

Atherton Tablelands

DISCOVER PERFECT

23/24 MARKETING SNAPSHOT



TOP PERFORMING SOCIAL POSTS

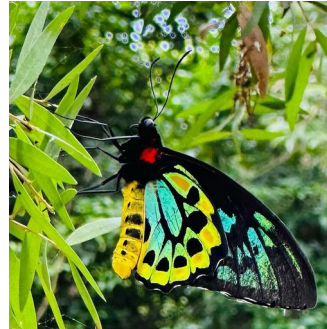
TOTAL REACH: 5M TOTAL IMPRESSIONS: 5.8M TOTAL ENGAGEMENT: 70.2K TOTAL FOLLOWERS: 55.6K



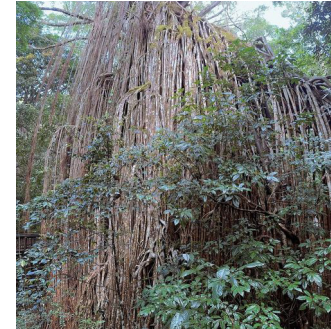
TYPE: VIDEO
📍 BARRON FALLS
DATE: 18TH DECEMBER, 2023
REACH: 459.8K
ENGAGEMENT: 6.8K
ASSET: facebook.com



TYPE: PHOTO ALBUM
📍 WATERFALL CIRCUIT
DATE: 15TH OCTOBER, 2023
REACH: 65.3K
ENGAGEMENT: 1K
ASSET: facebook.com



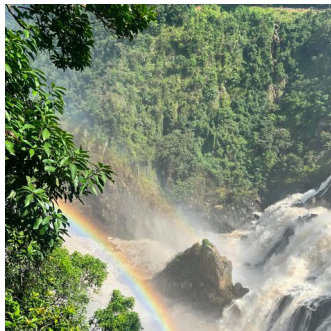
TYPE: POST
📍 LAKE TINAROO
DATE: 21ST MARCH, 2024
REACH: 52.5K
ENGAGEMENT: 1.2K
ASSET: facebook.com



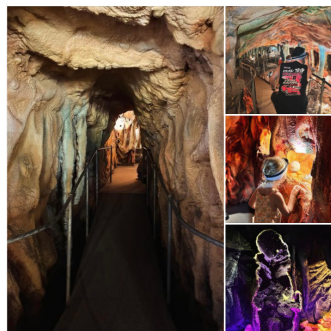
TYPE: POST
📍 CURTAIN FIG TREE
DATE: 4TH APRIL, 2024
REACH: 37K
ENGAGEMENT: 603
ASSET: facebook.com



TYPE: POST
📍 DAVIES CREEK
DATE: 12TH APRIL, 2024
REACH: 29.6K
ENGAGEMENT: 264
ASSET: facebook.com



TYPE: POST
📍 BARRON FALLS
DATE: 11TH APRIL, 2024
REACH: 25.3K
ENGAGEMENT: 432
ASSET: facebook.com



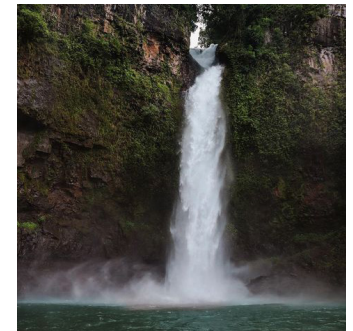
TYPE: ALBUM
📍 CRYSTAL CAVES ATHERTON
DATE: 29TH FEBRUARY, 2024
REACH: 21.8K
ENGAGEMENT: 217
ASSET: facebook.com



