



Visit Loveland

December 2013/January 2014 PR & Social Media Report

Public Relations

Priorities in December 2013/ January 2014 for public and media relations included preparation and coordination of the Snow Sculpture in the Dark event launch and preparation to represent Visit Loveland and upcoming travel packages for Valentine's Day at the Loveland Chamber of Commerce's annual Valentine's Day press conference. The valentine packages are coordinated by My Big Day Events, Heiditown.com and NoCo Short Bus Tours, but the chamber asked Visit Loveland to speak at the press conference about both the Snow Sculpture in the Dark event and the upcoming packages.

The Snow Sculpture in the Dark article ran in **Colorado Life Magazine**. However, despite our best efforts to fact check and provide information, the publication printed old information about the event, including the wrong date and contact. To make up for this, the publication has promised to help support the event through promotions in its e-blasts and social media.

PR and media relations generated more than 1,587,288 impressions and a PR value of more than \$179,324.64 during this time period.

Documented coverage includes:

- Jan/Feb 2014 Colorado Life Magazine, Snow Sculpture in the Dark event article (print)
- 1/6/14, Reporterherald.com, Signature Loveland events will go on without E.L. Events (online and print)
- 1/7/14, Reporterherald.com, Loveland unveils official valentine (online and print)

Valentine's coverage continues to trickle in and will be reported in February 2014.

We are also excited to see the February 2014 issue of **Sunset Magazine**, which will feature information about Valentine's Day and events in Loveland and will profile select Loveland businesses. The February 2014 issue of **Denver Life** also includes Loveland as a romantic getaway destination, profiling the McCreery House and Loveland's overall valentines feel. We are also working to secure Loveland's inclusion through AAA's **EnCompass Magazine** for June/July 2014.

Social Media

Social media continues to grow for Visit Loveland. Hard statistics are in an attached report, but some observations include:

- **Facebook:**
 - We have 53 new Facebook fans to the page, giving us 1,224 likes.
 - 62 people are talking about the page and we have 16,700 impressions by 5,800 users, which is a slight decrease since last month. We anticipate that is due to the holidays.
 - 76 percent of our fans are female and our largest age demographics shifted back to 35-44 followed by 55+.
 - 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 21 new Twitter followers this month for a total of 175.
 - We saw 19 mentions, four Retweets and 6 URL clicks.
 - We had a 47% engagement and 47% influence score with 47% of our Tweets considered 'conversational'; and 53% considered 'updates.'
 - 55 percent of our followers are female and our largest age demographic is 35-44.


E-Newsletter

The December 2013 e-newsletter focused on holiday promotions, New Year's Eve celebrations and other upcoming events including Snow Sculpture in the Dark. The subscriber list continues to grow.

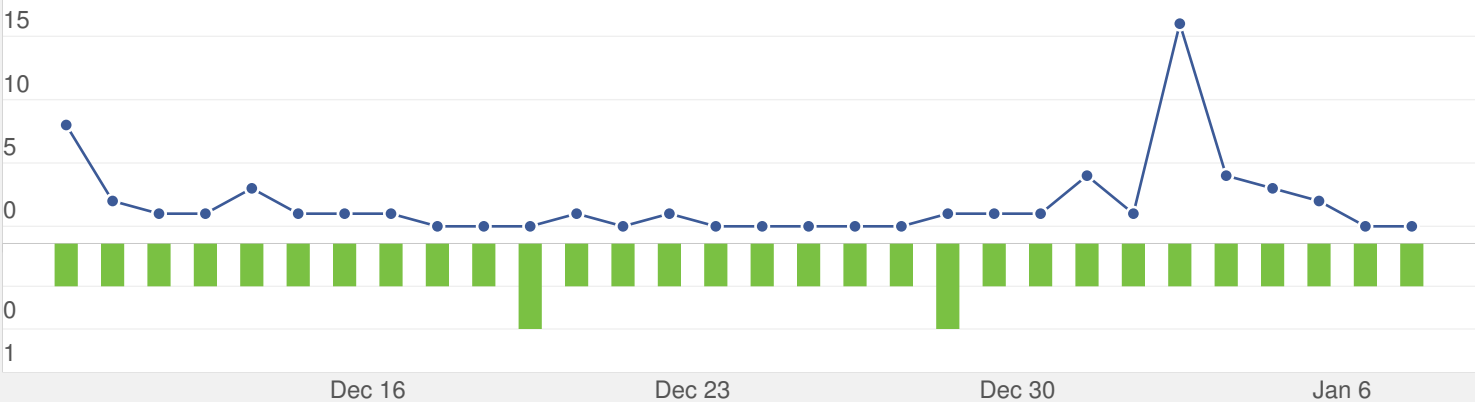
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FACEBOOK PAGE REPORT

