



Visit Loveland

November 2014 PR & Social Media Report

Public Relations

November saw a focus on holidays in Loveland with social media and media relations efforts geared to promoting related opportunities. We also started planning for 2015 with advertising content and outlining the new website site map.

E-Newsletter

The November 2014 e-newsletter served as Visit Loveland’s holiday issue, focusing on holiday events, Thanksgiving cider, Black Friday and holiday shopping, art and entertainment, the Colorado Eagles and Sylvan Dale winter packages. The subscriber list fell by 5 to 13,631 total subscribers at an 11.4 percent open rate and 0.6 percent click-thru rate. According to our newsletter provider, Mail Chimp, the travel/tourism industry average is 15.8 percent open rate and 1.8 percent click-thru rate. The newsletter has steadily been seeing decreased open rates in the past few months. We need to look at the interest of our new email subscribers, length of the e-newsletter and relevance to travelers. This is something we are in the process of for 2015.

The top clicked links are:

- <http://www.sylvandale.com/>
- <http://www.outletsatloveland.com/>
- <http://www.visitlovelandco.org>
- <http://www.budweisereventscenter.com/events/mannheim-steamroller-christmas-chip-davis-30th-anniversary-tour>
- <http://www.climbhardcider.com/>

The Sylvan Dale article was at the bottom of the e-newsletter, yet that link was the most clicked. All other clicked links were higher in the article. We had 106 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		
	<i>Public Relations</i>	<ul style="list-style-type: none"> • Drafted Visit Loveland Holiday Open House press release • Distributed open house press release and posted to event calendars • Managed onsite social media and photography for holiday open house • Worked with freelancer Julie Bielenberg to work on Loveland write-up for MileHighMamas.com family travel article • Sourced and drafted 12 Days of Holiday Magic press release • Distributed 12 Days of Holiday Magic press release • Worked with Visit Loveland team on new website sitemap • Drafted Colorado Life Valentine ad copy • Drafted Rocky Mountain National Park ad and advertorial • Coordinated Holiday guide social media and copy with the Coloradoan • Edited and formatted the December Visit Loveland e-newsletter • Distributed November e-newsletter
	<i>Social Media</i>	<ul style="list-style-type: none"> • Promoted the following through Facebook, Twitter, Google+ and Instagram: <ul style="list-style-type: none"> ○ Holidays in Loveland ○ Sculpture Saturday every week promoting public art around Loveland ○ Shared scenic photography from local photographers ○ Throwback Thursday every week to promote Loveland’s rich history ○ Fan Photo Friday asking for photos for favorite local places to increase interactions

Attention	<i>Public Relations</i>	<ul style="list-style-type: none"> • Visit Loveland Open House coverage in the Reporter Herald, BizWest, Coloradoan, GreeleyTribune, Denver Post, The Denver Channel •
	<i>Social Media</i>	<ul style="list-style-type: none"> • Overall: According to Google Analytics, the website had 194 visits from social media, which is double the total last month. 69 sessions from Facebook, 8 from TripAdvisor, 2 from Pinterest, 1 from Google+ and 1 from Meetup. • Facebook: <ul style="list-style-type: none"> ○ We secured 515 new fans during this time but lost 10, for a total of 3,210. ○ 134 people are talking about the page and we have 85,540 impressions by 58,794 users. ○ 71 percent of those interacting with our page are female and our largest age demographic continues to be 35-44. Coming in second is 25-34 with 55+ in a close third. ○ Those interacting with our page are primarily from Loveland, followed by Fort Collins, Greeley, Windsor and Johnstown. 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. Specifically, scenic photos that show off Loveland's beauty are the best performing. • Twitter: <ul style="list-style-type: none"> ○ We have 25 new Twitter followers this month for a total of 400. ○ We saw 14 mentions, 7 Retweets and 20 URL clicks. ○ We had a 32 percent engagement and 55 percent influence score with 32 percent of our tweets as conversational. ○ 52 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 466 followers, up from 434 last month. ○ Photos of outdoor scenery, sunrises and sunsets and sculpture are liked more often. • Google+: <ul style="list-style-type: none"> ○ To save costs, we repurpose content from Facebook and Twitter on Google+. We have 65 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 the holiday season. 	

