



Visit Loveland

June 2014 PR & Social Media Report

Public Relations

Public relations efforts throughout June focused heavily on media relations for upcoming events such as Fourth of July, Loveland Oktoberfest and planning the upcoming July 16-19 media trip. In addition to drafting the Loveland Oktoberfest press release and continuing follow-up on the Sylvan Dale push from May, content was drafted and pitched to top-tier publication Peter Greenberg Worldwide for an inclusion in its article of top Independence Day celebrations nationwide.

Media relations' efforts from earlier in the year continue to trickle in. This month, Loveland was featured as home of the highest elevation post office that coordinates a Valentine Re-Mailing Program in the May/June 2014 online issue of AAA Encompass Magazine. In addition, an interview with Susan Jessup of Sylvan Dale Guest Ranch was secured through Rocky Mountain Viewpoints, a radio program that covers all of northern Colorado and southern Wyoming.

Free summer activities throughout Loveland were strongly promoted in June as we wrote content for the Visit Loveland newsletter and social media content emphasizing Loveland as a summer destination.

Social media efforts continue to grow with new likes daily, and the e-newsletter subscriber list consistently grows monthly.

On the reporting front, a new media point system based on the Barcelona Principles of measurement has been introduced to help track media hits. Categories such as media tier, visuals, type of coverage, social share, contact information, tone are each given a point value. Then each media hit is put through the formula to receive a score from 6 – 16 with 16 being the highest. You will see this implemented in the KPI grid below.

E-Newsletter

The June 2014 e-newsletter focused on free and inexpensive summer activities in Loveland. The subscriber list continues to grow with 11,153 total subscribers at a 15.6 percent open rate and 1.3 percent click-thru rate. According to our newsletter provider, Mail Chimp, the travel/tourism industry average is 16.3 percent open rate and 1.8 percent click-thru rate, so we are slightly down this month on open rates, yet slightly above on click-thru rates.

The top links clicked on are:

- <http://www.visitlovelandco.org/Pages/RegionalEventsCalendar>
- <http://www.visitlovelandco.org/Pages>
- <http://www.visitlovelandco.org/Pages/Play>
- <http://www.visitlovelandco.org/Pages/Events>
- <http://www.visitlovelandco.org/Pages/Directory>

Most of the links clicked were in stories higher in the e-newsletter, with the exception being the Regional Events Calendar. We had 92 unsubscribe this month, but added almost 1,000 new contacts.

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.

Activity	<i>Public Relations</i>	<ul style="list-style-type: none"> • Distributed June e-newsletter • Wrote and organized July 2014 e-newsletter • Prepped for Oktoberfest pitching and wrote press release • Accompanied Susan Jessup of Sylvan Dale Guest Ranch to Rocky Mountain Viewpoints radio segment and prepped briefing document • Drafted Ad copy for Texas Monthly • Drafted Fourth of July pitch for Peter Greenberg Worldwide
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		<ul style="list-style-type: none"> Continued coordinating Julie Bielenberg's July press trip to Loveland
