



# Visit Loveland

## May 2015 PR & Social Media Report

### Monthly Highlights

May was an exceptionally busy PR month for Visit Loveland as the summer 2015 season is in full swing. The team focused heavily on summer travel promotion through media relations and social media including the Rock'n Western Rendezvous ticket giveaways and live support, a South American FAM trip, Visit Loveland's summer open house celebration on May 2, the launch of the revamped Visitors Guide, highlighting Loveland's role in the USA Pro Challenge and promotion of Loveland's first annual Hot Cars Cool Nights Car Show.

The team supported the Hot Cars Cool Nights event by drafting and distributing the event press release and pitching for multiple unique stories to increase travel to Loveland. We secured interest with Channel 2 Daybreak, 9 News, iHeartMedia, 1310 KFKA, 5280 Magazine, Slam'd Magazine, the Loveland Reporter Herald and LovelandLocal.com. This interest resulted in several interviews including, "Hot Cars Cool Nights Brings Vintage Americana to Downtown Loveland June 6," "Learn More About Hot Cars Cool Nights," "Free Car Show Celebrates Vintage Rides" and "What's Your Car Personality". The complete coverage report for Hot Cars Cool Nights will be included in the June report along with additional coverage secured that month.

Loveland received additional coverage from HeidiTown.com in her articles, "Featured Festival: Colorado Medieval Festival in Loveland," "Featured Festival: Front Range Rally, May 20, 2015," and "A Colorado parks pass, your ticket for fun." Additionally, digitaljournal.com highlighted the Loveland ArtSpace in its article, "ArtSpace Moves to Southwest, Creating Culture and Construction Jobs." 91.5 KUNC also covered the ArtSpace news with the article, "Renovated Feed & Grain The Next Step In Loveland's Art Evolution."

The Rock'n Western Rendezvous gained media attention from Wyoming News with their coverage of, "Loveland's Rock'n Western Rendezvous features BBQ competition, rodeo and music" and from The Coloradoan's article "Rock'n Western Rendezvous brings Easton Corbin, barbecue." In addition, the Front Range Rally received local attention from the Longmont Times-Call in the article, "Front Range Rally continues to grow."

The Visit Loveland PR team hosted the South American FAM trip to the Sylvan Dale Guest Ranch, which included filming for a Panamanian TV show. The team also pitched Loveland for *USA Today's* upcoming article, "Best Destinations for Introverts." Additionally, promotion and marketing efforts for the USA Pro Challenge that will pass through Loveland in August 2015 were performed throughout May. The PR team has been working to coordinate the USA Pro Challenge/NBC vignette about Loveland. Filming is in June.

### E-Newsletter

For the summer e-newsletter, we worked on the second summer edition, which will be distributed in early June. Metrics for this will be included in the June report.

