



# GROUP REPORT from June 1, 2013 - July 29, 2013


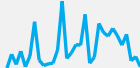

 @VisitLovelandCO

 Visit Loveland Col...

 VisitLovelandCO

## GROUP STATS across all Twitter and Facebook accounts

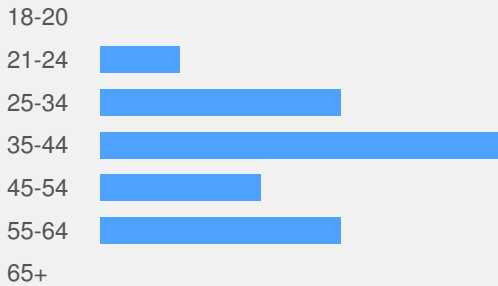
Incoming Messages	1,245	
Sent Messages	79	
New Twitter Followers	9	
New Facebook Fans	473	

**1,252 INTERACTIONS**   
 BY **1,055 UNIQUE USERS**   
**115,019 IMPRESSIONS** 


## TWITTER STATS across all Twitter accounts




### FOLLOWER DEMOGRAPHICS

 **48%** MALE FOLLOWERS  
 **52%** FEMALE FOLLOWERS



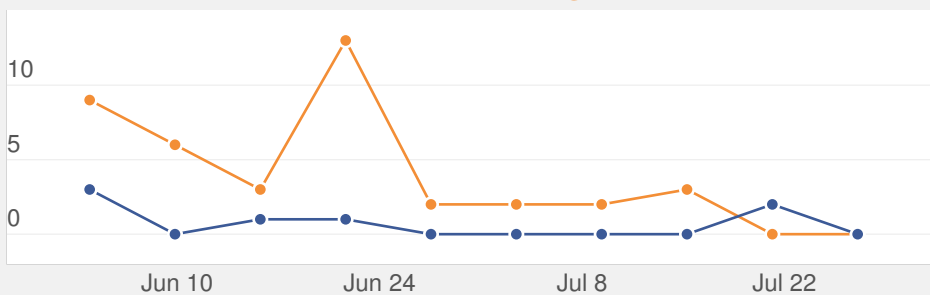
### TWITTER STATS

 **9**  
 New Twitter Followers in this time period


 **0** Link Clicks  
 **40** Mentions  
 **7** Retweets


### DAILY INTERACTIONS


**@MENTIONS 40** **RETWEETS 7**



### OUTBOUND TWEET CONTENT

 **9** Plain Text

 **0** Links to Pages

 **0** Photo Links

# FACEBOOK STATS across all Facebook pages

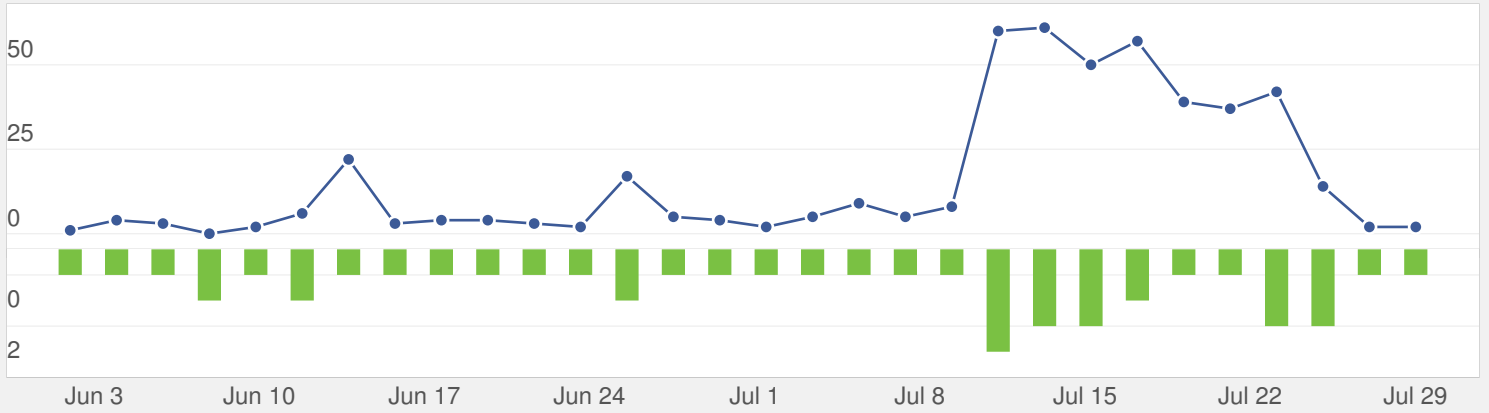


