

Tri-Valley Ice Cream Trail

Social Media Metrics

Facebook Ads



PopSugar Announcement - 4/20/18

5,920 organic reach

552 paid reach

1,300 post clicks

182 reactions

14 shares

Total Spent: \$15

Facebook Mentions



Visit California - 6/20/18

111 reactions

-101 likes

-8 loves

-2 wows

3 comments

9 shares

Total Spent: \$15

Instagram Posts



76 likes | 1 comment
1,031 impressions
(12% non-followers)

Profile Visits: 2 Website Clicks: 1



79 likes | 3 comments
1,209 impressions
(16% non-followers)

Profile Visits: 9



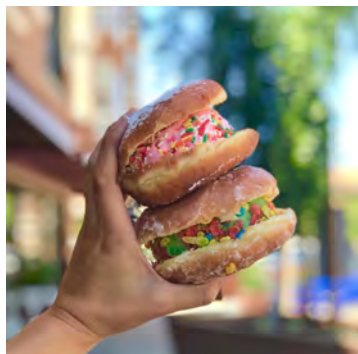
119 likes | 9 comments
1,541 impressions
(20% non-followers)

Profile Visits: 42
Website Clicks: 19
Get Directions: 2



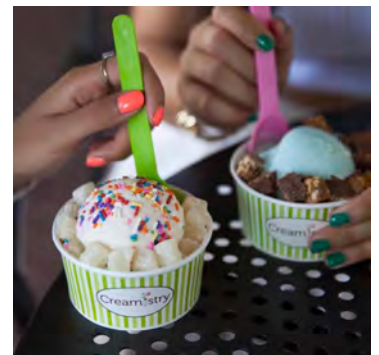
42 likes | 0 comments
1,003 impressions
(10% non-followers)

Profile Visits: 7



90 likes | 13 comments
1,311 impressions
(11% non-followers)

Profile Visits: 19
Website Clicks: 5



47 likes | 2 comments
1,114 impressions
(6% non-followers)

Profile Visits: 7
Website Clicks: 4



91 likes | 4 comments
1,254 impressions
(5% non-followers)

Profile Visits: 9
Website Clicks: 1

Instagram Stories



Reach: 513 users



Reach: 435 users



Reach: 410 users



Reach: 384 users



Reach: 369 users



Reach: 348 users

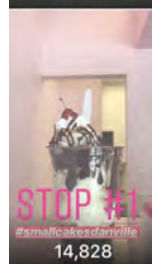
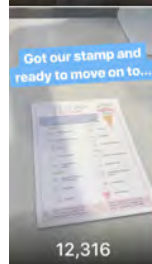
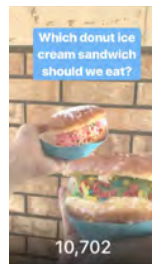
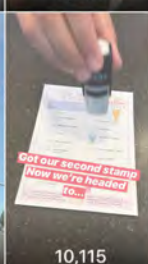
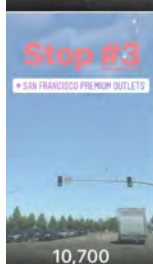
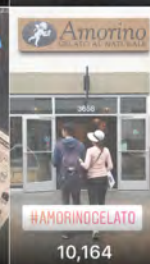
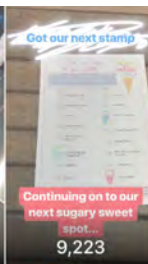
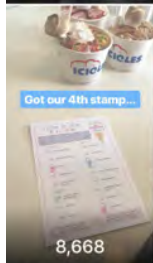
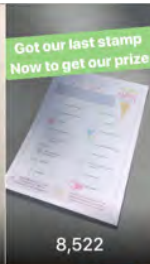
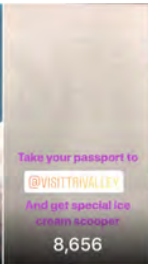
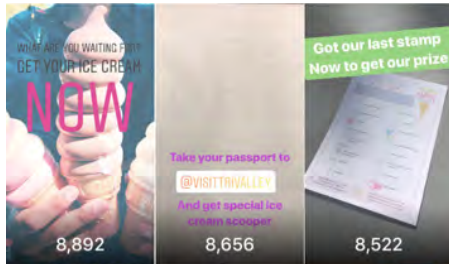


Reach: 343 users



Reach: 341 users

Instagram Mentions



SF Travel Ice Cream Trail
Instagram Story


291,794 total impressions

Press Mentions

California Now Jené Shaw · USA · Jul 12 · 12:13 pm

Follow the Tasty Tri-Valley Ice Cream Trail

of the **Tri-Valley**.[®] https://www.instagram.com/p/BjzvR_4gVz4/?hl=en&taken-by=visittrivalley You can download the **Ice Cream Trail** Passport



Visit California

Reach: 513

MSN.com Michele Herrmann · USA · Jun 5 · 12:25 pm

The 10 Best Food and Drink Trails to Explore in America

butter cup, to name a few. 3/11 SLIDES **Tri-Valley Ice Cream Trail** - California California is full of agricultural splendor and is often




MSN.com

Reach: 331,000

SF Travel USA · Jun 13 · 6:28 pm

Happy Trails to You: The Food-Focused Journeys You Must Take in Northern California

Amtrak which has a depot in nearby Jack London Square. **Tri-Valley Ice Cream Trail** The **Tri-Valley**, located in the East Bay of San Francisco's



SF Travel

Reach: 156,000

Tri-Valley Ice Cream Trail 2018 Social Media Results

Total Impressions - 12,426,628

Cost Per Impression - \$0.001

Earned Media Value - \$164,031.49

