

Analytics & Strategy



Social Media Analytics and Strategy for Explore Glen Rose, Texas

Analytics - March 2026

The Following metrics have been monitored and analyzed for the last 21 day by Dreamtown Brand.

- Reach
- Visits & Views
- Link clicks
- Followers

	Analytics
Reach	<ul style="list-style-type: none">• 124,400 reach in views across platforms• 65% non-followers (this means new eyes on content)• Recent content is Up 148%
Visits & Views	<ul style="list-style-type: none">• 96,000 views FB 33,593 views IG• 35,200 Viewers• 63.3%Reels, 20.8%Posts, 16%Storeis
Link Clicks	<ul style="list-style-type: none">• 2,000+ link clicks
New Followers	<ul style="list-style-type: none">• 342 new followers across platforms• Average of 11.4 new followers per post

April Strategy : 6 reels & 2 photo posts per week, plus daily stories

As a Social Media Strategist and Content Creator, my role with Explore Glen Rose is to intentionally create high-quality, story-driven content that increases visibility and drives tourism to the area. By producing engaging reels, curated visuals, and authentic "experience-based" content, I highlight Glen Rose's attractions, local businesses, accommodations, and events in a way that inspires potential visitors to plan trips. My approach combines strategic content planning, trend-aware video creation, and consistent posting to maximize reach and shareability across platforms. This work is important because modern travelers rely heavily on social media when choosing destinations; by showcasing Glen Rose through compelling digital storytelling, I help position the city as a desirable getaway while directly supporting local businesses and contributing to increased visitor traffic and economic impact.