

DECA Board Meeting PR & Social Media Report Wednesday, October 7, 2026

Pitches

Current

- Holiday Lights in DEC (long leads)
- Alley Cat Art Fest (short leads)

Upcoming

- Holiday Lights in DEC (short leads)
- Diversity in DEC

Holiday Lights in DEC (long leads)

- Secured interest with East County Magazine

Alley Cat Art Fest (short leads)

- Secured online coverage on San Diego Union Tribune Pacific Keys Realty, KPBS, Axios, SoCal Pulse, Times of San Diego, Hoodline, East County Magazine, Hispanos Unidos
- Secured newsletter coverage on Times of San Diego, There San Diego, San Diego Magazine
- Secured broadcast coverage on CBS 8, KGB-FM, 600 KOGO, KUSI
- Secured social media coverage on @katielynnestyle, @sandiegomag

Other

- Secured online coverage on San Diego Business Journal
- Secured print coverage on San Diego Business Journal
- Secured online coverage in East County Californian

BEST PERFORMING POSTS

INSTAGRAM:

Best content - By total views 

Downtown El Cajon

09/11/26 12:11 PM

Our crew is cleaning up and getting Downtown El Cajon ready for Alley Cat Art Fest tomorrow! 🐾 Join us from 10 a.m. to 6 p.m. for a free, open-air celebration filled with loc...



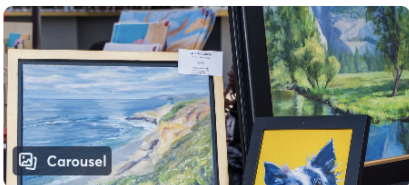
No label

Views	1,432
Reach	980
Engagement	69
Likes	54
Comments	0
Shares	13
Eng. rate per view	4.8%
Eng. rate per reach	7%

Downtown El Cajon

09/03/26 4:00 PM

Art is taking over Downtown El Cajon. 🎨🌟 On Saturday, September 12, Alley Cat Art Fest brings a full day of creativity to the streets with 50+ local artists, live music,...



No label

Views	1,356
Reach	702
Engagement	50
Likes	37
Comments	1
Shares	7
Eng. rate per view	3.7%
Eng. rate per reach	7.1%

Downtown El Cajon

09/21/26 2:00 PM

A world of flavor is waiting at Alattar Famous Spices Market. 🌟 Located in Downtown El Cajon, this local business welcomes you with colorful displays, rich aromas and shelv...



No label

Views	743
Reach	542
Engagement	37
Likes	29
Comments	2
Shares	1
Eng. rate per view	5%
Eng. rate per reach	6.8%

FACEBOOK:

Best content - By total views

 **Downtown El Cajon**

09/03/26 4:00 PM

Art is taking over Downtown El Cajon. 🎨🌟 On Saturday, September 12, Alley Cat Art Fest brings a full day of creativity to the streets with 50+ local artists, live music,...



No label

Views	26,984
Reach	19,472
Engagement	966
Reactions	114
Comments	4
Shares	8
Clicks	840
Eng. rate per view	3.6%
Eng. rate per reach	5%

 **Downtown El Cajon**

09/13/26 2:59 PM

Have you noticed a few new touches around Downtown lately? 🌱 New planters and flowers are bringing more color to the sidewalks, new seating is creating more places to st...



No label

Views	16,822
Reach	13,843
Engagement	1,184
Reactions	259
Comments	79
Shares	9
Clicks	837
Eng. rate per view	7%
Eng. rate per reach	8.6%

 **Downtown El Cajon**

09/11/26 12:11 PM

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No label

Views	10,315
Reach	8,915
Engagement	488
Reactions	79
Comments	11
Shares	9
Clicks	389
Eng. rate per view	4.7%
Eng. rate per reach	5.5%