



# Visit Loveland

## April 2014 PR & Social Media Report

### Public Relations

The push for summer travel continued in April as we worked to promote the Visitor's Center Summer Celebration, worked with Sylvan Dale Guest Ranch to help them promote their June re-launch and planned out our May summer priorities. We will be supporting Sylvan Dale through PR efforts in May to draw attention and help promote tourism as they open back up for dude ranch season.

We also worked to write an advertorial on unique event spaces for Colorado Meetings & Events, worked with Verboten Brewing to discuss and support a potential Travel Channel trip to Loveland for craft beer, and continued to prioritize press contacts for potential FAM and press tours for the summer.

Social media efforts continue to grow, as does the e-newsletter subscriber list.

### E-Newsletter

The April 2014 e-newsletter focused on getting outdoors and upcoming events. The subscriber list continues to grow with 10,168 total subscribers at a 16.5 percent open rate and 1.2 percent click-thru rate. According to our newsletter provider, Mail Chimp, the travel/tourism industry average is 16.4 percent open rate and 1.8 percent click-thru rate, so we are above on open rates, yet slightly below click-thru rates.

The top links clicked on are:

- [www.visitlovelandco.org/Pages/RegionalEventsCalendar](http://www.visitlovelandco.org/Pages/RegionalEventsCalendar)
- [www.visitlovelandco.org/Pages/Directory](http://www.visitlovelandco.org/Pages/Directory)
- [www.coloradocherrycompany.com](http://www.coloradocherrycompany.com)
- [www.facebook.com/pages/The-Dam-Store-Loveland-Colorado](http://www.facebook.com/pages/The-Dam-Store-Loveland-Colorado)

Most of the links clicked were in stories higher in the e-newsletter, with the exception being the Regional Events Calendar. We had 60 unsubscribe this month, which is high. We did add several thousand new contacts in this period. As mentioned, here are some recommendations moving forward to ensure e-newsletter success:

- Make sure only contacts who WANT the e-newsletter are added to the list to avoid spam compliance issues and unsubscribes.
- Work to tailor content on [www.visitlovelandco.com](http://www.visitlovelandco.com) to better meet the e-newsletter needs so we are supporting traffic to our own site as the activity and tourism source.
- Work to tailor the content of the e-newsletter to meet the interests of subscribers.
- Shorten the e-newsletter so that subscribers remain interested in all content.

### Social Media

This section is outlined in the attached reports as well as in the activity and awareness sections in the Key Performance Indicator chart below.

### Key Performance Indicators

This section is designed to help summarize activity, awareness, actions and attitudes of our PR and social media efforts. It is important that they align with Visit Loveland's overall goals and this section will help us continue to track that throughout the year.

### Key Performance Indicator Chart

Activity	<i>Public Relations</i>	
		<ul style="list-style-type: none"> <li>• Distributed April 2014 e-newsletter</li> <li>• Updated master media list with new contacts, prioritized for summer FAM, press trips</li> <li>• Promoted the Summer Kick-Off Celebration by posting event on relevant online calendars and distributing to media               <ul style="list-style-type: none"> <li>◦ Media includes: NCBR, Reporter Herald, Coloradoan, 5280, Denver Post, 9News, 7News, Fox31, Greeley Tribune, Loveland Chamber</li> </ul> </li> <li>• Added Summer Kick-Off Celebration to Visit Colorado website calendar</li> <li>• Coordinated live spot with Big Country by writing scripts and ad copy</li> <li>• Toured Art Castings of Colorado to get pictures/visuals for PR opportunities</li> </ul>