### 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

<b>Activity</b>	<i>Public Relations</i>	<ul style="list-style-type: none"> <li>• Compiled content for the summer e-newsletter to distribute in early June</li> <li>• Supported efforts at the Visitor's Center Open House</li> <li>• Worked with Visit Loveland team to brainstorm summer coverage and promotion</li> <li>• Distributed pitches promoting summer travel and tourism</li> <li>• Attended the Colorado Tourism Office reception on behalf of Visit Loveland</li> <li>• Hosted South American FAM trip to the Sylvan Dale Guest Ranch</li> </ul>
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		<ul style="list-style-type: none"> <li>• Drafted and distributed press release and worked on proactive pitching to promote Hot Cars Cool Nights</li> <li>• Worked to coordinate USA Pro Challenge vignette filming, including script outline, working with spokespeople and coordination</li> <li>• Posted Hot Cars Cool Nights events to appropriate Colorado media event calendars</li> </ul>
	<i>Social Media</i>	<ul style="list-style-type: none"> <li>• Promoted the following through Visit Loveland's Facebook, Twitter, Google+, Instagram and Pinterest: <ul style="list-style-type: none"> <li>○ Summer in Loveland</li> <li>○ Social media contest to give away tickets to the Rock'n Western Rendezvous</li> <li>○ Local events and announcements</li> <li>○ Sculpture Saturday every week promoting public art around Loveland</li> <li>○ Shared scenic photography from local photographers</li> <li>○ Travel Tuesday to share inspirational travel quotes to increase desire to visit Loveland</li> <li>○ Throwback Thursday to promote Loveland's rich history</li> <li>○ Fan Photo Friday asking for photos from follower's travels to increase interactions</li> <li>○ Sunday Funday asking for comments from follower's travels to local places to increase interactions</li> </ul> </li> </ul>
<b>Attention</b>	<i>Public Relations</i>	<ul style="list-style-type: none"> <li>• Coordinated Hot Cars Cool Nights interviews with the Loveland Reporter-Herald, 1310 KFKA, Rocky Mountain Viewpoints, Slam'd Magazine, Channel 2 Daybreak and 9 News.</li> </ul>
	<i>Social Media</i>	<ul style="list-style-type: none"> <li>• <b>Overall:</b> According to Google Analytics, the website had 134 visits from social media in May, down from 444 visits in April. 134 sessions from Facebook and 4 from Pinterest.</li> <li>• <b>Facebook:</b> <ul style="list-style-type: none"> <li>○ We secured 108 new fans during this time, up from 45, but lost 17, for a total of 3,492.</li> <li>○ 99 people are talking about the page and we have 65,255 impressions, up from 44,966, by 33,408 users, up from 19,824.</li> <li>○ 52 percent of those interacting with our page are female and our largest age demographic remained at 35-44. Second is 25-34. Followed by 45-54.</li> <li>○ Those interacting with our page are primarily from Loveland, followed by Fort Collins, Greeley, Denver and Johnstown.</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. Specifically, scenic photos that show off Loveland's beauty are the best performing.</li> </ul> </li> <li>• <b>Twitter:</b> <ul style="list-style-type: none"> <li>○ We have 43 new Twitter followers this month for a total of 568, an increase from 547.</li> <li>○ We saw 10 mentions, 9 Retweets and 11 URL link clicks.</li> <li>○ We had a 12 percent engagement and 70 percent influence score, up from 7, with 12 percent of our tweets as conversational. We will restructure our Twitter content and interactions to shift to a higher conversation rate.</li> <li>○ 52 percent of our followers are female and our largest age demographic is 35-44.</li> </ul> </li> <li>• <b>Visit Loveland Instagram:</b> <ul style="list-style-type: none"> <li>○ Our followers increased from 773 to 791.</li> <li>○ Photos of outdoor scenery, sunrises and sunsets and quotes are liked more often.</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 83 followers and 222,894 views.</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 on the summer season.</li> </ul>

