



CAMPAIGN REPORT

2026 Social Media Performance

April 20 – June 22, 2026 • 64-day campaign • Facebook + Instagram

The 2026 Juneau Gold Rush Days social media campaign over-delivered across every primary metric. A single viral Reel drove the lion's share of reach, but the supporting content built a measurable audience lift that carries forward into 2027. This report summarizes the campaign's headline numbers, the content that worked, what we spent on paid promotion, and three specific recommendations for next year.

HEADLINE NUMBERS

892,821

Total views
across all content

580,184

Unique viewers
reached

10,423

Content interactions
reactions + comments + shares

+1,195

New followers
net growth

89d 12h

Watch time
cumulative video watch time

\$150

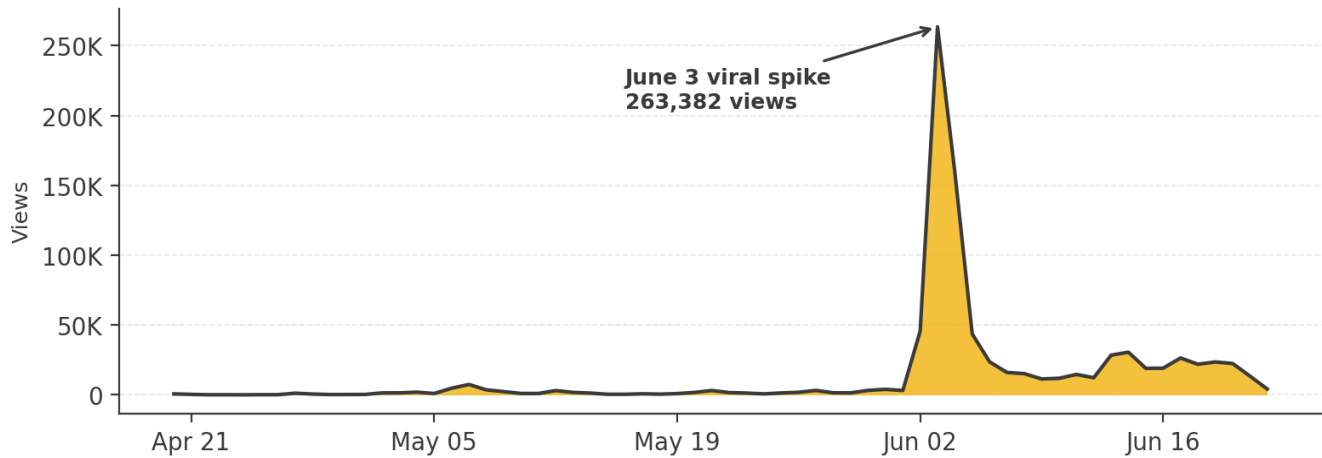
Total ad spend
across 2 boosted ads

Standout moment: The May 20 Overshot Mucking Reel went viral, accruing **713,076 views (80% of total)** with **8,235 reactions, comments, and shares** — all organic, zero ad spend. The viral peak hit on June 3 with 263,382 views in a single day.

01 • Performance Overview

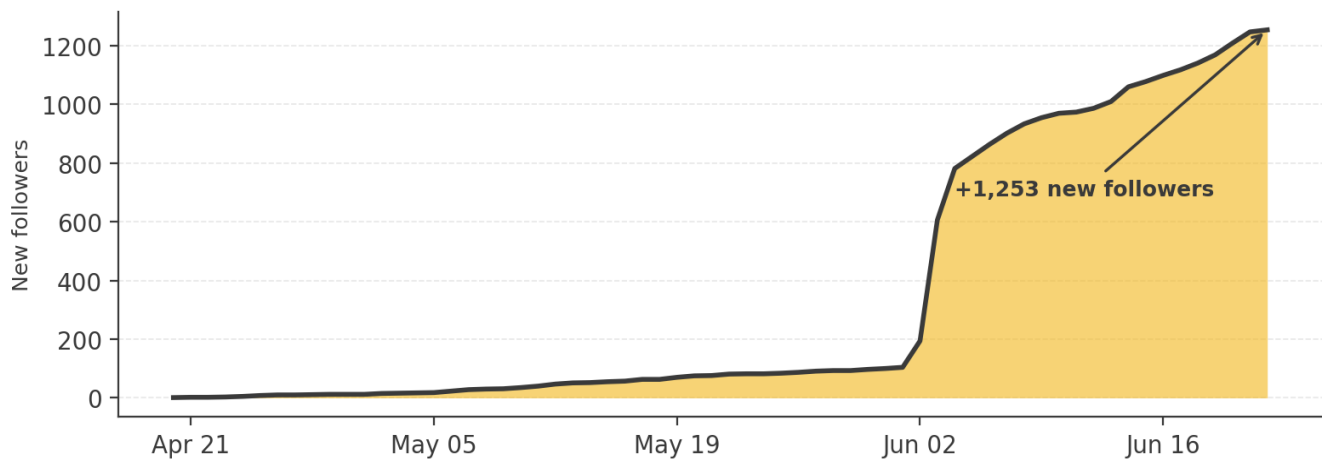
Daily views climbed steadily through May and exploded in the first week of June as the Overshot Mucking Reel hit the algorithm. Even setting that viral moment aside, the campaign produced consistent engagement gains week-over-week leading into the event.

Daily Views: April 20 - June 22, 2026



Follower growth tracked the views curve closely. The page added **1,253 new follows** (net +1,195 after 41 unfollows) during the 64-day window — a +59% lift on the existing audience of roughly 2,033, bringing the lifetime follower count to **3,228**.

