

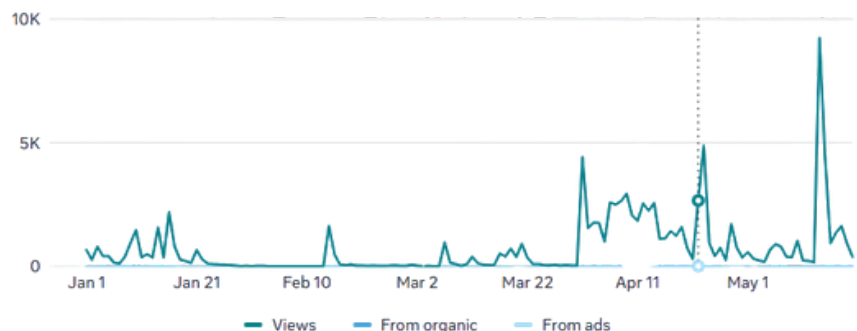
LDT SOCIAL MEDIA PERFORMANCE REPORT

JANUARY 1, 2026 - MAY 20, 2026



INSTAGRAM:

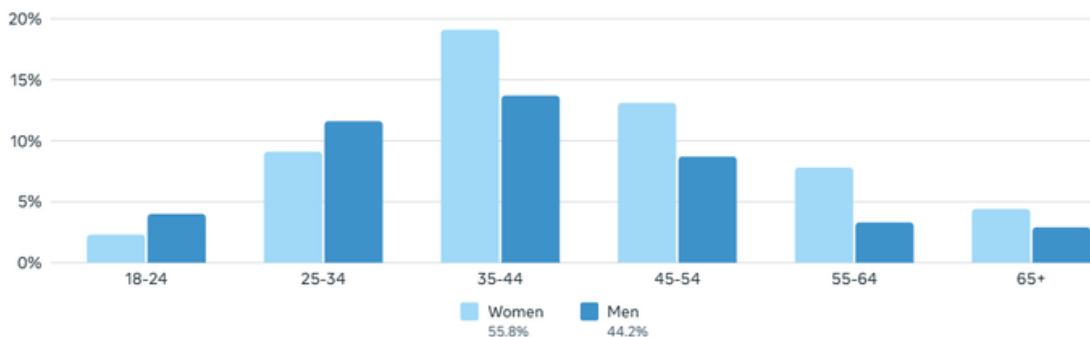
Views 99.0K ↑ 128.8% Reach 27.7K ↑ 479.4% Content interactions 2.5K ↑ 293.6%



Views breakdown
Jan 1 - May 20

Total 98,983 ↑ 128.8%
From organic 98,983 ↑ 131.4%
From ads 0 ↓ 100%

Age & gender



Followers breakdown

Jan 1, 2026 - May 20, 2026

Unfollows

91 ↑ 145.9%

Followers

Lifetime

2,554

Top cities

Saskatoon, SK, Canada

Regina, SK, Canada

Outlook, SK, Canada

Moose Jaw, SK, Canada

Swift Current, SK, Canada

Calgary, AB, Canada

Warman, SK, Canada

Martensville, SK, Canada

Lucky Lake, SK, Canada

Edmonton, AB, Canada

BENCHMARKING COMPARING OUR ANALYTICS TO SIMILAR BUSINESSES:

TOTAL FOLLOWERS

Instagram followers

2,554

Similar to others
Typically: 6,502

NEW FOLLOWERS

Follows

29

Lower than others
Typically: 185

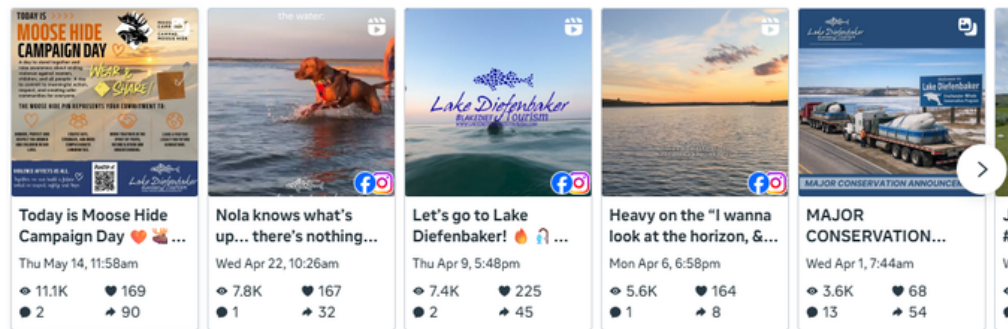
CONTENT INTERACTIONS

Content interactions

902

Lower than others
Typically: 4,460

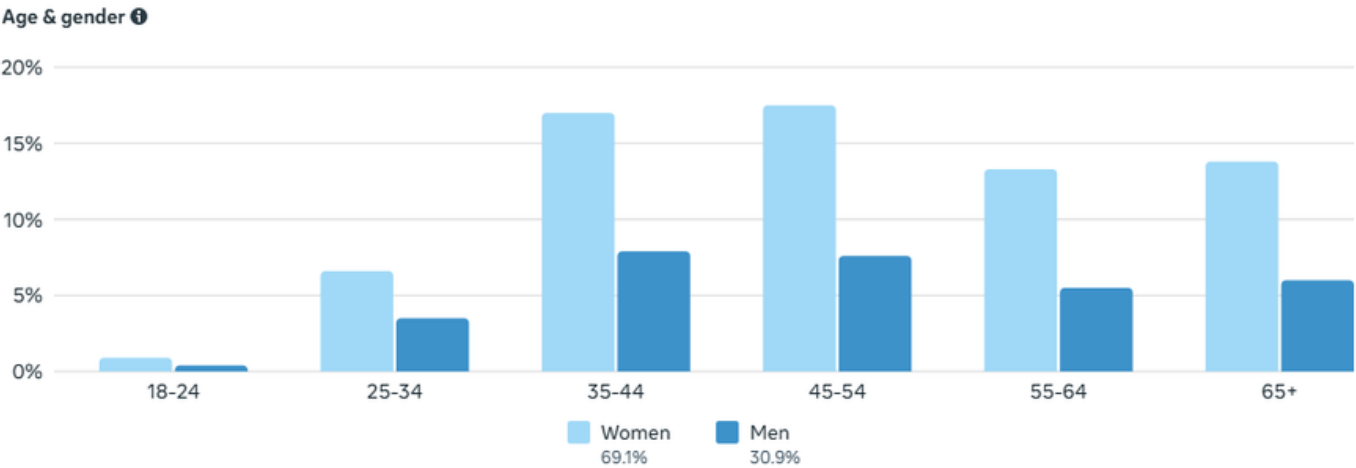
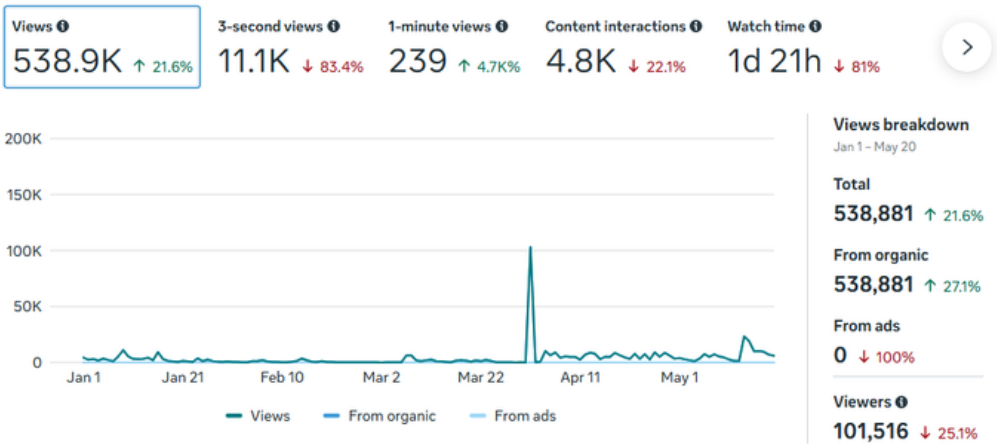
Top content by views



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 FACEBOOK:



Followers breakdown
Jan 1, 2026 - May 20, 2026

Unfollows 
80  2.6%

Net follows 
137  70.5%

Followers 
Lifetime
7,250

Top cities

Saskatoon, SK, Canada

Regina, SK, Canada

Moose Jaw, SK, Canada

Outlook, SK, Canada

Swift Current, SK, Canada

Calgary, AB, Canada

Elbow, SK, Canada

Rosetown, SK, Canada

Martensville, SK, Canada

Medicine Hat, AB, Canada

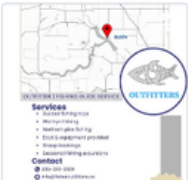
 Top content by views



MAJOR CONSERVATION...
Wed Apr 1, 7:44am
90.9K  503
68  110



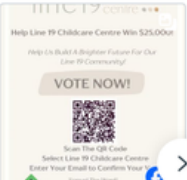
The update you have all been waiting for!!!
Thu May 14, 10:52am
23.3K  70
6  106



