



Visit Loveland September 2014 PR & Social Media Report

Public Relations

September public relations efforts focused heavily on media relations' coordination and press trips, the Loveland Oktoberfest and promoting fall excursions.

We jumped in this month to help Loveland Oktoberfest with PR efforts. We took special care to hand deliver Loveland Oktoberfest media baskets to media contacts in Loveland, Greeley, Denver and Cheyenne. Following proactive pitching efforts, we secured Loveland Oktoberfest coverage with 9 News, Fox 31 Good Day Colorado, Greeley Tribune, Wyoming Tribune Eagle, among others.

We worked to secure opportunities with and host two influential members of the media, helping them to discover all that Loveland has to offer. Explore Colorado's Jennifer Broome joined us for hike at Devil's Backbone on Sept. 3, which will air in October. Carri Wilibanks, freelance writer for AAA Encompass, USA Today, Trip TV, Comcast and CatchCarri.com came to Loveland to visit Sweetheart Lanes for a bowling alley article she is working on for AAA Encompass in 2015. Along with the bowling alley, we created an entire Loveland experience for her that also resulted her interest in including Loveland in an upcoming USA Today fall foliage list.

Social media efforts continue to grow with new likes and follows daily.

E-Newsletter

The September 2014 e-newsletter focused on fall excursions, leaf-peeping and fall festivals. The subscriber list has stayed consistent with 12,986 total subscribers at a 16.1 percent open rate and 1.0 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.

The top clicked links are:

- <http://www.sculptureinthepark.org/garden>
- <http://lovelandoktoberfest.org>
- http://www.nps.gov/romo/planyourvisit/100th_anniversary
- <http://www.cityofloveland.org>
- <http://www.visitestepark.com>

Most of the links clicked were in stories higher in the e-newsletter, with the exception being the Oktoberfest article. We had 167 unsubscribe this month.

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	Public Relations	
		<ul style="list-style-type: none"> • Delivered media baskets and secured media opportunities for Loveland Oktoberfest • Secured Oktoberfest coverage in 9 News, Fox 31 Good Day Colorado, Greeley Tribune, Wyoming Tribune Eagle • Hosted Explore Colorado's Jennifer Broome for Devil's Backbone segment on Sept. 3 that airs in October • Hosted Carri Wilibanks, freelance writer for AAA Encompass, USA Today, Trip TV, Comcast and CatchCarri.com. She is working on an article about bowling alleys for AAA Encompass and included Sweetheart Lanes. We also took her to Benson Sculpture Garden, hosted her at the Embassy Suites complete with a spa trip, coordinated for her to tour Spring44 Distillery and helped her find gluten/dairy free