	<i>Social Media</i>	<ul style="list-style-type: none"> Participated in Twitter Expedia Chats on holiday travel and food & wine Promoted the following through Facebook, Twitter, Google+ and Instagram: <ul style="list-style-type: none"> Sculpture Saturday every week promoting public art around Loveland Throwback Thursday every week to promote Loveland's rich history Trivia Tuesday to interact with users Travel Tuesday to inspire people to want to travel Fan Photo Friday asking for photos for favorite local places to increase interactions Highlighting Independence Day celebrations in Loveland Showcasing summer in Loveland with outdoor activities Promoting free summer concerts Supporting summer festivals
Attention	<i>Public Relations</i>	<ul style="list-style-type: none"> Inclusion in an online article, "Altitude with Attitude" AAA Encompassmag.com reached 6,500 online subscribers (unique monthly visitors are unknown) and scored a 6 out of 16 on the media point system. The article "Cities are Hubs of Satisfaction" ran in the print edition and online edition of Reporter Herald. The print edition reached 19,614 readers and the online edition reached 255,048 readers and scored a 10 out of 16 on the media point system.
	<i>Social Media</i>	<ul style="list-style-type: none"> Overall: According to Google Analytics, the website had 174 visits from social media, which is 100 more than last month. 168 sessions from Facebook, 3 from Twitter and 3 from Pinterest. Facebook: <ul style="list-style-type: none"> We secured 82 new fans during this time but lost 5, for a total of 2,475. 385 people are talking about the page (up from 189 in the last report) and we have 44,700 impressions by 19,000 users. 74 percent of those interacting with our page are female and our largest age demographic being 35-44. Coming in second is 25-34, which is a change from the usual 55+ range, who came in third. Those interacting with our page are primarily from Loveland, followed by Fort Collins, Denver, Berthoud and Greeley. This is all based on organic content and growth. Our best performing posts include visuals and/or links. Those are shared more often and achieve more likes and comments. Twitter: <ul style="list-style-type: none"> We have 32 new Twitter followers this month for a total of 290. We saw 23 mentions, 8 Retweets and 60 URL clicks. We had a 34 percent engagement and 64 percent influence score with 34 percent of our tweets as conversational. 56 percent of our followers are female and our largest age demographic is 35-44. We take part in the monthly #Expediachat and #TourismChat. Instagram: <ul style="list-style-type: none"> We have 172 followers. Photos of outdoor scenery and downtown are liked more often. Posts including local activities, #TravelTuesday or #ThrowbackThursday/#TBT achieve more comments. Google+: <ul style="list-style-type: none"> To save costs, we repurpose content from Facebook and Twitter on Google+. We have 41 followers 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.
Attitudes		<ul style="list-style-type: none"> 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.
Actions		<ul style="list-style-type: none"> Engaged with following influencer: I Love Loveland, ThunderMtnHD, Kurk Yuhnke, AAA Encompass, Colorado Public Radio Influencers following us on social media: DayTripper17, BentForkGrill, BayouBobsDenver, Shelleyayv, SurfnSunshine, LovelandAleworks, Dwellable, familiesgo, missjessrose, dayoutandstay, NMBizCoalition, Kidventurous, lovelandstudios, speechit, Deetslist In future months, we will work to add a tie to lodging increases and website visit increases.