TYPE: VIDEO
📍 SAVANNAHLANDER
DATE: 31ST JANUARY, 2024
REACH: 21.1K
ENGAGEMENT: 246
ASSET: facebook.com



TYPE: ALBUM
📍 YUNGABURRA
DATE: 5TH DECEMBER, 2023
REACH: 18.7K
ENGAGEMENT: 457
ASSET: facebook.com



TYPE: POST
📍 NANDROYA FALLS
DATE: 4TH APRIL, 2024
REACH: 18.6K
ENGAGEMENT: 190
ASSET: facebook.com



#ATHERTONTABLELANDS @DISCOVERATHERTONTABLELANDS

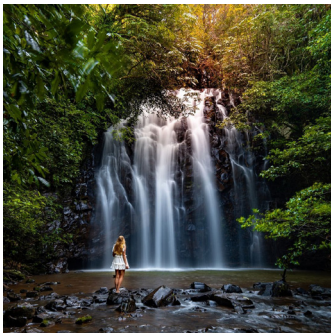
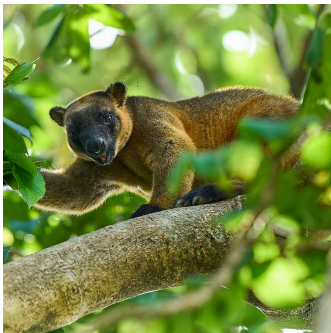
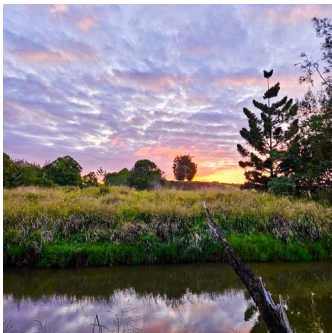
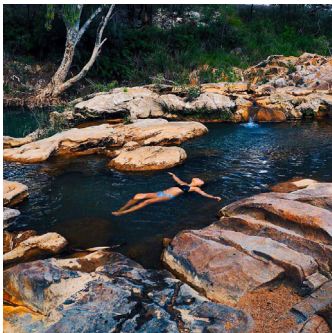
SOCIAL STATS @athertontablelands

FACEBOOK TYPE: 60% PHOTO TYPE: 15% REEL TYPE: 14% ALBUM TYPE: 1% LINK (BLOGS) TYPE: 10% VIDEO *ORGANIC STATS

PAGE LIKES	TOTAL ENGAGEMENTS	TOTAL REACH	PAGE IMPRESSIONS	POST IMPRESSIONS	POST LIKES	ENGAGED USERS	NEW LIKES	MEDIA POSTED
30.5K	51.8K	4.28M	4.89M	1.49M	17.6K	58.8K	1.6K	217

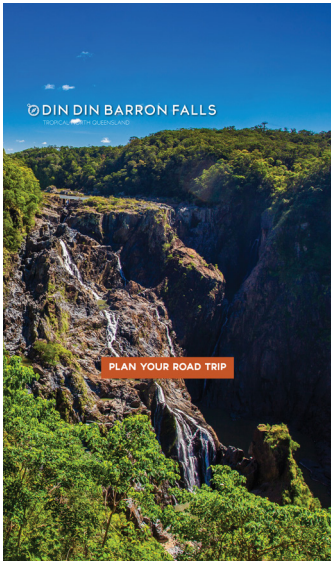
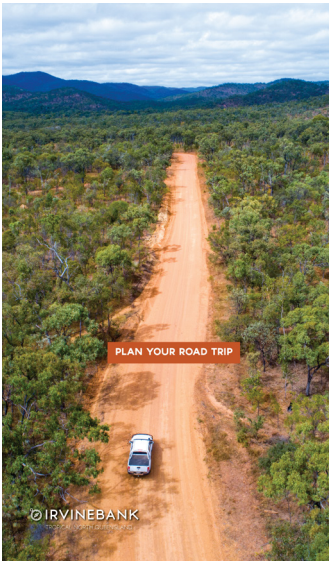
INSTAGRAM TYPE: 50% PHOTO TYPE: 9% CAROUSEL TYPE: 39% REEL TYPE: 2% LINK (BLOGS) *ORGANIC STATS

TOTAL FOLLOWERS	TOTAL ENGAGEMENTS	TOTAL REACH	PROFILE IMPRESSIONS	POST IMPRESSIONS	POST LIKES	POST REACH (USERS)	NEW FOLLOWERS	MEDIA POSTED
25.1K	48K	1.1M	1M	500K	40K	700K	1.9K	235



SOCIAL MEDIA CAMPAIGNS

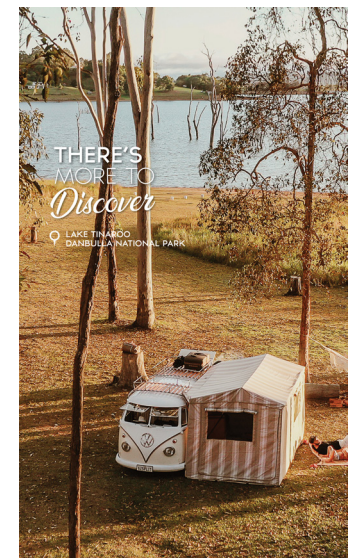
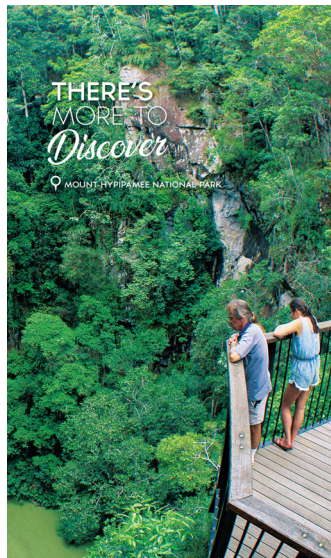
ATHERTON TABLELANDS #LOVEMAREEBASHIRE SOCIAL MEDIA CAMPAIGN ASSETS



