Pin





DIGITAL RESULTS

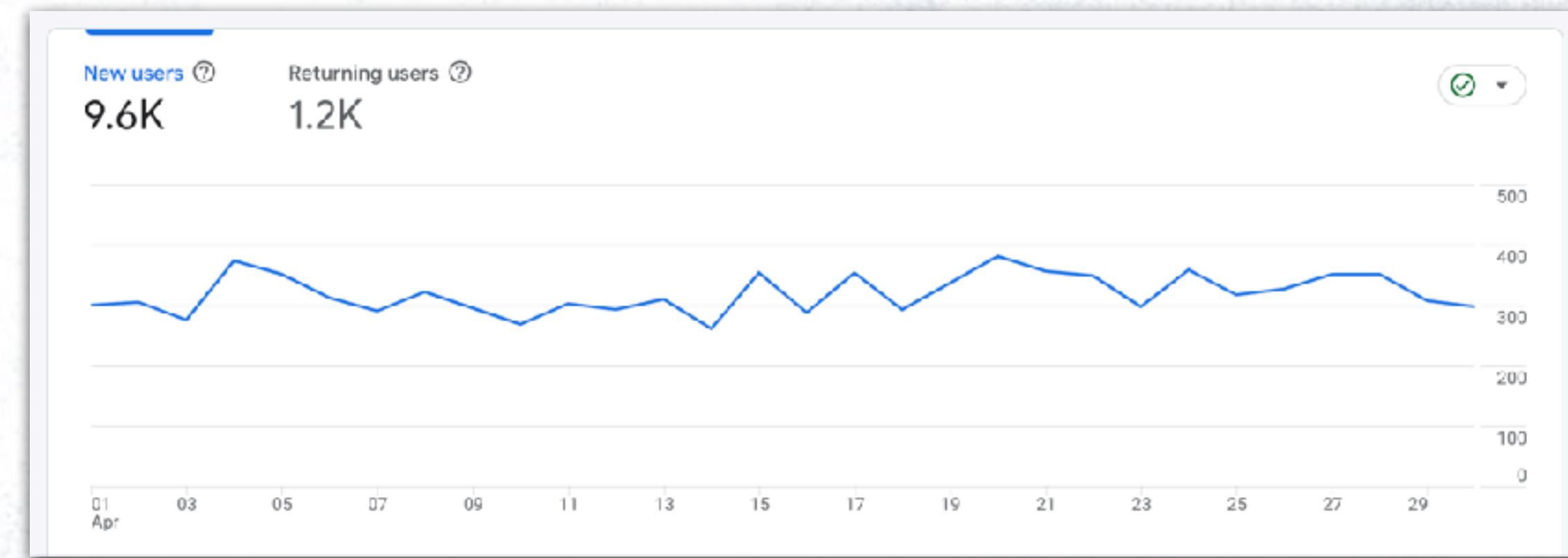
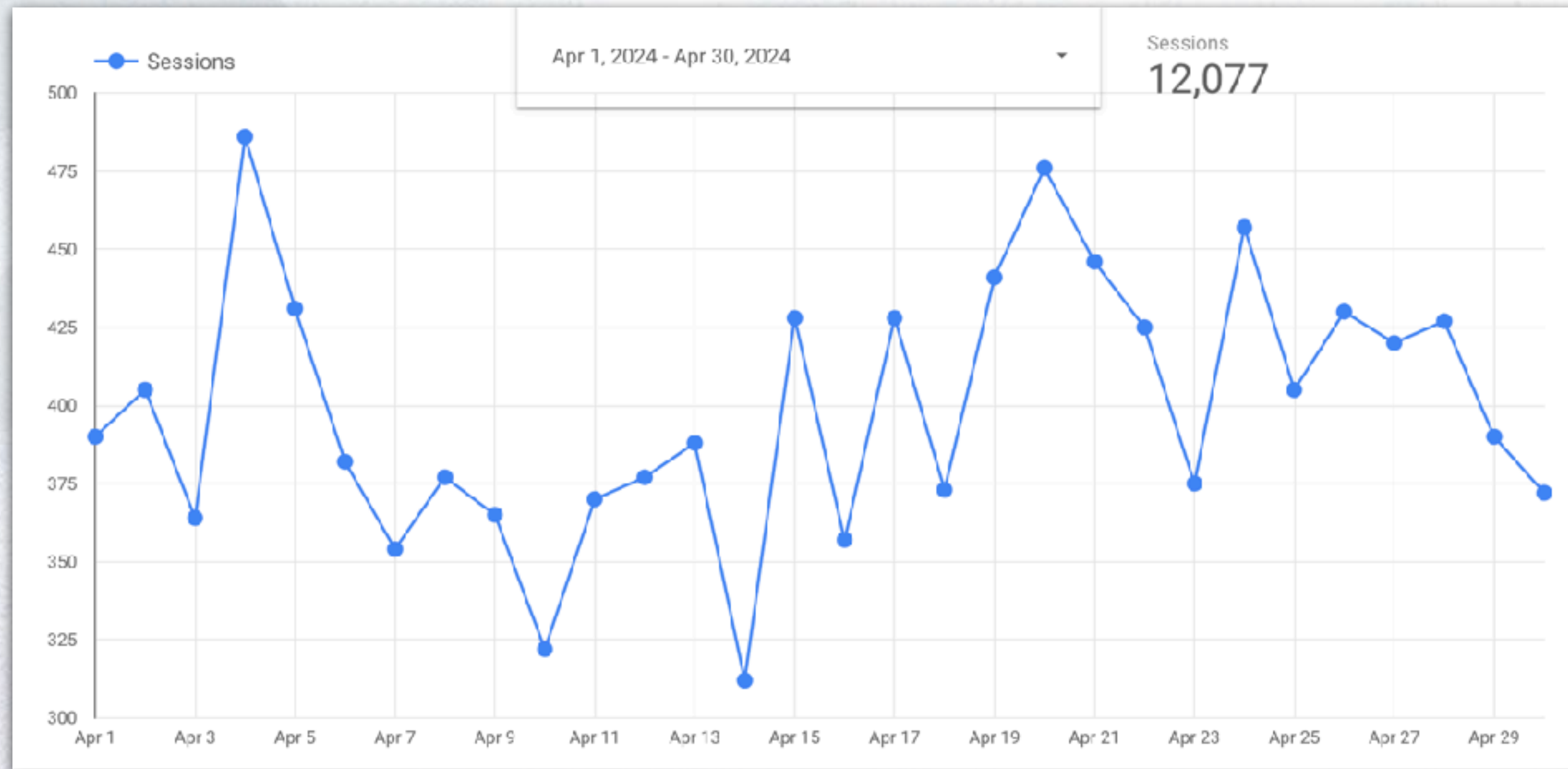
April 2024