		<p>restaurant options while she was here. In addition and as a follow up, we worked to send her information and pictures for a USA Today pitch on fall color destinations in Colorado.</p> <ul style="list-style-type: none"> • Wrote and distributed September 2014 e-newsletter • Contacted Osborn Farm to discuss possible media coverage for their pumpkin patch with Fox 31's Explore Colorado • Worked to submit Visit Loveland content for Destination Colorado's social media channels.
	<i>Social Media</i>	<ul style="list-style-type: none"> • Posted Oktoberfest photos and album to Facebook • Promoted the following through Facebook, Twitter, Google+ and Instagram: <ul style="list-style-type: none"> ○ Loveland Oktoberfest ○ Fall leaf peeping opportunities ○ Pastels on 5th ○ 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 ○ Fill in the Blank posts to increase interactions ○ Showcasing fall in Loveland with outdoor activities and upcoming fall events ○ Local events at the Budweiser Events Center
Attention	<i>Public Relations</i>	<ul style="list-style-type: none"> • Inclusion in a Coloradoan.com article regarding weekend activities in the Fort Collins area including the Loveland Oktoberfest reached 377,472 readers and scored a 6 on the media point system. • The article "Loveland Oktoberfest has new venue, adds music" ran in the print edition of The Longmont Times-Call and reached 21,755 and scored a 10 on the media point system. • Timberlane Farm Museum was included in an article on Colorado.com titled "Harvest Fun: Fall Farm Activities in Colorado." It reached 308,000 readers and scored a 5 on the media point system. • The Reporter Herald featured the article "Oktoberfest offers a fun day for all" online and in print. Online it reached 255,048 readers and scored a 9 on the media point system, in print it reached 19,614 and scored a 9 on the media point system. • The Loveland Oktoberfest was included in the Weekend Top Picks article in the Greeley Tribune which reached 20,000 readers. We are still waiting on the print edition to score it in our media point system. • Devil's Backbone was included in the article "Colorado First: Best Colorado Hikes with (and without) the family dog" in AAA Encompass Magazine and Encompassmag.com. The print edition reached 360,000 readers and scored a 9 on the media point system, while the online edition reached 6,000 readers and scored a 9 on the media point system. • Included as a sky box in the Wyoming Tribune Eagle, the Loveland Oktoberfest event reached 15,000 readers and scored a 6 on the media point system. • Included in the calendar on BeerAdvocate.com, the Loveland Oktoberfest event reached 100,000 people and scored a 4 on the media point system. • Included in the calendar on TheDenverChannel.com, the Loveland Oktoberfest event scored a 6 on the media point system. • Included in the calendar on AmericanTowns.com, the Loveland Oktoberfest event scored a 4 on the media point system. • Included in the calendar on BeerFestivals.org, the Loveland Oktoberfest event scored a 4 on the media point system. • Included in the calendar on Colorado.com, the Loveland Oktoberfest event reached 308,000 people and scored a 6 on the media point system. • Fyn PR submitted the Loveland Oktoberfest event to the following online calendars: <ul style="list-style-type: none"> ○ NCBR.com ○ ColoBiz Magazine ○ Loveland Chamber of Commerce ○ MyWindsorNow.com ○ Lydia Style Magazine ○ Coloradotown.com ○ Coloradoan ○ Reporter Herald ○ Denver Post

		<ul style="list-style-type: none"> ○ Greeley Tribune ○ 5280 Magazine ○ Channel 9 ○ Fox 31 ○ Channel 2 ○ Festivals.com ○ Boulder Daily Camera ○ Westword.com ○ Denver.org ○ KUNC ○ Senior Resource Guide ○ Rocky Mountain Parent ○ Colorado Festivals ○ Colorado Info
	<i>Social Media</i>	<ul style="list-style-type: none"> • Overall: According to Google Analytics, the website had 134 visits from social media, which is double the total last month. 123 sessions from Facebook, 4 from Twitter, 1 from Google+ and 1 from USAProcylingchallenge.blogspot.com • Facebook: <ul style="list-style-type: none"> ○ We secured 53 new fans during this time but lost 4, for a total of 2,634. ○ 84 people are talking about the page and we have 52,000 impressions by 21,500 users. ○ 75 percent of those interacting with our page are female and our largest age demographic continuing to be 35-44. Coming in second is 55+, with the 25-34 range in a close third. ○ Those interacting with our page are primarily from Loveland, followed by Fort Collins, Denver, Johnstown and Greeley. This is all based on organic content and growth. ○ Our best performing posts include links and/or visuals with prominent tags. Those are shared more often and achieve more likes and comments. • Twitter: <ul style="list-style-type: none"> ○ We have 43 new Twitter followers this month for a total of 368. ○ We saw 51 mentions, 19 Retweets and 21 URL clicks. ○ We had a 56 percent engagement and 48 percent influence score with 56 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 weekly Expedia Chat. • Instagram: <ul style="list-style-type: none"> ○ We have 396 followers, up from 380 last month. ○ Photos of outdoor scenery and activities are liked more often. ○ Posts including local activities, scenery, #TravelTuesday and #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 55 followers (up from 37 last month) 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 fall season.
Actions		<ul style="list-style-type: none"> • Engaged with following influencer: HeidiTown, VerbotenBrewing, I Love Loveland, Loveland Aleworks, WapCoPub, JenniferBroome, Mile High Wine, ThunderMtnHD, City of Loveland-Parks & Recreation, AmEagleBeverage, Oktoberfestpost, MyBigDayEvents, BrookeWagnerTV, KenClarkTV, GoodDayCO, KDVR, GrimmBrosBrew, Spring44Spirits, SpaTravelGal, AimeeMay, CatchCarri, AAAColorado, TripStyler, CaptainandClark, woozlewozzle, hovelstay, LCDNR, flobots • Influencers following us on social media: PruvVodka, Proverbial5, FilmUinNYC, Mortgage_Dr, SteveManshel, VHCO, TripInsurance, RealizePlanning, ArtSculpture, COBeerTrail, ColoradoSHogs, LuckyStrikeDen, SuzanneMKramer, Fans_ColoradoR, WorkMomTravels, INgenuisCol, TeePhoto, literally_lizzy, AirlineMilesExp, SnowTravelExpo. • In future months, we will work to add a tie to lodging increases and website visit increases.