Top Level Insights	ACTIONS	REACH	IMPRESSIONS	DATES	LINK CLICKS	AVERAGE CTR
All campaigns together	36,767	307,534	837,778	6th - 19th December	3832	0.45%
				7th - 21st January		

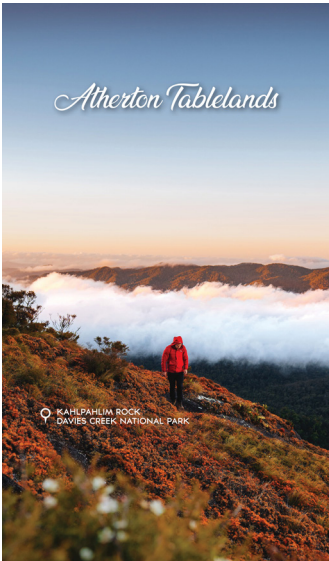
SOCIAL MEDIA CAMPAIGNS

ATHERTON TABLELANDS THERE IS MORE TO DISCOVER SOCIAL MEDIA CAMPAIGN ASSETS

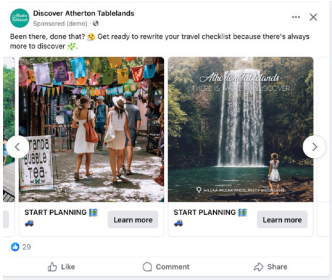
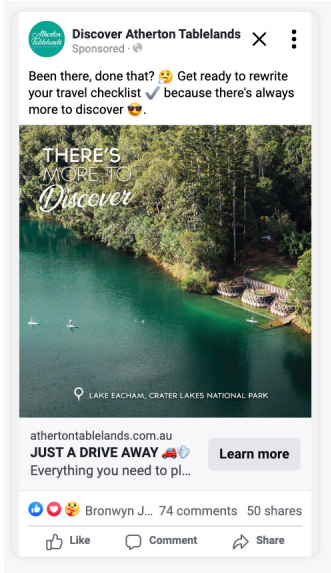


SOCIAL MEDIA CAMPAIGNS

ATHERTON TABLELANDS THERE IS MORE TO DISCOVER SOCIAL MEDIA CAMPAIGN ASSETS

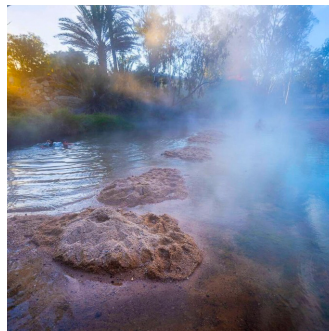
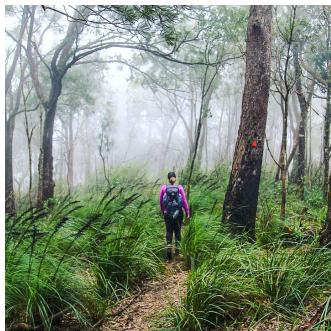
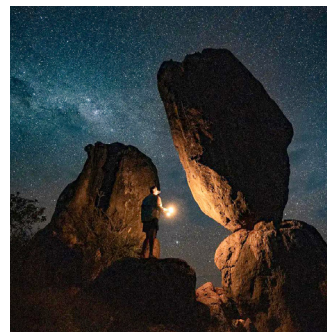


Top Level Insights	ENGAGE-MENT	REACH	IMPRESSIONS	DATES	LINK CLICKS	AVERAGE CTR
All campaigns together	64,732	736,773	2,483,663	23rd March - 20th April 16th May - 6th June 17th June - 30th June	10,416	0.41%



DISCOVER ATHERTON TABLELANDS **NEW BLOG CONTENT**

SUN'S OUT, SWIMSUITS ON
KURANDA'S WHIMSICAL CHARM
ATHERTON TABLELANDS TRIPPING 4 DAY ADVENTURE
8 REASONS WHY CHILLAGOE SHOULD BE YOUR NEXT DISCOVERY
GOING OFF THE BEATEN TRACK



Atherton Tablelands
DISCOVER PERFECT