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# FACEBOOK PAGE REPORT

from May 11, 2015 - June 9, 2015



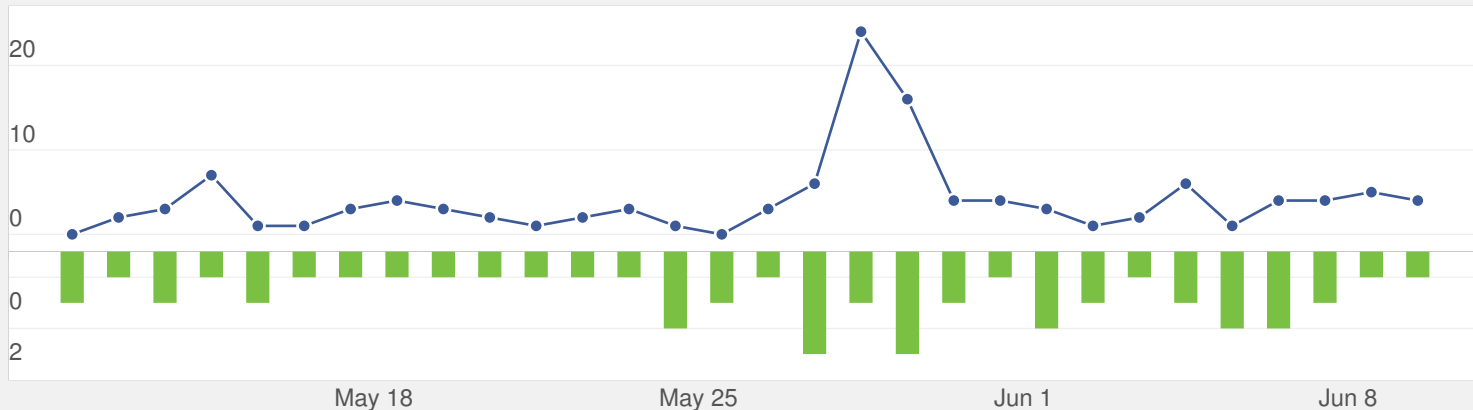
Visit Loveland Colorado

## FAN GROWTH

3.5k Total Likes, and 288 people talking about this

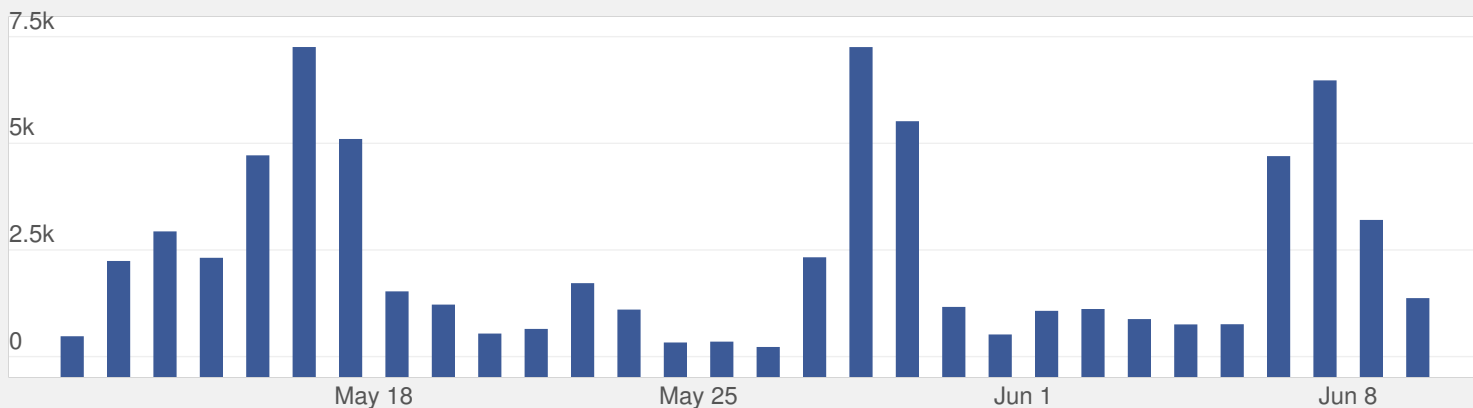
New Fans 120

Unliked your Page 23

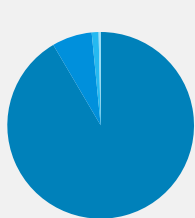


## PAGE IMPRESSIONS

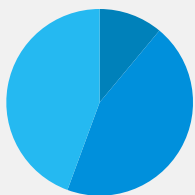
Impressions 69,835 by 36,218 users



### IMPRESSIONS



- Page Post 28.2k
- Checkin 2.1k
- Fan 367
- Other 59
- Mention 50
- Question 0
- User Post 0
- Coupon 0
- Event 0



- Paid 7.7k
- Organic 30.9k
- Viral 30.8k

### BY DAY OF WEEK

Day	Avg	Total
Sun	3.1k	12.4k
Mon	1.3k	6.6k
Tue	1.2k	6.2k
Wed	1.7k	6.7k
Thu	2.7k	11.0k
Fri	3.2k	12.7k
Sat	3.6k	14.2k

## IMPRESSION DEMOGRAPHICS

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

### AGE & GENDER

Age Group	Male	Female
13-17	68 / 83	
18-24	950 / 3.1k	
25-34	2.0k / 5.7k	
35-44	2.2k / 5.4k	
45-54	1.7k / 4.1k	
55+	1.9k / 5.3k	

