



Visit Loveland December 2014 PR & Social Media Report

Public Relations

In December, we focused on holidays and New Year's in Loveland, prep for Valentine's Day, USA Pro Challenge. Among PR coverage was an article on CatchCarri.com about her top 10 things to do in Loveland, Colo. This coverage resulted from the September press trip we hosted.

E-Newsletter

The December 2014 e-newsletter focused on Visit Loveland's 12 Days of Holiday Magic countdown. The subscriber list grew slightly to 13,657 total subscribers at a 10.8 percent open rate and 0.4 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. We have created a plan for 2015 that incorporates the new website and a content plan.

The top clicked links are:

- <http://www.budweisereventscenter.com/events/1st-national-banks-new-years-eve-extreme-rodeo-challenge>
- <http://www.outletsatloveland.com/>
- <http://www.thepromenadeshopsatcenterra.com/>
- <http://theicerinkattheshops.com/>
- <http://nocoshortbustours.com/>

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"> • Worked with Visit Loveland team on new website sitemap • Distributed December e-newsletter • Coordinated with 5280 Magazine on Valentine's Day info including Loveland Fire & Ice Festival. • Supported USA Pro Challenge's return to Loveland with press conference attendance.
	<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 ○ New Year's Eve 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 ○ USA Pro Challenge social media support for Loveland.
Attention	<i>Public Relations</i>	<ul style="list-style-type: none"> • Coverage on CatchCarri.com with Top 10 Things to do in Loveland blog post. This resulted from Carri's September 2014 press trip. http://catchcarri.com/10-reasons-to-visit-loveland-colorado/ •
	<i>Social Media</i>	<ul style="list-style-type: none"> • Overall: According to Google Analytics, the website had 86 visits from social media in December. 84 sessions from Facebook and 2 from Pinterest. We have added Pinterest to our 2015 scope. • Facebook: <ul style="list-style-type: none"> ○ We secured 135 new fans during this time but lost 14, for a total of 3,320. ○ 80 people are talking about the page and we have 146,830 impressions by

		<ul style="list-style-type: none"> ○ 103,262 users. ○ 74 percent of those interacting with our page are female and our largest age demographic jumped to 55+, formerly 35-44. Second is 35-44. Followed by 25-34. ○ Those interacting with our page are primarily from Loveland, followed by Fort Collins, Greeley, Windsor and Johnstown. ○ 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 28 new Twitter followers this month for a total of 423. ○ We saw 9 mentions, 2 Retweets and 19 URL clicks. ○ We had a 33 percent engagement and 48 percent influence score with 33 percent of our tweets as conversational. ○ 52 percent of our followers are female and our largest age demographic is 35-44. • Instagram: <ul style="list-style-type: none"> ○ We have 502 followers, up from 466 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 66 followers.
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 December 1, 2014 - December 31, 2014