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FACEBOOK PAGE REPORT

from June 1, 2014 - June 30, 2014

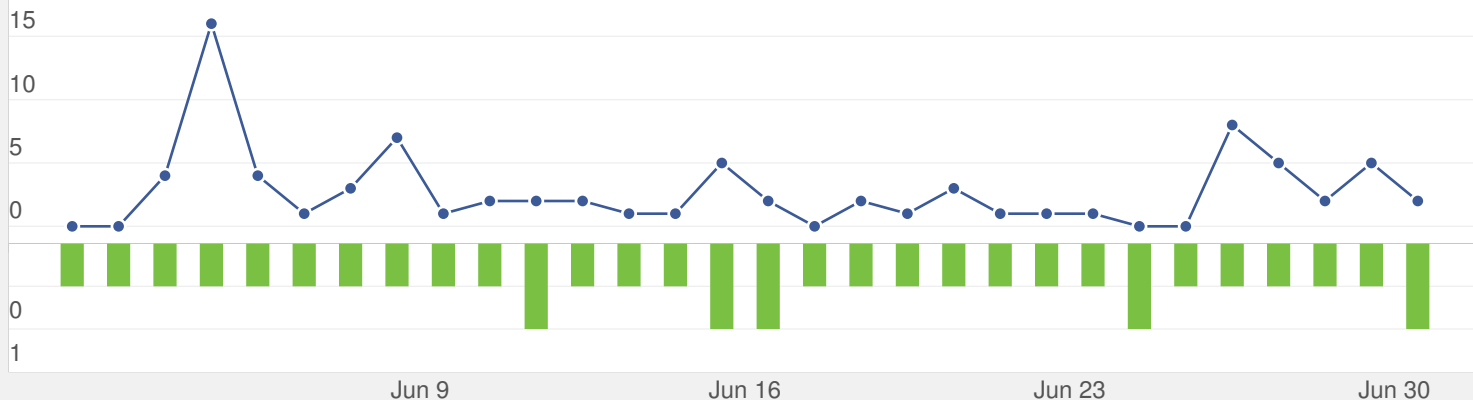


Visit Loveland Colorado

FAN GROWTH

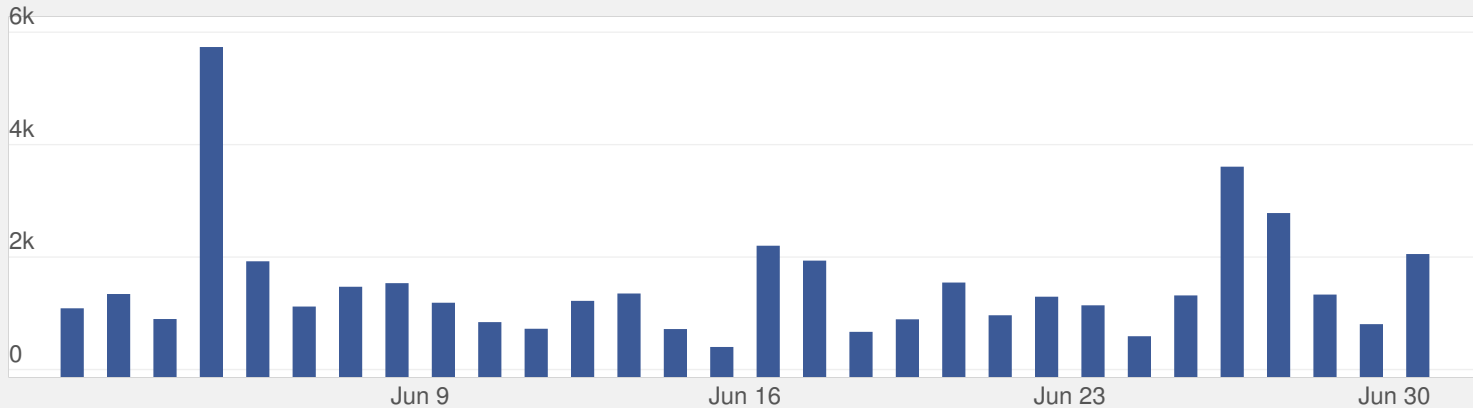
2.48k Total Likes, and 411 people talking about this

New Fans 82 Unliked your Page 5

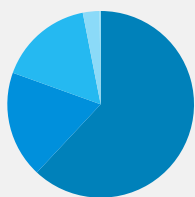


PAGE IMPRESSIONS

Impressions 44,715 by 19,018 users



IMPRESSIONS



- Page Post 13.9k
- Mention 4.2k
- Checkin 3.7k
- Fan 652
- User Post 41
- Question 0
- Coupon 0
- Other 0



- Paid 0
- Organic 21.9k
- Viral 22.5k

BY DAY OF WEEK

Day	AVG	TOTAL
Sun	1.0k	5.1k
Mon	1.6k	7.9k
Tue	1.1k	4.3k
Wed	2.1k	8.4k
Thu	1.9k	7.6k
Fri	1.7k	6.8k
Sat	1.1k	4.5k

IMPRESSION DEMOGRAPHICS

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

AGE & GENDER

Age Group	Male	Female
13-17	55 / 129	
18-24	507 / 1.3k	
25-34	947 / 3.5k	
35-44	1.3k / 3.4k	
45-54	1,000 / 2.5k	
55+	1.1k / 3.0k	

TOP COUNTRIES

United States	18.4k
United Kingdom	62
Canada	57
Australia	42
Japan	41

TOP CITIES

Loveland, CO	8.4k
Fort Collins, CO	1.4k
Denver, CO	622
Berthoud, CO	221
Greeley, CO	202