###

FACEBOOK PAGE REPORT

from September 1, 2014 - September 30, 2014

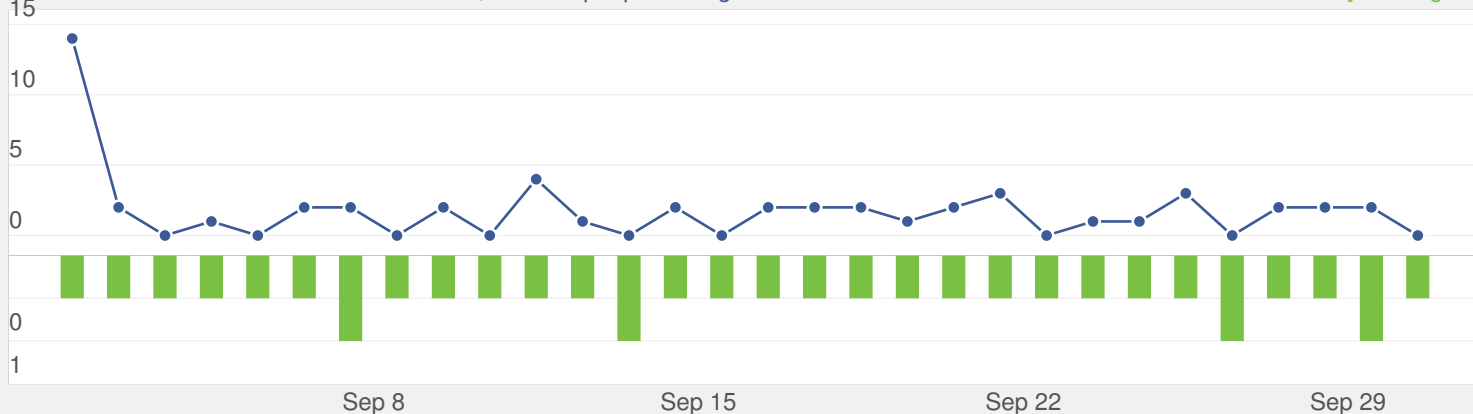


Visit Loveland Colorado

FAN GROWTH

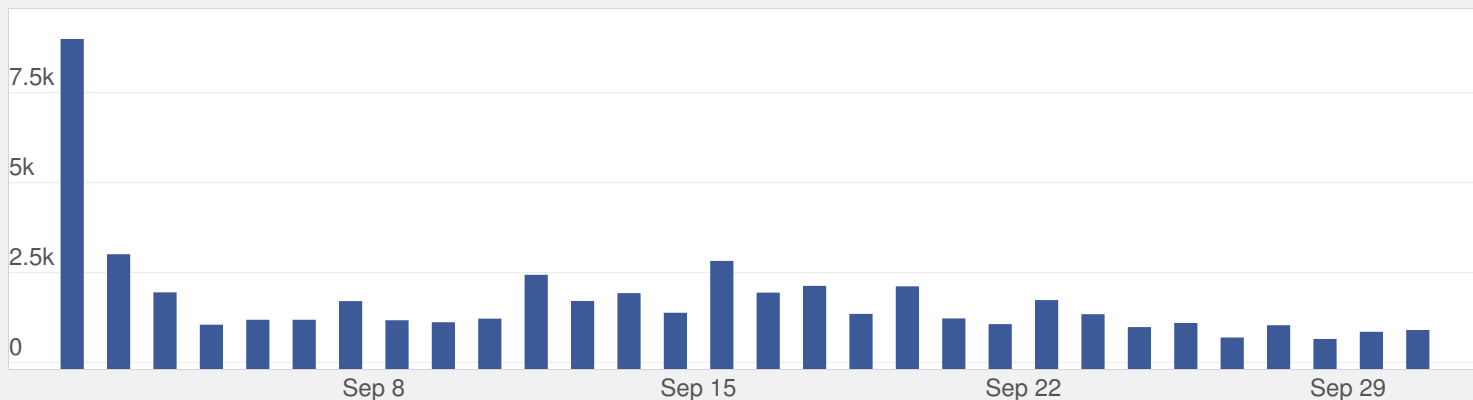
2.63k Total Likes, and 84 people talking about this

