



## MWVCC SOCIAL MEDIA REPORT – June

This report breaks down the growth and activity of MWVCC's Facebook and Instagram accounts in June 2025.

Posts about beating the heat were some of the top-performing posts this month, especially on Instagram, where two of the top three performing posts accumulated over 4,000 views and 200 engagements. However, the new event promotion strategy implemented last month did not perform as well as the previous month's. A Reel highlighting all of the June Events was posted at the beginning of the month but brought in just 40 likes and 16 shares. This remains an effective strategy because many businesses tend to share these kinds of informational posts.

On Facebook, the top-performing post was about the Kennett graduating seniors taking a trip to Mount Washington for sunrise. This collected over 47,000 impressions and 6,000 engagements. On Instagram, the top-performing post was a Reel showcasing a hike to Arethusa Falls, which received 111 likes, 11 saves and 18 shares.

### ***Post Totals***

#### ***Facebook***

In-feed Static: 20

Reels: 4

Link Clicks: 38

#### ***Instagram***

In-feed Static: 13

Reels: 5

Stories: 50

The Facebook page gained 228 new followers in June. The page organically created 104,057 impressions with a total of 111,485 impressions, including viral impressions (down 79.8% from May). The page organically generated 3,091 interactions (down 70.8% from May). The account also generated 5 mentions (up 150% from May).

Instagram gained 95 new followers and generated 34,412 views (up 13.6% from May). The page generated 1,181 interactions (down 33% from May). The average reach for posts in May was 502 (down 15.3% from May). The account also generated 17 mentions (down 5% from May).

### **Social Media – Year Over Year:**

In June 2025, MWVCC's Instagram follower growth (up 13.9%) and total engagement (up 145%) both increased, while mentions (down 51%) decreased compared to June 2024. Views were down 69%.

MWVCC's Facebook showed no variance in follower growth compared to June 2024. Engagement (up 604.6%) and engagement rate (up 2,385%) both increased while impressions (down 71.7%) decreased.

## ***Channel breakdown***

### **FACEBOOK**

Total Audience: 42,880  
Total Engagement: 3,093  
Organic Impressions: 104,057  
Total Link Clicks: 38

### **INSTAGRAM**

Total Followers: 9,756  
Total Engagement: 1,181  
Total Views: 34,412  
Story Link Clicks: 0

## ***TOP-PERFORMING POSTS (Instagram)***



**JUNE 1/2:23PM**

Reach: 1,639  
Engagement: 140  
Likes: 111  
Comments: 0  
Saves: 11  
Shares: 18



**JUNE 16/2:44PM**

Reach: 958  
Engagement: 116  
Likes: 103  
Comments: 2  
Saves: 3  
Shares: 0



**JUNE 21/9:00AM**

Reach: 1,141  
Engagement: 105  
Likes: 94  
Comments: 0  
Saves: 4  
Shares: 7

## TOP-PERFORMING POSTS (Facebook)

### REELS BREAKDOWN

#### *Arethusa Falls (Facebook)*

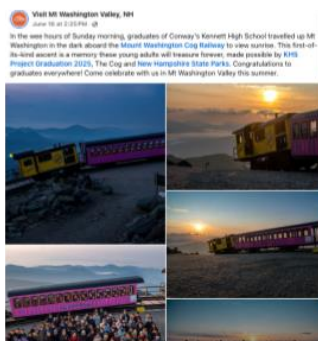
**Date: June 1, 2025**

Interactions: 214

Views: 8,685

- 21% followers
- 79% non-followers

Reactions: 188



**JUNE 16/2:25PM**

Reach: 47,763  
Engagement: 6,171  
Reactions: 1,650  
Comments: 72  
Shares: 71  
Saves: 5  
Total Clicks: 4,375



**JUNE 1/2:13PM**

Reach: 8,470  
Engagement: 416  
Reactions: 188  
Comments: 10  
Shares: 12  
Saves: 4  
Total Clicks: 206



**JUNE 23/9:22AM**

Reach: 6,472  
Engagement: 417  
Reactions: 54  
Comments: 6  
Shares: 1  
Saves: 0  
Total Clicks: 356



