



## Visit Loveland January/February 2014 PR & Social Media Report

### Public Relations

Valentines season and Snow Sculpture in the Dark were the main priorities in January/February 2014. Hard work in 2013 is beginning to pay off as Visit Loveland received some exceptional PR recognition this month.

The biggest news is the travel feature of Loveland in the February 2014 issue of **Sunset Magazine**. This 2-page spread profiled Loveland as 'a brand-new arts district, craft brewery, and café-gallery are putting a once-sleepy Front Range town on the cutting edge.' The piece includes the Loveland Feed & Grain, Next Door Food & Drink, Verboten Brewing, Dancing Pines Distillery, Muse Coffee and Tea, Benson Sculpture Garden and the Loveland Valentine Re-Mailing Program. This piece has 3,650,000 PR impressions and a PR value of \$501,200.

Several other key hits were secured for Visit Loveland, such as inclusion in the story 'Cozy & Close Getaways' in **Denver Life Magazine's** January 2014 issue and on its website. This included Loveland's McCreery House and heart program as a quaint Valentine's Day getaway. The PR value on this piece is \$15,070 and the PR impressions are more than 120,000. Travel blogger **Heiditown.com** also included Loveland in several blog posts promoting Loveland as a Valentine's Day destination, offering up 22,500 PR impressions and \$9595.19 in PR value.

On the Snow Sculpture front, the following PR hits were secured to-date with additional coverage anticipated. 1,641,084 PR impressions were recorded with a PR Value to-date of \$148,789.47. Specifics include:

- Newspaper: Coloradoan, Reporter Herald, The Durango Herald
- Radio: Rocky Mountain Viewpoints, 1310 KFKA Evening Rush, 1310 KFKA AM Colorado, 600 KCOL
- TV: Channel 9 Morning show segment, Channel 2 Morning show segment, Channel 7 10 p.m. broadcast video and mention
- Anticipated Coverage: Wyoming Tribune Eagle newspaper

Loveland's Valentine Program is an exceptional PR opportunity. The Loveland Chamber of Commerce shared their valentine hits with us, as it was additional exposure for Loveland. Notable hits include **Today.com, Hints From Heloise** (syndicated column) that hit in the **Washington Post** and more than 20 other newspapers across the U.S., **Fox 31 News Denver, 9 News Denver, Channel 2 News Denver, CBS4 News Denver, Channel 7 News Denver and KOA Radio Denver**, several TV stations around the U.S. including Cincinnati, California, Oklahoma and Arizona, as well as its own mention in **Sunset Magazine**. More than 31,726,548 PR Impressions and a PR Value of 867,913.40 were secured.

We are also working to secure Loveland's inclusion through AAA's **EnCompass Magazine** for June/July 2014 and are working with several interested reporters for press trips to Loveland for fly-fishing and other experiences.

### Social Media

January/February was an excellent time for Visit Loveland social media. Here is a snapshot:

- **Facebook:**
  - We secured 94 new fans during this time, which is reported in the Facebook page report. Additionally, Visit Loveland Colorado absorbed E.L. Events Facebook page, which helped us add an additional 886 fans, for a total of 2,200. We had 1,220 on the last report.
  - 138 people are talking about the page (up from 68 in the last report) and we have 86,808 impressions by 41,834 users (up from 16,700 impressions by 5,800 users on the last report,), which is a substantial increase from last month. Snow Sculpture and Valentine's Day activities certainly played a part, but the additional exposure through new fans was helpful.
  - 72 percent of our fans are female and our largest age demographics remain at 35-44 followed by 55+.
  - Fans are primarily from Loveland, followed by Fort Collins, Denver, Greeley and Longmont. 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. Loveland scenic pictures and timely shots of events and weather were well received.