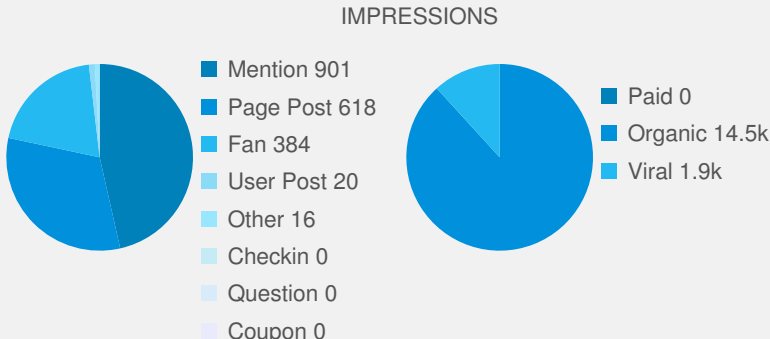
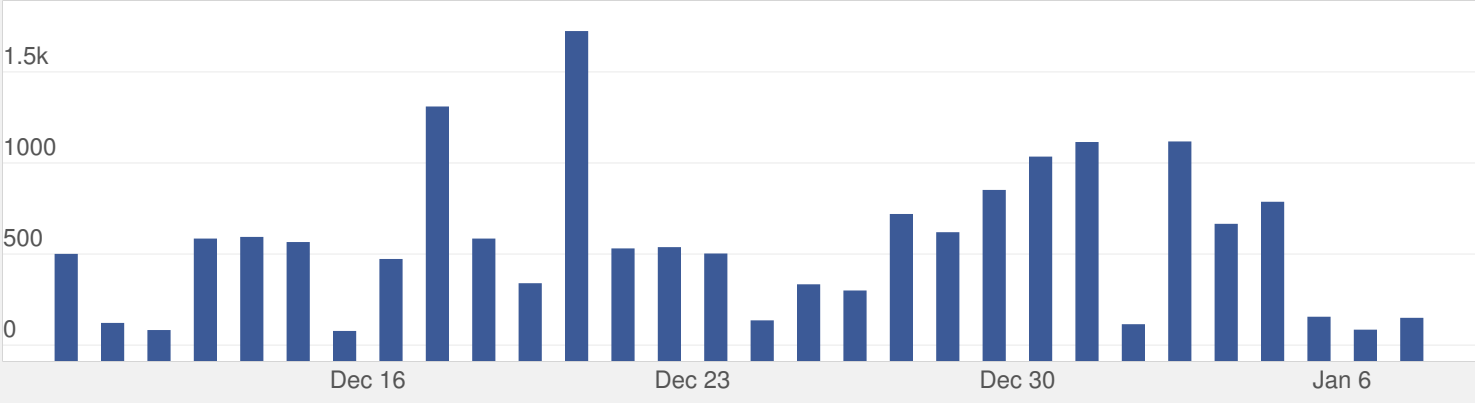
from December 9, 2013 - January 7, 2014

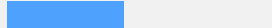
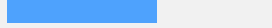
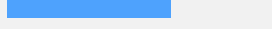
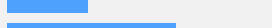

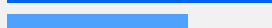
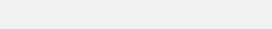
 Visit Loveland Colorado

FAN GROWTH **1.22k** Total Likes, and **62** people talking about this New Fans **53** Unliked your Page 2



PAGE IMPRESSIONS Impressions **16,722** by **5,767** users



	BY DAY OF WEEK	AVG	TOTAL
Sun		406	1.6k
Mon		519.4	2.6k
Tue		566.6	2.8k
Wed		279.3	1.1k
Thu		585.8	2.3k
Fri		926	3.7k
Sat		626	2.5k

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

AGE & GENDER		TOP COUNTRIES		TOP CITIES	
13-17	15 / 31	United States	5.2k	Loveland, CO	2.6k
18-24	84 / 242	Canada	26	Fort Collins, CO	406
25-34	231 / 977	Brazil	12	Denver, CO	185
35-44	340 / 1.1k	Germany	11	Greeley, CO	84
45-54	232 / 749	Netherlands	11	Longmont, CO	72
55+	361 / 930				