WEBSITE REPORT

	Sessions	Users	Engaged Sessions Per User	Average Engagement Time	Bounce Rate
2024	12,077 (-9.83% MoM)	9,881 (-17.24% MoM)	0.71 (+35.72% MoM)	0:46 (+17.3% MoM)	41.8% (-17%)
2023	19,245	17,661	-	-	61.9%

- In April, there was a modest decline in overall website traffic. However, there was an increase in user engagement with the site's content, evident in the 17.3% month-over-month increase in average engagement time among users landing on the homepage.
- The bounce rate exhibited a favorable decrease of 17% compared to the previous month, marking improvement since April 2023, with a decrease of over 20%. This indicates a substantial enhancement in user interaction and retention, showcasing the website's growing appeal.

SITE TRAFFIC



Returning users increased to 1.2K from 1K last month.

Traffic spikes were on April 4th, 20th and 24th.

TOP PAGES

Page path and screen class	↓ Views	Users	Views per user	Average engagement time
	20,084 100% of total	9,881 100% of total	2.03 Avg 0%	57s Avg 0%
1 /	3,867	3,024	1.28	15s
2 /where-to-stay/	1,043	721	1.45	39s
3 /events/	614	401	1.53	1m 50s
4 /what-to-do/	538	289	1.86	1m 15s
5 /activities/lake-siskiyou/	422	298	1.42	42s
6 /2018/04/25/spiritual-retreats-and-sacred-places-in-siskiyou/	374	239	1.56	55s
7 /activities/	364	291	1.25	19s
8 /event/the-trails-end-music-festival/	244	166	1.47	24s
9 /2024/03/29/pet-friendly-family-vacations-in-northern-california-your-ultimate-guide/	219	161	1.36	1m 17s
10 /2021/07/20/great-stargazing-spots/	201	150	1.34	45s

- The homepage remained the number one most viewed page for the month of April.
- Among the top five visited pages, the events and activities page stood out as the most engaging, boasting an average engagement time of 1 minute and 50 seconds, followed closely by 1 minute and 15 seconds for the what to do page.
- Outside of the homepage, the where to stay page was the second most visited.
- Organic search traffic played a significant role in driving users to the homepage, emphasizing the effectiveness of the website's search engine visibility in attracting visitors.

BIKES, BREWS & 'ZA

	Page path and screen class ▾	+ <u>↓ Views</u>	<u>Users</u>	<u>Views per user</u>	<u>Average engagement time</u>
		62 0.31% of total	41 0.41% of total	1.51 Avg -25.6%	39s Avg -31.42%
1	/bikes-brews-za/	62	41	1.51	39s

- In April, the Bikes, Brews, And 'Za Pass page had 62 sessions, 41 users and an average engagement time of 0:39 seconds.

VOLCANIC LEGACY

Page path and screen class ▾	First user medium ▾ ×	↓ <u>Views</u>	<u>Users</u>	<u>Views per user</u>	<u>Average engagement time</u>
		17 0.08% of total	3 0.03% of total	5.67 Avg +178.79%	1m 45s Avg +85.24%
1 /volcanic-legacy-scenic-byway-pass/	organic	17	3	5.67	1m 45s

- **In April, the Volcanic Legacy Scenic Byway Pass page had a total of 17 views with 3 users and an average engagement time of 1:45 seconds.**
- **The traffic generated from organic search.**