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FACEBOOK PAGE REPORT

from November 1, 2014 - November 30, 2014

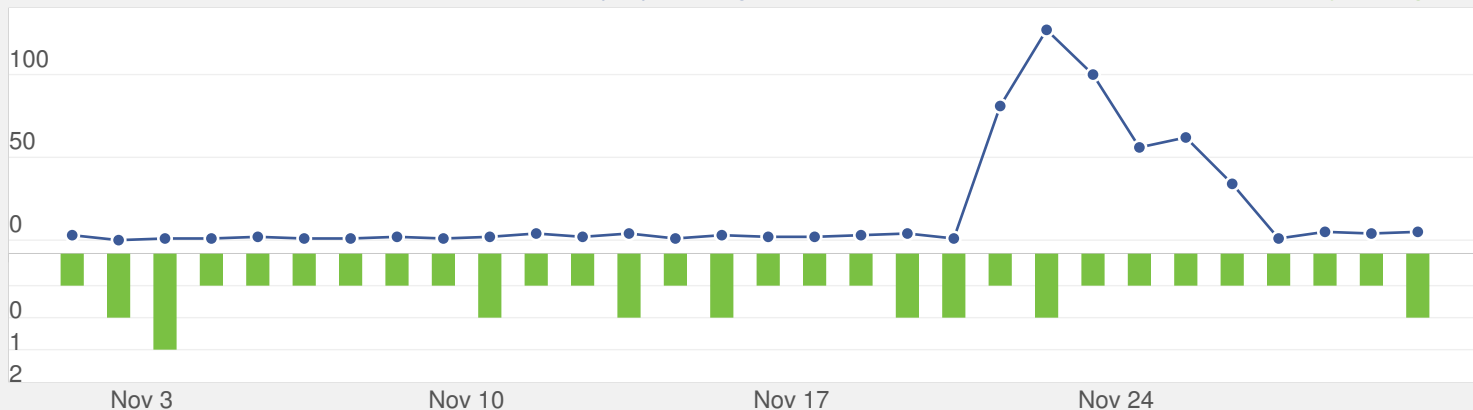


Visit Loveland Colorado

FAN GROWTH

3.24k Total Likes, and 211 people talking about this

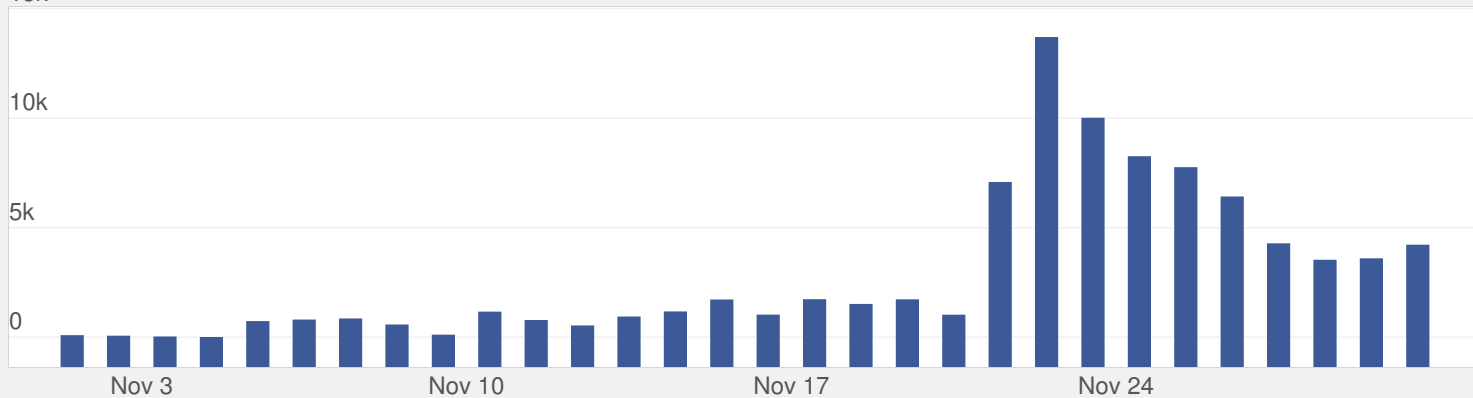
New Fans 515 Unliked your Page 10



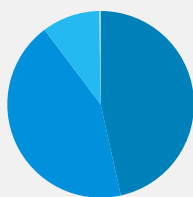
PAGE IMPRESSIONS

15k

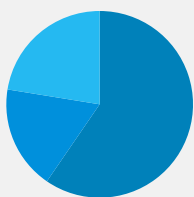
Impressions 85,540 by 58,794 users



IMPRESSIONS



- Page Post 8.9k
- Checkin 8.3k
- Fan 1.9k
- Other 29
- Mention 16
- Question 0
- Coupon 0
- User Post 0



- Paid 50.8k
- Organic 15.3k
- Viral 19.1k

BY DAY OF WEEK

Day	AVG	TOTAL
Sun	3.1k	15.5k
Mon	2.8k	11.2k
Tue	2.5k	10.1k
Wed	2.4k	9.4k
Thu	1.8k	7.1k
Fri	3.2k	12.6k