Cumulative Follower Growth



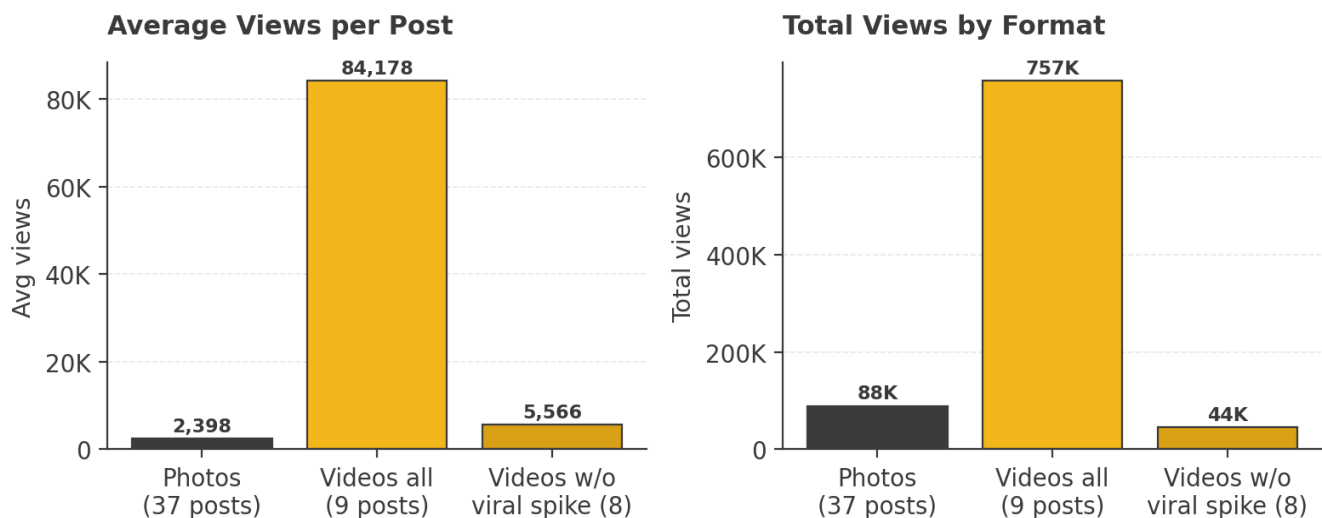
02 • Top-Performing Content

The five highest-viewed posts captured the bulk of attention. Reels dominated the top of the leaderboard. Photo posts performed best when they paired visual interest with strong historical or community storytelling.

Date	Type	Post	Views	Engagement
May 20	Reel	JGRD Event Spotlight: Overshot Mucking	713,076	8,235
Jun 15	Reel	JGRD Event Spotlight: Log Rolling	22,504	283
May 6	Photo	On this day, May 6, 1897 (mining co. history)	19,807	435
Jun 19	Photo	We've shared a lot... (community wrap-up)	8,930	60
Jun 15	Photo	Explore the heart of JGRD (vendor post)	7,607	70

Format insight: video outperforms photo by an order of magnitude

Even accounting for the viral Overshot Mucking outlier, video content averaged more than **2x the views per post** compared to photos. With the outlier included, videos averaged **35x more views**. Both lenses support the same conclusion: **video is the single biggest lever available to JGRD for 2027.**



03 • Paid Promotion

Two boosted ads ran during the campaign window for a total spend of **\$150**. Both delivered strong cost-per-result numbers, especially the event awareness boost, which converted at \$0.30 per event response.

Ad	Spend	Days	Reach / Result	Cost per Result	Views
Event: 2026 JGRD Days	\$100	13	328 event responses	\$0.30 / response	23,266
New Awareness Ad	\$50	4	13,926 reach	\$3.59 / 1k reached	18,909
TOTAL	\$150	—	—	—	42,175

04 • Engagement Snapshot

Beyond the headline numbers, a few secondary metrics paint a fuller picture of how the audience actually behaved with the content.

89d 12h

Watch time
cumulative video watch

11,274

Page visits
visited the JGRD page

930

Link clicks
outbound clicks to website

The takeaway: Audience engagement went well beyond passive scrolling. Page visits at 11,274 indicate a meaningful share of viewers actively investigated the JGRD brand after seeing content in their feed. Link clicks at 930 represent direct traffic sent to juneaugoldrushdays.com, where viewers could find schedule, vendor, and registration information. The 89 days of cumulative watch time reflects the kind of attention that builds long-term brand familiarity, not just one-off impressions.

05 • Recommendations for 2027

Three specific moves to carry into next year's campaign, ordered by impact:

1. Lean harder into Reels.

Plan one Reel per week of the campaign, with at least 3-4 timed to release in the final two weeks before the event. Reels averaged 84,179 views per post versus 2,398 for photos. Even setting aside the viral outlier, Reels still averaged more than 2x the views per post. Mining and logging equipment in action is the consistent winner: 12B muckers, log rolling, axe throwing, and speed climbing are all proven hooks.

2. Increase event awareness ad spend.

The \$100 event awareness ad delivered 328 event responses at **\$0.30 per response**, exceptional efficiency. Doubling or tripling that budget (to \$200 to \$300) is highly likely to deliver proportionally more responses without diminishing return. Recommend running it across a longer window (3 to 4 weeks before the event rather than 13 days).

3. Build the content calendar template now.

This year's calendar was built in-flight and rearranged multiple times. Locking in the cadence by category (event spotlights, vendor highlights, music announcements, throwback Thursdays, sponsor thank-yous, countdown posts) before the campaign starts would save days of scheduling work and create more breathing room for reactive content.

The bottom line: Juneau Gold Rush Days closed its 34th annual with the strongest social media performance in its digital history. The audience is bigger, the brand is louder, and the data points to clear next steps. We are proud to have been part of it and look forward to building on this momentum for 2027.