JANUARY 2024

SOCIAL MEDIA & WEBSITE UPDATE

TRAVEL SOUTHERN OREGON COAST





OUR PLATFORMS

Insights and highlights for:

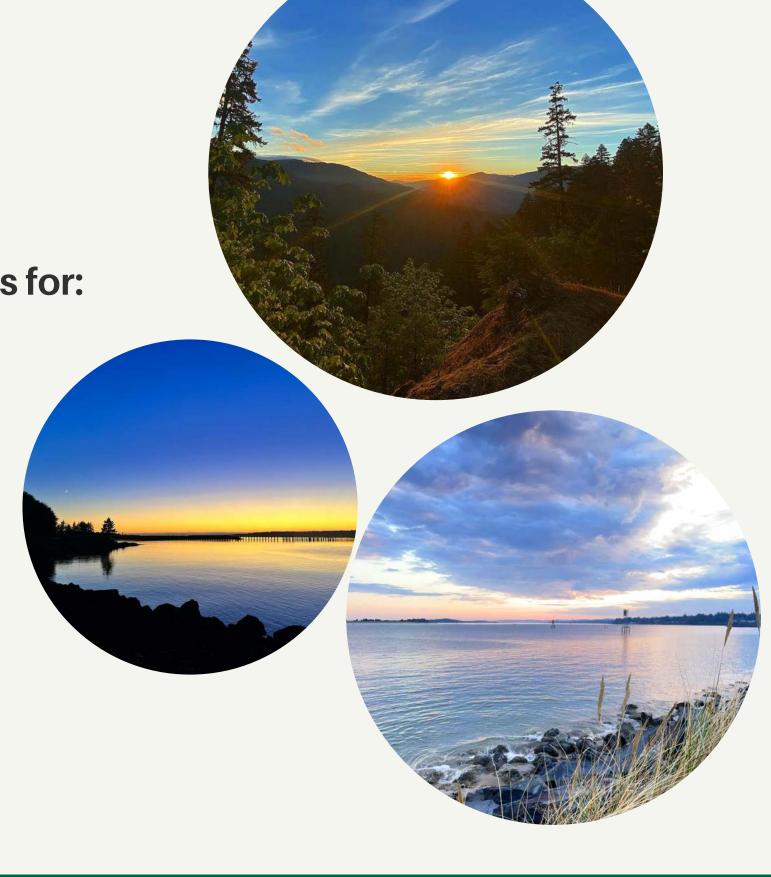


O INSTAGRAM

J TIKTOK

WEBSITE



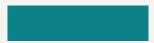


TSOC FACEBOOK

2020 8,529 FOLLOWERS 2024

38,492 FOLLOWERS **351%**

AVERAGE FOLLOWERS GAINED PER YEAR



~7,491 FOLLOWERS

INDUSTRY STANDARD

~300 FOLLOWERS

40,753 AVERAGE POST REACH/WEEK 2020

1344%

2024

180,974 AVERAGE POST REACH/WEEK

INDUSTRY STANDARD





TSOC INSTAGRAM

2020 894 FOLLOWERS 9,610 FOLLOWERS \$\frac{1}{2024}\$ 9,610 FOLLOWERS \$\frac{1}{2024}\$ 9,610 FOLLOWERS

~2,179 FOLLOWERS

INDUSTRY STANDARD



2020 36,900 AVERAGE POST REACH/WEEK

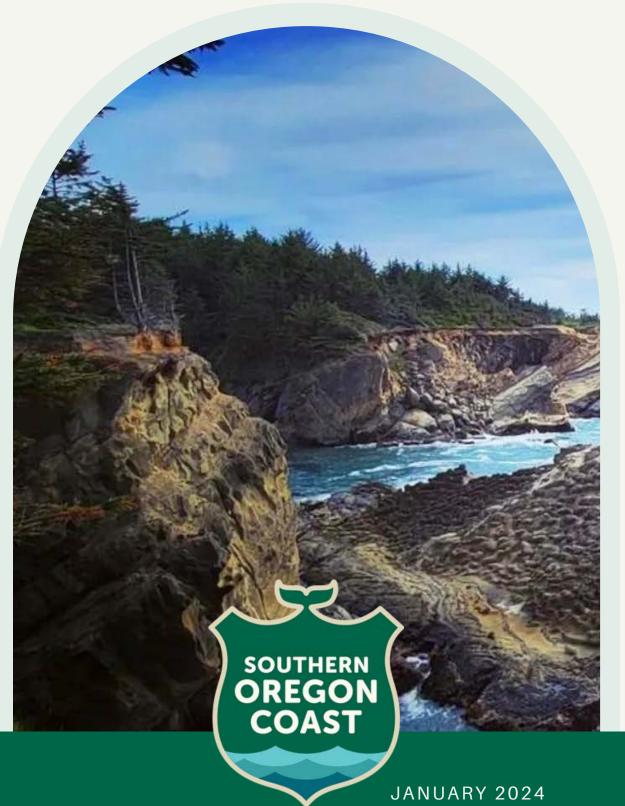
1320%

2024

154,972 AVERAGE POST REACH/WEEK

INDUSTRY STANDARD

