TOWN OF VAIL

Social Media

2024

YEAR IN REVIEW

Town of Vail - Government

@vailgov

Vail Police Department

@vailcopolice

Vail Fire and Emergency Services

@vailfiredept

@restoregorecreek

TOWN OF VAIL

Social Media 2024

YEAR IN REVIEW

OVERVIEW

Town of Vail - Prepared by Kari Mohr

This report focuses on the Town of Vail's social media presence on two main channels, Facebook and Instagram. These two channels represent our most consistent and reliable audiences. We also maintain a presence on Threads, X, NextDoor and will periodically post to LinkedIn on behalf of HR.

While Facebook's analytics report higher Impressions, Instagram continues to be a powerful platform for us with reels (aka short videos) still being heavily favored by the algorithm. Our Instagram audience also skews younger, with the 25-44 demographic strongly represented in our followers.

The use of Reels on Instagram was especially successful for the Town Council preview videos, which began in January, 2024, and were concepted as a way to make our elected officials more familiar to community members. 20 videos were created over the course of the year with over 50,000 impressions on Instagram, compared to Facebook's 5,700. Anecdotally, this is the most referenced content we produce when community members talk to me about our social channels.

Our Received Message metric is always an interesting one because it tends to increase not only when we have a popular post, but when we are tagged and receive comments and private messages around controversial topics. There was a large spike in Received Messages in May.

The Communications team continues to keep a pulse on emerging social media uses, trends and platforms; leveraging the success of popular posts to also create more awareness with informational posts around town efforts. We also continue to monitor social to keep a pulse on sentiment and explore outreach to engage new community members.

Town of Vail social channels, covering general town topics, Town Council, AIPP, Environmental, Housing, HR and more:

Town of Vail - Government

@vailgov

Impressions
Number of times our content was displayed to users.

1.55M
↗ 19.5%

Engagements
The number of likes, comments, replies, shares.

77.1K
↗ 37.8%

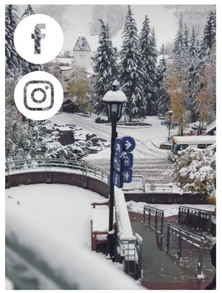
Audience

11.5K
↗ 57.7%
net growth

Received Messages
Tags, comments and private messages to your page

3.8K
↗ 33.2%

Top Post Highlights



Scenes from this morning in Vail.

Post type: Reel
Published: Monday, Oct. 21

FACEBOOK
141.4K Impressions

INSTAGRAM
17.5K Impressions

April Fools!

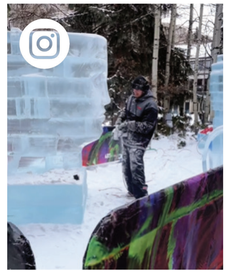
Post type: Image
Published: Monday, April 1

FACEBOOK
33K Impressions

Vail Resorts, the Town of Vail and East West Partners are asking the public to share

Post type: Image
Published: Monday, Nov. 18

FACEBOOK
75K Impressions

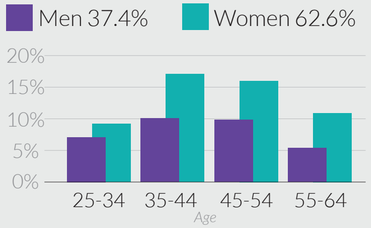


Today's progress on this year's Winterfest!

Post type: Reel
Published: Sunday, Jan. 7

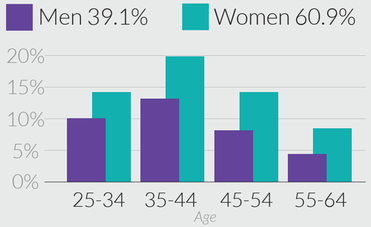
INSTAGRAM
6K Impressions

Facebook Audience
5.18K



Top Follower Locations
Vail 10.6% | Avon 6.6% | Edwards 5%

Instagram Audience
6.33K



Top Follower Locations
Vail 11.7% | Avon 8.6% | Edwards 7.6%

Post Topics *by volume*

Town Council	22.9%
Fun/Scenic	20.2%
Informational	14.4%
Environmental	10.5%
Events	5.5%
Hiring	4.3%
Housing	4%
TOV Community Event	3.7%
Historic	3.5%
AIPP	3.3%

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Vail Police - Prepared by Camille Deering

The Vail Police Facebook and Instagram pages experienced impressive growth in 2024. Audience overall grew by nearly 15% but the net growth of both Facebook and Instagram was nearly 50% over the past year. For the first time, Vail Police achieved over one million impressions. We achieved notable exposure with focusing on highly personable posts and produced a reel mimicking a popular meme on Instagram. Our top three posts featured a Vail officer at the Birds of Prey winter event, our Ride in Remembrance event honoring fallen first responders, and introducing new officers along with a new car design.

Going into 2025, the Vail Police pages will continue to highlight the great work of our officers and the positive impact they have in the community. We will continue to monitor Facebook and Instagram and look for memes that we can participate in and bring fun and relatability to the law enforcement profession.

Vail Police

Vail Police Department

@vailcopolice

Impressions
Number of times our content was displayed to users.

1.08M
↗ 11%

Engagements
The number of likes, comments, replies, shares.

122K
↘ 21.3%

Audience

10.2K
↗ 47.9%
net growth

Received Messages
Tags, comments and private messages to your page

1.2K
↗ 16.3%

Top Post Highlights

Great day to be helping at Beaver Creek for Birds of Prey!

Post type: Image
Published: Friday, Dec. 6

FACEBOOK
92.8K Impressions

New cars and new officers!

