



## Visit Loveland

### November/December 2013 PR & Social Media Report

Presented by Fyn Public Relations

#### Summary

Holiday and Valentine's campaign efforts continued in November. Primary focus was given to the Visitors Center Open House and social media promotion of shopping in Loveland after Thanksgiving weekend as well as the Mile High Holidays campaign.

On the content front, we worked to craft copy for a joint Fort Collins/Loveland international magazine ad, Loveland's **Colorado Life Magazine** Valentine ad, and web/advertorial copy for **National Parks Magazine**.

Social media efforts continue to be positive. Statistics and reports are below. We attended the re-opening celebration of US 34 up to Estes Park and shared pictures and details through Visit Loveland social media, showing our support for Estes Park and encouraging visitors to head up.

The December e-newsletter was drafted in this period, supporting Loveland's fall and Holiday campaigns and will be distributed next week.

#### 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. The open house was included in event calendars through the Denver Post.com, 9News.com, KUNC.com, DailyCamera.com, TimesCall.com Reporter-Herald.com and the Coloradoan.com.

#### Anticipated Upcoming Coverage

- February 2013 issue of **Sunset Magazine**
- Upcoming issue of AAA's **EnCompass Magazine** and **Denver Life Magazine**

#### 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 42 new Facebook fans to the page, giving us 1,191 likes. We have almost reached 2,000 since April, showing ongoing and growing social presence.
  - 89 people are talking about the page and we have 31,393 impressions by 13,629 users, which is steady with last month.
  - 73 percent of our fans are female and our largest age demographics have shifted this month. It is now 55+ followed by 35-44. Last month, these age groups were reversed. Several months ago, 25-34 was the second largest age group.
  - Fans are primarily from Loveland, followed by Fort Collins, Denver and Greeley. This is all based on organic content and growth.
  - 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 17 new Twitter followers this month for a total of 158.
  - We saw 22 mentions, five Retweets and 68 URL clicks, up from last month.
  - 58 percent of our followers are female and our largest age demographic is 35-44.

We will be adding analytics for Google+ in addition to an Instagram account for Visit Loveland in 2014.

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


Fyn PR distributed the November 2013 e-newsletter, focused on holiday events and activities and worked to connect with area attractions, retailers and marketers to design the December 2013 e-newsletter, which will be distributed next week.

The November e-newsletter had an 18.65 percent open rate, which shows steady increase each month since the launch. The e-newsletter now reaches 3,678 subscribers who have signed up on the website and through the Visitors Center.

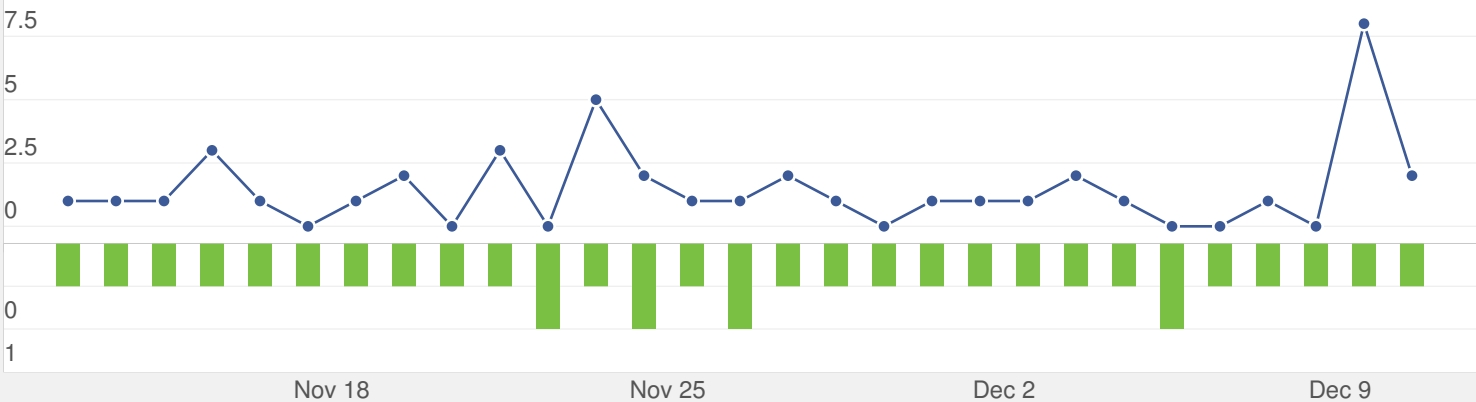
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# FACEBOOK PAGE REPORT