Sat	3.9k	19.7k

IMPRESSION DEMOGRAPHICS

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

AGE & GENDER

Age Group	Male	Female
13-17	35 / 47	
18-24	2.4k / 5.7k	
25-34	4.3k / 10.8k	
35-44	4.5k / 10.5k	
45-54	2.7k / 6.4k	
55+	2.7k / 7.4k	

TOP COUNTRIES

Country	Impressions
United States	57.4k
Mexico	69
Canada	51
Japan	39
Germany	27

TOP CITIES

City	Impressions
Loveland, CO	17.6k
Fort Collins, CO	13.9k
Greeley, CO	9.0k
Windsor, CO	1.7k
Johnstown, CO	1.4k

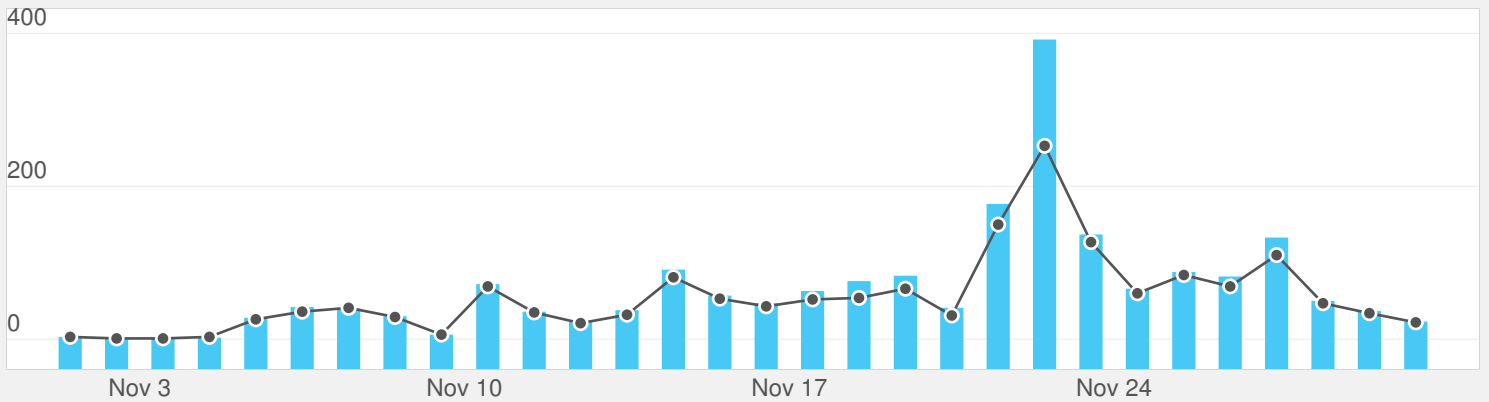


SHARING

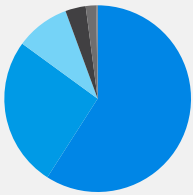
how people are sharing your content

STORIES

Stories Created 1,965 by 1,639 users



SHARE TYPE



- Other 1.2k
- Fan 529
- Page Post 191
- User Post 72
- Checkin 37
- Mention 5
- Coupon 0
- Question 0