Post type: Image
Published: Thursday, Aug. 15

FACEBOOK
77K Impressions

We would like to invite everyone to Eagle County's 22nd Annual Ride in Remembrance

Post type: Image
Published: Friday, May 3

FACEBOOK
83K Impressions

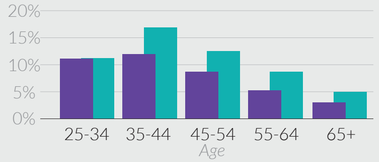
We're cops in a ski town

Post type: Reel
Published: Saturday, April 20

INSTAGRAM
26.5K Impressions

Facebook Audience
8.5K

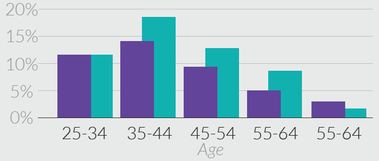
Men 43.1% Women 56.9%



Top Follower Locations
Vail 7.8% | Gypsum 7.5% | Avon 7.4%

Instagram Audience
2K

Men 44% Women 56%



Top Follower Locations
Vail 11.4% | Edwards 9.5% | Avon 8.6%

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Vail Fire - Prepared by Katherine Blocker

At Vail Fire & Emergency Services, our social media presence is focused exclusively on Facebook and Instagram. In 2024, more people joined our online community, and we're incredibly appreciative of every new follower and supporter. While overall interactions slowed slightly, our Instagram audience activity increased, and our most popular content remained consistent. Posts featuring new trucks, job opportunities, crew trainings, and motor vehicle incidents once again sparked the most interest and conversation.

This year, we leaned further into short video content, and it paid off! Views on our reels increased by nearly 500%! While it was a slower fire year, our focus remained on training, readiness, and community engagement, ensuring we are always prepared to serve our community.

Vail Fire

Vail Fire & Emergency Services

@vailfiredept

Impressions
Number of times our content was displayed to users.

301.5K
↘ 19%

Engagements
The number of likes, comments, replies, shares.

17.7K
↘ 48%

Audience

8.9K
↗ 8.6%
net growth

Received Messages
Tags, comments and private messages to your page

659K
↘ 14.7%

Top Post Highlights

Join our team of dedicated wildland firefighters

Post type: Image (Boosted)
Published: Wednesday, Jan. 10

FACEBOOK
10.8K Impressions

Our new aerial truck showing off out at Public Works. Photo: *Russell Farmer*

Post type: Image
Published: Wednesday, Aug. 14

FACEBOOK
7K Impressions

Getting in some training on our new Type 3 engine

Post type: Reel
Published: Friday, Feb. 2

INSTAGRAM
9K Impressions

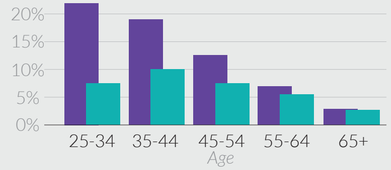
Thank you all for coming out to Station 2

Post type: Image
Published: Monday, April 15

FACEBOOK
6.1K Impressions

Facebook Audience
6.9K

Men 64.7% | Women 35.3%

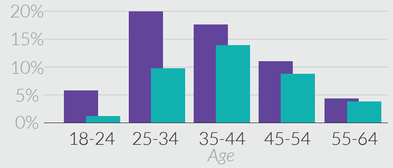


Top Follower Locations

Vail 3.7% | Eagle 3% | Denver 2.8%

Instagram Audience
2.2K

Men 64.7% | Women 35.3%



Top Follower Locations

Vail 7.6% | Edwards 6.2% | Eagle 6.1%

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Town of Vail - Prepared by Pete Wadden

The Restore Gore Creek Instagram page continued to be a great way to drive community engagement with the town's efforts to Restore the Gore in 2024. Gore Creek is undeniably picturesque, lending itself well to the platform. Instagram allows members of the Vail community, whether they are in Vail at the time or not, to feel connected to Gore Creek. In 2024, the @restoregorecreek account highlighted accomplishments like volunteer planting projects, completion of the Gore Valley Trail Interpretive Exhibit and installation of stormwater treatment devices, promoted events and educational opportunities, and served as a source of information about preventing pollution, changing landscaping practices, and more.

Restore the Gore

@restoregorecreek

Impressions
Number of times our content was displayed to users.

19.9
↘ 39.3%

Engagements
The number of likes, comments, replies, shares.

1K
↘ 46%

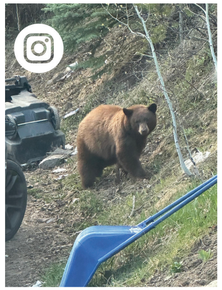
Audience

1.4K
↘ 12%
net growth

Received Messages
Tags, comments and private messages to your page

41
↘ 52.3%

Top Posts



Spotted in Vail this week. This is why the trash cans are known as "Bear Resistant" not "Bear-proof"!

Post type: Image
Published: Wednesday, May 22

INSTAGRAM
1.2K Impressions

Thanks to our awesome volunteers and Eagle River Coalition there are 50 new native shrubs

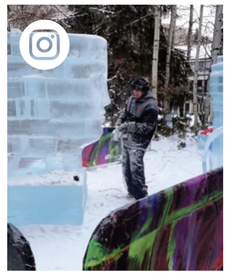
Post type: Image
Published: Thursday, July 18

INSTAGRAM
618 Impressions

Join us for a very special Lunch with the Locals tomorrow at noon at the Grand View!

Post type: Image
Published: Tuesday, June 25

INSTAGRAM
887 Impressions



Join us for FREE LUNCH and a presentation from Adventure Swimmer and author Matt MoseleY

Post type: Photo
Published: Monday, Jan. 22

INSTAGRAM
608 Impressions