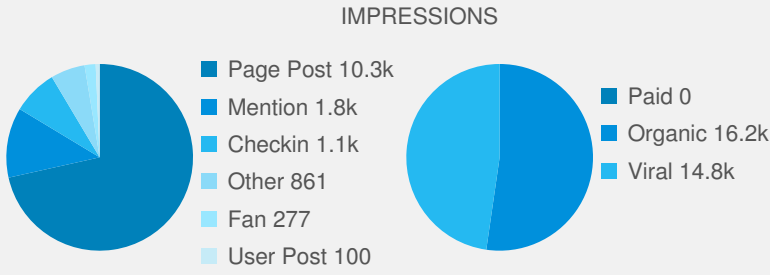
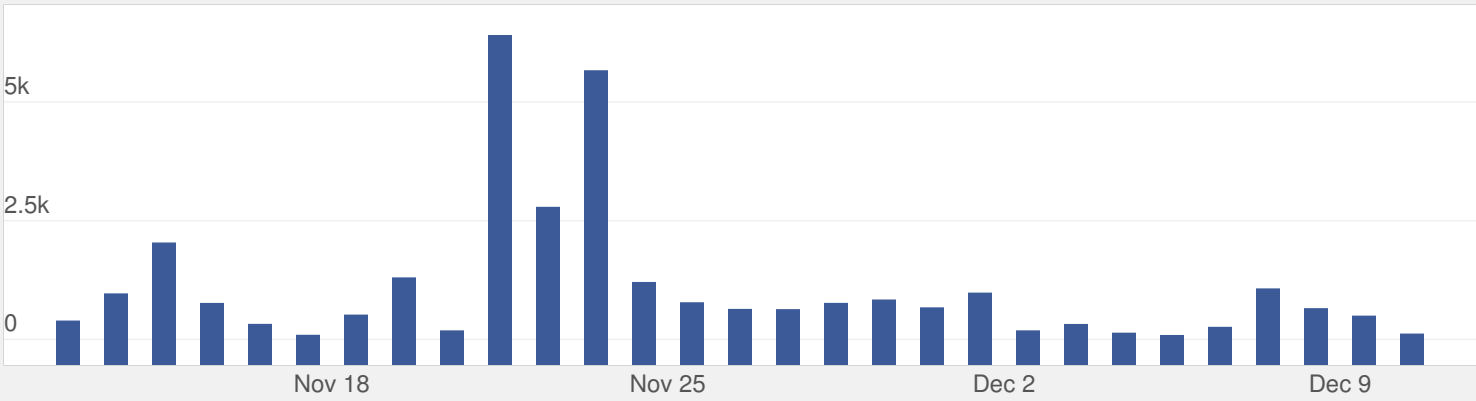
from November 12, 2013 - December 10, 2013

 Visit Loveland Colorado

FAN GROWTH **1.19k** Total Likes, and **44** people talking about this New Fans **42** Unliked your Page 4



PAGE IMPRESSIONS Impressions **31,393** by **13,629** users



	BY DAY OF WEEK	AVG	TOTAL
Sun		737.3	2.9k
Mon		499	2.0k
Tue		558.6	2.8k
Wed		484.5	1.9k
Thu		2.3k	9.3k
Fri		1.2k	4.7k
Sat		1.9k	7.7k

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

AGE & GENDER		TOP COUNTRIES		TOP CITIES	
13-17	45 / 56	United States	11.8k	Loveland, CO	4.5k
18-24	203 / 541	Taiwan	111	Fort Collins, CO	1.3k
25-34	545 / 2.0k	Canada	67	Denver, CO	420
35-44	855 / 2.2k	United Kingdom	26	Greeley, CO	186
45-54	682 / 1.8k	Germany	23	Berthoud, CO	178
55+	927 / 2.3k				

