

# OWNED SOCIAL MEDIA

- PAUSED POSTING SURROUNDING THE FIRES TO AVOID IMPRESSION OF PUSHING VISITORS TO TAKE ROOMS EVACUEES NEED
- TRANQUILITY, WIDE-OPEN SPACES, SOLITUDE AS OVERARCHING THEME OF IMAGERY, BOTH INLAND AND COASTAL
- AUGUST THROUGH AUG 25 GENERATED OVER 260,910 IMPRESSIONS & 14,943 ENGAGEMENTS