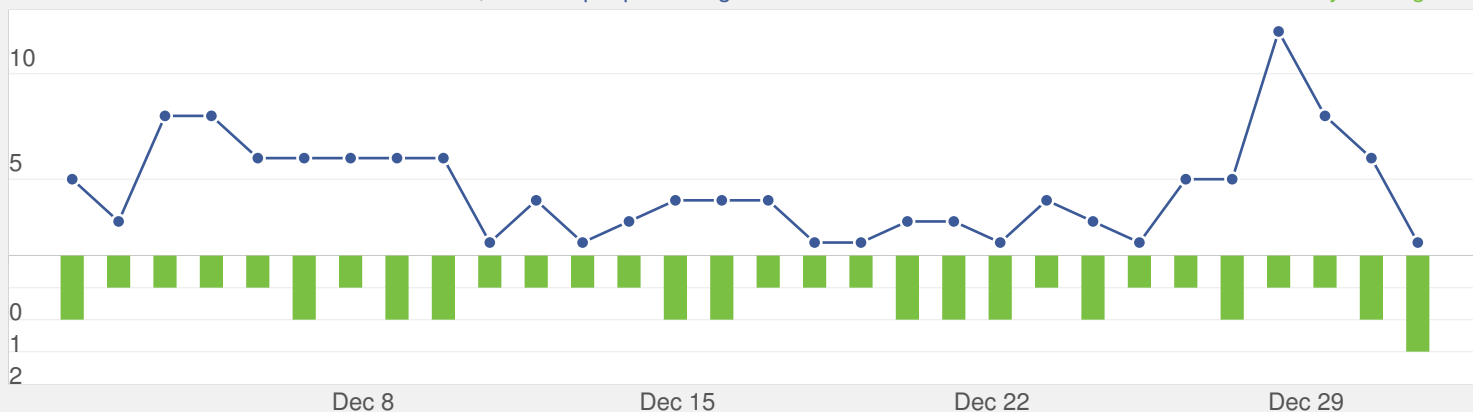


Visit Loveland Colorado

FAN GROWTH

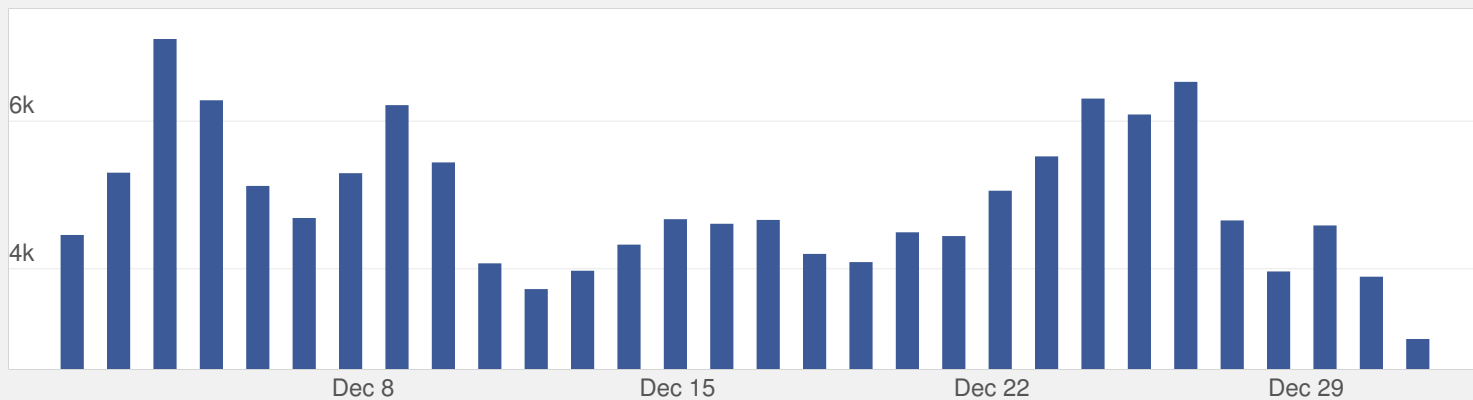
3.32k Total Likes, and 80 people talking about this

New Fans 135 Unliked your Page 14

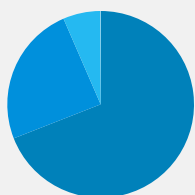


PAGE IMPRESSIONS

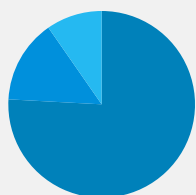
Impressions 146,830 by 103,262 users



IMPRESSIONS



- Page Post 9.8k
- Checkin 3.5k
- Fan 908
- Mention 13
- Other 2
- Question 0
- Coupon 0
- User Post 0



- Paid 111.1k
- Organic 21.2k
- Viral 14.2k

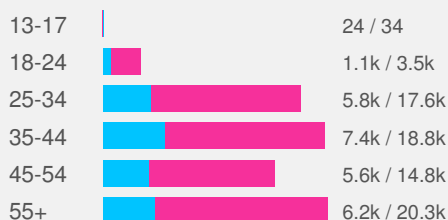
BY DAY OF WEEK

Day	Avg	Total
Sun	4.4k	17.4k
Mon	4.9k	24.6k
Tue	4.9k	24.3k
Wed	5.0k	24.9k
Thu	4.8k	19.2k
Fri	4.9k	19.5k
Sat	4.2k	17.0k

IMPRESSION DEMOGRAPHICS

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

AGE & GENDER



TOP COUNTRIES

Country	Impressions
United States	101.7k
Mexico	151
United Kingdom	46
Japan	39
Australia	34

