



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

### Public Relations

Work continued at the beginning of this period to support Snow Sculpture in the Dark and Valentine's Day in Loveland. In addition to social media posting across channels, we worked to help secure final media opportunities and coverage for the show, including an opportunity to bring **Channel 7 TV News** back up for interviews and footage as we entered into Valentine's Day weekend. Additional Snow Sculpture media coverage was secured in the **Wyoming Tribune Eagle** and several articles ran in the Reporter Herald, for 4,851,444 impressions and a PR value of \$679,278.63.

Most of the work this month went toward creating and updating content for the 2014 Loveland Visitors Guide. In addition, the 2014 Media Kit was compiled in preparation for Go West and POW WOW, including a quarterly spring/summer press release highlighting the next big things happening in Loveland. The release has been distributed and we are working toward spring and summer media FAM trips and opportunities.

Advertorial content was drafted for several important publications such as **United Airlines Hemispheres Magazine** and **Colorado Meetings & Events**.

Work has begun to start promoting the sculpture show weekend in August as we began to meet with those teams.

### Social Media

February/March was an excellent time for Visit Loveland social media. The numbers are to be expected as we transition out of Valentine's Day. Additionally, absorbing E.L. Events page last month greatly impacted our numbers. Here is a snapshot:

- **Facebook:**
  - We secured 67 new fans during this time but lost 7, for a total of 2,251.
  - 75 people are talking about the page (down from 138 in the last report) and we have 53,000 impressions by 20,400 users (down from 86,808 impressions by 41,834 users on the last report.)
  - 74 percent of those interacting with our page are female and our largest age demographic switched back to 55+ with the 35-44 range moving into second place.
  - Those interacting with our page are primarily from Loveland, followed by Fort Collins, Denver, Greeley and Colorado Springs, which replaces Longmont in the fourth spot. 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.
- **Twitter:**
  - We have 31 new Twitter followers this month for a total of 222.
  - We saw 12 mentions, 16 Retweets and 119 URL clicks.
  - We had a 51 percent engagement and 59 percent influence score with 51 percent of our tweets as conversational.
  - 57 percent of our followers are female and our largest age demographic is 35-44.
- **Instagram:**
  - We launched Instagram on Feb. 1, 2014 and have 123 followers.
- **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 February 2014 e-newsletter focused on February activities in Loveland and the March 2014 focused on spring and upcoming activities. The subscriber list continues to grow.