- Visit Colorado shared a picture of Visit Loveland's heart program, which was shared 123 times, had 633 likes and 10 comments. This correlated with a major spike in new fans – 37 to be exact. This is a great example of how collaboration and cross-promotion will help us be successful through social media.
- **Twitter:**
  - We have 30 new Twitter followers this month for a total of 197.
  - We saw 23 mentions, six Retweets and 234 URL clicks. Our URL clicks are up significantly this month.
  - We had a 61% engagement and 61% influence score with 62% of our tweets as conversational. This up from last month which had a 47% engagement and 47% influence score with 47% of our Tweets considered 'conversational'.
  - 56 percent of our followers are female and our largest age demographic is 35-44.
- **Instagram:**
  - We launched Instagram on Feb. 1, 2014 and have 97 followers in 12 days.
  - We have had 132 'likes' and three comments on posts.
  - We also took over Visit Colorado's instagram account for Feb. 7 – 13, reaching more than 10,000 people. On average, our posts average 238 likes and 7 comments.
- **Google+:**
  - To save costs, we repurpose content from Facebook and Twitter on Google+. We have 12 in our circle and are working to integrate some additional attention to Google+ moving forward without taking time away from media relations and other channels that are working for us.


### **E-Newsletter**

The January 2014 e-newsletter focused on February activities in Loveland and the February 2014 served as a follow-up with last minute Valentine's Day deals and specials. The subscriber list continues to grow.

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# FACEBOOK PAGE REPORT

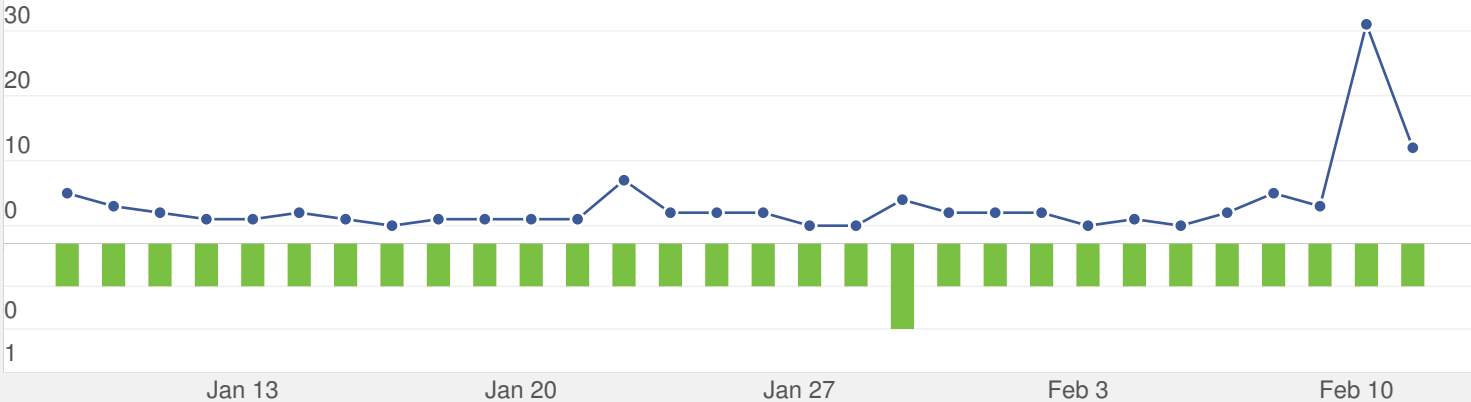
from January 8, 2014 - February 11, 2014

 Visit Loveland Colorado

## FAN GROWTH

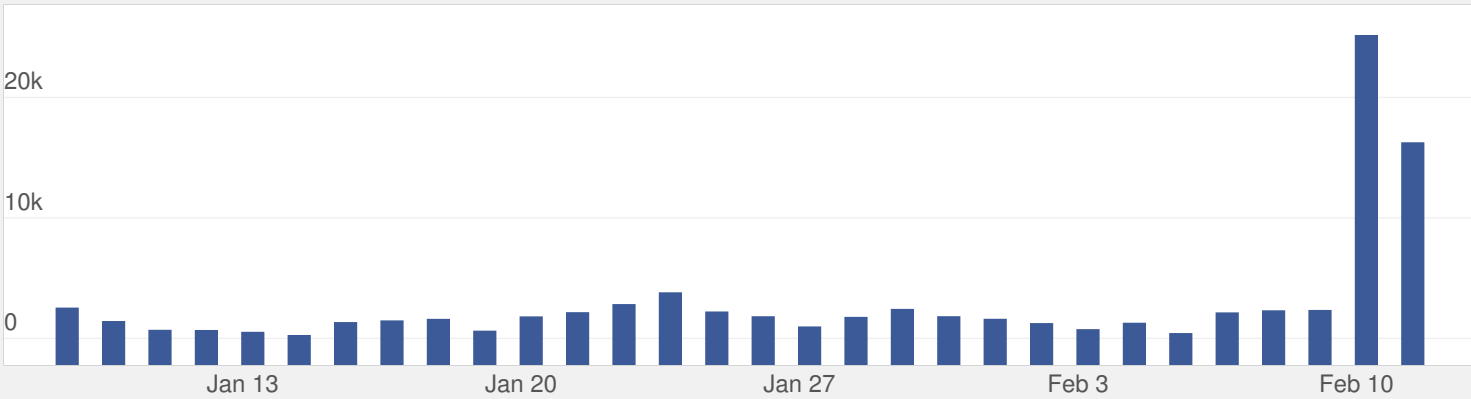
2.2k Total Likes, and 138 people talking about this

