



## Visit Loveland

### August 2014 PR & Social Media Report

#### Public Relations

August public relations efforts focused heavily on media coordination, the Rocky Mountain National Park press release, Oktoberfest promotion, press trip coordination, awards and 2015 planning. Details and successes are noted in the Key Performance Indicator chart below.

#### E-Newsletter

The August 2014 e-newsletter focused on fall vacation ideas and last minute summer fun. The subscriber list continues to grow with 13,235 total subscribers at a 12.1 percent open rate and .7 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. This number is lower than usual.

The top links clicked on are:

- <http://www.larimer.org/naturalresources>
- [http://www.visitlovelandco.org/upload/PDFs/COL\\_RMNP\\_Fall\\_Vacation\\_press\\_release](http://www.visitlovelandco.org/upload/PDFs/COL_RMNP_Fall_Vacation_press_release)
- <http://thunderintherockies.com>
- <http://www.visitlovelandco.org/Pages/RegionalEventsCalendar>
- <http://lovelandsculptureinvitational.org>

Most of the links clicked were in stories higher in the e-newsletter, with the exception being the Regional Events Calendar. We had 108 unsubscribe this month, but added almost 2,000 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.

#### Key Performance Indicator Chart

Activity	<i>Public Relations</i>	
	<i>Social Media</i>	<ul style="list-style-type: none"> <li>• Participated in Twitter Expedia Chats on cool summer travel and food/beer travel</li> <li>• Participated in the Visit Colorado Instagram takeover</li> <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 promote Loveland’s rich history</li> <li>○ Trivia Tuesday to interact with users</li> <li>○ Travel Tuesday to inspire people to want to travel</li> </ul> </li> </ul>

		<ul style="list-style-type: none"> <li>○ Fan Photo Friday asking for photos for favorite local places to increase interactions</li> <li>○ Fill in the Blank posts to increase interactions</li> <li>○ Showcasing summer in Loveland with outdoor activities and upcoming fall events</li> <li>○ Local events at the Budweiser Events Center</li> </ul>
<b>Attention</b>	<i>Public Relations</i>	<ul style="list-style-type: none"> <li>• Secured interest in a write-up about Loveland Embassy Suites for Forbes.com from freelance writer Larry Olmsted (freelancer with Forbes.com, USA Today and more)</li> <li>• Secured upcoming coverage with 9 News, Fox 31 News, Greeley Tribune and Colorado Parent and secure coverage with the Coloradoan for Loveland Oktoberfest</li> </ul>
	<i>Social Media</i>	<ul style="list-style-type: none"> <li>• <b>Overall:</b> According to Google Analytics, the website had 63 visits from social media. 50 sessions from Facebook, 11 from Twitter, 1 from Google+ and and 1 from Pinterest.</li> <li>• <b>Facebook:</b> <ul style="list-style-type: none"> <li>○ We secured 55 new fans during this time but lost 5, for a total of 2,602.</li> <li>○ 266 people are talking about the page (up from 189 in the last report) and we have 54,500 impressions by 25,000 users.</li> <li>○ 72 percent of those interacting with our page are female and our largest age demographic continuing to be 35-44. Coming in second is 25-34, with the 55+ range in a close third.</li> <li>○ Those interacting with our page are primarily from Loveland, followed by Fort Collins, Denver, Greeley and Johnstown. This is all based on organic content and growth.</li> <li>○ Our best performing posts include links and/or visuals with prominent tags. 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 23 new Twitter followers this month for a total of 339.</li> <li>○ We saw 24 mentions, 22 Retweets and 50 URL clicks.</li> <li>○ We had a 26 percent engagement and 73 percent influence score with 26 percent of our tweets as conversational.</li> <li>○ 55 percent of our followers are female and our largest age demographic is 35-44.</li> <li>○ We take part in the weekly Expedia Chat.</li> </ul> </li> <li>• <b>Instagram:</b> <ul style="list-style-type: none"> <li>○ We have 380 followers, up from 172 last month this was largely due to the Visit Colorado social media takeover</li> <li>○ Photos of outdoor scenery and activities are liked more often.</li> <li>○ Posts including local activities, scenery, #TravelTuesday and #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 37 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.</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 the summer season and preparing for fall.</li> </ul>
<b>Actions</b>		<ul style="list-style-type: none"> <li>• Engaged with following influencer: ThunderMtnHD, LovelandAlework, NoCoShortBus, I Love Loveland, CaptainandClark, MidlifeRoadTrip, ourtastytravels, LoriGama, HeidiTown, Artworks Loveland, DropMeAnywhere, GuestRanchers, SylvanDale, LivingInDenver1, nancymelear, lovelandchamber,</li> <li>• Influencers following us on social media: Fantasticfactz, 600kcol, WavenueLife, 1TribeCreative, LoriGama, melindacrow, jetsetfam,</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 August 1, 2014 - August 31, 2014

