



Visit Loveland October/November 2013 PR & Social Media Report Presented by Fyn Public Relations

Summary

Fall, holiday and Valentine's campaign efforts took center stage this month as Fyn PR worked to support fall Loveland activities, the Holidays You Love campaign and Valentine's Day long-lead stories.

The Mile High Holidays campaign has proven to be successful thus far, launching on Nov. 13 through a press conference hosted by Visit Denver, six media placements have been secure to-date with anticipation for continued coverage through November/December. To support these efforts, Fyn PR drafted the website and ad copy, and attended the press conference to get video and pictures to use in promotion.

Top-tier, national publication deadlines began to hit this month. Fyn PR has confirmed coverage in the February 2013 issue of **Sunset Magazine**, reaching more than 1 million readers. In addition, Fyn PR is working to confirm coverage in AAA's **EnCompass Magazine** and **Denver Life Magazine**.

Social media efforts continue to be positive. Statistics and reports are below.

Both the October and November e-newsletters were completed and distributed in this period, supporting Loveland's fall and Holiday campaigns.

Visit Loveland-Specific Media Relations

Media relations' efforts this month focused on the Visitors Center Open House, Valentine's Day in Loveland, Mile High Holidays and Loveland's holiday tourism story. On Nov. 13, we attended the press conference to announce Loveland's inclusion in the Mile High Holidays campaign. Coverage so far from that campaign is:

Denver tourism marketing campaign includes flood-affected areas - Denver Business Journal <http://www.bizjournals.com/denver/news/2013/11/13/denver-tourism-marketing-campaign.html> Mile High

Holidays Expands To Include Communities Affected By Flooding - CBS 4 Denver <http://denver.cbslocal.com/2013/11/13/mile-high-holidays-expands-to-include-communities-affected-by-flooding/>

Mile High Holidays Expands To Include Communities Affected By Flooding – NBC 9 News Denver
[Play video here](#)

Mile High Holidays Expands To Include Communities Affected By Flooding – CBS 5 Kansas City
[Play video here](#)

Meet Manning: Denver Mayor Hancock's SantaLand elf alter Ego - The Denver Center for the Performing Arts Blog Post
<http://denvercenterblog.tumblr.com/post/66906752329/meet-manning-denver-mayor-hancocks-santalands-elf>

Good Neighbors: Denver highlights Boulder, other flood-damaged towns – Daily Camera (Boulder)
http://www.dailycamera.com/editorials/ci_24517318/good-neighbors

PR Newswire release:

<http://www.prnewswire.com/news-releases/million-dollar-tourism-marketing-campaign-touts-denver--front-range-as-holiday-destinations-231813791.html>

Any additional hits will be in next month's report.

While specific pitching for the holidays and Valentine's Day are in progress, Fyn PR is currently working with several targeted publications on potential coverage. This includes **Denver Life Magazine** (circulation 40,000) to include Loveland as a romantic getaway destination and AAA's **EmCompass** (circulation 339,504) to include Loveland in the upcoming 'Altitude with Attitude story. We have also confirmed that Loveland will be featured as a day-trip destination in a top-tier publication, **Sunset Magazine** (circulation 1,264,308.)

Social Media & Online Management

Fyn PR has been working to grow Visit Loveland's social media presence and generate content to create engagement among potential visitors and ambassadors.

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 29 new Facebook fans to the page, giving us a total of 1,159 likes.
 - 89 people are talking about the page and we have 32K impressions by 14.2K users, which is an increase from last month.
 - 77 percent of our fans are female and our largest age demographics have shifted this month. It is now 35-44, followed by 55+. Last month, the largest age demographics were 25-34 and 35-44.
 - This month, the percentage of Loveland fans increased. Our fans are primarily from Loveland, followed by Fort Collins, Denver and Greeley. This is all based on organic content and growth. With Facebook's constant shifts, only about 12 percent of our fans are really seeing our posts and there isn't anything we can do to change that other than paid growth. We can better target our out-of-state and international visitors with targeted ads and sponsored posts and should consider adding that to the budget for 2014.
 - Our best performing posts include visuals. Those are shared more often and achieve more likes and comments. Stunning shots of Loveland lakes, parks, sculptures and scenes are an important piece of the social media strategy and we need to continue to collect and brand those appropriately.
- **Twitter:**
 - We have 22 new Twitter followers this month. For a total of 146.
 - We saw 11 mentions, one Retweets and 1 URL clicks.
 - 56 percent of our followers are female and our largest age demographic is 35-44.