BY DAY OF WEEK

Day	Avg	Total
Sun	42.8	214
Mon	50.5	202
Tue	50.5	202
Wed	54	216
Thu	63.5	254
Fri	89.5	358
Sat	103.8	519

SHARER DEMOGRAPHICS

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

AGE & GENDER

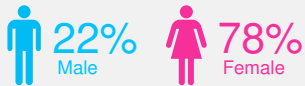
Age Group	Male	Female
13-17	0	1
18-24	21	43
25-34	36	181
35-44	74	198
45-54	39	131
55+	59	257

TOP COUNTRIES

Country	Count
United States	1.0k
Japan	10
Mexico	2
Puerto Rico	1
Morocco	1

TOP LOCALES

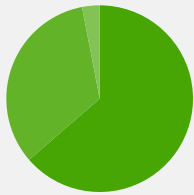
Locale	Count
English (United States)	1.0k
Spanish (umbrella locale)	17
Japanese (Japan)	10
English (United Kingdom)	10
French (France)	1



YOUR CONTENT

a breakdown of the content you post

BY STORY TYPE



- Photo 21
- Link 11
- Status 1

AVG

TOTAL

Reach	313.55	10.35k
People Talking About This	24.03	793
Engagement	13.94%	13.88%

CONTENT BREAKDOWN

A breakdown of how your individual posts performed

DATE	POST	REACH	ENGAGED	TALKING	LIKES	COMMENTS	SHARES	ENGAGEMENT
11/27/14	We are thankful. Happy Thanksgiving f...	282	39	35	34	--	2	13.83%
11/27/14	A beautiful Thanksgiving morning. #vi...	513	101	67	67	3	--	19.69%
11/26/14	For you shoppers out there, here are ...	157	10	4	4	--	1	6.37%
11/26/14	Black Friday shopping with Moonlight ...	87	6	3	3	--	--	6.9%
11/25/14	Today we kick off the 12 Days of Holi...	322	43	20	18	--	4	13.35%
11/23/14	Looks like some delicious dinner choi...	185	13	8	8	--	--	7.03%
11/22/14	Thank you to everyone who came out to...	259	48	11	11	--	--	18.53%
11/22/14	What a great way to kick off the 2014...	418	94	9	6	3	1	22.49%
11/21/14	#Holiday lights are up in Downtown Lo...	242	36	27	26	--	2	14.88%
11/21/14	Loveland #holiday ornaments now avail...	1.5k	202	84	74	13	10	13.48%
11/21/14	Even Benson Sculpture Garden is embra...	429	65	38	35	2	5	15.15%
11/20/14	Wondering what to do in Loveland on t...	367	21	10	10	--	2	5.72%
11/20/14	Tonight we are thinking back to this ...	268	43	30	29	1	1	16.04%
11/19/14	It is a beautiful day for some ice sk...	146	27	25	25	--	3	18.49%
11/19/14	Do we have any USA Pro Challenge fans...	138	12	8	8	--	1	8.7%
11/18/14	A lovely snowy morning where the cris...	247	56	35	34	2	2	22.67%
11/18/14	[Photo]	87	2	0	--	--	--	2.3%
11/18/14	If you have ever tried Dancing Pines ...	367	16	5	5	--	--	4.36%
11/17/14	[Photo]	108	5	0	--	--	--	4.63%
11/17/14	[Link]	26	17	17	14	1	1	65.38%
11/17/14	A snowy Devil's Backbone. Beautiful, ...	279	34	22	22	--	--	12.19%
11/16/14	Ropes course, laser maze, arcade, cli...	70	5	2	2	--	--	7.14%
11/14/14	We have spotted a snow fairy in #Love...	797	154	107	99	8	11	19.32%
11/14/14	Some beautiful snowy shots from Cente...	242	53	18	18	1	1	21.9%