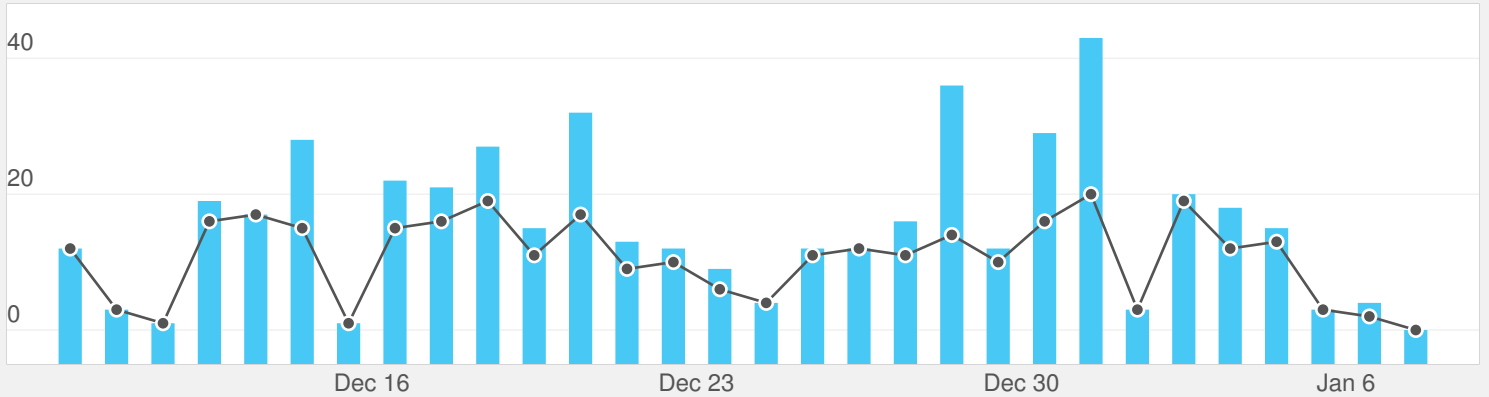


SHARING

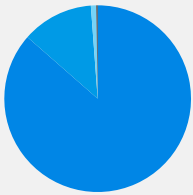
how people are sharing your content

STORIES

Stories Created **459** by **318** users



SHARE TYPE



- Page Post 370
- Fan 53
- User Post 4
- Mention 1

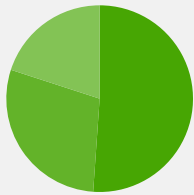
BY DAY OF WEEK

Day	Avg	Total
Sun	7	28
Mon	15.2	76
Tue	14.2	71
Wed	10.8	43
Thu	16.5	66
Fri	20.8	83
Sat	23	92

YOUR CONTENT

a breakdown of the content you post

BY STORY TYPE



- Link 23
- Photo 13
- Status 9

AVG

TOTAL

Reach	150.13	6.76k
People Talking About This	6.18	278
Engagement	10.38%	9.15%

CONTENT BREAKDOWN

A breakdown of how your individual posts performed

DATE	POST	REACH	ENGAGED	TALKING	LIKES	COMMENTS	SHARES	ENGAGEMENT
01/04/14	It's a snowy day in #Loveland. Show u...	296	17	4	3	2	--	5.74%
01/04/14	Rock 'n Skate tonight at The Promenad...	50	--	0	--	--	--	%
01/04/14	Yum.	88	6	3	3	--	--	6.82%
01/04/14	Cheers to the weekend. #Loveland #Col...	109	10	5	5	--	--	9.17%
01/03/14	Ice skating with the Colorado Eagles?...	103	6	3	3	--	--	5.83%
12/31/13	Don't miss out on #NewYearsEve at the...	163	26	12	12	--	--	15.95%
12/31/13	Happy #TriviaTuesday! Do you know who...	338	15	4	2	2	--	4.44%
12/30/13	Check out Backbone Gourmet Grub & Bre...	260	11	4	4	--	--	4.23%
12/30/13	#Familyfun for New Year's Eve.	140	16	6	6	--	--	11.43%
12/30/13	Lots to do for New Year's Eve.	68	8	5	5	--	--	11.76%
12/29/13	Got any #SundayFunday plans in #Lovel...	385	19	2	1	1	--	4.94%
12/28/13	What do you think of this piece, "The...	243	33	16	15	1	1	13.58%
12/27/13	In #Loveland for the night or weekend...	278	5	3	3	--	--	1.8%
12/25/13	Merry #Christmas to all who are celeb...	193	22	12	12	--	--	11.4%
12/23/13	Walk among 82 awe-inspiring African s...	200	9	4	3	2	--	4.5%
12/22/13	It's #SundayFunday! What are you up t...	225	4	2	2	--	--	1.78%
12/21/13	How do you interpret this piece calle...	93	9	1	--	1	--	9.68%
12/20/13	Share if you love #Christmas in #Love...	164	31	13	13	--	--	18.9%
12/20/13	A great last minute gift idea.	67	2	1	1	--	--	2.99%
12/20/13	Sylvan Dale Guest Ranch is always bea...	133	19	8	8	--	--	14.29%
12/20/13	POLL The weekend before #Christmas. ...	300	7	3	2	2	--	2.33%
12/19/13	We are all in favor of a road trip! #...	68	1	1	1	--	--	1.47%
12/17/13	It's #TriviaTuesday! How many breweri...	449	27	10	7	6	1	6.01%
12/14/13	Love Holiday lights? Here is your #Lo...	99	13	6	6	--	1	13.13%