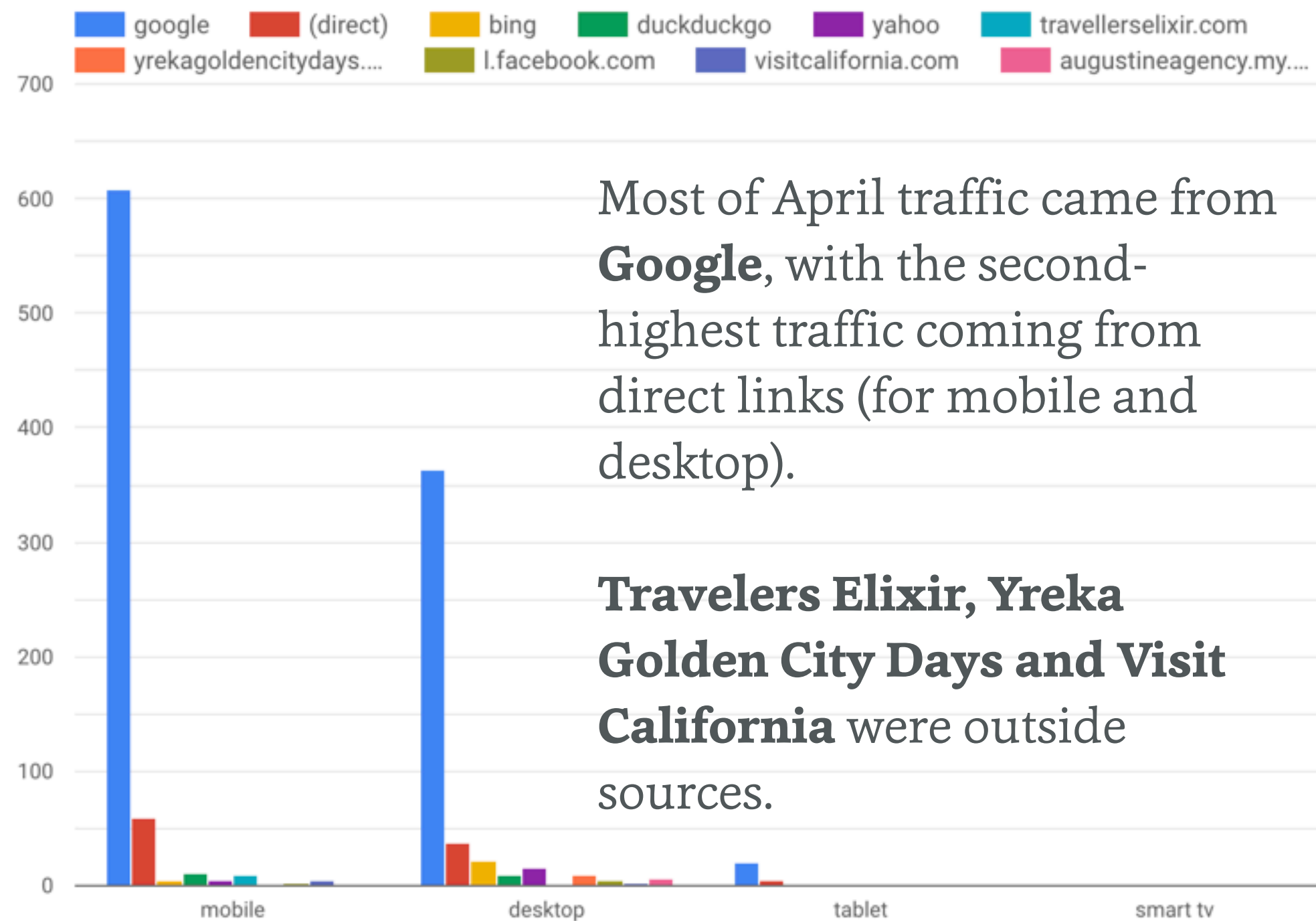
GEO / DEMOGRAPHIC

City	↓ Sessions	Users	New users	Engaged sessions	Engagement rate	Engaged sessions per user	Average engagement time
	13,394 100% of total	11,940 100% of total	11,748 100% of total	6,261 100% of total	46.74% Avg 0%	0.52 Avg 0%	44s Avg 0%
1 (not set)	1,956	1,896	1,838	528	26.99%	0.28	29s
2 San Jose	1,105	925	862	588	53.21%	0.64	53s
3 Sacramento	631	553	515	334	52.93%	0.60	36s
4 Seattle	582	493	466	365	62.71%	0.74	1m 01s
5 Los Angeles	575	499	472	276	48%	0.55	48s
6 San Francisco	364	318	298	199	54.67%	0.63	47s
7 Tyler	305	305	305	0	0%	0.00	0s
8 New York	276	270	265	47	17.03%	0.17	10s
9 Yreka	258	193	167	189	73.26%	0.98	2m 15s
10 Mount Shasta	187	147	131	125	66.84%	0.85	1m 01s