###

# FACEBOOK PAGE REPORT

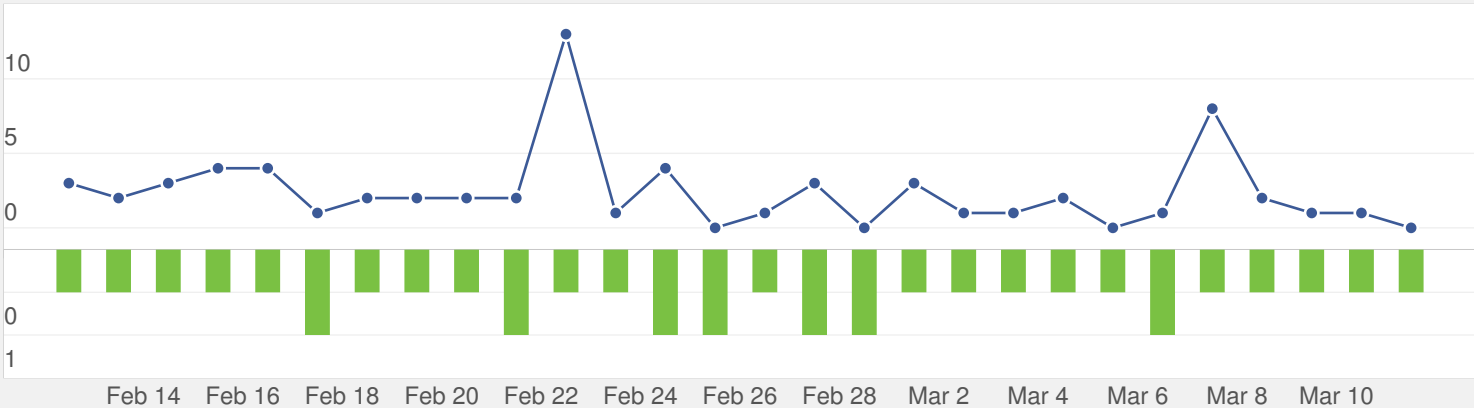
from February 12, 2014 - March 11, 2014

 Visit Loveland Colorado

## FAN GROWTH

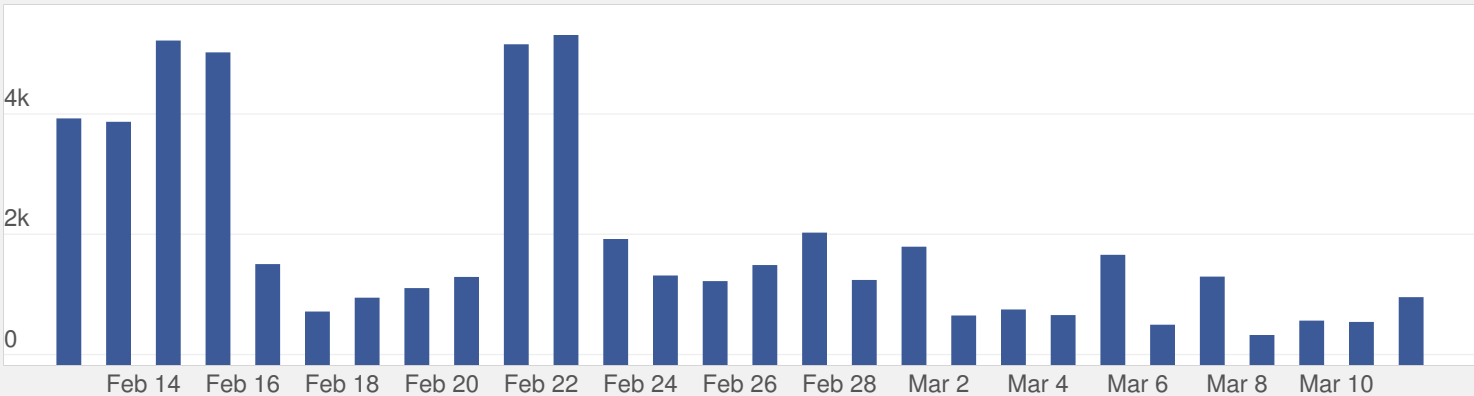
2.25k Total Likes, and 75 people talking about this

New Fans 67 Unliked your Page 7

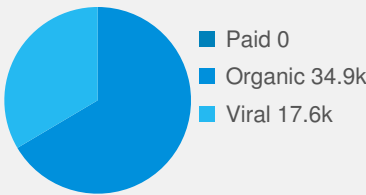
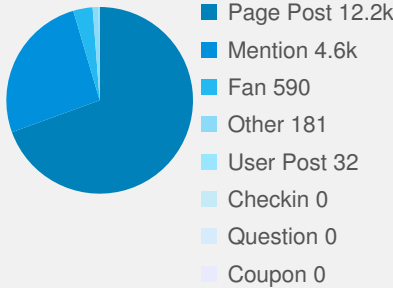


## PAGE IMPRESSIONS

Impressions 52,965 by 20,379 users



### IMPRESSIONS



### BY DAY OF WEEK

AVG TOTAL

Day	Avg	Total
Sun	1.2k	4.6k
Mon	830	3.3k
Tue	944	3.8k
Wed	2.0k	8.2k
Thu	1.9k	7.7k
Fri	3.2k	12.9k
Sat	3.1k	12.5k

## IMPRESSION DEMOGRAPHICS

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

### AGE & GENDER



### TOP COUNTRIES

Country	Count
United States	18.4k
United Kingdom	62
Canada	55
Germany	49
Peru	34

### TOP CITIES

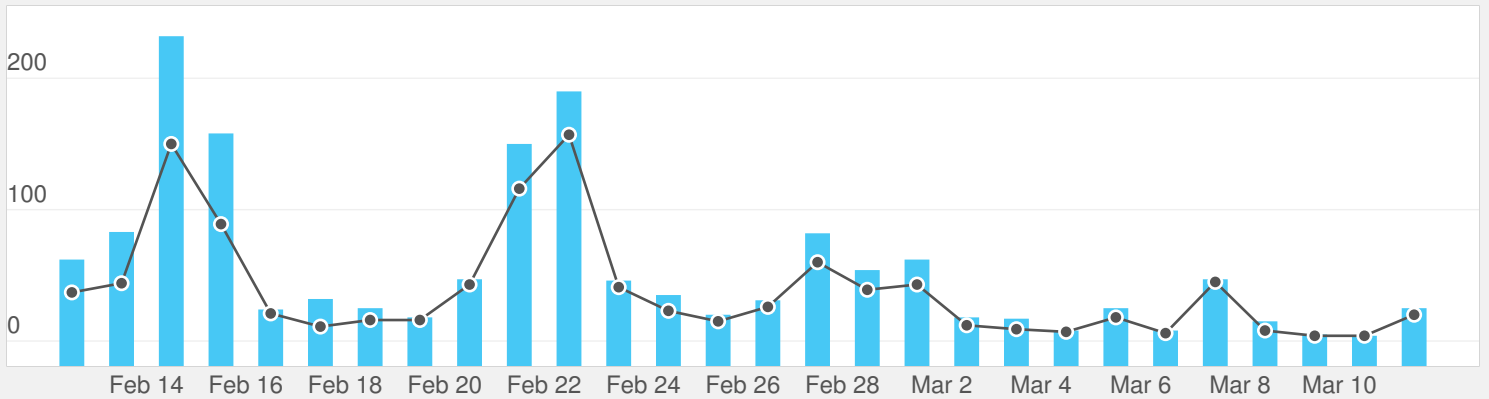
City	Count
Loveland, CO	8.3k
Fort Collins, CO	1.8k
Denver, CO	658
Greeley, CO	265
Colorado Springs, CO	201