Visit Loveland E-Newsletter and Content

Fyn PR distributed the October 2013 e-newsletter, focused on fall events and activities and worked to connect with area attractions, retailers and marketers to design and distribute the November 2013 e-newsletter, which kicked off the holidays in Loveland.

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FACEBOOK PAGE REPORT

from October 12, 2013 - November 11, 2013

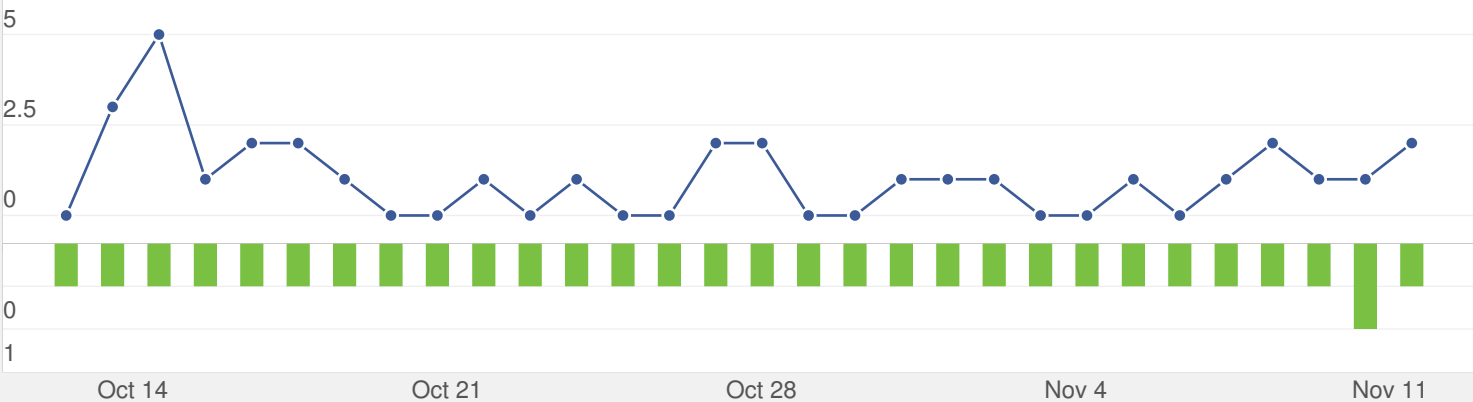


Visit Loveland Colorado

FAN GROWTH

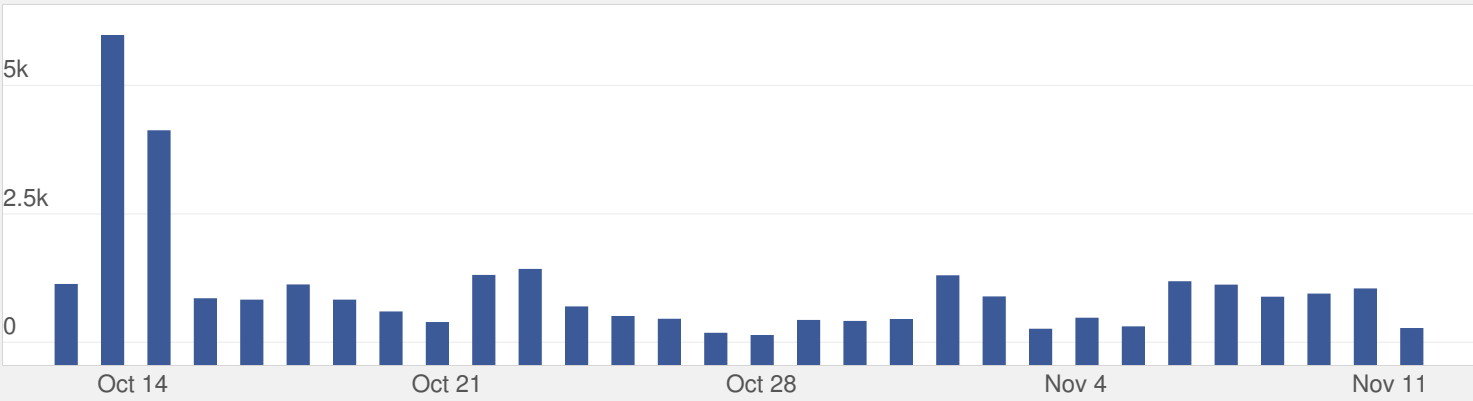
1.16k Total Likes, and 89 people talking about this