### TOP COUNTRIES

Country	Count
United States	32.0k
Canada	155
Colombia	73
Australia	66
United Kingdom	65

### TOP CITIES

City	Count
Loveland, CO	7.8k
Fort Collins, CO	4.9k
Greeley, CO	2.7k
Denver, CO	2.7k
Windsor, CO	625



27% Male

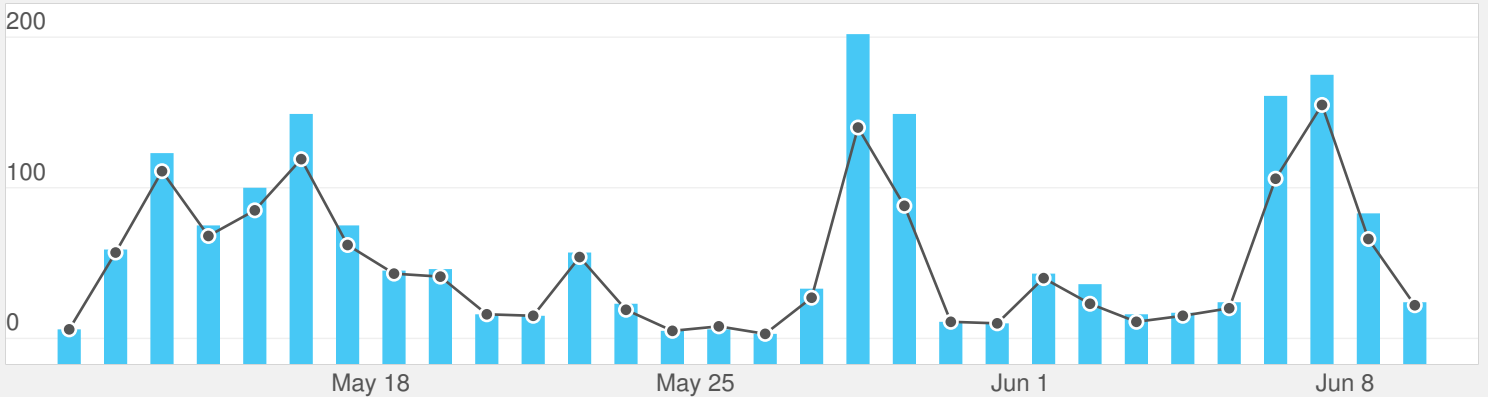


73% Female

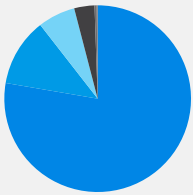
# SHARING how people are sharing your content

## STORIES

Stories Created **1,787** by 1,446 users



### SHARE TYPE



- Other 1.4k
- Page Post 218
- Fan 120
- User Post 65
- Checkin 7
- Mention 3
- Question 0
- Coupon 0
- Event 0

### BY DAY OF WEEK

Day	Avg	Total
Sun	66.3	265
Mon	36.6	183
Tue	33.6	168
Wed	47	188
Thu	77.3	309
Fri	82.5	330
Sat	86	344

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

### AGE & GENDER

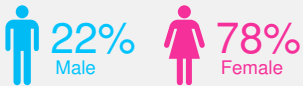


### TOP COUNTRIES

Country	Count
United States	898
Canada	3
Japan	3
Australia	3
Germany	2

### TOP LOCALES

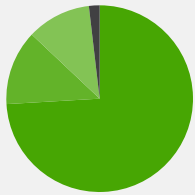
Locale	Count
English (United States)	886
English (United Kingdom)	20
Spanish (umbrella locale)	3
Japanese (Japan)	3
English (Pirate)	1



