

MT. WASHINGTON VALLEY CHAMBER OF COMMERCE

PUBLIC RELATIONS & SOCIAL MEDIA

REPORTS

The monthly report is presented in the Chamber Connections Member Newsletter on the second Tuesday each month.
Please note the archive of reports at the bottom of this page.

Public Relations Report - January 2022

Overall, December was a decent month with a variety of content being published, bringing in nearly \$11M AVE. Three articles, in particular, were picked up on the wire and brought in a lot of eyeballs:
Did You Know You Can Go Winter Zip-Lining in New Hampshire?
Taking the Kids: Fun in the Snow
This Canadian article talks about Rossland in the 10Best, but references North Conway's placement a couple of times:
Rossland ranked top ski town in Canada

The Public Relations Report is provided by Drive Brand Studios via Muckrack and the efforts of Sabastian Wee.

Social Media Report - January 2022

We've seen a shift in our Instagram audience, with more user engagement from the 35-45 you segment, and more men. People loved the holiday content, and appreciated having the holiday blog to reference when it came to planning their trips.

The Social Media Report is provided by Pressed, LLC via the efforts of Jaimie Crawford.

We encourage you to view this information so you can see the types of stories we are working with. Stay in touch and **EMAIL US** to tell your special story.

Public Relations Report - December 2021

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Public Relations Report - August 2021

Social Media Report - August 2021

Public Relations Report - July 2021

Social Media Report - July 2021

Public Relations Report - June 2021

Social Media Report - June 2021