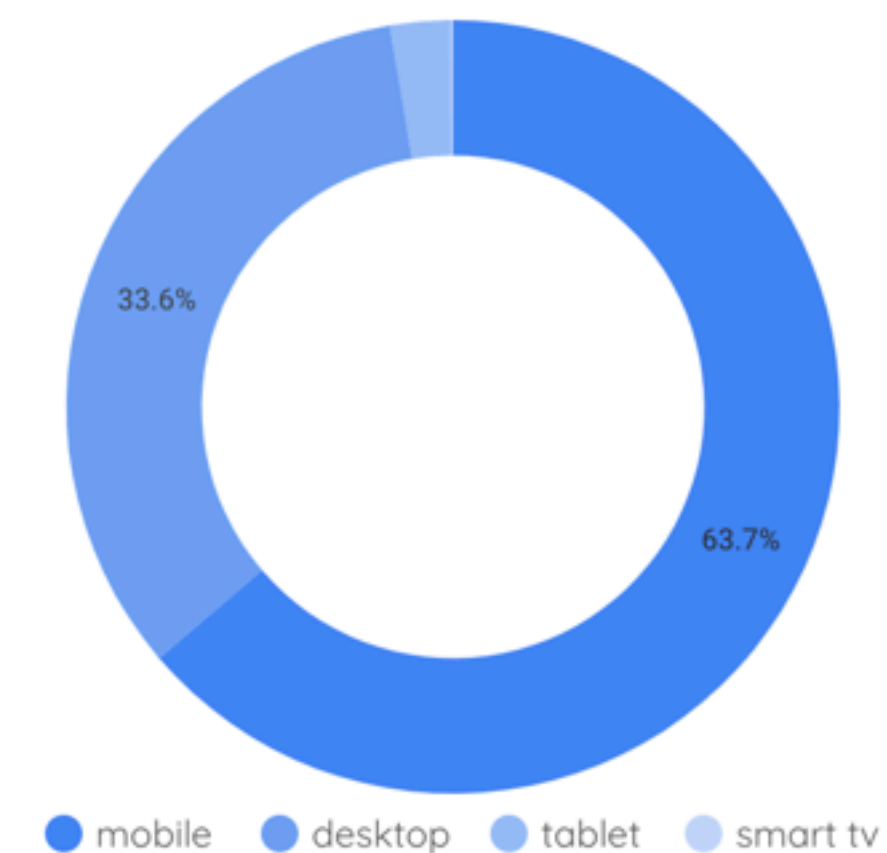
- The top performing cities included San Jose, Sacramento, Seattle and Los Angeles.
- Yreka users spent the longest time on the site generating an impressive average time of 2:15, up over 30 seconds MoM.
- Seattle rose into the top 5 cities with traffic generating from organic search.

AUDIENCE DEVICE

Traffic Source



Percentage of sessions on each device type



Mobile users were the majority at 64%

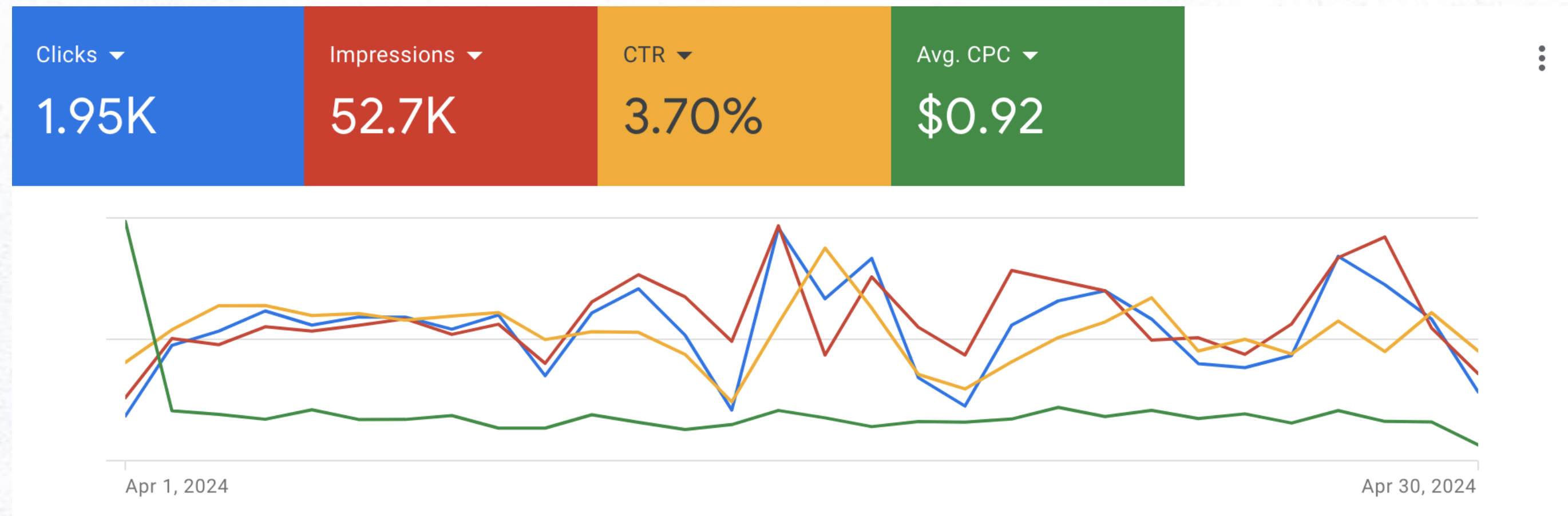
SITE AUDIENCE – WORLD

The top three countries with the most site visits were **US, India and Canada.**

Also in the top countries are **Italy** and **Saudi Arabia.**

		9,881 100% of total
1	United States	8,183
2	India	103
3	Canada	100
4	Italy	97
5	Saudi Arabia	76
6	United Kingdom	68
7	Brazil	60
8	Germany	60
9	France	59
10	Spain	40