New Fans 94 Unliked your Page 1

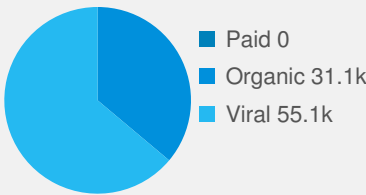
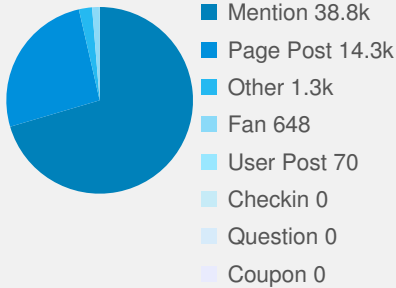


## PAGE IMPRESSIONS

Impressions 86,808 by 41,834 users



### IMPRESSIONS



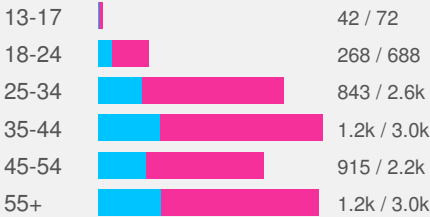
### BY DAY OF WEEK

Day	Avg	Total
Sun	1.2k	5.9k
Mon	6.6k	32.8k
Tue	3.3k	16.3k
Wed	1.6k	8.1k
Thu	1.9k	9.5k
Fri	1.7k	8.5k
Sat	1.1k	5.7k

## IMPRESSION DEMOGRAPHICS

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

### AGE & GENDER



### TOP COUNTRIES

Country	Count
United States	15.7k
Canada	63
United Kingdom	40
Germany	31
Puerto Rico	31

### TOP CITIES

City	Count
Loveland, CO	6.4k
Fort Collins, CO	1.5k
Denver, CO	646
Greeley, CO	237
Longmont, CO	183