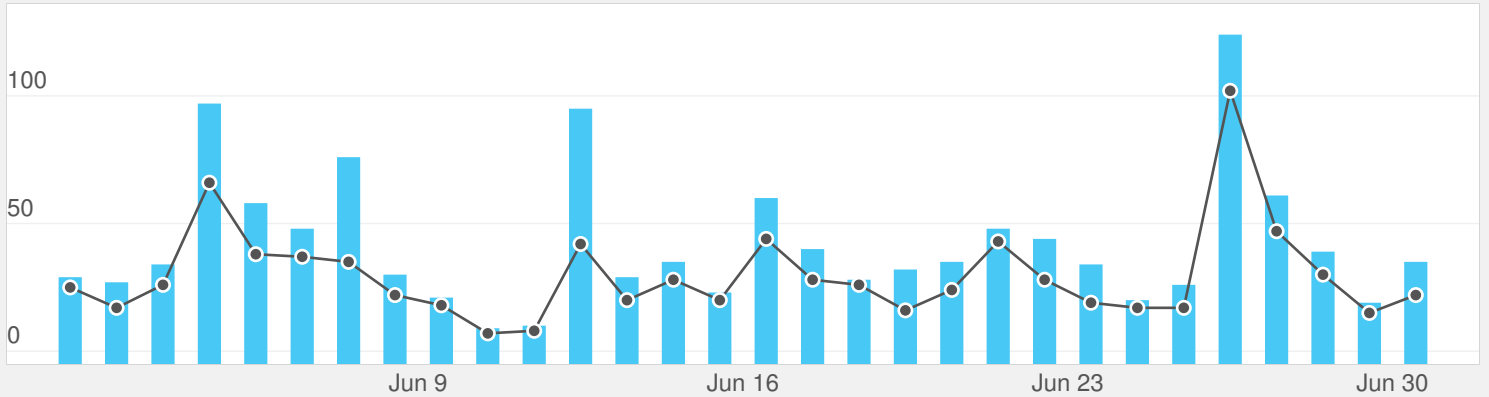


SHARING

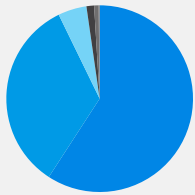
how people are sharing your content

STORIES

Stories Created 1,266 by 887 users



SHARE TYPE



- Page Post 991
- Checkin 563
- Fan 83
- Other 22
- User Post 13
- Mention 3

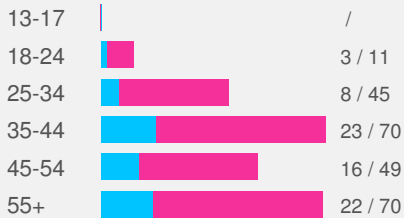
BY DAY OF WEEK

Day	Avg	Total
Sun	29	145
Mon	35.4	177
Tue	25.8	103
Wed	40.3	161
Thu	77.3	309
Fri	43.3	173
Sat	49.5	198

SHARER DEMOGRAPHICS

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

AGE & GENDER



TOP COUNTRIES

Country	Count
United States	315
Puerto Rico	1
Germany	1
Spain	1
Peru	1

TOP LOCALES

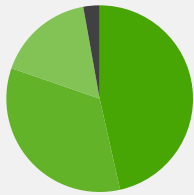
Locale	Count
English (United States)	309
English (United Kingdom)	5
Spanish (Spain)	2
Spanish (umbrella locale)	2
German (Germany)	1



YOUR CONTENT

a breakdown of the content you post

BY STORY TYPE



- Link 33
- Photo 24
- Status 12
- Video 2

AVG TOTAL

Reach	190.83	13.36k
People Talking About This	9.06	634
Engagement	24.25%	10.06%

CONTENT BREAKDOWN

A breakdown of how your individual posts performed

DATE	POST	REACH	ENGAGED	TALKING	LIKES	COMMENTS	SHARES	ENGAGEMENT
06/30/14	Bring your kids tomorrow!	78	5	1	1	--	--	6.41%
06/30/14	Have you played SNAG yet? The Mini-Go...	120	8	3	3	1	1	6.67%
06/30/14	[Photo]	99	5	0	--	--	--	5.05%
06/30/14	Verboten Brewing, home to the world's...	563	47	12	11	1	1	8.35%
06/29/14	#Loveland is excited to welcome Vinta...	52	8	4	3	--	1	15.38%
06/29/14	PLAN AHEAD! Any reason to celebrate b...	30	7	4	4	1	--	23.33%
06/28/14	Sounds of Centerra concert series ret...	23	5	3	3	--	1	21.74%
06/28/14	"Hooked" by brothers Mark and George ...	62	36	25	23	--	2	58.06%
06/27/14	One week till 4th of July! The July 4...	38	10	7	7	--	2	26.32%
06/27/14	Great Foote Lagoon Concert last night...	106	13	3	3	--	--	12.26%
06/27/14	Plan ahead...	178	16	3	2	2	--	8.99%
06/27/14	Happy #FanPhotoFriday! Today we want ...	221	3	1	1	--	--	1.36%
06/26/14	#ThrowbackThursday A group of men sit...	83	117	113	98	12	15	140.96%
06/26/14	Beautiful place to spend the afternoon.	68	6	4	4	--	--	8.82%
06/26/14	Looking forward to it!	81	6	3	3	--	--	7.41%
06/26/14	These concerts are so much fun, can't...	139	12	2	2	--	--	8.63%
06/25/14	Visit Colorado is giving away a Color...	64	2	2	2	--	--	3.13%
06/25/14	Our neighbor Estes Park, CO is certai...	134	9	6	6	--	--	6.72%
06/25/14	Our neighbor Estes Park, CO is certai...	--	--	--	--	--	--	%
06/24/14	June is Colorado Bike Month! Explore ...	63	10	0	--	--	--	15.87%
06/24/14	To those coming to #Loveland for 4th ...	75	6	1	1	--	--	8%
06/23/14	Enjoy this beautiful #Loveland sunset...	112	22	10	10	--	--	19.64%
06/23/14	Loveland is the perfect base camp for...	618	34	19	17	2	5	5.5%
06/23/14	The Travel Channel is coming to #Love...	62	11	3	2	1	--	17.74%

