

MUSEUM FACEBOOK STATS

JANUARY 1ST - FEBRUARY 7TH, 2024

Impressions

2,357,892

People Reached

1,564,632

Engagement

112,836

Engagement Rate

4.8%

Facebook Avg Engagement Rate: 0.77%
Excellent Facebook Engagement Rate: >2%

New Followers

3,206 (+52% or 85 people per day)

Current Followers

9,436

Grand Junction Museum Followers (3 museums): 5,400

Steamboat Springs Museum Followers: 3,300

Rifle Museum Followers: 3,100

Meeker Museum Followers: 1,300

Hayden Museum Followers: 936

MOST POPULAR FACEBOOK POSTS

JANUARY 1ST - FEBRUARY 7TH, 2024



People Reached: 1,009,142
Post Engagement: 43,817
Engagement Rate: 4.3%

Steamboat Springs, CO
1891

A New Western Boom Town

Founded in 1884, the town of Steamboat Springs, Colorado was only 7 years old when this photo was taken. Growth was slow in the first years due to the extreme remoteness. However, the arrival of a stagecoach outfit in 1888, combined with offering free town lots, ushered in the town's first real boom. 31 buildings were erected in 1888 alone while Steamboat grew from 11 buildings to 42-- a 280% increase!



People Reached: 549,855
Post Engagement: 23,287
Engagement Rate: 4.2%

Craig, CO
1895

Truly a "One Horse Town"!

The town of Craig was only 6 years old when this downtown photo was taken. The brick building on the far right was built in 1895 and is the oldest commercial building still standing in Craig. It is located at 509 Yampa Ave. on the NE corner of Yampa Ave. and Victory Way (Hwy. 40).

*This is the photo used for the large mural that used to hang in the Museum and now adorns the new Moffat County Commissioners meeting room.