



## Visit Loveland

### September/October 2013 PR & Social Media Report

Presented by Fyn Public Relations

#### Summary

September started off strong with promotion geared toward many upcoming events including Pastels on 5<sup>th</sup>, Loveland Oktoberfest and the Loveland Art Studio Tour. However, the tourism strategy shifted as Loveland and surrounding areas experienced record-breaking flooding and devastation. While the Economic Development and Visit Loveland staff members were pulled in to focus on community support and crisis management, Fyn PR worked to share flood/tourism related updates such as which events were rescheduled/canceled/happening as planned, resources for up-to-date travel information and come up with the 'Community You Love' concept to help share this information without causing alarm and suggesting that Loveland was no longer safe. In addition, Fyn PR compiled speaking points and information about road closures, access and tourism in Loveland to be shared with Colorado Visitor Centers and secured a radio interview on 600 KCOL to get out the message that Loveland is open for tourism business.

Fyn PR also wrote copy for two upcoming promotional opportunities: The Mile High Holidays promotion through Visit Denver and Visit Loveland's sponsorship with the Colorado Eagles.

Time has been spent working to prep holiday and Valentine's Day information for long-lead pitching.

Social media efforts continue to be positive. Diverse content was created and collaboration began with another influential Loveland Facebook page, I Love Loveland, to get fall photos and showcase Loveland's appeal as a fall destination.

The September e-newsletter was completed, however it was not distributed due to the flood. The team didn't want to focus on the flood and deter tourism, but also didn't want for potential visitors to come and not have a great experience. The October e-newsletter content is finalized and awaiting final approvals for distribution.

#### Visit Loveland-Specific Media Relations

Media relations' efforts this month helped to support tourism post flood as well as media list prep and research leading up to January/February 2014 publications to support tourism during Valentine's Day. A post-flood tourism interview with **600 KCOL**, broadcasting throughout northern Colorado aired, to help outline areas and activities in Loveland that are unaffected, safe and enjoyable.

#### Loveland, Colorado Media and Blogger Coverage

In addition to Visit Loveland's efforts, several other organizations around Loveland work with PR and marketing teams to help secure coverage for their specific event or business. We track tourism-related coverage secured by other organizations that positions Loveland in a positive light. In this case, Fyn PR also managed PR for the Loveland Oktoberfest on behalf of E.L. Events. Those opportunities are listed below.

- Coverage of the Loveland Oktoberfest through **DenverPost.com, 600 KCOL, Kiss FM 96.1, The Bear 107.9, Westword, Visit Colorado, Napa of Beer, Colorado Parent, Fermentedly Challenged** and more.
- A TV segment with **9 News** for a keg race was planned for the Friday of the flood. Unfortunately, the segment was canceled, as breaking news was a priority.
- The **Colorado Springs Gazette** profiled Loveland and the 'Francisco Goya exhibit at the Loveland Museum/Gallery in the article, "COLORADO SPRINGS ROAD TRIP: 'Francisco Goya: Los Caprichos'."

#### Social Media & Online Management

Fyn PR has been working to grow Visit Loveland's Facebook page, which is right at 1,130 fans to-date. In addition, the firm has focused to get Visit Loveland involved with influencers through Twitter by participating in Twitter chats. Right now, the focus has been on #tourismchat with other industry professionals, but in coming months, Visit Loveland will have a presence on #expediachat and others necessary. Google+ was launched at the end of September.

Facebook and Twitter statistics from social media will be provided in a separate report; however, here are some interesting trends and statistics.

- **Facebook:**

- We have 52 new Facebook fans to the page, giving us a total of 1,130 likes. 54 people are talking about the page and we have 28.8K impressions by 10.4K users.
- 76 percent of our fans are female and our largest age demographics are 25-34 and 35-44.
- This month, our fans shifted back to being primarily from Loveland, followed by Fort Collins, Denver and Greeley. This is likely due to the collaboration with I Love Loveland to share fall photos.
- Our best performing posts include visuals. Those are shared more often and achieve more likes and comments.