TWITTER GENERAL STATS

from November 1, 2014 - November 30, 2014



@VisitLovelandCO
Visit Loveland, Colo

400 total followers
25 connections made in this time period

New Followers	16	
You Followed	14	

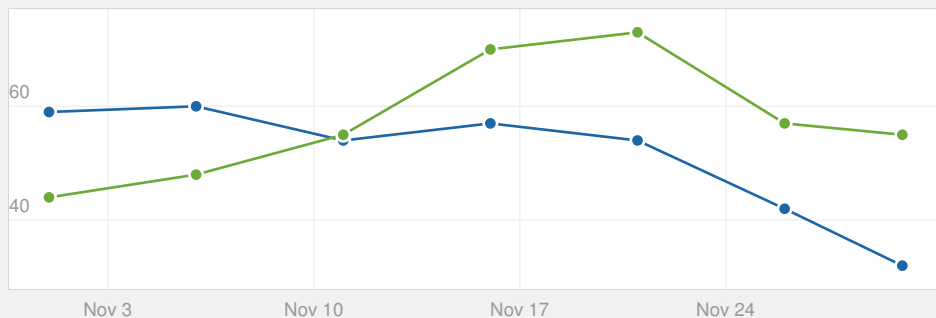
@ Mentions	14	
Messages Sent	27	
Messages Received	14	
Clicks	20	
Retweets	7	

KEY INDICATORS

Measure how you're conversing with your audience

MY SOCIAL SCORES

INFLUENCE 55 **ENGAGEMENT 32**



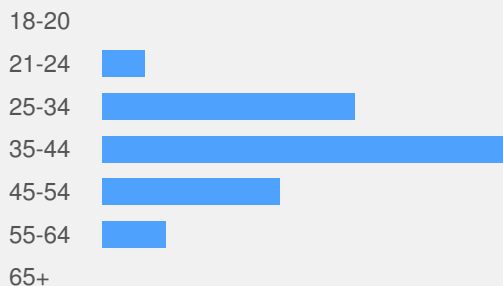
TWEETING BEHAVIOR



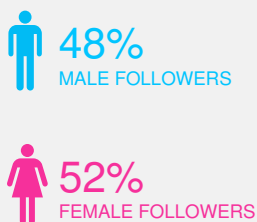
FOLLOWER DEMOGRAPHICS

Learn more about your audience to shape your messaging & campaigns

BY AGE RANGE



BY GENDER

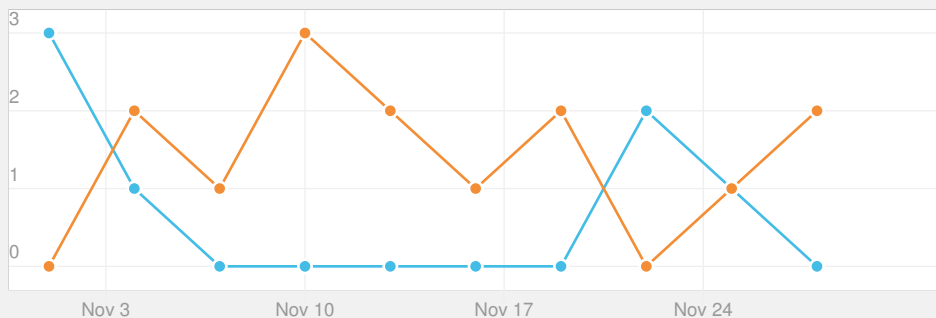


PUBLISHING

Measure performance on your outbound tweets

DAILY INTERACTIONS

@MENTIONS 14 **RETWEETS 7**



OUTBOUND TWEET CONTENT

- T** 5 Plain Text
- 🔗** 14 Links to Pages
- 📷** 8 Photo Links