

MT. WASHINGTON VALLEY CHAMBER OF COMMERCE

PUBLIC RELATIONS AND SOCIAL MEDIA REPORTS FEBRUARY 2023

Social Media Report provided by Pressed, LLC

via the efforts of Jaimie Crawford

On January 23rd we shared a photo of the SnowCoach to Facebook and Instagram, and that photo reached 252,100 accounts, had 2,900 reactions, and was shared 307 times.

This reach allowed for a lot of growth in followers on Facebook and Instagram, and helped us to continue building trust with our viewers that we are a reliable source for MWV vacation planning.

Over the past month we focused on bringing a spotlight to snowmakers, so viewers knew that regardless of what Mother Nature did - or did not - throw our way, snowmakers were ensuring a winter wonderland.

We also pushed weather resources through snow reports, Mount Washington Observatory's weather text service, and Mount Washington Avalanche Center.

Tried and true topics such as tours and tastings, hire a guide, and winter rec were shared, along with blog posts that encompassed [Valentine's Day](#), [February Vacation](#), [Indoor Fun](#), and Upcoming Events.

The chamber is working on producing a series of six videos in partnership with NStill Media, and is making its way to many businesses throughout the valley. These videos will be shared on all digital platforms, so if you see us out with a camera, say hi!

Public Relations Report provided by Drive Brand Studios

via Muckrack and the efforts of Sebastian Wee

This was a massive month for media coverage compared to January 2022—This month saw \$9.35M in Advertising Value Equivalency (AVE), while January 2022 saw \$940K. This month also earned a total of 261 articles (134 original articles, but when you include pick-ups from other publications, the number comes to 261). The number of people reached through journalists' social media following was also impressive with 150K.

This increase correlates with the relationships we have curated in the past year, consistently feeding media outlets with various content developed by the Chamber, among other tips and insights provided periodically.

The key reason for the big numbers is from two Travel + Leisure articles that highlight the Valley:

[“11 of the most affordable states to own a vacation home”](#)

[“20 most beautiful towns in the US”](#)