- **Twitter:**

- We have 16 new Twitter followers this month.
- We saw 13 mentions, 13 Retweets and 3 URL clicks.
- 54 percent of our followers are female and our largest age demographic is 35-44.


### **Visit Loveland E-Newsletter and Content**

Fyn PR worked to connect with area attractions, retailers and marketers to come up with information and content for the September and October e-newsletters. No e-newsletters were distributed during this timeframe due to flooding.

###

# FACEBOOK PAGE REPORT

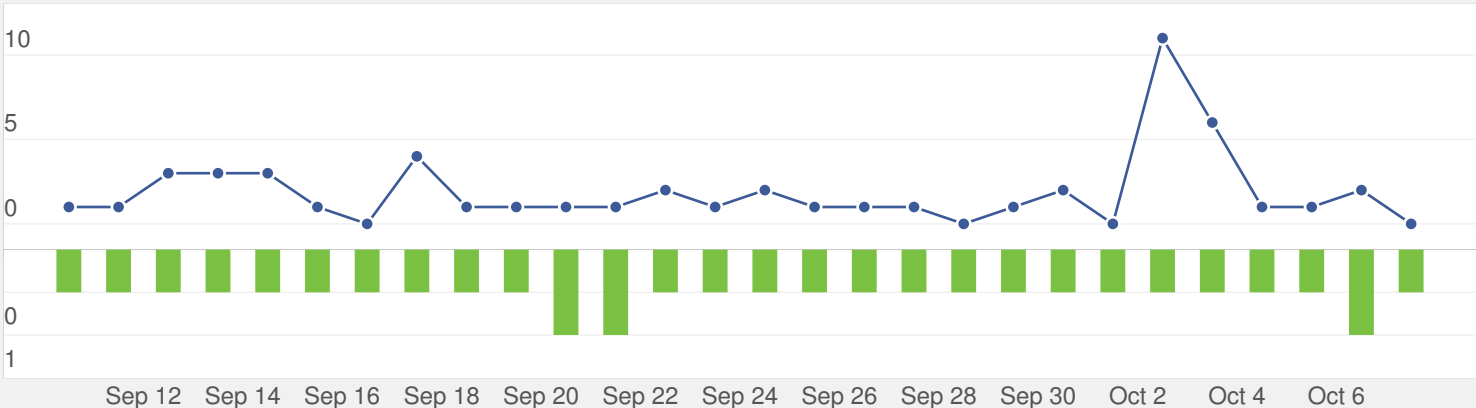
from September 10, 2013 - October 7, 2013

 Visit Loveland Colorado

## FAN GROWTH

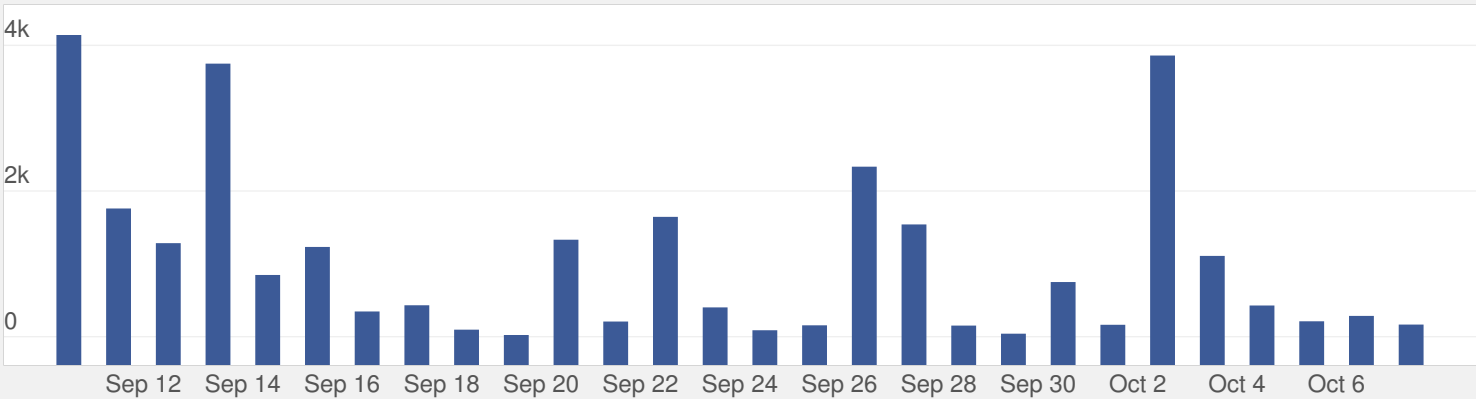
1.13k Total Likes, and 54 people talking about this