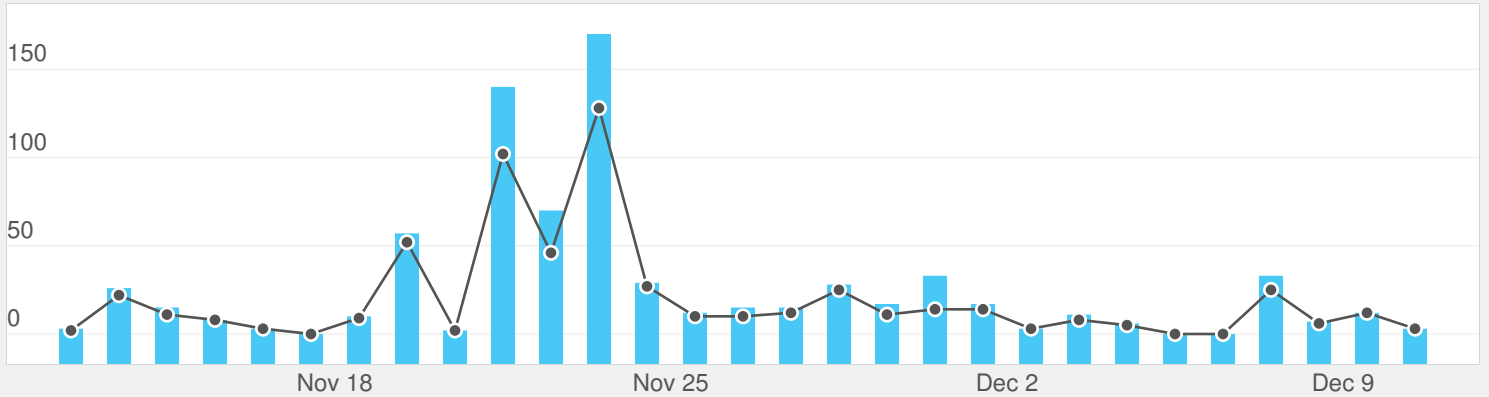


# SHARING

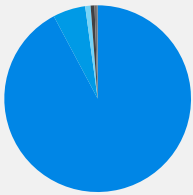
how people are sharing your content

## STORIES

Stories Created **745** by **570** users



### SHARE TYPE



- Page Post 687
- Fan 42
- Other 7
- User Post 5
- Checkin 3
- Mention 1

### BY DAY OF WEEK

Day	Avg	Total
Sun	13.3	53
Mon	9.3	37
Tue	17.8	89
Wed	12.3	49
Thu	45.8	183
Fri	23.8	95
Sat	59.8	239

## SHARER DEMOGRAPHICS

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

### AGE & GENDER

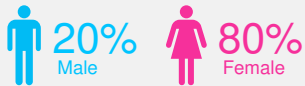
Age Group	Male	Female
13-17	1	1
18-24	2	9
25-34	6	25
35-44	13	39
45-54	14	41
55+	22	58

### TOP COUNTRIES

Country	Count
United States	286
Taiwan	4
Argentina	1
Indonesia	1
United Kingdom	1

### TOP LOCALES

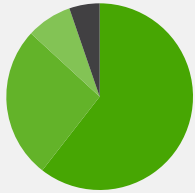
Locale	Count
English (United States)	275
English (United Kingdom)	8
Spanish (umbrella locale)	5
Chinese (Taiwan)	3
English (Pirate)	1



# YOUR CONTENT

a breakdown of the content you post

## BY STORY TYPE



- Photo 23
- Link 10
- Status 3
- Video 2

	AVG	TOTAL
Reach	297.3	11.0k
People Talking About This	13.95	516
Engagement	12.01%	11.65%

## CONTENT BREAKDOWN

A breakdown of how your individual posts performed

DATE	POST	REACH	ENGAGED	TALKING	LIKES	COMMENTS	SHARES	ENGAGEMENT
12/09/13	Mark your calendars - the Loveland Ch...	95	14	7	7	--	1	14.74%
12/08/13	It's #SundayFunday. What's on your sc...	257	1	0	--	--	--	0.39%
12/07/13	Embassy Suites Loveland - Hotel, Spa ...	398	64	22	18	1	5	16.08%
12/07/13	The magic of the holidays, right here...	203	23	6	6	--	--	11.33%
12/07/13	#HolidaysYouLove. Santa's Workshop in...	92	7	3	3	--	--	7.61%
12/04/13	"It's the most wonderful time of the ...	98	9	6	6	--	--	9.18%
12/02/13	Beautiful.	198	18	10	10	--	--	9.09%
12/01/13	It's #SundayFunday in #Loveland and t...	326	6	3	3	--	--	1.84%
11/29/13	Need a recharge? Fuel up during your ...	161	17	7	6	--	1	10.56%
11/28/13	Today, we express our thanks to you f...	418	35	19	16	1	5	8.37%
11/27/13	Interested in some #Loveland snow? a ...	385	47	12	11	1	4	12.21%
11/27/13	The Nutcracker Ballet come to the his...	165	11	5	5	2	--	6.67%
11/27/13	Plan ahead - Glistening snow. A wish ...	190	20	8	8	--	--	10.53%
11/26/13	Visiting #Loveland for the holiday? W...	88	6	2	2	--	--	6.82%
11/26/13	Enjoy some great holiday shopping in ...	88	5	3	3	--	--	5.68%
11/25/13	Plan your holiday shopping. This week...	161	13	6	4	2	--	8.07%
11/23/13	[Photo]	1.4k	167	72	68	7	5	11.96%
11/23/13	Dickens Carolers bring holiday cheer.	967	131	43	41	6	5	13.55%
11/23/13	Fun, food, local #Loveland goodies an...	278	51	8	7	--	1	18.35%
11/23/13	Santa and Mrs. Claus welcome you to #...	44	9	3	3	--	--	20.45%
11/22/13	Loveland-Fort Collins ranks among hap...	273	52	30	28	3	3	19.05%
11/22/13	Want this, or another awesome #Lovela...	127	13	5	5	--	1	10.24%
11/22/13	The first 300 guests to our open hous...	13	7	1	1	--	--	53.85%
11/22/13	[Photo]	98	18	7	6	--	3	18.37%