768 AVERAGE POST REACH/WEEK (for a page with our size following)



TSOC TIKTOK

2021 **224 FOLLOWERS** 2024

4,035 FOLLOWERS 1701%

AVERAGE FOLLOWERS GAINED PER YEAR

~1,270 FOLLOWERS

INDUSTRY STANDARD

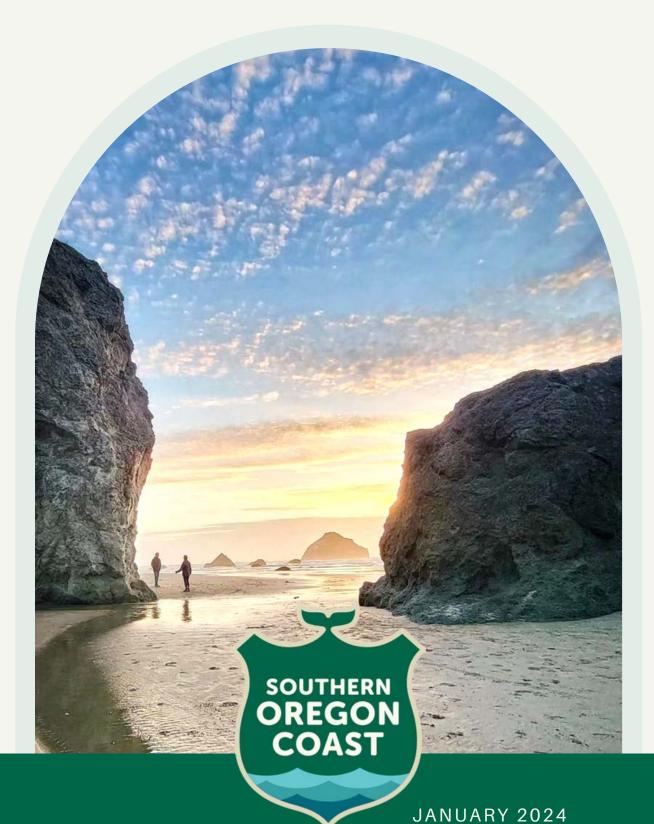
~168 FOLLOWERS

2021 3,446 AVERAGE POST VIEWS/WEEK **178%**

9,595 AVERAGE POST VIEWS/WEEK 2024

INDUSTRY STANDARD

601 AVERAGE POST VIEWS/WEEK (for a page with our size following)



FALL IN LOVE, AGAIN









RELAX, REFRESH, REFUEL





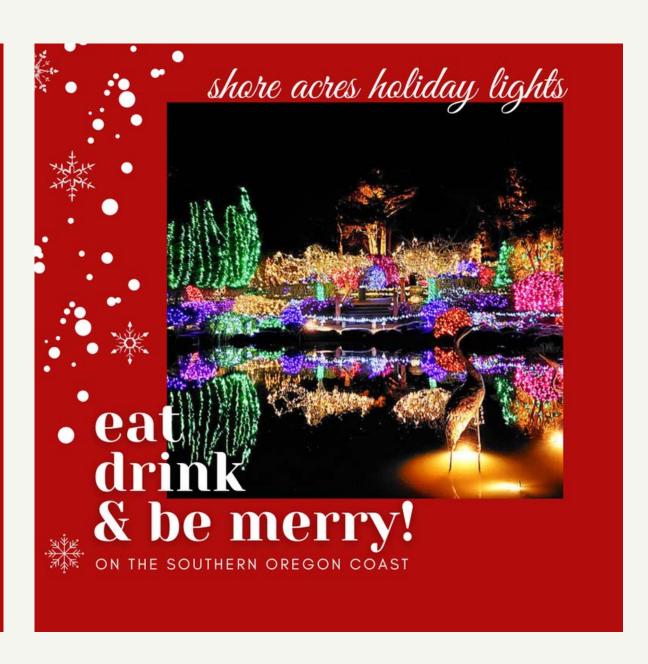




EAT, DRINK & BE MERRY









TSOC WEBSITE



75,035 UNIQUE VISITORS
89% NEW USERS

619 PDF DOWNLOADS

102,027 PAGE VIEWS





1,477 E-NEWS SIGNUPS





21 NEW STORIES WRITTEN & ADDED



FOLLOW, LIKE, SHARE, SUBSCRIBE!





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