New Fans 31 Unliked your Page 1

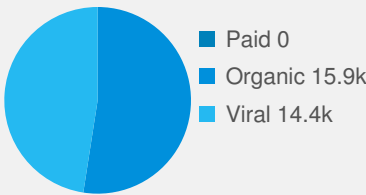
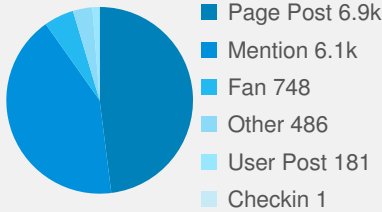


PAGE IMPRESSIONS

Impressions 30,665 by 13,597 users



IMPRESSIONS



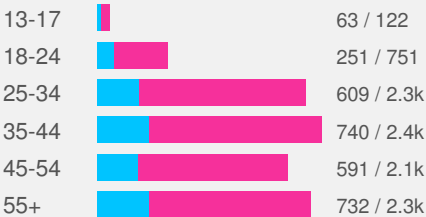
BY DAY OF WEEK

Day	Avg	Total
Sun	1.5k	7.3k
Mon	1.3k	6.3k
Tue	851.8	3.4k
Wed	795	3.2k
Thu	790.3	3.2k
Fri	983.3	3.9k
Sat	663.6	3.3k

IMPRESSION DEMOGRAPHICS

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

AGE & GENDER



TOP COUNTRIES

Country	Count
United States	12.8k
Canada	59
United Kingdom	26
Brazil	18
Germany	17

TOP CITIES

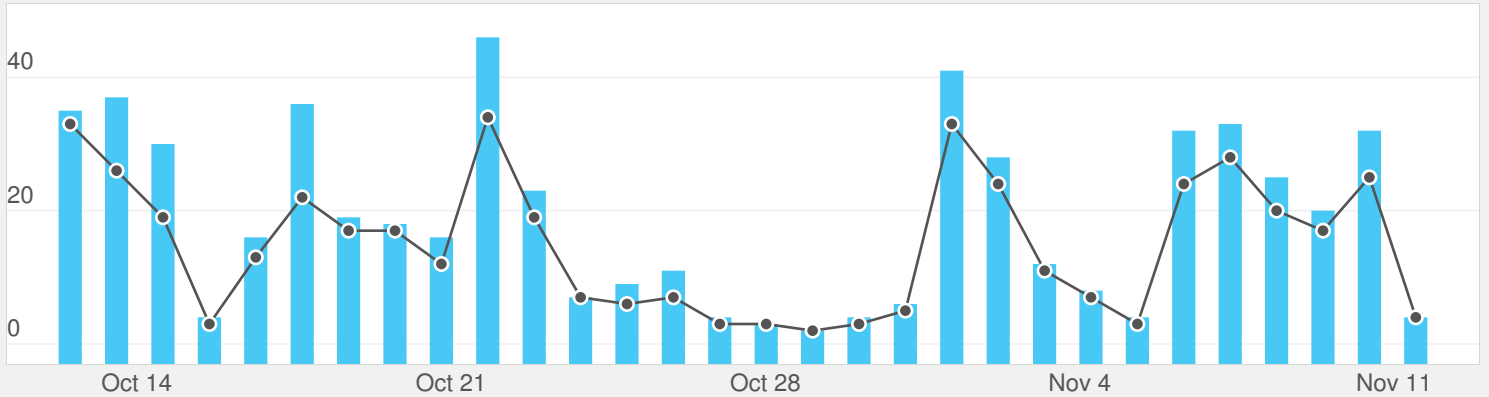
City	Count
Loveland, CO	6.4k
Fort Collins, CO	864
Denver, CO	328
Greeley, CO	219
Johnstown, CO	146