New Fans 53 Unliked your Page 4

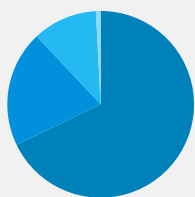


PAGE IMPRESSIONS

Impressions 52,026 by 21,493 users



IMPRESSIONS



- Page Post 18.2k
- Mention 5.4k
- Checkin 3.0k
- Fan 220
- Question 0
- Coupon 0
- User Post 0
- Other 0



- Paid 0
- Organic 24.8k
- Viral 26.9k

BY DAY OF WEEK

Day	Avg	Total
Sun	1.2k	4.8k
Mon	3.1k	15.6k
Tue	1.7k	8.3k
Wed	1.6k	6.3k
Thu	1.5k	5.9k
Fri	1.4k	5.7k
Sat	1.3k	5.4k

IMPRESSION DEMOGRAPHICS

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

AGE & GENDER

Age Group	Male	Female
13-17	41 / 80	
18-24	310 / 889	
25-34	1.1k / 3.6k	
35-44	1.5k / 4.1k	
45-54	1.1k / 3.1k	
55+	1.2k / 3.8k	

TOP COUNTRIES

Country	Impressions
United States	20.3k
Japan	71
Canada	52
Philippines	50
Chile	42

TOP CITIES

City	Impressions
Loveland, CO	8.8k
Fort Collins, CO	1.3k
Denver, CO	916
Johnstown, CO	237
Greeley, CO	223