		<ul style="list-style-type: none"> <li>• Met with Sylvan Dale Guest Ranch to get information and map our May 2014 Launch PR as Visit Loveland is working to help with media efforts</li> <li>• Reached out to Verboten Brewing to help coordinate possible Travel Channel trip to Loveland</li> <li>•</li> </ul>
	<i>Social Media</i>	<ul style="list-style-type: none"> <li>• Promoted the following through Facebook, Twitter, Google+ and Instagram: <ul style="list-style-type: none"> <li>○ Sculpture Saturday every week promoting public art around Loveland</li> <li>○ Throwback Thursday every week to promotes Loveland’s rich history</li> <li>○ Trivia Tuesday every week to interact with users</li> <li>○ Travel Tuesday to inspire people to want to travel</li> <li>○ Showcasing springtime in Loveland with landscape photos and outdoor activities</li> <li>○ Summer Kick-Off Celebration</li> <li>○ Local events at the Budweiser Events Center and Rialto Theater</li> </ul> </li> <li>• Updated inventory of pictures for social media</li> </ul>
<b>Attention</b>	<i>Public Relations</i>	<ul style="list-style-type: none"> <li>• Big Country radio live remote reached 30,000 listeners weekly</li> <li>• The Reporter Herald article about the Summer Kickoff Celebration reached 255,048 readers online and 19,614 reader with the print edition</li> </ul>
	<i>Social Media</i>	<ul style="list-style-type: none"> <li>• <b>Overall:</b> According to Google Analytics, the website had 46 visits from social media.</li> <li>• <b>Facebook:</b> <ul style="list-style-type: none"> <li>○ We secured 48 new fans during this time but lost 6, for a total of 2,336.</li> <li>○ 180 people are talking about the page (up from 130 in the last report) and we have 37,500 impressions by 14,000</li> <li>○ 71 percent of those interacting with our page are female and our largest age demographic continues to be 55+ with the 35-44 range in a close second.</li> <li>○ Those interacting with our page are primarily from Loveland, followed by Fort Collins, Denver and Greeley. This is all based on organic content and growth.</li> <li>○ Our best performing posts include links and/or visuals. Those are shared more often and achieve more likes and comments.</li> </ul> </li> <li>• <b>Twitter:</b> <ul style="list-style-type: none"> <li>○ We have 22 new Twitter followers this month for a total of 247.</li> <li>○ We saw 11 mentions, 11 Retweets and 32 URL clicks.</li> <li>○ We had a 32 percent engagement and 43 percent influence score with 32 percent of our tweets as conversational.</li> <li>○ 56 percent of our followers are female and our largest age demographic is 35-44.</li> <li>○ We take part in the monthly Tourism Chat, Travel &amp; Leisure Chat and Expedia Chat.</li> </ul> </li> <li>• <b>Instagram:</b> <ul style="list-style-type: none"> <li>○ We have 142 followers.</li> <li>○ Photos of outdoor scenery and downtown are liked more often.</li> <li>○ Posts including local activities, #TriviaTuesday or #ThrowbackThursday/#TBT achieve more comments.</li> </ul> </li> <li>• <b>Google+:</b> <ul style="list-style-type: none"> <li>○ 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.</li> </ul> </li> </ul>
<b>Attitudes</b>		<ul style="list-style-type: none"> <li>• Overall, sentiment about Loveland, Colo. is positive with many ambassadors singing Loveland’s praises. Focus has been on art and culture travel and the summer season.</li> </ul>
<b>Actions</b>		<ul style="list-style-type: none"> <li>• Engaged with following influencer: Book Direct</li> <li>• Influencers following us on social media: Colorado Meetings, Colorado Info, CBS4Lauren, Mommy Musings, Kirk Yuhnke</li> <li>• In future months, we will work to add a tie to lodging increases and website visit increases.</li> </ul>