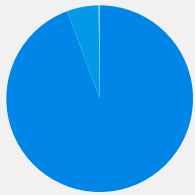
SHARING how people are sharing your content

STORIES

Stories Created **564** by 446 users



SHARE TYPE



- Page Post 532
- Fan 31
- Mention 1

BY DAY OF WEEK

Day	Avg	Total
Sun	16.8	84
Mon	18.8	94
Tue	9.5	38
Wed	15.8	63
Thu	19.5	78
Fri	29.3	117
Sat	18	90

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

AGE & GENDER



TOP COUNTRIES

United States

96

TOP LOCALES

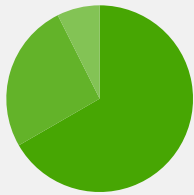
English (United States) 95
English (United Kingdom) 1



YOUR CONTENT

a breakdown of the content you post

BY STORY TYPE



- Photo 18
- Link 7
- Status 2

AVG

TOTAL

Reach	283.11	7.64k
People Talking About This	13.15	355
Engagement	9.99%	10.57%

CONTENT BREAKDOWN

A breakdown of how your individual posts performed

DATE	POST	REACH	ENGAGED	TALKING	LIKES	COMMENTS	SHARES	ENGAGEMENT
11/10/13	A beautiful sunset shot. #EverythingY...	272	25	15	13	1	2	9.19%
11/10/13	Congrats to our neighbor, Estes Park!	425	40	14	13	2	1	9.41%
11/10/13	Shopping and ice skating on a beautif...	156	19	14	12	1	1	12.18%
11/08/13	Tonight is Night on the Town in Downt...	235	23	12	11	2	--	9.79%
11/07/13	The ice rink at The Promenade Shops a...	594	49	25	18	5	6	8.25%
11/06/13	Sylvan Dale Guest Ranch is making som...	253	41	26	26	1	--	16.21%
11/06/13	Have you started planning your holid...	313	28	10	10	2	1	8.95%
11/05/13	This is a great example of the delici...	158	8	4	3	--	1	5.06%
11/01/13	You can always find creative cocktail...	137	11	6	6	1	--	8.03%
11/01/13	Happy Friday. Here is to a memorable ...	1.0k	109	59	52	4	13	10.56%
10/31/13	Happy Halloween! Join us at the Outle...	214	11	4	2	--	3	5.14%
10/29/13	A perfect autumn day includes _____...	354	7	3	2	2	--	1.98%
10/25/13	Looks like it will be a beautiful wee...	103	8	4	4	1	--	7.77%
10/25/13	The monsters are coming! Many events ...	119	9	6	6	--	2	7.56%
10/23/13	The Colorado Eagles home opener is th...	101	6	5	5	--	--	5.94%
10/23/13	Another great #Halloween event for th...	74	5	3	3	--	--	6.76%
10/22/13	Ghosts and goblins, or superheros and...	98	7	2	1	--	1	7.14%
10/22/13	My favorite thing about #Loveland in ...	372	12	4	3	3	--	3.23%
10/21/13	This fan photo from Shawna Marsh is a...	587	81	40	36	8	8	13.8%
10/19/13	[Photo]	398	42	26	24	3	2	10.55%
10/18/13	The Loveland Art Studio Tour and Sale...	171	16	8	7	--	1	9.36%
10/17/13	Today, Loveland developer McWhinney, ...	292	29	14	14	--	1	9.93%
10/16/13	A peek at some great upcoming opportu...	268	22	4	4	--	2	8.21%
10/14/13	[Photo]	31	5	0	--	--	--	16.13%