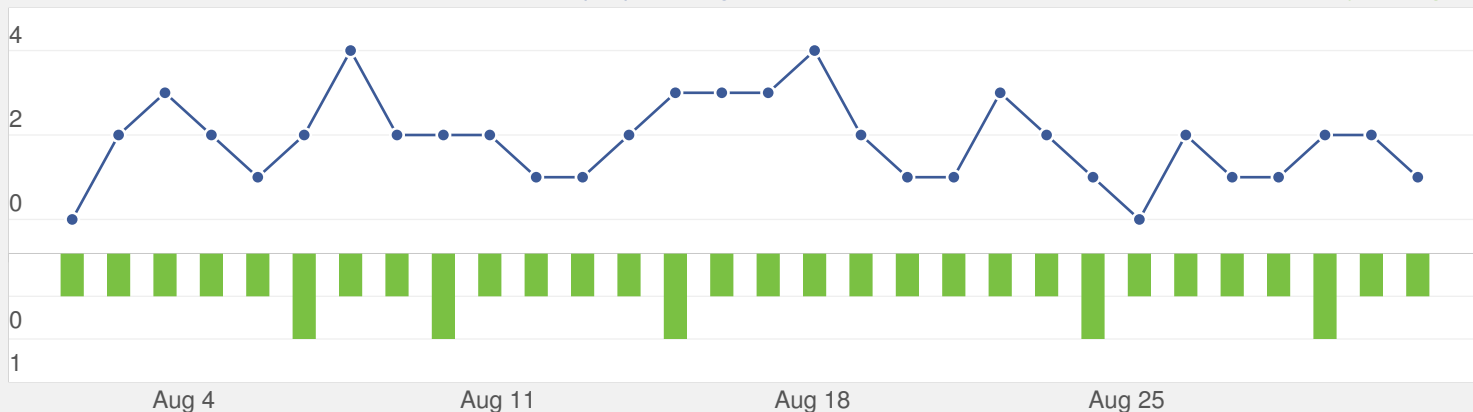


Visit Loveland Colorado

## FAN GROWTH

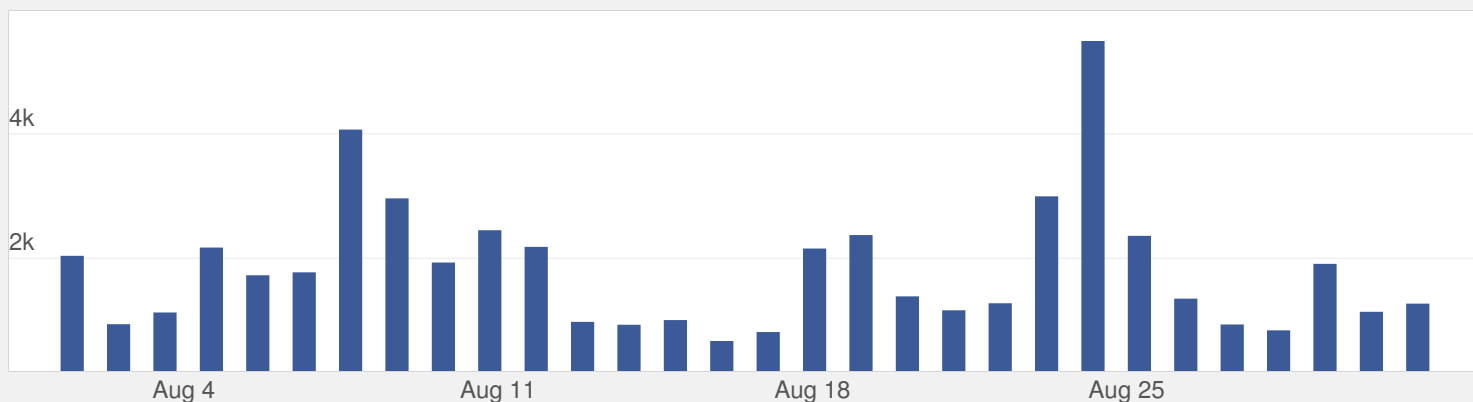
2.6k Total Likes, and 266 people talking about this