New Fans 52 Unliked your Page 3

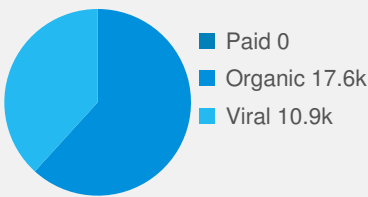
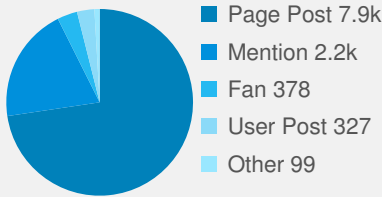


## PAGE IMPRESSIONS

Impressions 28,780 by 10,383 users



### IMPRESSIONS



### BY DAY OF WEEK

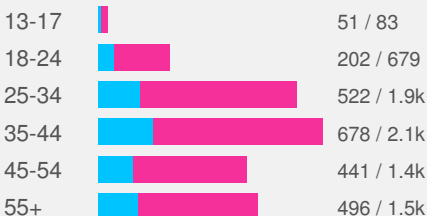
AVG TOTAL

Day	Avg	Total
Sun	800.8	3.2k
Mon	416	1.7k
Tue	1.2k	4.8k
Wed	1.5k	5.9k
Thu	1.2k	4.8k
Fri	1.8k	7.0k
Sat	354.5	1.4k

## IMPRESSION DEMOGRAPHICS

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

### AGE & GENDER



### TOP COUNTRIES

Country	Count
United States	9.8k
United Kingdom	29
Canada	17
Germany	15
Brazil	15

### TOP CITIES

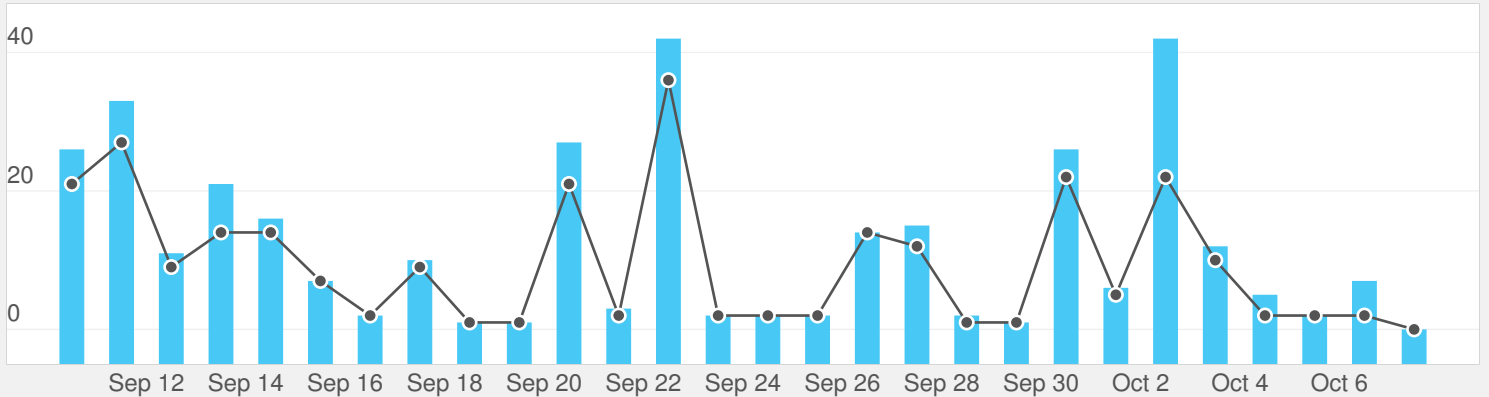
City	Count
Loveland, CO	4.7k
Fort Collins, CO	711
Denver, CO	276
Greeley, CO	192
Johnstown, CO	134