# TWITTER GENERAL STATS

from November 12, 2013 - December 10, 2013



**@VisitLovelandCO**  
Visit Loveland, Colo

**158** total followers  
**17 connections** made in this time period

New Followers	18	
You Followed	5	

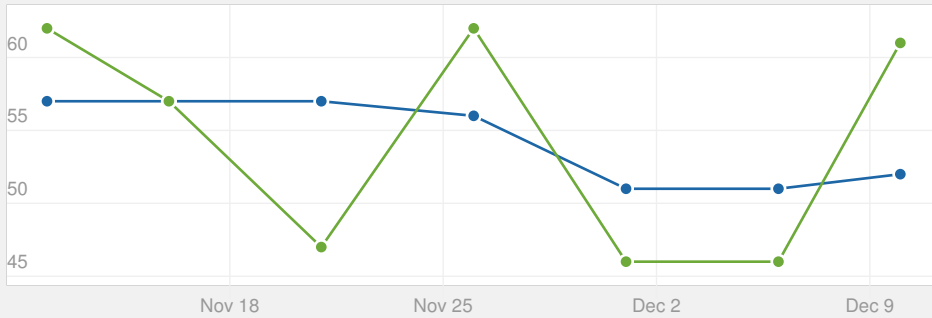
@ Mentions	22	
Messages Sent	22	
Messages Received	22	
Clicks	68	
Retweets	5	

## KEY INDICATORS

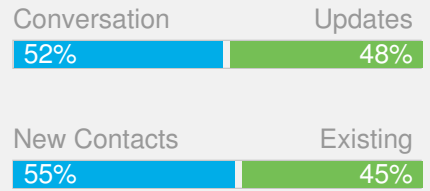
Measure how you're conversing with your audience

### MY SOCIAL SCORES

**INFLUENCE 61** **ENGAGEMENT 52**



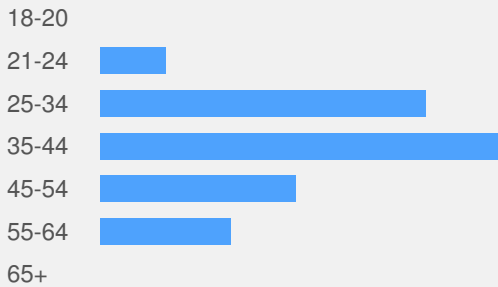
### TWEETING BEHAVIOR



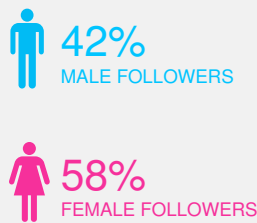
## FOLLOWER DEMOGRAPHICS

Learn more about your audience to shape your messaging & campaigns

### BY AGE RANGE



### BY GENDER

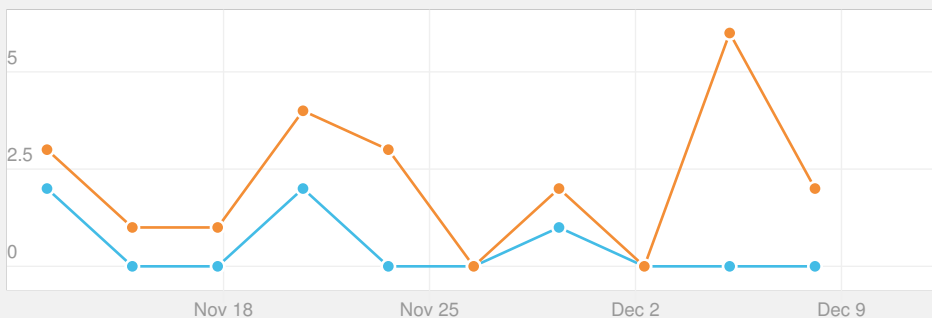


## PUBLISHING

Measure performance on your outbound tweets

### DAILY INTERACTIONS

**@MENTIONS 22** **RETWEETS 5**



### OUTBOUND TWEET CONTENT