**Shares:**

**12**

**Saves: 4**

Comments: 10

Watch Time: 13h 47m 24s

Average Watch time: 6 sec

## ***Arethusa Falls (Instagram)***

**Date: June 1, 2025**

Likes: 111

Views: 2,289

Shares: 18

Saves: 11

Comments: 0

Accounts reached: 1,639

- 57.4% followers
- 42.6% non-followers

Watch time: 3h 53m 14s

- Average watch time: 7 sec
- View rate past 3 seconds: 53.1%

Profile Activity: 0

Follows from Reel: 0



## ***Reminder to Plan Summer Getaway***

**Date: June 20, 2025**

Likes: 79

Views: 2,004

Shares: 17

Saves: 2

Comments: 1

Accounts reached: 1,558

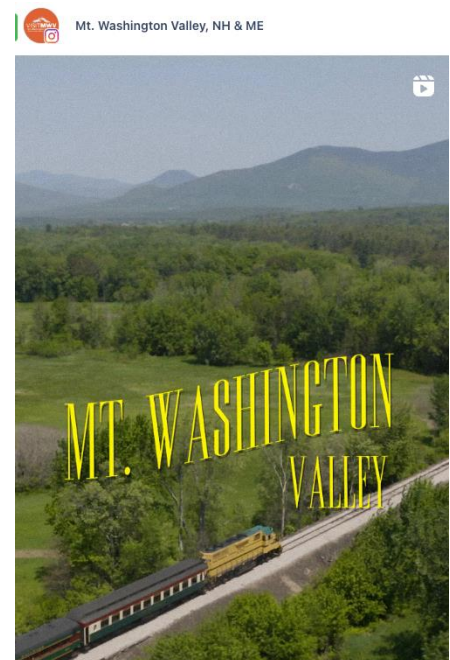
- 40.5% followers
- 59.5% non-followers

Watch time: 2h 11m 3s

- Average watch time: 4 sec
- View rate past 3 seconds: 33.7%

Profile Activity: 0

Follows from Reel: 0





## ***Storyland's Moo Lagoon***

**Date: June 6, 2025**

Likes: 53

Views: 2,039

Shares: 27

Saves: 9

Comments: 0

Accounts reached: 1,476

- 42.9% followers
- 57.1% non-followers

Watch time: 2h 27m 36s

- Average watch time: 5 sec
- View rate past 3 seconds: 42.3%

Profile Activity: 5

Follows from Reel: 5



## ***June Events***

**Date: June 1, 2025**

Likes: 40

Views: 1,852

Shares: 16

Saves: 1

Comments: 0

Accounts reached: 1,177

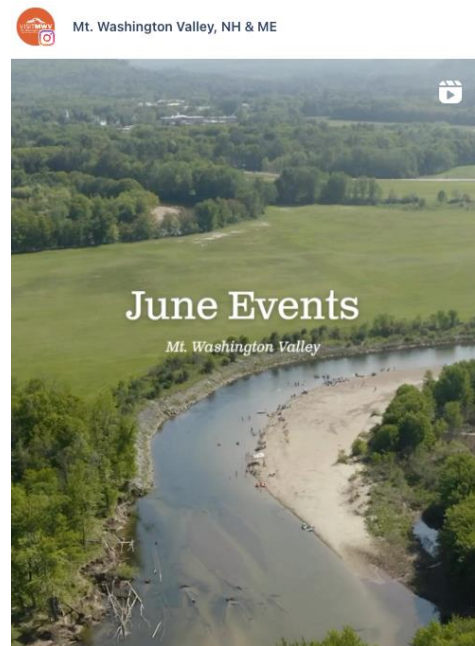
- 43.6% followers
- 56.4% non-followers

Watch time: 1h 36m 4s

- Average watch time: 4 sec
- View rate past 3 seconds: 31.3%

Profile Activity: 0

Follows from Reel: 0



## ***Cranmore Mountain Lodge***

**Date: June 19, 2025**

Likes: 27

Views: 1,094

Shares: 1

Saves: 2

Comments: 2

Accounts reached: 693

- 49.1% followers
- 50.9% non-followers

Watch time: 1h 7m 35s

- Average watch time: 5 sec
- View rate past 3 seconds: 36.4%

Profile Activity: 0

Follows from Reel: 0



Mt. Washington Valley, NH & ME