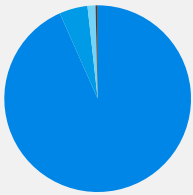
# SHARING how people are sharing your content

## STORIES

Stories Created **1,523** by 1,080 users



### SHARE TYPE



- Page Post 1.3k
- Fan 67
- User Post 19
- Mention 5

### BY DAY OF WEEK

Day	Avg	Total
Sun	23.3	93
Mon	22	88
Tue	19.5	78
Wed	34	136
Thu	55	220
Fri	120.8	483
Sat	106.3	425

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

### AGE & GENDER

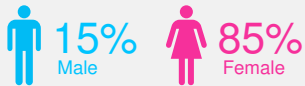
Age Group	Count
13-17	1 / 5
18-24	4 / 14
25-34	4 / 70
35-44	20 / 119
45-54	22 / 114
55+	49 / 265

### TOP COUNTRIES

Country	Count
United States	687
Canada	2
United Kingdom	2
Uruguay	1
Mexico	1

### TOP LOCALES

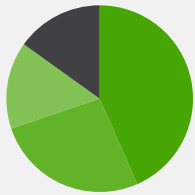
Locale	Count
English (United States)	666
Spanish (umbrella locale)	15
English (United Kingdom)	11
German (Germany)	1



# YOUR CONTENT

a breakdown of the content you post

## BY STORY TYPE



- Photo 23
- Link 14
- Status 8
- Video 8

	AVG	TOTAL
Reach	365.04	18.98k
People Talking About This	18.33	953
Engagement	12.44%	13.55%

## CONTENT BREAKDOWN

A breakdown of how your individual posts performed

DATE	POST	REACH	ENGAGED	TALKING	LIKES	COMMENTS	SHARES	ENGAGEMENT
03/11/14	What was the name of the largest cher...	409	51	26	25	3	5	12.47%
03/10/14	Thinking about a real Western experie...	183	13	4	4	--	--	7.1%
03/09/14	Got any great pictures around Lovelan...	268	10	3	3	1	--	3.73%
03/07/14	Lovely lakes at our fingertips backed...	582	69	39	38	1	2	11.86%
03/06/14	Drinking for a good cause...sounds li...	159	11	1	1	--	--	6.92%
03/05/14	In your opinion, what is the first si...	559	51	17	8	15	--	9.12%
03/05/14	Some great ideas of things to do in L...	250	18	4	4	--	--	7.2%
03/03/14	Sounds like a fantastic opportunity f...	111	8	4	4	--	--	7.21%
03/03/14	Looking forward to it!	120	8	4	4	--	--	6.67%
03/01/14	Bonus #SculptureSaturday post from a ...	362	37	19	18	--	3	10.22%
03/01/14	Chapungu Sculpture Park #Loveland #Co...	356	38	21	21	1	2	10.67%
03/01/14	Did you know #Loveland hosts the larg...	278	32	17	16	--	2	11.51%
02/28/14	PLAN AHEAD: Book your overnight stay ...	181	29	16	16	--	--	16.02%
02/28/14	#FanPhotoFriday image of Downtown Lov...	496	57	30	28	3	2	11.49%
02/27/14	The Dam Store, 1950 #Loveland #Colora...	505	81	38	37	4	4	16.04%
02/27/14	It's Ladies Night at Crow Hop Brewin...	341	16	6	4	--	2	4.69%
02/26/14	It's time to start thinking about "bi...	--	--	--	--	--	--	%
02/26/14	[Photo]	18	1	0	--	--	--	5.56%
02/25/14	Who was #Loveland named after? #Trivi...	352	27	3	2	3	--	7.67%
02/24/14	Proud to achieve the ranking of 3rd H...	323	46	18	14	4	2	14.24%
02/23/14	How are you enjoying this warm Sunday...	233	2	0	--	--	--	0.86%
02/23/14	Today is the last day to skate at the...	158	9	4	4	--	--	5.7%
02/23/14	#Loveland is known as the Gateway to ...	152	21	16	13	4	2	13.82%
02/22/14	One of the 139 permanent sculptures i...	2.0k	227	108	100	4	21	11.15%