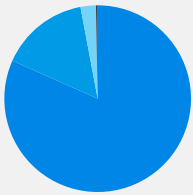
# SHARING how people are sharing your content

## STORIES

Stories Created **338** by 263 users



### SHARE TYPE



- Page Post 276
- Fan 52
- User Post 9
- Mention 1

### BY DAY OF WEEK

Day	Avg	Total
Sun	14.3	57
Mon	7.5	30
Tue	11	44
Wed	19.5	78
Thu	9.5	38
Fri	17	68
Sat	5.8	23

## SHARER DEMOGRAPHICS Here's a quick breakdown of people creating stories on your Facebook Page

### AGE & GENDER

Age Group	Count
13-17	1
18-24	2
25-34	4
35-44	12
45-54	2
55+	3

### TOP COUNTRIES

United States

28

### TOP LOCALES

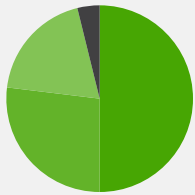
English (United States)	26
English (United Kingdom)	2



# YOUR CONTENT

a breakdown of the content you post

## BY STORY TYPE



- Photo 13
- Status 7
- Link 5
- Video 1

	AVG	TOTAL
Reach	348.64	8.72k
People Talking About This	8	200
Engagement	7.3%	7.01%

## CONTENT BREAKDOWN

A breakdown of how your individual posts performed

DATE	POST	REACH	ENGAGED	TALKING	LIKES	COMMENTS	SHARES	ENGAGEMENT
10/06/13	Some great fall packages from our fri...	--	--	--	--	--	--	%
10/02/13	Fall is a beautiful season in Lovelan...	485	116	10	10	1	2	23.92%
09/30/13	Even Matt Lauer from the Today Show l...	275	46	24	20	2	5	16.73%
09/27/13	Today, Sept. 27 is World #Tourism Day...	290	14	6	5	1	2	4.83%
09/27/13	Mariana Butte Golf Course is in great...	135	10	8	5	--	3	7.41%
09/26/13	Experiences You Love! Sylvan Dale Gue...	191	18	10	10	--	--	9.42%
09/26/13	The Loveland Visitors Center now has ...	239	58	0	--	--	--	24.27%
09/22/13	#CommunityYouLove. The Disaster Assis...	925	63	32	27	2	6	6.81%
09/20/13	Looking to try the best fall #beers i...	281	16	7	6	--	1	5.69%
09/20/13	The kids are back in school and #autu...	261	18	3	2	--	1	6.9%
09/20/13	There is a lot of love going on in #L...	233	24	13	13	--	--	10.3%
09/17/13	Loveland, Community We Love.	167	9	5	3	1	1	5.39%
09/16/13	[Link]	107	3	1	1	--	--	2.8%
09/15/13	Tired from a long day of shopping at ...	456	16	6	6	--	--	3.51%
09/14/13	It's time to start stocking your ward...	397	20	10	10	--	1	5.04%
09/13/13	Budweiser Events Center will still ho...	408	7	4	4	--	--	1.72%
09/13/13	Pastels on 5th, Loveland, CO has been...	691	12	6	5	--	2	1.74%
09/13/13	A few #Loveland event updates for thi...	503	9	3	2	--	1	1.79%
09/13/13	We want those in Loveland to stay saf...	246	20	2	2	--	--	8.13%
09/12/13	Don't miss specials at your favorite ...	215	7	2	2	--	--	3.26%
09/12/13	We want those in Loveland to stay saw...	356	2	2	2	--	--	0.56%
09/12/13	William H. Cosby, Jr. (Bill Cosby) w...	273	13	6	5	--	1	4.76%
09/11/13	Save the date! This Friday is the Dow...	189	11	3	3	--	--	5.82%
09/11/13	On this 12th anniversary of the attac...	495	26	17	17	--	--	5.25%