New Fans 55 Unliked your Page 5

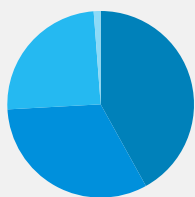


## PAGE IMPRESSIONS

Impressions 54,460 by 25,044 users



### IMPRESSIONS



- Page Post 13.4k
- Mention 10.2k
- Checkin 7.9k
- Fan 369
- User Post 13
- Question 0
- Coupon 0
- Other 0



- Paid 0
- Organic 22.3k
- Viral 31.9k

### BY DAY OF WEEK

Day	Avg	Total
Sun	2.3k	11.4k
Mon	2.2k	9.0k
Tue	1.5k	6.0k
Wed	933.8	3.7k
Thu	1.8k	7.3k
Fri	1.9k	9.3k
Sat	1.5k	7.7k

## IMPRESSION DEMOGRAPHICS

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

### AGE & GENDER

Age Group	Male	Female
13-17	84 / 94	
18-24	435 / 1.2k	
25-34	1.4k / 4.2k	
35-44	1.9k / 4.6k	
45-54	1.3k / 3.3k	
55+	1.4k / 3.8k	

### TOP COUNTRIES

Country	Impressions
United States	22.7k
Brazil	361
Netherlands	167
Canada	94
Japan	69

### TOP CITIES

City	Impressions
Loveland, CO	10.8k
Fort Collins, CO	1.5k
Denver, CO	657
Greeley, CO	343
Johnstown, CO	318