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# FACEBOOK PAGE REPORT

from April 1, 2014 - April 30, 2014

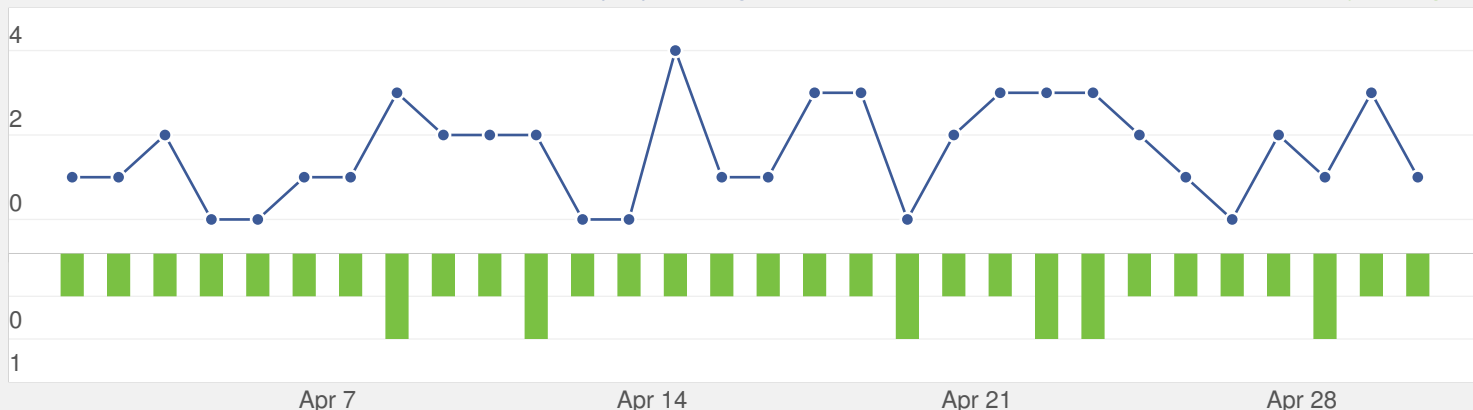


Visit Loveland Colorado

## FAN GROWTH

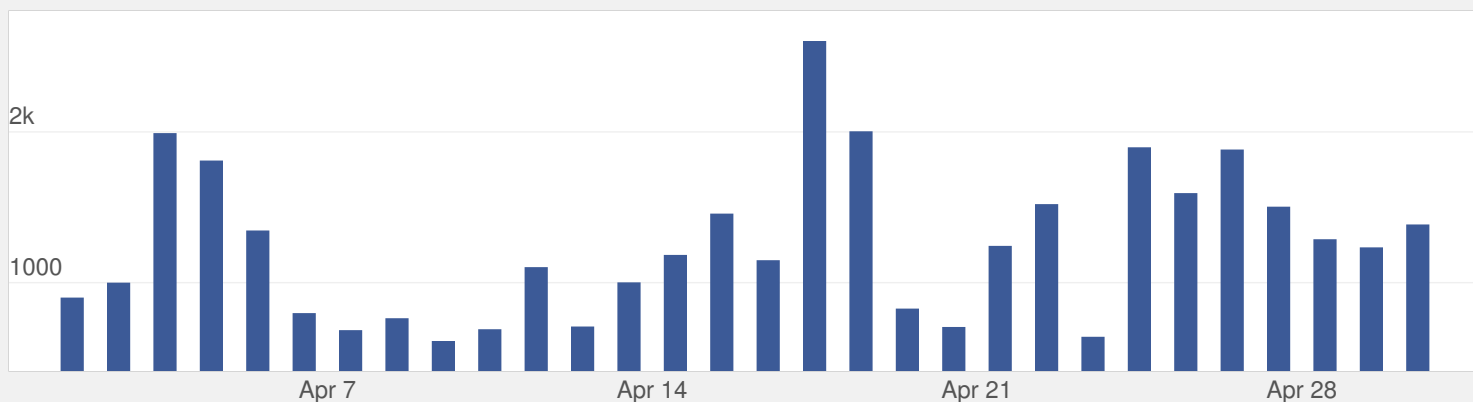
2.34k Total Likes, and 105 people talking about this

New Fans 48 Unliked your Page 6

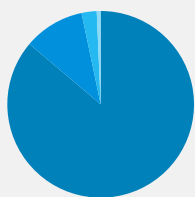


## PAGE IMPRESSIONS

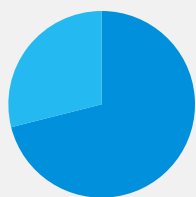
Impressions 37,539 by 14,045 users



### IMPRESSIONS



- Page Post 9.3k
- Mention 1.1k
- Fan 281
- Checkin 72
- Other 1
- Question 0
- User Post 0
- Coupon 0



- Paid 0
- Organic 26.4k
- Viral 10.7k

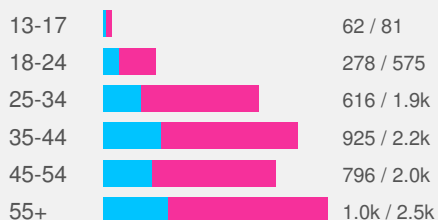
### BY DAY OF WEEK

Day	Avg	Total
Sun	1.0k	4.0k
Mon	1.1k	4.4k
Tue	1.2k	5.9k
Wed	957.8	4.8k
Thu	1.8k	7.2k
Fri	1.6k	6.5k
Sat	1.2k	4.8k

## IMPRESSION DEMOGRAPHICS

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

### AGE & GENDER



### TOP COUNTRIES

Country	Count
United States	12.4k
Netherlands	156
Italy	116
Canada	53
Germany	46

### TOP CITIES

City	Count
Loveland, CO	5.0k
Fort Collins, CO	1.3k
,	634
Denver, CO	450
Greeley, CO	154