# TWITTER GENERAL STATS

from September 10, 2013 - October 9, 2013



**@VisitLovelandCO**  
Visit Loveland, Colo

127 total followers  
16 connections made in this time period

New Followers	24	
You Followed	3	

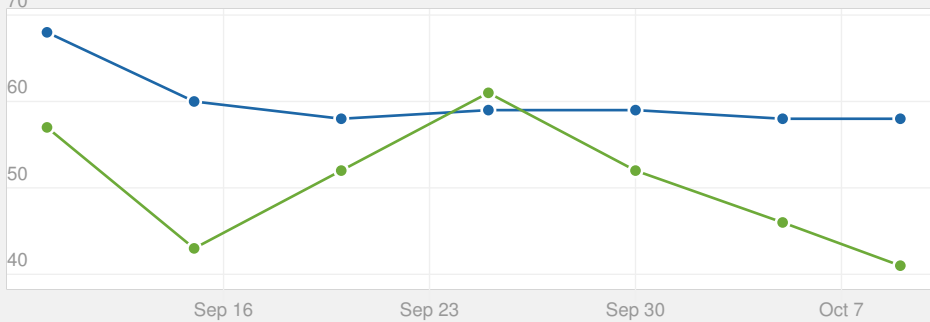
@ Mentions	13	
Messages Sent	28	
Messages Received	13	
Clicks	3	
Retweets	13	

## KEY INDICATORS

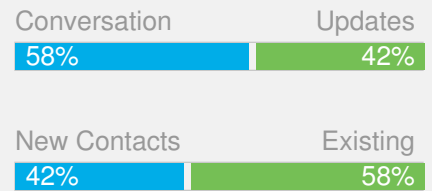
Measure how you're conversing with your audience

### MY SOCIAL SCORES

INFLUENCE 41 ENGAGEMENT 58



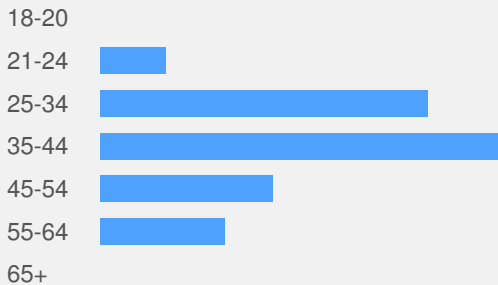
### TWEETING BEHAVIOR



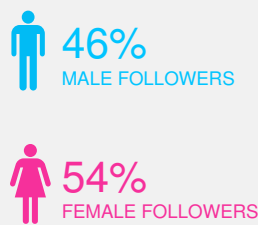
## FOLLOWER DEMOGRAPHICS

Learn more about your audience to shape your messaging & campaigns

### BY AGE RANGE



### BY GENDER

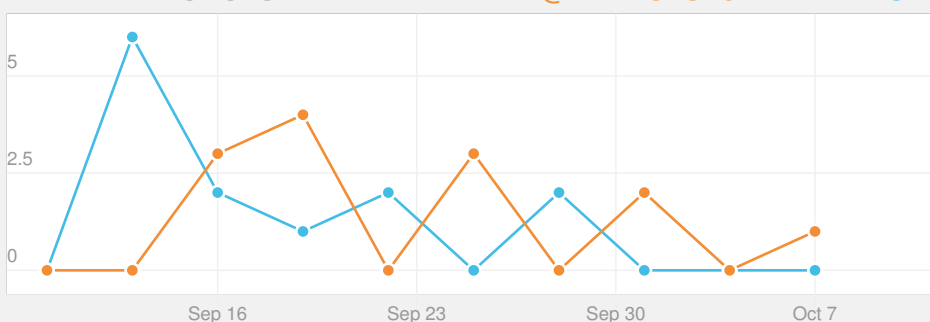


## PUBLISHING

Measure performance on your outbound tweets

### DAILY INTERACTIONS

@MENTIONS 13 RETWEETS 13



### OUTBOUND TWEET CONTENT