TOP CITIES

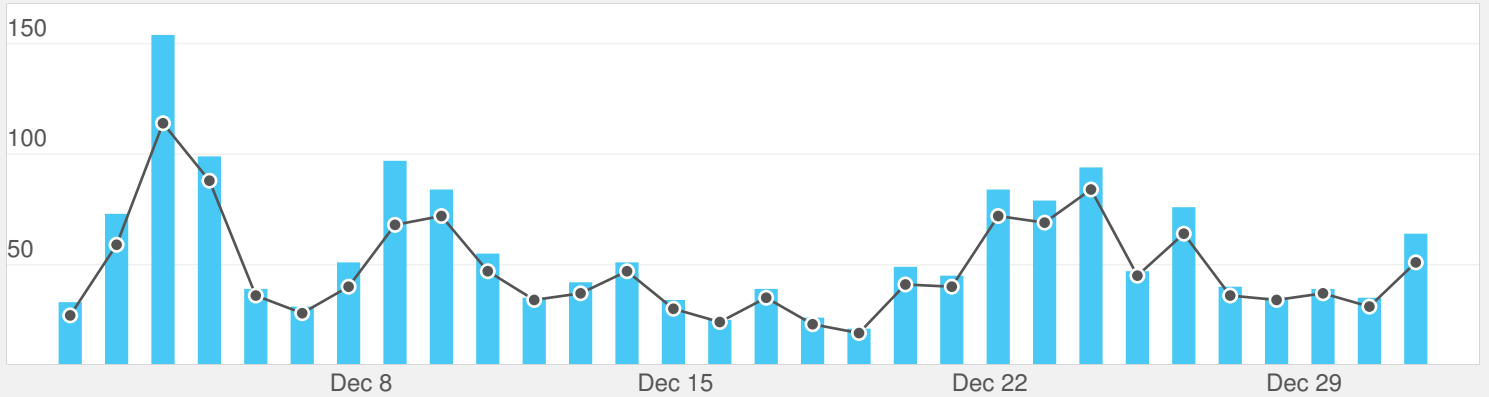
City	Impressions
Loveland, CO	34.6k
Fort Collins, CO	26.1k
Greeley, CO	14.0k
Windsor, CO	3.6k
Johnstown, CO	2.7k



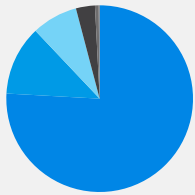
SHARING how people are sharing your content

STORIES

Stories Created 1,676 by 1,431 users



SHARE TYPE



- Other 1.3k
- Page Post 209
- Fan 138
- User Post 57
- Checkin 11
- Mention 3
- Question 0
- Coupon 0

BY DAY OF WEEK

Day	Avg	Total
Sun	38.3	153
Mon	56.2	281
Tue	58.2	291
Wed	83.2	416
Thu	46	184
Fri	45	180
Sat	42.8	171

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

AGE & GENDER

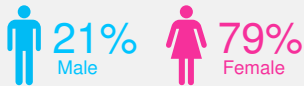
Age Group	Male	Female
13-17	0	1
18-24	0	1
25-34	14	68
35-44	40	100
45-54	20	71
55+	47	207

TOP COUNTRIES

Country	Count
United States	575
Japan	12
Hungary	1

TOP LOCALES

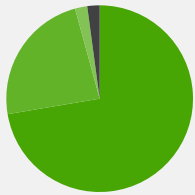
Locale	Count
English (United States)	566
Japanese (Japan)	12
Spanish (umbrella locale)	5
English (United Kingdom)	3
Spanish (Spain)	2



YOUR CONTENT

a breakdown of the content you post

BY STORY TYPE



- Photo 34
- Link 11
- Status 1
- Video 1

	AVG	TOTAL
Reach	292.43	13.74k
People Talking About This	18.19	855
Engagement	10.67%	11.12%

CONTENT BREAKDOWN

A breakdown of how your individual posts performed

DATE	POST	REACH	ENGAGED	TALKING	LIKES	COMMENTS	SHARES	ENGAGEMENT
12/31/14	Are you ready to misbehave for New Ye...	159	8	3	3	--	--	5.03%
12/31/14	Another fun New Year's Eve bash in Lo...	628	22	6	6	--	--	3.5%
12/31/14	New Year's Eve family fun tonight at ...	114	9	6	6	1	--	7.89%
12/29/14	A beautiful snowy day to visit Lovela...	241	26	19	19	3	--	10.79%
12/26/14	Whether you are looking for family-fr...	625	84	36	33	--	5	13.44%
12/26/14	We are enjoying a white holiday after...	433	52	32	32	--	--	12.01%
12/24/14	Happy Holidays from Loveland, Colorad...	831	89	68	64	1	10	10.71%
12/23/14	Looking for a cozy winter getaway? Ex...	173	26	13	13	2	--	15.03%
12/23/14	A great way to experience Loveland fo...	95	4	3	3	--	--	4.21%
12/23/14	Devil's Backbone natural space sure i...	809	106	71	65	6	9	13.1%
12/22/14	The USA Pro Challenge is coming back ...	518	89	37	34	2	7	17.18%
12/21/14	Is it tomorrow yet? We can't wait to ...	238	3	3	3	--	--	1.26%
12/20/14	A great holiday weekend is happening ...	447	70	34	34	--	1	15.66%
12/20/14	Our friends at Sylvan Dale Guest Ranc...	135	16	5	5	1	--	11.85%
12/20/14	There is no shortage of beauty as we ...	138	13	11	11	--	--	9.42%
12/18/14	Unique and locally made stocking stuf...	184	26	14	14	--	--	14.13%
12/16/14	December skies bring magic and warmth...	162	15	14	14	1	--	9.26%
12/16/14	A great gift for an art lover. #vis...	168	21	15	14	3	--	12.5%
12/14/14	A snowy afternoon = a great time for ...	161	11	6	6	--	--	6.83%
12/14/14	It isn't too late to find great deals...	150	15	4	4	1	--	10%
12/13/14	A beautiful Loveland sunrise this mor...	389	57	45	45	--	1	14.65%
12/12/14	On the twelfth day of Holiday Magic, ...	237	17	7	6	1	3	7.17%
12/12/14	It's Friday! Do you have any #fanphot...	228	13	5	3	3	--	5.7%
12/11/14	On the eleventh day of Holiday Magic,...	232	13	6	6	1	3	5.6%