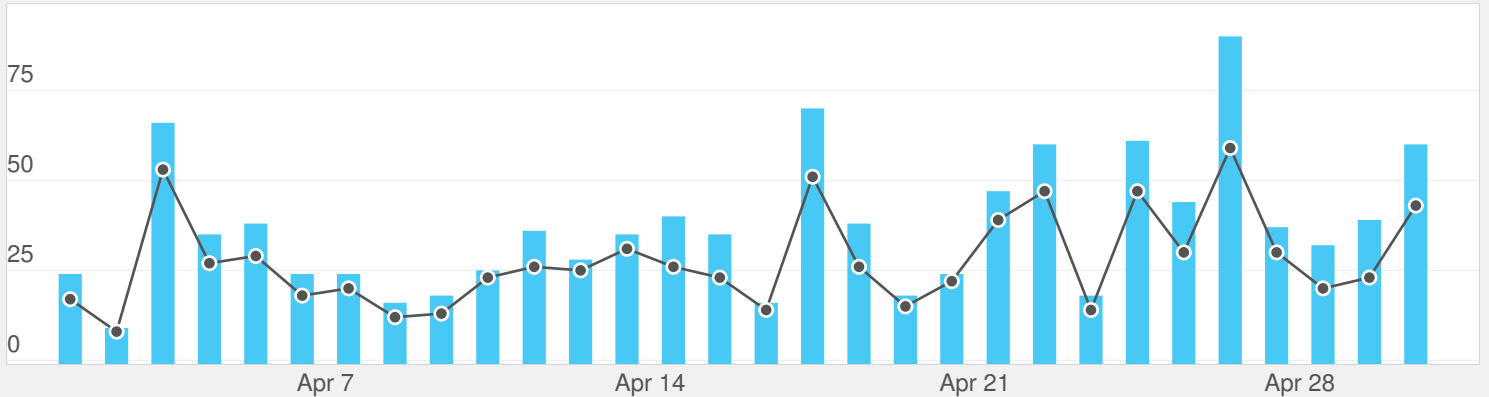


# SHARING

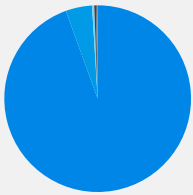
how people are sharing your content

## STORIES

Stories Created 1,107 by 831 users



### SHARE TYPE



- Page Post 973
- Fan 47
- Mention 4
- Other 3
- Checkin 2
- User Post 1

### BY DAY OF WEEK

Day	Avg	Total
Sun	30	120
Mon	35.8	143
Tue	34.8	174
Wed	24.2	121
Thu	55.5	222
Fri	38.3	153
Sat	43.5	174

## SHARER DEMOGRAPHICS

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

### AGE & GENDER

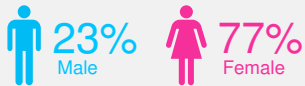
Age Group	Male	Female
13-17	0	0
18-24	2	4
25-34	2	27
35-44	12	57
45-54	35	41
55+	24	125

### TOP COUNTRIES

Country	Count
United States	322
United Kingdom	2
China	1
Norway	1
Turkey	1

### TOP LOCALES

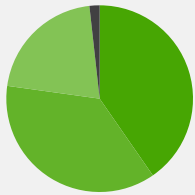
Locale	Count
English (United States)	322
Spanish (umbrella locale)	3
English (United Kingdom)	3
Italian (Italy)	1
Turkish (Turkey)	1



# YOUR CONTENT

a breakdown of the content you post

## BY STORY TYPE



- Link 23
- Photo 21
- Status 12
- Video 1

AVG TOTAL

Reach	262.63	14.71k
People Talking About This	12.84	719
Engagement	10.7%	11.47%

## CONTENT BREAKDOWN

A breakdown of how your individual posts performed

DATE	POST	REACH	ENGAGED	TALKING	LIKES	COMMENTS	SHARES	ENGAGEMENT
04/30/14	Craving breakfast for dinner? Tata's ...	116	12	6	6	--	--	10.34%
04/30/14	Who knows where you can spot a giraff...	394	61	25	22	4	2	15.48%
04/29/14	It's going to be a beautiful weekend ...	923	135	44	39	2	10	14.63%
04/29/14	Travel is vital for the soul. #Travel...	184	28	13	12	2	1	15.22%
04/28/14	Mondays have us day dreaming of warm,...	371	22	9	6	4	--	5.93%
04/27/14	If your Sunday evening calls for a co...	131	15	5	5	--	--	11.45%
04/27/14	Can't decide on brunch plans? Try Bon...	--	--	--	--	--	--	%
04/26/14	Thanks www.HeidiTown.com for featurin...	406	23	9	9	--	1	5.67%
04/26/14	Mother and Child at Chapungu Sculptur...	732	105	55	50	8	8	14.34%
04/25/14	Sing to the tune of something #Lovela...	245	11	4	4	1	--	4.49%
04/25/14	A beautiful shot of Lake Loveland. #F...	282	51	25	23	4	--	18.09%
04/25/14	Join us next weekend to celebrate sum...	135	29	7	6	1	2	21.48%
04/25/14	[Link]	16	2	2	--	--	--	12.5%
04/25/14	Send us your favorite photos of #Love...	311	6	1	1	--	--	1.93%
04/24/14	Sylvan Dale Guest Ranch's riding adve...	122	14	7	7	--	--	11.48%
04/24/14	L.R. Hayward founded Loveland Lumber ...	198	28	13	11	2	2	14.14%
04/23/14	The Budweiser Events Center is hostin...	90	9	5	5	--	1	10%
04/23/14	[Photo]	76	7	0	--	--	--	9.21%
04/23/14	The areas copious lakes, rivers and s...	68	2	1	1	--	--	2.94%
04/22/14	Enjoy one of the last games of the se...	63	1	0	--	--	--	1.59%
04/22/14	Happy Earth Day! #Loveland loves our ...	496	52	29	26	2	6	10.48%
04/21/14	If you are planning a trip to #EstesP...	177	23	11	11	--	--	12.99%
04/20/14	What Sunday activities are you dreami...	163	--	0	--	--	--	%
04/20/14	Happy Easter from your friends at Vis...	358	65	36	32	7	4	18.16%

