

Point Pinos Lighthouse Web Stats

Compiled by Chris Patton 11/30/2024

| Month | FACEBOOK | | | WEBSITE |
|----------------|----------|---------|-------------------------------|---------|
| | reach | engaged | best post | users |
| August 2024 | 1601 | 724 | It's National Lighthouse Day! | 955 |
| September 2024 | NA | 1526 | Weekly weather | 751 |
| October 2024 | NA | 816 | GOAT | 776 |
| November 2024 | | 854 | | 944 |

Btw we have 2573 followers on Facebook (29% men and 70% women)

Google Business:

Review is holding steady at 4.5 stars out of 5 with 1078 total reviews
 Map has been seen 105K times

YouTube Videos: (now also on City and PPLH websites, recently on Facebook reels)

| | | |
|--|-------------------|-------------------|
| Story of the Point Pinos Lighthouse | Posted 12/05/2019 | Total views: 1800 |
| The August 16, 2020 Storm | Posted 10/19/2020 | Total views: 180 |
| Mrs Emily Fish and the 1906 Earthquake | Posted 01/06/2021 | Total views: 196 |
| The Posse | Posted 02/06/2021 | Total views: 136 |
| Whales of Central Coast | Posted 12/18/2023 | Total views: 37 |
| PPLH story -15 years | 15 years ago | Total views: 1000 |

Best Facebook post image of November 2024:



reach 387, likes 41, hearts 15