

Facebook: Year Over Year

Fiscal years run August 1 through July 31. FY 2025/2026 closed July 31, 2026.

Metric	FY 2024/2025	FY 2025/2026	Change
Impressions	32,618,723	22,531,679	– 30.9%
Paid Impressions	30,891,472	20,648,889	– 33.2%
Organic + Viral Impressions	1,727,251	1,882,744	+ 9.0%
Engagement	767,550	927,212	+ 20.8%
Link Clicks	457,870	512,828	+ 12.0%
Posts	100	79	– 21
Engagement per Post	7,676	11,736	+ 52.9%
Fan Base	65,818	68,212	+ 3.6%

A lighter paid schedule and fewer posts still delivered more engagement, more link clicks, and growing organic reach. The page is doing more with less.

Instagram: Year Over Year

Fiscal years run August 1 through July 31. FY 2025/2026 closed July 31, 2026.

Metric	FY 2024/2025	FY 2025/2026	Change
Impressions	4,690,800	3,746,921	– 20.1%
Likes Received	51,083	72,984	+ 42.9%
Comments	572	10,661	18.6x
Posts	107	134	+ 25.2%
Likes per Post	394	545	+ 38.3%
Comments per Post	5	80	16x
Followers	42,312	52,014	+ 22.9%

The collaboration-driven approach is already showing up in the numbers: comments went from 5 per post to 80, and the account added nearly ten thousand followers.

Facebook: A Sharper Lodging Focus

Facebook already drives half a million link clicks a year. In FY 2026/2027 more of them will point at places to stay.

1

PROPERTY-FIRST CONTENT

Feature Specific Places to Stay

Shift the content mix from general destination posts toward individual inns, hotels, and motels, giving followers a concrete place to picture themselves.

2

BOOKING-ORIENTED LINKS

Point Clicks at Lodging Pages

With 512,828 link clicks last year, the channel's real strength is referral traffic. Aim it at lodging and booking pages on the Visit Mendocino website rather than general interest content.

3

OVERNIGHT ALIGNMENT

Support the Overnight KPI

Property-specific posts tie social output directly to the goal that matters most: getting visitors to book a night in Mendocino County.

Instagram: Collab-Driven Beauty

The shift to creator collaborations is already underway, and the account is responding. The coming year leans all the way in.

CREATOR COLLABORATIONS

Partner, Don't Just Post

Collab posts with photographers and travel creators put Mendocino in front of new audiences and bring their communities into ours, highlighting authentic, trusted voices.

THE BEAUTY APPEAL

Lead With the Landscape

Coastal vistas during golden hour, moody and magical redwood canopies, fog rolling in on Highway 1. The feed's job is to make people stop scrolling and be stunned by the magic feeling captured by Mendocino County.

PROOF IT'S WORKING

5 → 80 Comments per Post

Comments per post grew sixteenfold this year and followers grew 23%. Conversation is the leading indicator of travel intent, and its through our collaborative posts that we're touching truly engaged new audiences.