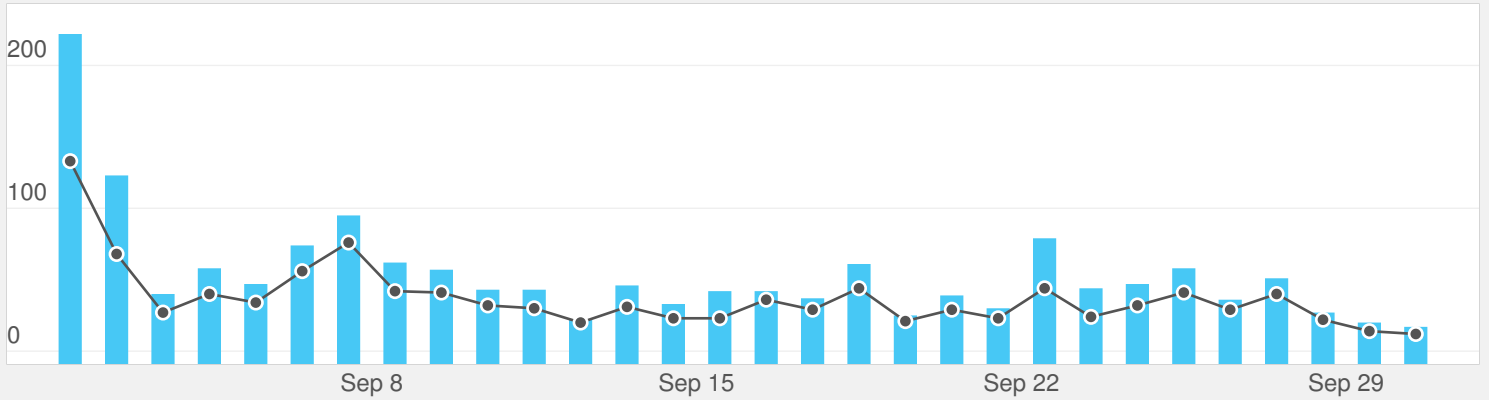


SHARING

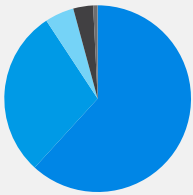
how people are sharing your content

STORIES

Stories Created 1,620 by 1,116 users



SHARE TYPE



- Page Post 954
- Other 447
- User Post 78
- Fan 53
- Checkin 11
- Mention 1
- Question 0
- Coupon 0

BY DAY OF WEEK

Day	Avg	Total
Sun	46.3	185
Mon	85	425
Tue	56.6	283
Wed	41.8	167
Thu	55	220
Fri	32.5	130
Sat	52.5	210

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	3	15
25-34	7	76
35-44	36	128
45-54	23	105
55+	38	181

TOP COUNTRIES

Country	Count
United States	595
Japan	16
United Kingdom	2
Italy	2
Puerto Rico	1

TOP LOCALES

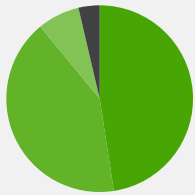
Locale	Count
English (United States)	593
Japanese (Japan)	16
English (United Kingdom)	4
Italian (Italy)	2
Spanish (umbrella locale)	1



YOUR CONTENT

a breakdown of the content you post

BY STORY TYPE



- Link 39
- Photo 34
- Status 6
- Video 3

	AVG	TOTAL
Reach	226.56	18.58k
People Talking About This	11.7	959
Engagement	10.62%	11.04%

CONTENT BREAKDOWN

A breakdown of how your individual posts performed

DATE	POST	REACH	ENGAGED	TALKING	LIKES	COMMENTS	SHARES	ENGAGEMENT
09/30/14	22 days until we get to cheer on the ...	231	10	8	8	--	--	4.33%
09/30/14	We need to get Verboten Brewing back ...	158	7	1	1	--	--	4.43%
09/30/14	#TriviaTuesday How many pieces of pub...	106	6	3	1	1	1	5.66%
09/29/14	The 2014 Loveland Art Studio Tour and...	59	2	2	2	--	--	3.39%
09/29/14	Plan ahead!	246	6	2	2	--	--	2.44%
09/29/14	If you like us on Facebook, you shoul...	74	2	2	2	--	--	2.7%
09/29/14	Goodnight Loveland, farewell weekend...	218	29	15	15	--	2	13.3%
09/28/14	Want to stay up-to-date on all things...	81	8	4	3	--	1	9.88%
09/27/14	Switchfoot will be performing at the ...	51	4	3	3	--	--	7.84%
09/27/14	Why not visit the foundry where sculp...	141	19	11	10	--	1	13.48%
09/27/14	It was a beautiful #fall evening. Goo...	165	32	23	23	--	--	19.39%
09/26/14	Tomorrow is the Colorado Swing Big Ba...	433	29	13	6	3	6	6.7%
09/26/14	Fireside Cafe is a down-to-earth, cha...	51	4	3	3	--	--	7.84%
09/25/14	Trivia Thursday anyone?	51	4	2	2	--	1	7.84%
09/25/14	We got a new art instillation right o...	281	93	19	19	2	--	33.1%
09/25/14	Crow Hop Brewing Co is perfectly loca...	88	5	4	4	--	--	5.68%
09/25/14	#ThrowbackThursday to the Great Weste...	107	19	14	14	--	--	17.76%
09/25/14	[Link]	61	1	1	1	--	--	1.64%
09/24/14	A convenient location off I-25 and on...	117	16	8	8	--	--	13.68%
09/24/14	[Fill in the Blank] My favorite park ...	112	8	3	2	2	--	7.14%
09/23/14	Come meet the Colorado Eagles this Fr...	145	11	3	2	--	2	7.59%
09/23/14	This Sunday is the last Loveland Farm...	114	24	13	13	--	--	21.05%
09/23/14	#FallinLOVELand #VisitLoveland	52	8	5	5	--	--	15.38%
09/23/14	Do you have any epic photos of #Lovel...	115	3	2	2	--	--	2.61%