## My Facebook Pages

983 Total Likes, and 202 people talking about this

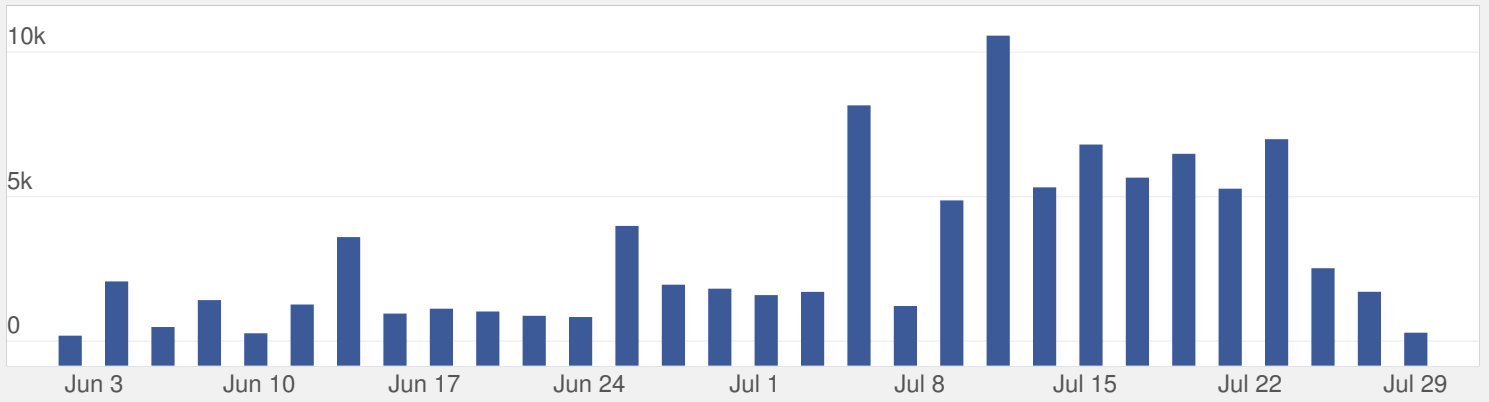
### FAN GROWTH

New Fans **473** Unliked your Page **15**

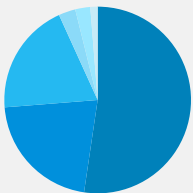


### PAGE IMPRESSIONS

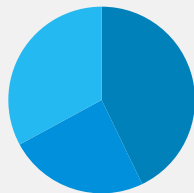
Impressions **91,012** by **58,772** users



### IMPRESSIONS

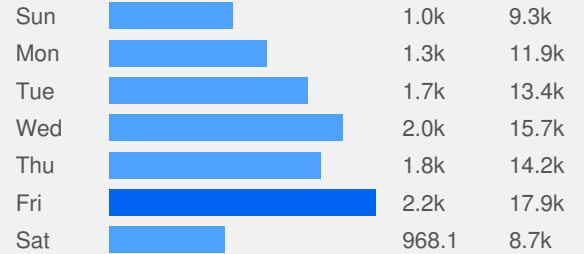


- Page Post 15.6k
- Fan 6.4k
- Mention 5.8k
- Other 869
- Checkin 773
- User Post 378



- Paid 38.7k
- Organic 21.9k
- Viral 29.7k

### BY DAY OF WEEK



### IMPRESSION DEMOGRAPHICS

Here's a quick breakdown of people engaging with your Facebook Page

#### AGE & GENDER



#### TOP COUNTRIES



#### TOP CITIES



## TOP SOCIAL REFERRERS

Web Traffic	5,034	
Social Traffic	35	
Twitter Posts	0	
Web Mentions	0	

Leading Social Traffic Source  
Facebook **34 views**