TWITTER GENERAL STATS

from December 1, 2014 - December 31, 2014



@VisitLovelandCO
Visit Loveland, Colo

423 total followers
28 connections made in this time period

New Followers	24	
You Followed	6	

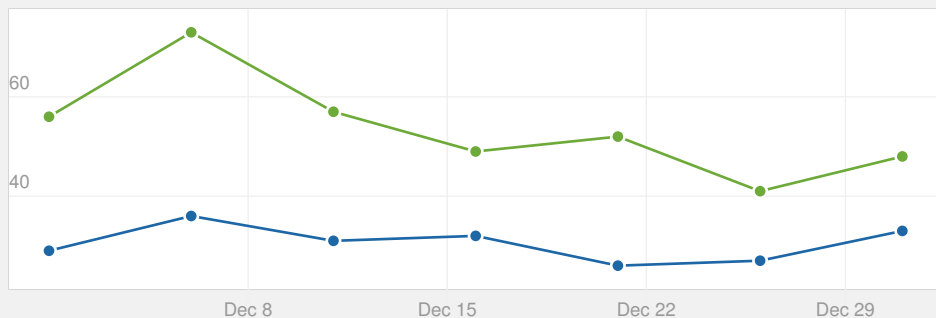
@ Mentions	9	
Messages Sent	22	
Messages Received	9	
Clicks	19	
Retweets	2	

KEY INDICATORS

Measure how you're conversing with your audience

MY SOCIAL SCORES

INFLUENCE 48 **ENGAGEMENT 33**



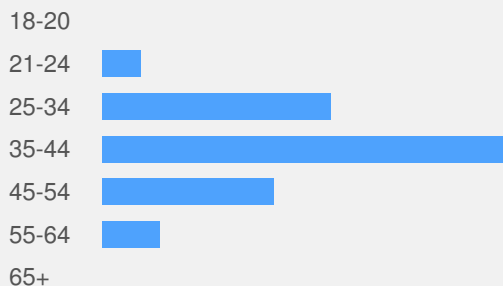
TWEETING BEHAVIOR



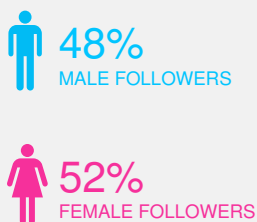
FOLLOWER DEMOGRAPHICS

Learn more about your audience to shape your messaging & campaigns

BY AGE RANGE



BY GENDER

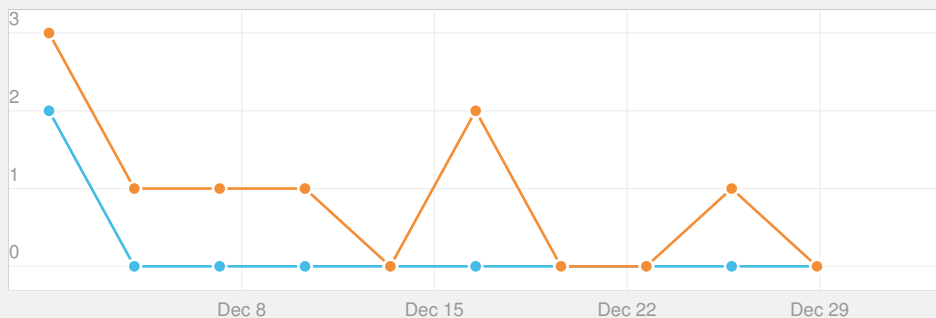


PUBLISHING

Measure performance on your outbound tweets

DAILY INTERACTIONS

@MENTIONS 9 **RETWEETS 2**



OUTBOUND TWEET CONTENT

- T** 3 Plain Text
- 🔗** 4 Links to Pages
- 📷** 15 Photo Links