Business Partner Spotlight 
Sun Apr 26, 7:01am
14.9K  10
1  7



Transport Canada Boating Update...
Fri Jan 9, 12:00pm
11.0K  7
11  5



Let's Rally for Elbow! Our friend...
Mon Apr 13, 7:11pm
10.4K  44
4  41

BENCHMARKING COMPARING OUR ANALYTICS TO SIMILAR BUSINESSES:

TOTAL FOLLOWERS
7,250

Typically: 5,650

NEW FOLLOWS
76

Typically: 86

CONTENT INTERACTIONS
1,277

Typically: 1,566

Boost content

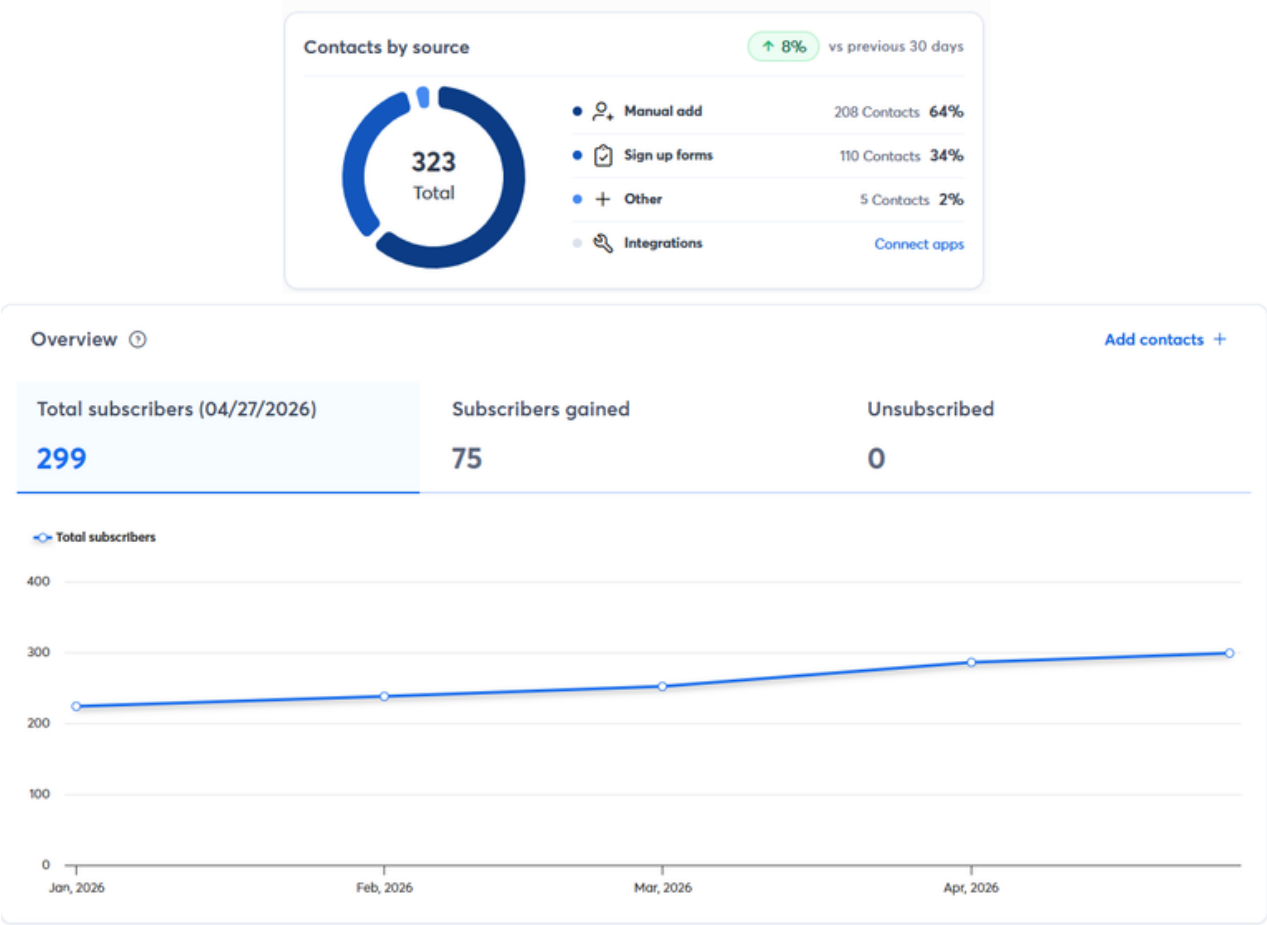
See all content

LDT SOCIAL MEDIA PERFORMANCE REPORT

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CONSTANT CONTACT:

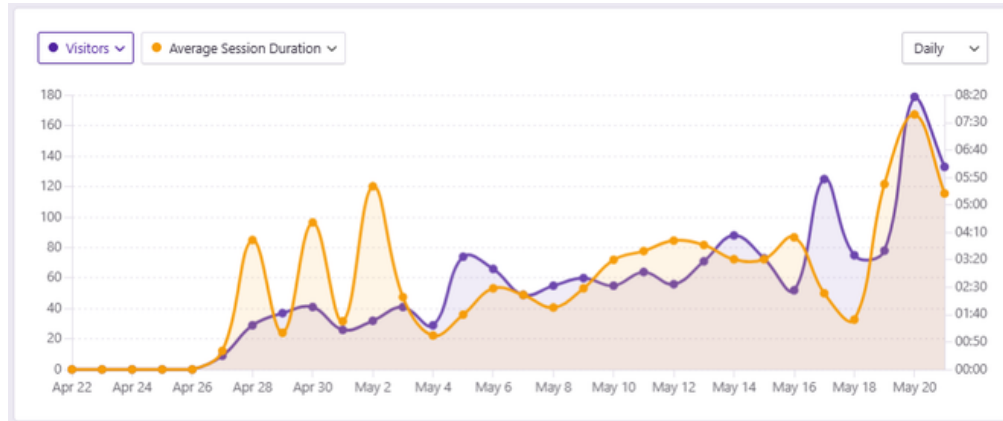
NEW SIGN UPS:



LDT SOCIAL MEDIA PERFORMANCE REPORT

APRIL 20, 2026 - MAY 20, 2026

WWW.LAKEDIEFENBAKERTOURISM.COM



Visitors 1,532 ↑ 0% vs. previous period	Views 2,544 ↑ 0% vs. previous period	Sessions 1,716 ↑ 0% vs. previous period
Average Session Duration 3:44 ↑ 0% vs. previous period	Bounce Rate 76% ↑ 0% vs. previous period	Views Per Session 1.48 ↑ 0% vs. previous period