# TWITTER GENERAL STATS

from February 10, 2014 - March 11, 2014



**@VisitLovelandCO**  
Visit Loveland, Colo

222 total followers  
35 connections made in this time period

New Followers	32	
You Followed	8	

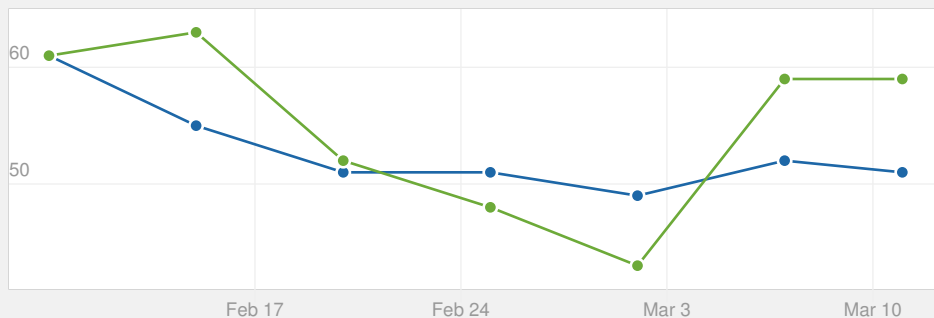
@ Mentions	16	
Messages Sent	63	
Messages Received	16	
Clicks	122	
Retweets	16	

## KEY INDICATORS

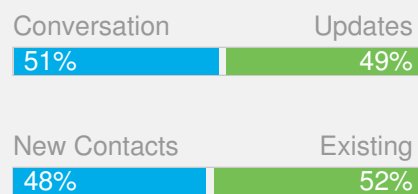
Measure how you're conversing with your audience

### MY SOCIAL SCORES

INFLUENCE 59 ENGAGEMENT 51



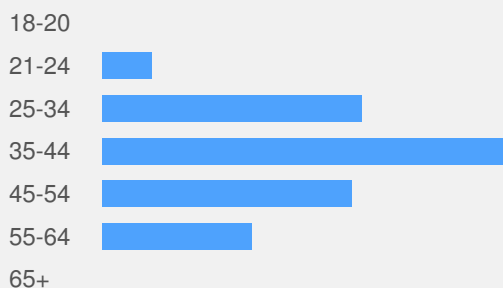
### TWEETING BEHAVIOR



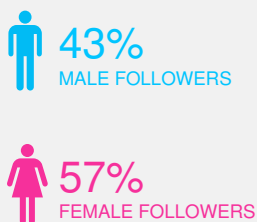
## FOLLOWER DEMOGRAPHICS

Learn more about your audience to shape your messaging & campaigns

### BY AGE RANGE



### BY GENDER

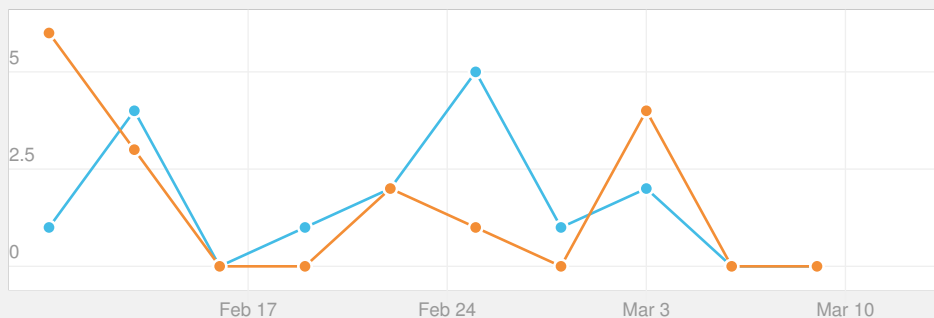


## PUBLISHING

Measure performance on your outbound tweets

### DAILY INTERACTIONS

@MENTIONS 16 RETWEETS 16



### OUTBOUND TWEET CONTENT