PAID SEARCH - APRIL



- **During April, our paid search campaign exhibited promising results, generating 1,950 clicks with a commendable click-through rate (CTR) of 3.70% at a cost per click (CPC) of \$0.92. This marked an increase in clicks compared to the previous month while concurrently reducing our CPC, which stood at \$0.97 in March.**
- **Sacramento and San Francisco emerged as the top-performing locations for search, attracting the highest number of clicks.**
- **The top search categories, namely "California trip" and "place in California," remained consistent in driving the most traffic to our website. These insights affirm the effectiveness of our paid search efforts in targeting relevant audiences and driving engagement.**

TOP SEARCH KEYWORDS

Keywords + Add keyword

Summary of how your keywords are performing

	Impressions	Clicks	CTR
● california trip	11,352	460	4.05%
● place in california	4,950	229	4.63%
● california things to do	3,046	72	2.36%
● hotel in california	1,791	41	2.29%
● california places	1,677	38	2.27%
● what to do in siskiyou	275	81	29.45%
● RV Park	523	43	8.22%

- **Top Keywords with the highest clicks: “California Trip” and “Place in California” were the most clicked keywords for April.**
- **Some of the keywords with the highest CTRs included “what to do in Siskiyou” and “RV Park”**

SEO UPDATES

Updates completed

- Removed 1 listing
- Fixed 7 broken links
- Reviewed homepage pop-up performance
- Optimized [Birds of Prey post](#)
- Optimized performance using WP Rocket

New Tasks/To Be Started

- Blog review list – continuing
- Monitor [Voclanic Byway](#) posts. (As of 12/1/23, rank 15; 1/4/24 - 16; 1/22 - 14; 3/4 - 12; 4/3 - 20; 5/1 - 21) Monitor [fishing post](#) (redirected from [/2017/05/24/fishing-in-siskiyou/](#); still 1 for "fishing in lake Siskiyou")
- Review and optimize [other fishing post](#)
- Optimize [Castle Crag State Park page](#)
- Continue optimizing WP Rocket
- Share data on impact of adding NorCal to posts/baiting outside Siskiyou locales

BLOGS/NEWSLETTERS RESULTS

April 2024

APRIL BLOG OVERVIEW

Blog: Things To Do in Weed

Published: 4/19/2024

Views: 174

Average Engagement Time: 1:22 (57.95%
Avg)



THINGS TO DO IN WEED, CA

If you've ever seen someone wearing a T-shirt that reads "University of Weed," you might have laughed, thinking of it [...]

APRIL BLOG OVERVIEW

Blog: Unique Trips to Take in Northern California

Published: 4/29/2024

Views: 145

Average Engagement Rate: 1:48 (+108% Avg)



UNIQUE TRIPS TO TAKE IN NORTHERN CALIFORNIA

There's no question that Northern California is one of the most iconic travel destinations in America. And for good reason [...]

APRIL #1 ENEWSLETTER OVERVIEW

Subject line: Epic Adventures Await in Weed

Launched: 4/24

Open Rate: 32.1%

CTR: 3.7%

Clicks: 286 clicks

- **Things To Do in Weed: 134 clicks**
- **River Mountain Music: 52 clicks**
- **Mushroom Hunting: 39 clicks**



EPIC ADVENTURES AWAIT IN WEED

Discover the charm of Weed, California, where outdoor adventures, a thriving community and local culture await. From scenic hikes to historic museums, explore the must-sees of this South Siskiyou town. Start planning your next getaway to Weed and experience the best of California's real North.

[READ OUR ITINERARY](#)

APRIL #2 ENEWSLETTER OVERVIEW

Subject line: Discover Hidden Gems:
Unveiling Northern California's Best-Kept Secrets 🌲 ✨