# TWITTER GENERAL STATS

from April 1, 2014 - April 30, 2014



**@VisitLovelandCO**  
Visit Loveland, Colo

**247** total followers  
**15 connections** made in this time period

New Followers	22	
You Followed	1	

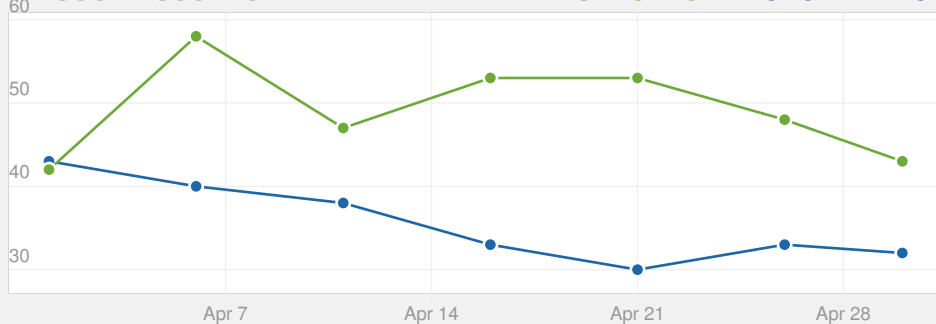
@ Mentions	11	
Messages Sent	47	
Messages Received	11	
Clicks	32	
Retweets	11	

## KEY INDICATORS

Measure how you're conversing with your audience

### MY SOCIAL SCORES

**INFLUENCE 43** **ENGAGEMENT 32**



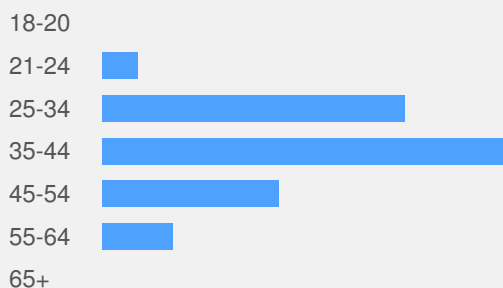
### TWEETING BEHAVIOR



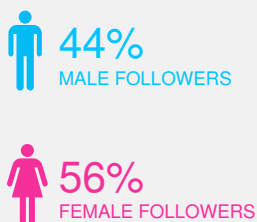
## FOLLOWER DEMOGRAPHICS

Learn more about your audience to shape your messaging & campaigns

### BY AGE RANGE



### BY GENDER

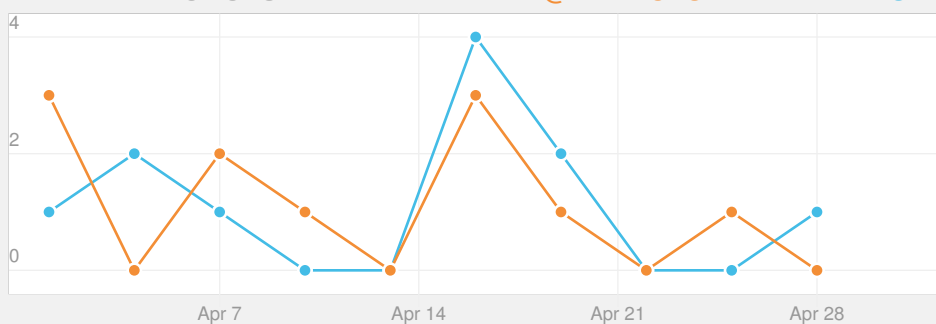


## PUBLISHING

Measure performance on your outbound tweets

### DAILY INTERACTIONS

**@MENTIONS 11** **RETWEETS 11**



### OUTBOUND TWEET CONTENT