TWITTER GENERAL STATS

from December 9, 2013 - January 7, 2014



@VisitLovelandCO
Visit Loveland, Colo

175 total followers
21 connections made in this time period

New Followers	20	
You Followed	3	

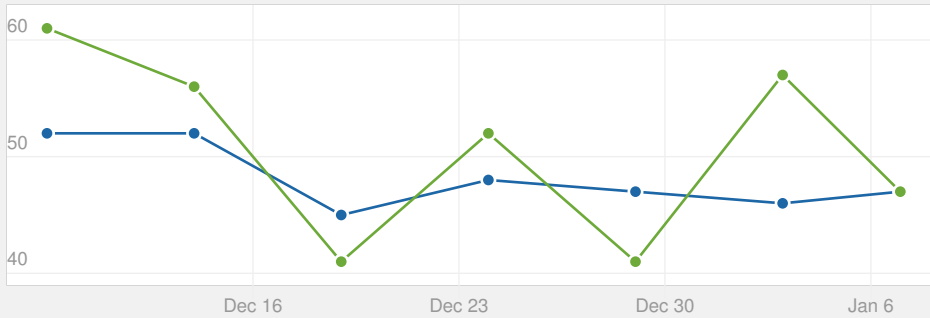
@ Mentions	19	
Messages Sent	34	
Messages Received	19	
Clicks	6	
Retweets	4	

KEY INDICATORS

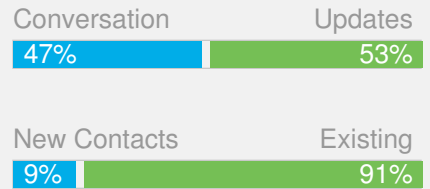
Measure how you're conversing with your audience

MY SOCIAL SCORES

INFLUENCE 47 ENGAGEMENT 47



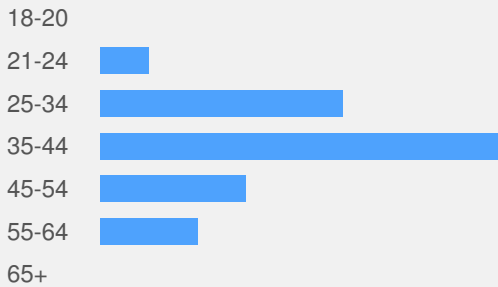
TWEETING BEHAVIOR



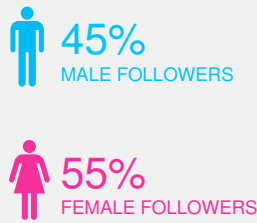
FOLLOWER DEMOGRAPHICS

Learn more about your audience to shape your messaging & campaigns

BY AGE RANGE



BY GENDER

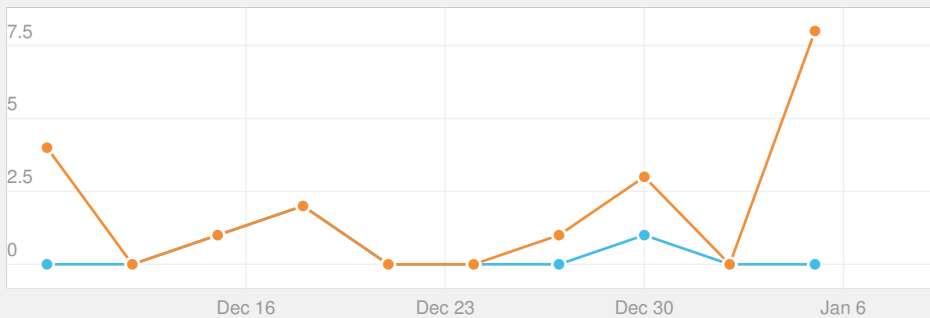


PUBLISHING

Measure performance on your outbound tweets

DAILY INTERACTIONS

@MENTIONS 19 RETWEETS 4



OUTBOUND TWEET CONTENT