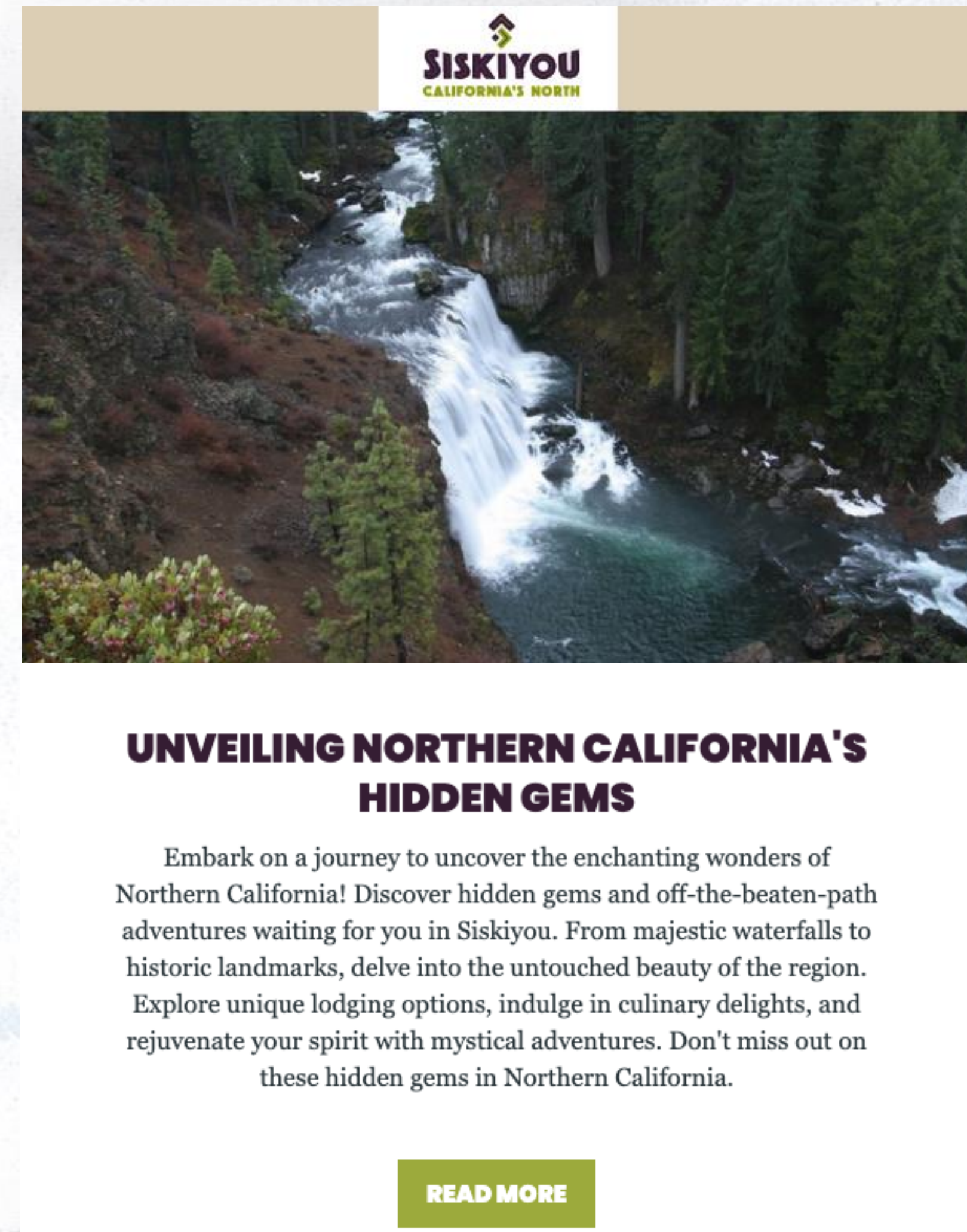
Launched: 05/09/24

Open Rate: 31.2%

CTR: 3.4%

Clicks: 288

- Northern California Trips Blog: 119 clicks
- Mother's Day Featured Event: 50 clicks
- Events Page: 24 clicks



QR CODE RESULTS

April 2024

QR CODE YTD SCANS

Events

- Facebook – 12 (no change MoM)
- Instagram – 40 (no change MoM)

Trifolds

- Total Scans – 59 (+3 MoM)

Redding Airport

- 4 scans (no change MoM)

Medford Airport

- 45 scans (+1 MoM)

Granzella's

- 8 scans (no change MoM)

Etna Banner

- 0 scans (no change MoM)

Bandwango Volcanic Pass

- 1 scan (no change MoM)



PR RESULTS

April 2024

MEDIA RELATIONS UPDATE

Proactive Pitches:

- Best Hikes in Northern California
- Land of Legends: Vortex Tours + Bigfoot
- National Train Day Destinations
- Graduation Trips You Need to Take
- USDA Rural Development State Director Welcomes RIDE Innovation Project in Siskiyou County, CA
- Stargazing in Northern California
- National Travel and Tourism Day and Week
- World's Greatest Places
- Human Powered Activities in Siskiyou
- Memorial Day Getaways
- Best Boutique Hotels for Summer
- 20th Annual McCloud Mushroom Festival



EARNED MEDIA RESULTS

- **Secured Clips: 17**
- **UVM: 103.75M**
 - New Reporting Metric: Similar to the previously reported on 'estimated monthly visits,' UVM is the unique visitors per month of a specific website.
- **AVE: \$959.72K**
 - New Reporting Metric: AVE is the total estimated monetary value of articles based on each media outlet's popularity. AVE is calculated using the industry standard formula of a media outlet's UVM x 0.25 x \$0.37.
- Coverage featured best small towns in California, where to see the solar eclipse in Northern California, group travel, land of legends, waterfalls, best hikes and more.



Siskiyou Economic Development holds Yreka Carnegie groundbreaking event

According to Siskiyou Economic Development, the Yreka Carnegie project is a multi-year, community supported project to restore the city's historic Carnegie building. The groundbreaking event brought together key stakeholders and community leaders to celebrate the commencement of construction on the building. Tonya Dowse, Executive Director of Siskiyou Economic Development, said:

"The Yreka Carnegie will be a dynamic space where entrepreneurs, creators and community members can come together to innovate, collaborate and thrive".

Siskiyou Economic Development says the event marks a significant milestone in the development of an innovative resource hub for the rural community of Siskiyou County.