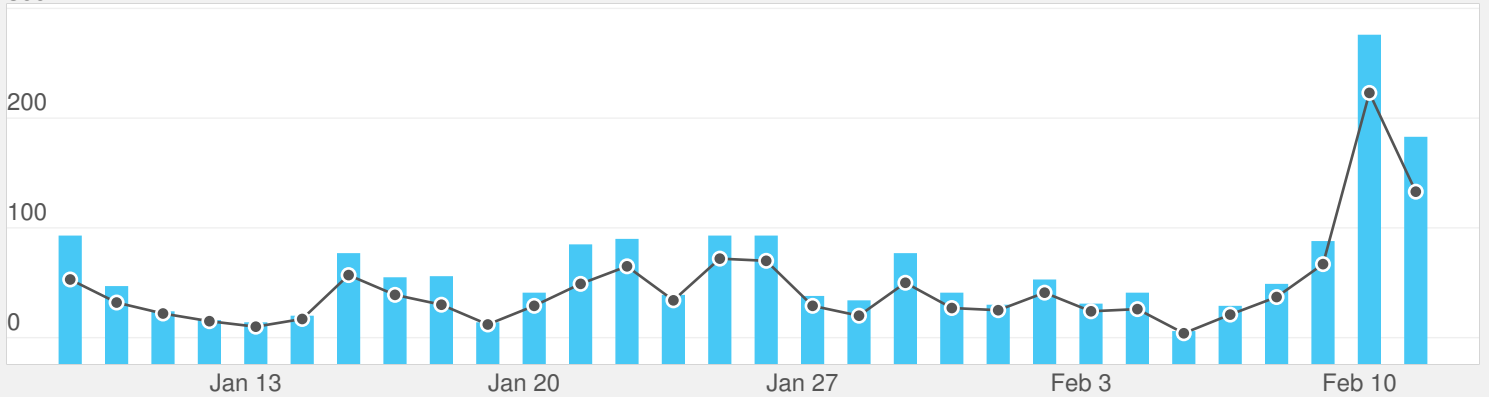


# SHARING

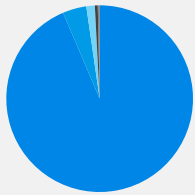
how people are sharing your content

STORIES  
300

Stories Created 1,833 by 1,331 users



## SHARE TYPE



- Page Post 1.1k
- Fan 50
- User Post 18
- Mention 6
- Checkin 2
- Other 2

## BY DAY OF WEEK

Day	Avg	Total
Sun	45	225
Mon	78	390
Tue	59.6	298
Wed	63	315
Thu	33.8	169
Fri	41.6	208
Sat	45.6	228

## SHARER DEMOGRAPHICS

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

### AGE & GENDER

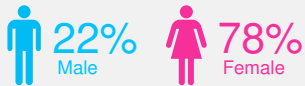
Age Group	Male	Female
13-17	0	3
18-24	0	15
25-34	8	56
35-44	16	58
45-54	24	63
55+	39	136

### TOP COUNTRIES

Country	Count
United States	416
Puerto Rico	2
France	1
Norway	1
Ireland	1

### TOP LOCALES

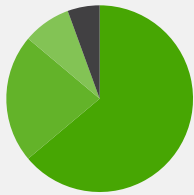
Locale	Count
English (United States)	403
English (United Kingdom)	11
Spanish (umbrella locale)	6
French (France)	1
Norwegian Bokmal (Norway)	1



# YOUR CONTENT

a breakdown of the content you post

## BY STORY TYPE



- Photo 46
- Link 16
- Status 6
- Video 4

	AVG	TOTAL
Reach	285.26	20.54k
People Talking About This	17.17	1.24k
Engagement	74.73%	14.44%

## CONTENT BREAKDOWN

A breakdown of how your individual posts performed

DATE	POST	REACH	ENGAGED	TALKING	LIKES	COMMENTS	SHARES	ENGAGEMENT
02/11/14	For those of you looking to enjoy Lov...	307	32	7	7	--	--	10.42%
02/11/14	Happy #valentines day to #beer lovers...	155	18	10	10	--	--	11.61%
02/11/14	Beautiful, colorful artwork at In The...	187	21	14	14	1	--	11.23%
02/11/14	We <3 Romeo + Juliet and the Rialto T...	118	13	7	7	--	--	11.02%
02/11/14	[Photo]	15	--	0	--	--	--	%
02/11/14	The Feed and Grain looks beautiful to...	1.5k	252	149	142	7	11	16.82%
02/10/14	What a lovely day.	2.7k	320	169	156	--	35	11.99%
02/09/14	The good news for #Loveland's Sylvan...	193	19	10	10	1	--	9.84%
02/09/14	Coming this week and next weekend. #L...	206	25	10	10	--	--	12.14%
02/09/14	We have taken over Visit Colorado's I...	269	4	2	2	--	--	1.49%
02/08/14	#SculptureSaturday in #Loveland #Colo...	481	64	38	37	1	4	13.31%
02/08/14	Join us next week and weekend for the...	154	23	7	7	1	2	14.94%
02/08/14	Time to plan your #romantic weekend g...	97	10	4	4	--	1	10.31%
02/08/14	Are you on Instagram? We are! Join us...	254	27	13	13	--	1	10.63%
02/06/14	A great #valentine contest from our f...	310	16	5	5	--	--	5.16%
02/06/14	That is right! Jeff Dunham is coming ...	678	63	12	6	7	--	9.29%
02/04/14	looking for a last minute romantic ye...	228	23	9	9	--	4	10.09%
02/04/14	It is Valentine's season in the natio...	276	37	14	14	--	2	13.41%
02/02/14	Yesterday, the official #Loveland #va...	622	75	31	29	2	4	12.06%
02/01/14	Get your pre-sale tickets to now to t...	422	19	7	6	1	--	4.5%
02/01/14	Snowy, #beer-filled Friday night at C...	178	14	5	5	1	--	7.87%
01/31/14	Friday flakes in #Loveland #Colorado.	384	33	17	17	--	2	8.59%
01/30/14	Your love potion is in #Loveland #Col...	216	24	10	10	--	--	11.11%
01/30/14	#WeddingsYouLove. Chapungu Sculpture ...	115	3	2	2	--	--	2.61%