TWITTER GENERAL STATS

from June 1, 2014 - June 30, 2014



@VisitLovelandCO
Visit Loveland, Colo

290 total followers
34 connections made in this time period

New Followers	32	
You Followed	10	

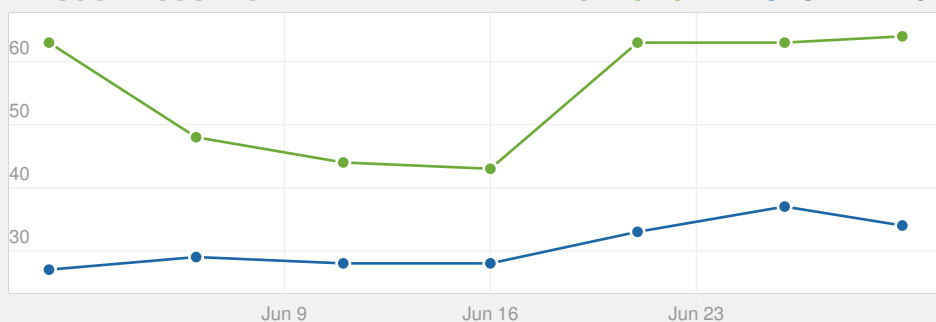
@ Mentions	23	
Messages Sent	65	
Messages Received	23	
Clicks	60	
Retweets	8	

KEY INDICATORS

Measure how you're conversing with your audience

MY SOCIAL SCORES

INFLUENCE 64 ENGAGEMENT 34



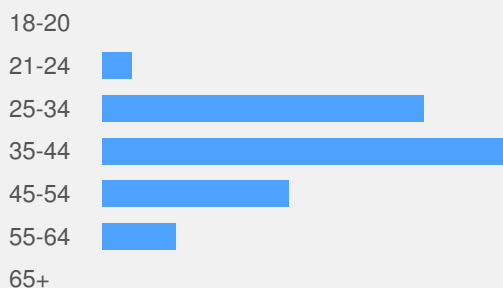
TWEETING BEHAVIOR



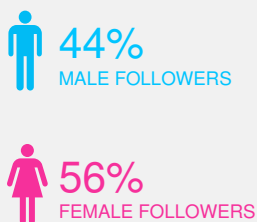
FOLLOWER DEMOGRAPHICS

Learn more about your audience to shape your messaging & campaigns

BY AGE RANGE



BY GENDER

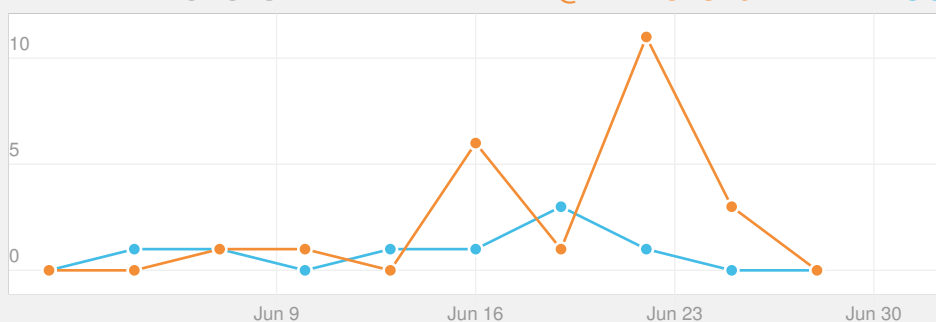


PUBLISHING

Measure performance on your outbound tweets

DAILY INTERACTIONS

@MENTIONS 23 RETWEETS 8



OUTBOUND TWEET CONTENT