TWITTER GENERAL STATS

from October 12, 2013 - November 11, 2013



@VisitLovelandCO
Visit Loveland, Colo

146 total followers
22 connections made in this time period

New Followers	24	
You Followed	6	

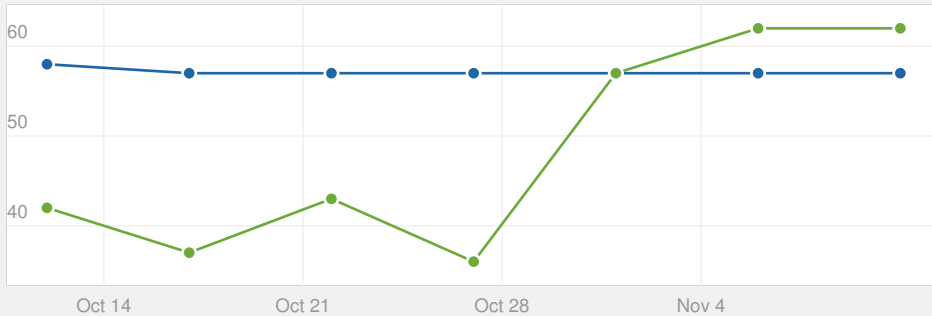
@ Mentions	11	
Messages Sent	6	
Messages Received	11	
Clicks	0	
Retweets	1	

KEY INDICATORS

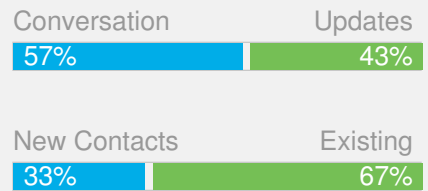
Measure how you're conversing with your audience

MY SOCIAL SCORES

INFLUENCE 62 ENGAGEMENT 57



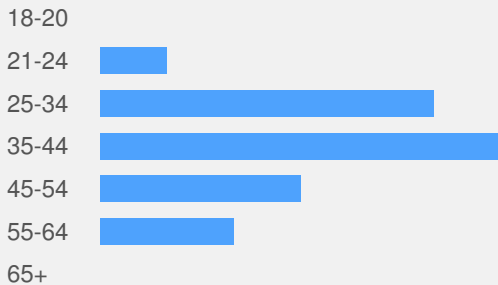
TWEETING BEHAVIOR



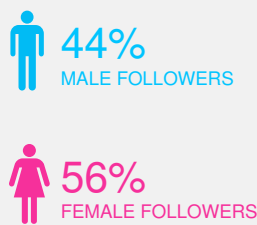
FOLLOWER DEMOGRAPHICS

Learn more about your audience to shape your messaging & campaigns

BY AGE RANGE



BY GENDER

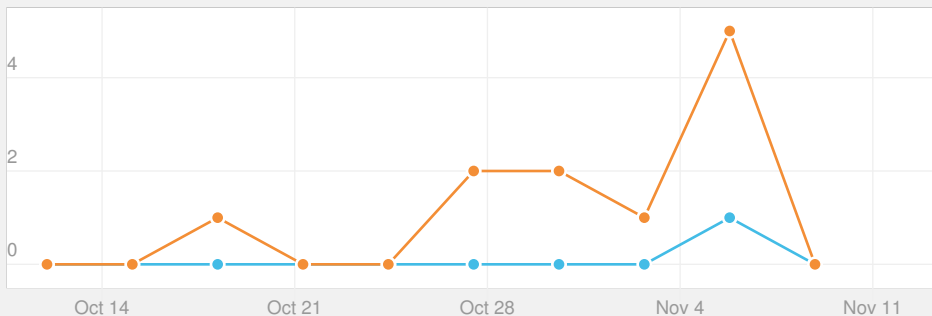


PUBLISHING

Measure performance on your outbound tweets

DAILY INTERACTIONS

@MENTIONS 11 RETWEETS 1



OUTBOUND TWEET CONTENT