TOP REFERRERS:

Referrer	Visitors	Referrer	Visitors
26 Google	630 (41.12%)	14 thetrailinn.com	2 (0.13%)
2 Direct	532 (34.73%)	15 villageofelbow.com	2 (0.13%)
3 Facebook	228 (14.88%)	16 dogpile.com	1 (0.07%)
4 facebook.com	77 (5.03%)	17 elbowharbormarina.com	1 (0.07%)
5 Bing	51 (3.33%)	18 hitchcocks.ca	1 (0.07%)
6 DuckDuckGo	21 (1.37%)	19 lakediefenbakertourism.com	1 (0.07%)
7 Yahoo	14 (0.91%)	20 lakediefenbakertourism.com	1 (0.07%)
8 tourismaskatchewan.com	9 (0.59%)	21 linktr.ee	1 (0.07%)
9 Instagram	8 (0.52%)	22 rvwest.com	1 (0.07%)
10 myemail.constantcontact.com	6 (0.39%)	23 sarahscove.ca	1 (0.07%)
11 Brave	3 (0.2%)	24 saskinginadventure.wordpress.com	1 (0.07%)
12 Gmail	3 (0.2%)	25 search.nortonsafesearch.com	1 (0.07%)
13 hookedmagazine.ca	2 (0.13%)	26 villageofelbow.com	1 (0.07%)

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DEVICE TYPE:

Type	Visitors
1 Mobile	1,017 (66.34%)
2 Desktop	487 (31.77%)
3 Tablet	29 (1.89%)

VISITORS GEOGRAPHIC:

Country	City	Visitors
1 Canada	Regina	203 (13.24%)
2 Canada	Central Business District	126 (8.22%)
3 Canada	Saskatoon	115 (7.3%)
4 United States	Sterling	110 (7.18%)
5 Canada	Edmonton	65 (4.24%)
6 Ireland	Dublin	52 (3.39%)
7 Canada	Calgary	48 (3.13%)
8 Canada	Moose Jaw	28 (1.83%)
9 United States	Boardman	25 (1.63%)
10 Canada	Toronto	20 (1.3%)
11 Canada	Winnipeg	20 (1.3%)
12 Canada	Montreal	18 (1.17%)
13 Canada	Pincher Creek	15 (0.98%)
14 Canada	Swift Current	15 (0.98%)
15 Canada	Vancouver	15 (0.98%)
16 Canada	Prince Albert	14 (0.91%)
17 Vietnam	Hanoi	12 (0.78%)
18 Canada	Tillicum	11 (0.72%)
19 Canada	Lake Echo	9 (0.59%)
20 United States	Hawthorne	8 (0.52%)
21 Canada	Rocky Mountain House	8 (0.52%)
22 Canada	Weyburn	8 (0.52%)
23 Canada	Martensville	7 (0.46%)
24 Canada	North Battleford	7 (0.46%)
25 United States	Ashburn	6 (0.39%)
26 United States	Des Moines	6 (0.39%)
27 Canada	Meadow Lake	6 (0.39%)
28 Canada	Melfort	6 (0.39%)
29 Canada	Big River	5 (0.33%)
30 Canada	Grande Cache	5 (0.33%)

31 Hong Kong	Hong Kong	5 (0.33%)
32 Canada	La Ronge	5 (0.33%)
33 Canada	Medicine Hat	5 (0.33%)
34 Russia	Petropavlovsk-Kamchatskiy	5 (0.33%)
35 United States	Portland	5 (0.33%)
36 Singapore	Singapore	5 (0.33%)
37 China	Beijing	4 (0.26%)
38 Argentina	Buenos Aires	4 (0.26%)
39 Canada	Lanigan	4 (0.26%)
40 United States	New York	4 (0.26%)
41 Canada	Ottawa	4 (0.26%)
42 Canada	Pilot Butte	4 (0.26%)
43 Canada	Rosthern	4 (0.26%)
44 Japan	Shibuya City	4 (0.26%)
45 Canada	St. Albert	4 (0.26%)
46 The Netherlands	Amsterdam	3 (0.2%)
47 Canada	Brampton	3 (0.2%)
48 Canada	Carlyle	3 (0.2%)
49 United States	Council Bluffs	3 (0.2%)
50 Canada	Davidson	3 (0.2%)
51 Canada	Estevan	3 (0.2%)
52 Indonesia	Jakarta	3 (0.2%)
53 Canada	Kipling	3 (0.2%)
54 Canada	Lake Cowichan	3 (0.2%)
55 Canada	Langford	3 (0.2%)
56 Canada	New Westminster	3 (0.2%)
57 France	Paris	3 (0.2%)
58 Canada	Red Deer	3 (0.2%)
59 Saudi Arabia	Riyadh	3 (0.2%)
60 United States	San Jose	3 (0.2%)

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TOP LANDING PAGES:

235	Title ▶	Visitors ▶
1	Home	397 (25.91%)
2	Campgrounds/RV Sites	190 (12.4%)
3	Cabin & Condo Rentals	149 (9.73%)
4	Discover Diefenbaker Public Newsletter	72 (4.7%)
5	Fishing	89 (5.81%)
6	Become a Partner	65 (4.24%)
7	Kids Corner	65 (4.24%)
8	Lakeview Lodge Motel	30 (1.96%)
9	Resort Communities & Real Estate	27 (1.76%)
10	Getting Around	31 (2.02%)
11	Crooked River Retreat	21 (1.37%)
12	Elbow Walleye Classic – Elbow	17 (1.11%)
13	Hiking	32 (2.09%)
14	Hotels	37 (2.42%)
15	Sunset Beach at Lake Diefenbaker	18 (1.17%)
16	Hwy 19 Walleye Classic (Formerly the Lake Diefenbaker Walleye Classic)	19 (1.24%)
17	Events	32 (2.09%)
18	Douglas Provincial Park	16 (1.04%)
19	Village of Elbow	14 (0.91%)
20	Dining	22 (1.44%)
21	Outlook Motor Hotel	10 (0.65%)
22	Outlook Riverview Golf Club	10 (0.65%)
23	Coyote Springs Campground	9 (0.59%)
24	Danielson Provincial Park	8 (0.52%)
25	Heritage Interpreter – Outlook	10 (0.65%)
26	Living Sky Sailing School	9 (0.59%)
27	Outlook AG Foods	9 (0.59%)
28	Village of Loreburn	8 (0.52%)
29	Directory	37 (2.42%)
30	Ken's Lumber Home Hardware Building Centre	8 (0.52%)