COVERAGE HIGHLIGHTS



6 Most Idyllic Small Towns In Northern California

Mount Shasta is equal part geographical wonder and historical center. The beating heart of this town is the notorious [Mount Shasta](#), renowned across the United States for its abundance of summer and winter attractions, most prominently including skiing at the Mount Shasta Nordic Center and Ski Park and hiking through the Bunny Flat Trailhead, ascending through Red Fir Flat Group Campground and Panther Meadow Campground on the way to an extraordinary view atop Red Butte or Horse Camp campground.

The history of the town and the volcanic mountain is best explored at the Mount Shasta Sisson Museum. For an underrated outdoor experience, visit nearby Lake Siskiyou Beach for fantastic views of the mountain and the lake's pristine water.



Land of Legends

Bigfoot Sightings

In Northern California's [Siskiyou County](#), visitors can look for the mythical Bigfoot, or simply head to Happy Camp to snap a selfie with the iconic Bigfoot statue. Travelers can also delve into the Native American spiritual energy on a Mount Shasta vortex tour and dive deeper into the culture at local museums and galleries.



The 15 Best Outdoor Places to Go When You're Visiting California

Mount Shasta



Lassen Volcanic National Park



THE TRAVEL

7 Amazing One-Day Road Trips To Towns With Waterfalls

The 35-foot [Hedge Creek Falls](#) and its small cave are located in the Shasta Cascade area, in Dunsmuir; their proximity to Interstate 5 makes them a popular stop, and there is a platform over the river that offers a good view of Mount Shasta.

Up next are the [Lower, Middle, and Upper McCloud Falls](#), which can all be freely visited on a [single easy trail](#).

HubPages

Vortexes You Can Visit in California

Mount Shasta Vortexes

Mount Shasta contains one of the largest vortexes in the country. It is also considered to be one of the most spiritual destinations in the world. Native American have long believed it to be a very sacred site.

Not only is the mountain home to a large vortex, there are also numerous smaller vortexes throughout the mountain.

COVERAGE HIGHLIGHT LINKS

- WorldAtlas - [6 Most Idyllic Small Towns in Northern California](#)
- WorldAtlas - [7 Most Affordable Towns to Retire in Northern California](#)
- WN.com - [Solar eclipse watch: How to see the total eclipse on April 8 in Redding, Yreka](#)
- Visit California - [Land of Legends](#)
- Visit California - [Group Travel](#)
- Travel Lemming - [I'm a California local & these are my favorite small towns to explore](#)
- The Travel - [7 Amazing One-Day Road Trips To Towns With Waterfalls](#)
- Siskiyou Daily News - [What is happening to the 109-year-old Yreka Carnegie Library building?](#)
- Redding Record Searchlight - [Chance of superbloom in Shasta, Siskiyou: Where to see North State wildflowers this spring](#)
- Only In Your State - [The Largest Sticky Buns In Northern California Require Two Hands At Yaks On The 5](#)
- Mount Shasta Herald - [What is happening to the 109-year-old Yreka Carnegie Library building?](#)
- Local Getaways - [7 Dreamy Waterfall Hikes in the Bay Area and Beyond](#)
- California Gazette - [Finding Your Center in NorCal: Uncover the Mystical Side of Northern California](#)
- KOBI - [Siskiyou Economic Development holds Yreka Carnegie groundbreaking event](#)
- Engineer Your Finances - [The 15 Best Outdoor Places to Go When You're Visiting California](#)
- HubPages - [Vortexes You Can Visit in California](#)
- Forbes - [Why To Stay Alive Until 2045 For The 'Greatest American Eclipse' Of The Century](#)



TRAVEL INSIGHTS/TRENDS

April- May 2024

INSIGHTS AND TRENDS

- **Adventure Travel is Here to Stay:** Travelers are more than ever before seeking out ways to satisfy a craving for adventure. Searches for adventure activities on Pinterest increased 45 percent from 2023, and the natural world is once again top-of-mind for many travelers. **Adventure travel also brings a sense of personal growth and presents a different sort of challenge for many, making it a fun, bucket-list travel experience.**
 - Water park rides rose 170 percent, while train journeys and **hiking trails also rose 900 and 94 percent**, respectively. Additionally, activities like **mountaineering, trekking, adventure camping and caving grew in interest by around 40 percent.**
- **Travelers are Seeking Quiet Wellness Escapes:** Travelers on Pinterest are getting more and more interested in leaving behind the hustle and bustle culture for something quieter and more serene. **Searches for “quiet life” skyrocketed 530 percent year over year**, and searches for quiet travel have also shown an increase in interest.
 - **Quiet places and calm places have risen 50 and 43 percent each.** Travel journal pages increased by 155 percent, showing a greater interest in recording travel experiences and in [wellness travel and activities](#).
- **Travelers are Seeking Out the Unexplored:** Along with an interest in slower, less crowded travel experiences also comes a different sort of travel inspiration: seeking out mysterious places that provide a sense of wonder and exploration
 - Interest in places on Earth that don't feel real grew 240 percent year over year. Additionally, calming nature grew 340 percent; exploring abandoned places grew 230 percent; beautiful places in the world grew 150 percent; ancient cities grew 75 percent and haunted places grew 155 percent.