# TWITTER GENERAL STATS

from January 8, 2014 - February 11, 2014



**@VisitLovelandCO**  
Visit Loveland, Colo

**197** total followers  
**25 connections** made in this time period

@ Mentions	23	
Messages Sent	30	
Messages Received	25	
Clicks	234	
Retweets	6	

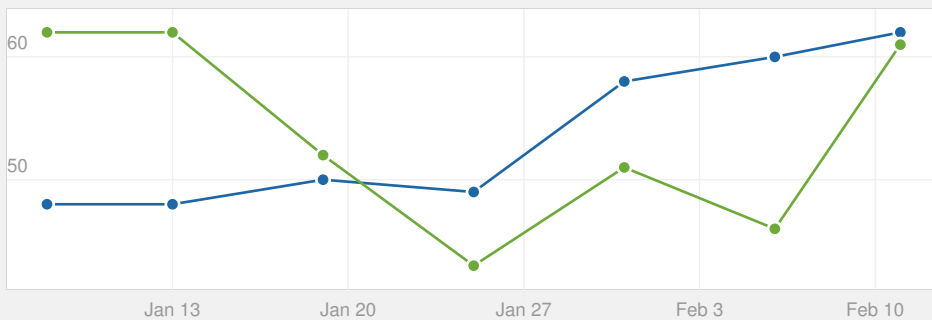
New Followers	30	
You Followed	4	

## KEY INDICATORS

Measure how you're conversing with your audience

### MY SOCIAL SCORES

**INFLUENCE 61** **ENGAGEMENT 62**



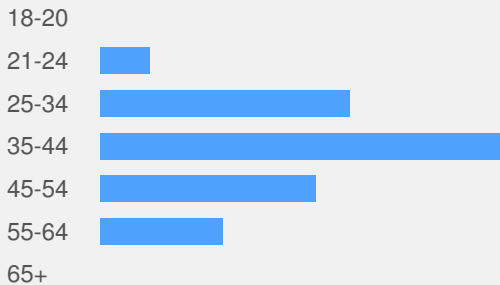
### TWEETING BEHAVIOR



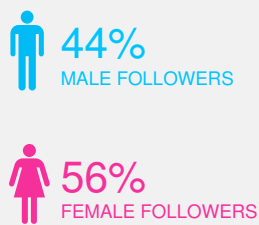
## FOLLOWER DEMOGRAPHICS

Learn more about your audience to shape your messaging & campaigns

### BY AGE RANGE



### BY GENDER

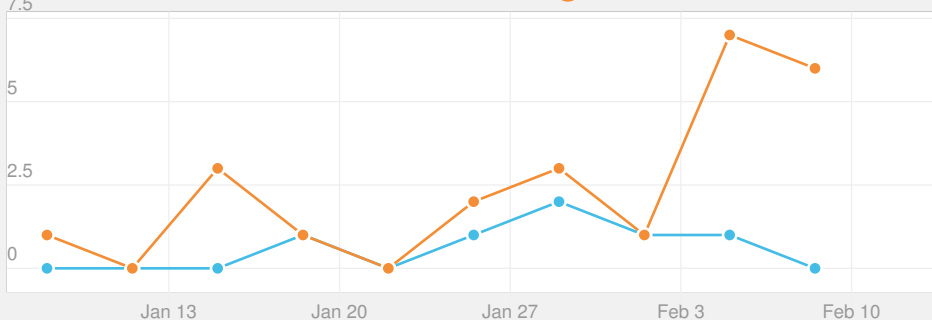


## PUBLISHING

Measure performance on your outbound tweets

### DAILY INTERACTIONS

**@MENTIONS 23** **RETWEETS 6**



### OUTBOUND TWEET CONTENT

- T** 14 Plain Text
- 8 Links to Pages
- 9 Photo Links