## OWNED SOCIAL MEDIA

- PAUSED POSTING DURING WORST OF FIRE AND SMOKE TO AVOID APPEARANCE OF PROMOTING COUNTY FOR TOURISM WHEN EVACUEES NEEDED ROOMS
- HARVEST, OCEAN, COOL AIR WERE MAIN THEMES
- WITH LIMITED POST CALENDAR, SEPTEMBER
  GENERATED OVER 159,857 IMPRESSIONS & 8,812
  ENGAGEMENTS



