



MWVCC SOCIAL MEDIA REPORT – July

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

During July, many posts leaned into summer and showcased everything the Valley has to offer. This month also marked the rollout of the summer campaign, which highlighted a large number of businesses around the Valley. The activity-based Reel featuring Zeb's, Story Land and Diana's Baths performed extremely well, reaching over 15,000 people, with 25 shares and 7 comments. This strong performance could be attributed to the choice of attractions, as they are among the most popular tourist destinations in the Valley.

On Facebook, the hiking post from July 11 performed exceptionally well, generating a reach of over 27,000 and 10 comments, with many people sharing their own hiking experiences and tagging friends.

Post Totals

Facebook

In-feed Static: 17

Reels: 3

Link Clicks: 80

Shares: 4

Instagram

In-feed Static: 16

Reels: 3

Stories: 45

The Facebook page gained 149 new followers in June. The page organically created 99,000 impressions with a total of 121,243 impressions, including viral impressions (up 9% from June). The page organically generated 936 interactions (down 70% from June). The account also generated 7 mentions (up 40% from June).

Instagram gained 186 new followers and generated 40,869 views (up 19% from June). The page generated 1,030 interactions (down 13% from June). The average reach for posts in June was 518 (up 3% from June). The account also generated 33 mentions (up 94% from June).

Social Media – Year Over Year:

In June 2025, MWVCC's Instagram follower growth (up 15%) and total engagement (up 60%) both increased, while mentions (down 13%) decreased compared to June 2024. Views were down 47%.

MWVCC's Facebook showed no variance in follower growth compared to July 2024. Engagement (up 211%) and engagement rate (up 1,710%) both increased while impressions (down 83%) decreased.

Channel breakdown

FACEBOOK

Total Audience: 42,978
Total Engagement: 936
Organic Impressions: 99,000
Total Link Clicks: 80

INSTAGRAM

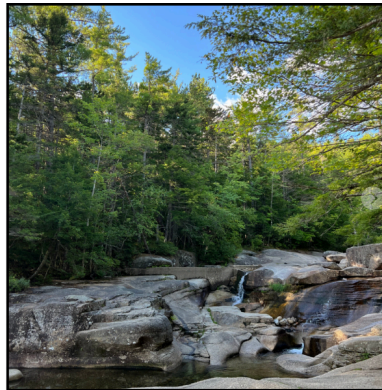
Total Followers: 9,885
Total Engagement: 1,030
Total Views: 40,869
Story Link Clicks: 0

TOP-PERFORMING POSTS (Instagram)



JULY 29 AT 5:06PM

Reach: 15,308
Engagement: 151
Likes: 370
Comments: 7
Saved: 7
Shares: 25



JULY 27 AT 9AM

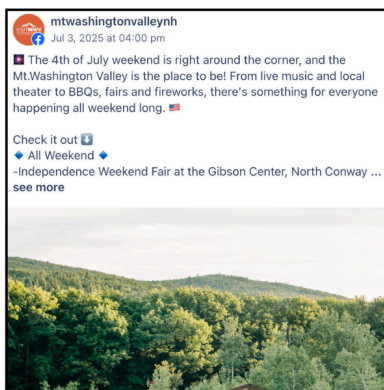
Reach: 979
Engagement: 113
Likes: 104
Comments: 3
Saved: 2
Shares: 4



JULY 11 AT 7PM

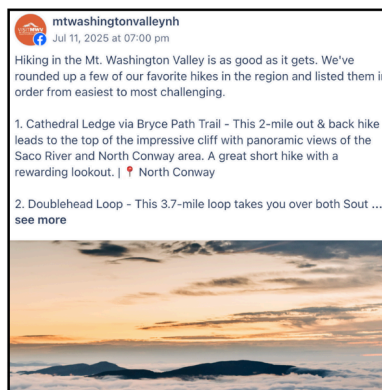
Reach: 1,161
Engagement: 118
Likes: 104
Comments: 0
Saves: 6
Shares: 8

TOP-PERFORMING POSTS (Facebook)



JULY 3 AT 4PM

Reach: 31,453
Engagement: 402
Clicks: 361
Reactions: 35
Comments: 4
Shares: 1



JULY 11 AT 7M

Reach: 27,447
Engagement: 580
Clicks: 394
Reactions: 152
Comments: 10
Shares: 11



JULY 29 AT 5:06PM

Reach: 10,861
Engagement: 349
Clicks: 63
Reactions: 251
Comments: 7
Shares: 24

REELS BREAKDOWN

July Events

Date: July 1

Likes: 54

Views: 2,960

Shares: 13

Saves: 2

Comments: 0

Accounts reached: 1,258

- 37% followers
- 63% non-followers

Watch time: 1h 36m 6s

- Average watch time: 4sec
- View rate past 3 seconds: 28%

Profile Activity: 4

Follows from Reel: 4



Activities Reel

Date: July 29

Likes: 371

Views: 15,416

Shares: 25

Saves: 7

Comments: 7

Accounts reached: 1,862

- 38% followers
- 62% non-followers

Watch time: 3h 44m 5s

- Average watch time: 6 sec
- View rate past 3 seconds: 42%

Profile Activity: 4

Follows from Reel: 4



Dining Focused

Date: July 31

Likes: 74

Views: 3,718

Shares: 13

Saves: 7

Comments: 1

Accounts reached: 1,737

- 39% followers
- 61% non-followers

Watch time: 3h 45m 58s

- Average watch time: 7 sec
- View rate past 3 seconds: 45%

Profile Activity: 0

Follows from Reel: 0