31	Pirate Maps	9 (0.59%)
32	Resort Village Mistusinne	6 (0.39%)
33	Sask Landing Walleye Tournament – Sask Landing	8 (0.52%)
34	Work at Lake Diefenbaker	11 (0.72%)
35	5th Annual Prairie Festival – Outlook	9 (0.59%)
36	Communities & Municipalities	18 (1.17%)
37	Dakota Dunes Resort	6 (0.39%)
38	Demaine Hotel	6 (0.39%)
39	Elbow Harbor Marina	9 (0.59%)
40	Elbow Sunset Suites & RV Park	7 (0.46%)
41	Gallery	60 (3.92%)
42	Golfing	33 (2.15%)
43	Hitchcock's Hideaway Camping Resort	6 (0.39%)
44	Meadow Bay Estates	6 (0.39%)
45	Outlook Town Wide Garage Sale	6 (0.39%)
46	Prairie Festival Live Music – Outlook	6 (0.39%)
47	Village of Lucky Lake	7 (0.46%)
48	Watersports	18 (1.17%)
49	Weather	8 (0.52%)
50	Contact	13 (0.85%)
51	Crosswinds Landscaping and Concrete Ltd.	5 (0.33%)
52	Dakota Dunes Resort	5 (0.33%)
53	Galloway's Pharmacy Ltd	5 (0.33%)
54	Harbor Golf Resort	8 (0.52%)
55	Ken's Lumber Ready-To-Move Homes	7 (0.46%)
56	Mother's Day Market in the Park – Outlook	5 (0.33%)
57	Outlook Vet Clinic	6 (0.39%)
58	Prairie Bean Roastery 219 Ltd.	5 (0.33%)
59	Sarah's Cove Condo Rentals	6 (0.39%)
60	Submit Event	9 (0.59%)
61	The Trail Inn	5 (0.33%)
62	Triple MMM General Store Conquest	5 (0.33%)

63	Blog	4 (0.26%)
64	Dining and Restaurants	4 (0.26%)
65	Farmcraft Beverage Co.	4 (0.26%)
66	Outlook & District Heritage Museum	6 (0.39%)
67	Outlook Riverview Golf Club Tournaments	3 (0.2%)
68	Partners Newsletter	4 (0.26%)
69	Privacy Policy	5 (0.33%)
70	Prosperity Credit Union	4 (0.26%)
71	RE/MAX Shoreline Realty	5 (0.33%)
72	Services	8 (0.52%)
73	Town of Outlook	3 (0.2%)
74	Wild West Steelhead	4 (0.26%)
75	2026 Seasonal Team at Harbor Golf Club & RV Park	3 (0.2%)
76	34th Annual Sask Landing Walleye Tournament	4 (0.26%)
77	Davidson Days 1st Annual Car Show	3 (0.21%)
78	Highland Outfitters and Lodge	5 (0.33%)
79	JJ Taylor Duo Acoustic Show at The Outlook Bar	4 (0.26%)
80	Prairie Festival Show N Shine – Outlook	4 (0.26%)
81	Sask Landing Golf Resort	3 (0.21%)
82	Southwest Areas	4 (0.26%)
83	A & E Enterprises Ltd.	2 (0.14%)
84	Fisher Outfitters	3 (0.21%)
85	High Plains Outfitting	2 (0.14%)
86	Hotels/Motels/B&B	2 (0.14%)
87	Jacqy Jayes Boutique & Espresso Bar	2 (0.14%)
88	Job Posting Form	2 (0.14%)
89	Junk in Trunk Sale – Macrorie	4 (0.26%)
90	Macrorie Gas Station	2 (0.14%)
91	Mitch Romancia Live at The Outlook Bar	2 (0.14%)
92	Museums	8 (0.56%)
93	Outlook	11 (0.77%)
94	Outlook and District Regional Park	2 (0.14%)