A scenic landscape featuring a calm lake in the foreground, reflecting the surrounding environment. The background consists of a dense forest of evergreen trees on a hillside, leading up to rugged, rocky mountains. The sky is a mix of purple and blue, suggesting dusk or dawn. The text "THANK YOU" is prominently displayed in the center of the image in a bold, white, sans-serif font. The image is framed by dark, triangular shapes in the corners, creating a sense of depth and focus on the central scene.

THANK YOU

APPENDIX: SOCIAL MEDIA GLOSSARY

Impressions: The number of times a piece of content is viewed on social media.

Clicks: Clicks include all forms of clicks, including link clicks, clicks to visit Discover Siskiyou's profile, or clicks to expand an image.

Interactions: Any engagement with an Instagram post beyond a like, comment, save or share via DM. Interactions include clicks on the link in bio or into the Discover Siskiyou profile.

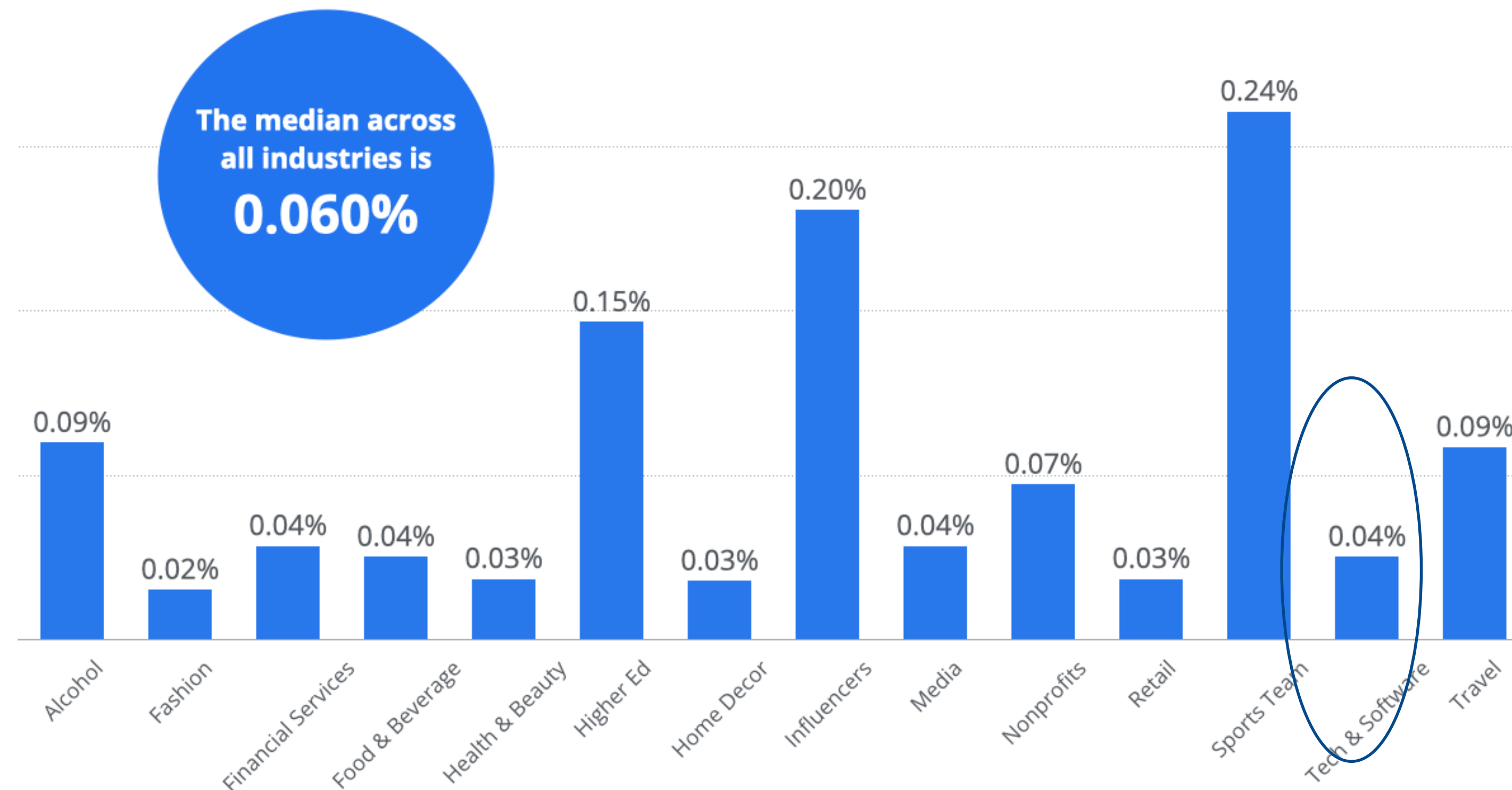
Engagement: The number of times users interact with a post. Engagements includes likes/reactions, comments, shares, and all clicks (plus saves on Instagram).

Engagement Rate: The rate at which users engage a piece of content. This is calculated by dividing the number of engagements by the number of impressions, then converting to a decimal.

APPENDIX – INDUSTRY BENCHMARKS (2023)

f Facebook engagement

Engagement rate per post (by follower)



APPENDIX – INDUSTRY BENCHMARKS (2023)

Instagram engagement

Engagement rate per post (by follower)