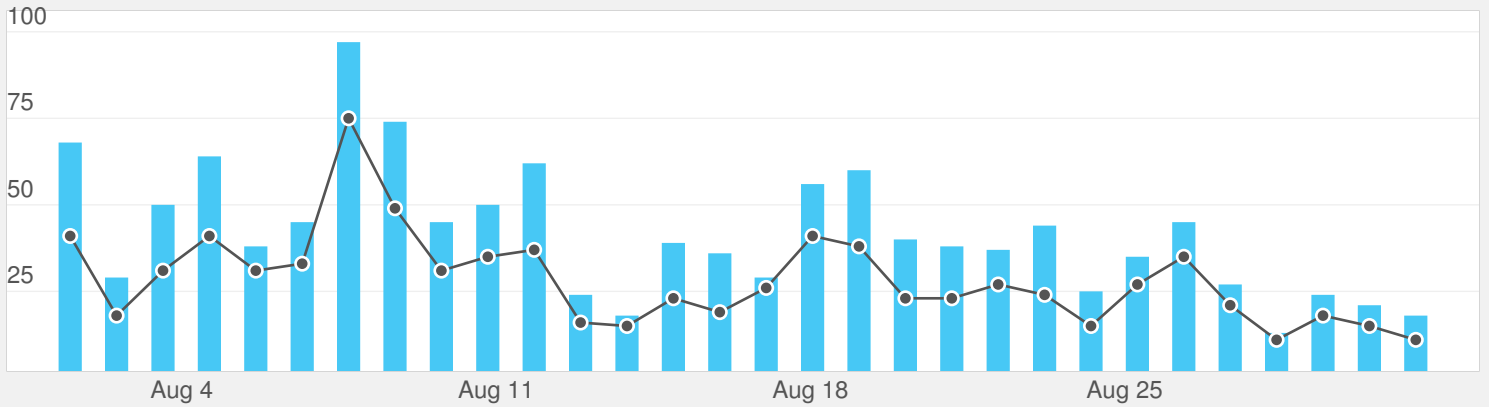


# SHARING

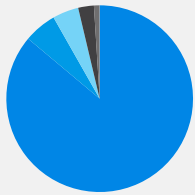
how people are sharing your content

## STORIES

Stories Created 1,251 by 850 users



### SHARE TYPE



- Page Post 1.0k
- Checkin 69
- Fan 55
- Other 33
- User Post 11
- Mention 1

### BY DAY OF WEEK

Day	Avg	Total
Sun	30.4	152
Mon	62.5	250
Tue	41	164
Wed	23.3	93
Thu	44.8	179
Fri	50.8	254
Sat	31.8	159

## SHARER DEMOGRAPHICS

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

### AGE & GENDER

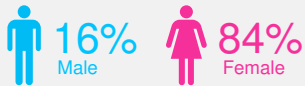
Age Group	Male	Female
13-17	0	0
18-24	2	8
25-34	9	46
35-44	16	78
45-54	17	61
55+	14	103

### TOP COUNTRIES

United States	335
Japan	11
Puerto Rico	3
Germany	1
New Zealand	1

### TOP LOCALES

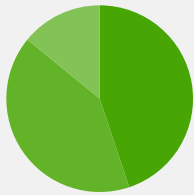
English (United States)	338
Japanese (Japan)	11
English (United Kingdom)	3
English (Pirate)	1
Portuguese (Brazil)	1



# YOUR CONTENT

a breakdown of the content you post

## BY STORY TYPE



- Photo 35
- Link 32
- Status 11

AVG

TOTAL

Reach	216.45	16.67k
People Talking About This	9.17	706
Engagement	9.66%	9.79%

## CONTENT BREAKDOWN

A breakdown of how your individual posts performed

DATE	POST	REACH	ENGAGED	TALKING	LIKES	COMMENTS	SHARES	ENGAGEMENT
08/31/14	Show us your #SundayFunday Labor Day ...	260	6	2	1	1	--	2.31%
08/31/14	Don't miss the Labor Day Weekend sale...	87	2	1	1	--	--	2.3%
08/30/14	We sure do have beautiful summers :) ...	268	46	25	24	1	4	17.16%
08/30/14	Boyd Lake has plenty of activities fo...	108	5	3	3	--	--	4.63%
08/29/14	[Fill in the Blank] My big Labor Day ...	188	4	2	1	1	--	2.13%
08/29/14	Labor Day weekend is a great time to ...	108	10	4	4	--	--	9.26%
08/29/14	Join us at Thunder in the Rockies all...	87	12	5	5	--	--	13.79%
08/28/14	#ThrowbackThursday to the 2013 Thunde...	64	3	1	1	--	--	4.69%
08/28/14	A lovely #Loveland Sunset. Christophe...	143	15	9	9	1	--	10.49%
08/26/14	It's easy, #VisitLoveland. #TravelTue...	130	21	16	16	--	--	16.15%
08/26/14	Buy your tix now for the Loveland Okt...	116	13	6	6	--	1	11.21%
08/26/14	Goodnight from #LovelandColorado. #Vi...	266	58	35	35	--	--	21.8%
08/25/14	Visit all your favorite #Loveland and...	77	2	2	2	--	--	2.6%
08/25/14	"Top 15 Reasons to Expand Your Rocky ...	154	28	13	12	--	2	18.18%
08/24/14	Craving authentic Mexican cuisine? Tr...	182	5	2	2	--	--	2.75%
08/24/14	"Top 15 Reasons to Expand Your Rocky ...	227	18	8	6	2	1	7.93%
08/23/14	Next weekend is the last weekend to e...	131	13	6	6	--	--	9.92%
08/23/14	Sylvan Dale Guest Ranch's summer dude...	150	31	8	8	--	--	20.67%
08/23/14	"Top 15 Reasons to Expand Your Rocky ...	79	6	2	2	--	--	7.59%
08/22/14	The Old Fashioned Corn Roast Festival...	58	8	2	2	--	--	13.79%
08/22/14	"Top 15 Reasons to Expand Your Rocky ...	116	21	11	11	--	1	18.1%
08/21/14	#ThrowbackThursday to the 2012 Old Fa...	149	11	6	4	3	1	7.38%
08/21/14	Come check out the Flobots at the Lov...	82	7	2	2	1	--	8.54%
08/21/14	"Top 15 Reasons to Expand Your Rocky ...	124	14	5	5	1	2	11.29%