TWITTER GENERAL STATS

from September 1, 2014 - September 30, 2014



@VisitLovelandCO
Visit Loveland, Colo

368
total followers
32 connections
made in this time period

New Followers	43	
You Followed	6	

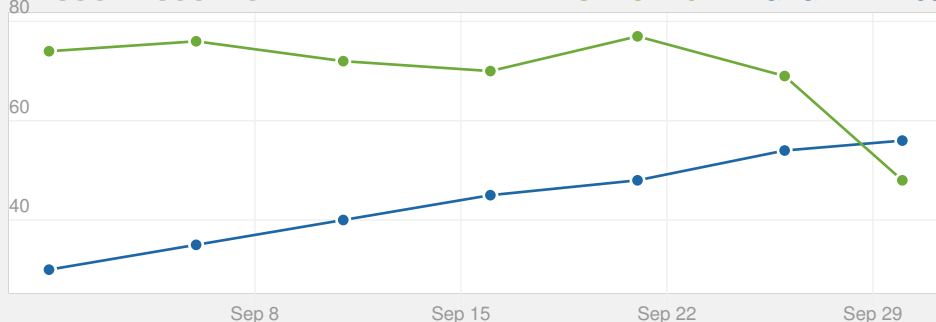
@ Mentions	51	
Messages Sent	83	
Messages Received	51	
Clicks	21	
Retweets	19	

KEY INDICATORS

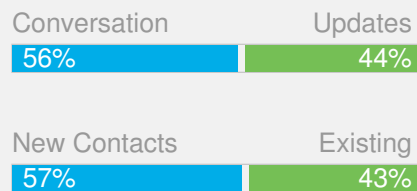
Measure how you're conversing with your audience

MY SOCIAL SCORES

INFLUENCE 48 **ENGAGEMENT 56**



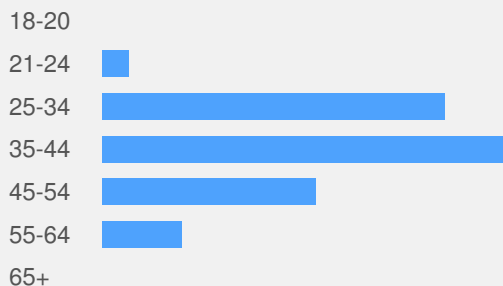
TWEETING BEHAVIOR



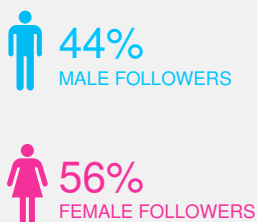
FOLLOWER DEMOGRAPHICS

Learn more about your audience to shape your messaging & campaigns

BY AGE RANGE



BY GENDER

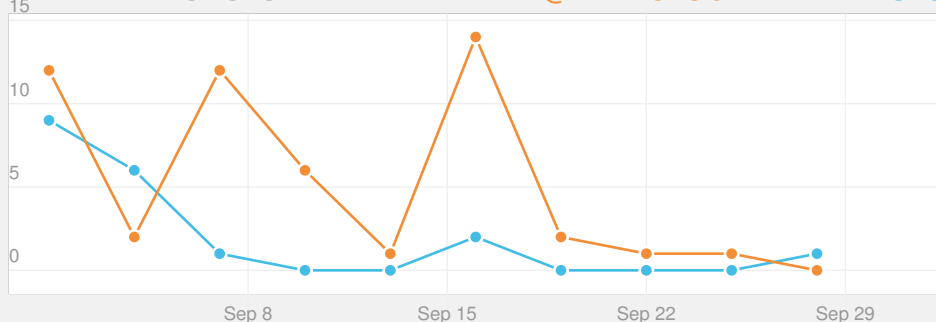


PUBLISHING

Measure performance on your outbound tweets

DAILY INTERACTIONS

@MENTIONS 51 **RETWEETS 19**



OUTBOUND TWEET CONTENT