# TWITTER GENERAL STATS

from August 1, 2014 - August 31, 2014



**@VisitLovelandCO**  
Visit Loveland, Colo

**339** total followers  
**23 connections** made in this time period

New Followers	26	
You Followed	5	

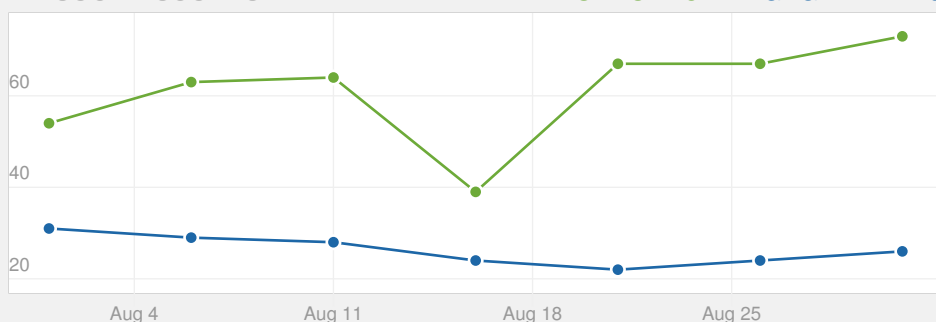
@ Mentions	24	
Messages Sent	80	
Messages Received	24	
Clicks	50	
Retweets	22	

## KEY INDICATORS

Measure how you're conversing with your audience

### MY SOCIAL SCORES

**INFLUENCE 73** **ENGAGEMENT 26**



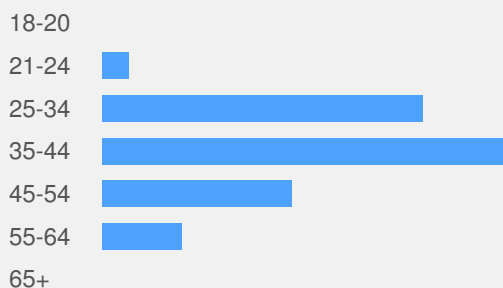
### TWEETING BEHAVIOR



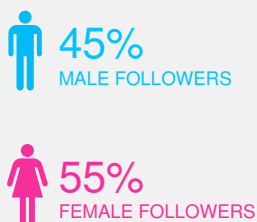
## FOLLOWER DEMOGRAPHICS

Learn more about your audience to shape your messaging & campaigns

### BY AGE RANGE



### BY GENDER

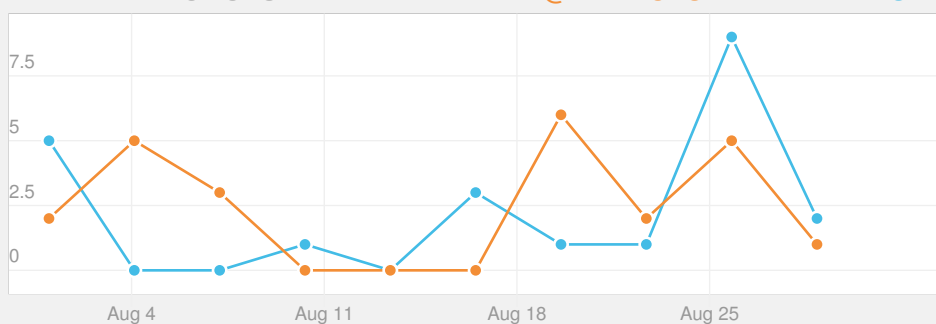


## PUBLISHING

Measure performance on your outbound tweets

### DAILY INTERACTIONS

**@MENTIONS 24** **RETWEETS 22**



### OUTBOUND TWEET CONTENT

- T** 28 Plain Text
- 🔗** 40 Links to Pages
- 📷** 13 Photo Links