# YOUR CONTENT

a breakdown of the content you post

## BY STORY TYPE



- Photo 40
- Link 7
- Status 6
- Video 1

AVG

TOTAL

Reach	638.3	34.47k
People Talking About This	21.24	1.15k
Engagement	9.66%	9.3%

## CONTENT BREAKDOWN

A breakdown of how your individual posts performed

DATE	POST	REACH	ENGAGED	TALKING	LIKES	COMMENTS	SHARES	ENGAGEMENT
06/09/15	If you missed the Promenade Kids Day ...	62	1	0	--	--	--	1.61%
06/09/15	This #TravelTuesday we're celebrating...	78	2	1	1	--	--	2.56%
06/08/15	Planning your summer vacation? Well, ...	79	--	0	--	--	--	%
06/08/15	The Steel Horse Sisterhood Summit is ...	84	10	4	4	1	--	11.9%
06/07/15	When traveling, there are endless thi...	80	9	2	2	--	--	11.25%
06/07/15	A relaxing lakeside day on the south ...	2.3k	329	139	115	23	23	14.43%
06/06/15	Congratulations to the Classy Pinup C...	2.7k	617	100	91	8	13	22.55%
06/06/15	#HotCarsCoolNights is fun for the who...	326	96	6	6	--	--	29.45%
06/06/15	Join us in Downtown Loveland! for #Ho...	162	17	7	7	--	--	10.49%
06/06/15	Don't forget to check out the Classy ...	148	12	7	7	--	--	8.11%
06/06/15	We're here at the #HotCarsCoolNights ...	277	28	18	17	3	3	10.11%
06/05/15	Looking for some fun things to do thi...	184	13	4	4	1	--	7.07%
06/04/15	Summer is the perfect time to try new...	239	26	6	6	--	--	10.88%
06/03/15	Happy #NationalRunningDay! We love tr...	186	40	1	1	--	--	21.51%
06/03/15	Whether you are on a couple's retreat...	114	15	8	7	--	1	13.16%
06/03/15	Who's ready for Loveland's signature ...	141	20	8	7	2	1	14.18%
06/03/15	Have you tried Origins Wine Bar & Woo...	97	29	4	4	1	--	29.9%
06/02/15	See what you can discover in Loveland...	86	17	2	2	--	--	19.77%
06/02/15	Need a quick afternoon break from the...	185	21	14	14	--	--	11.35%
06/02/15	We can't wait to get our hands on som...	136	14	6	5	3	--	10.29%
06/01/15	This sunny Monday, we're grabbing lun...	442	47	30	30	--	1	10.63%
06/01/15	Fill in the blank: My favorite way to...	91	1	0	--	--	--	1.1%
05/31/15	Loving the Easton Corbin and Stoney L...	262	19	6	6	--	--	7.25%
05/30/15	Having a rockin good time at the Rock...	202	12	4	4	--	--	5.94%

# TWITTER GENERAL STATS

from May 1, 2015 - May 31, 2015



**@VisitLovelandCO**  
Visit Loveland, Colo

555 total followers  
31 connections made in this time period

New Followers	43	
You Followed	4	

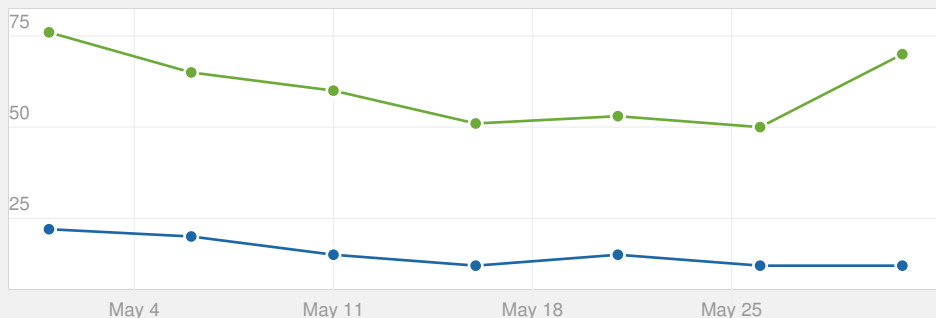
@ Mentions	10	
Messages Sent	49	
Messages Received	10	
Clicks	11	
Retweets	9	

## KEY INDICATORS

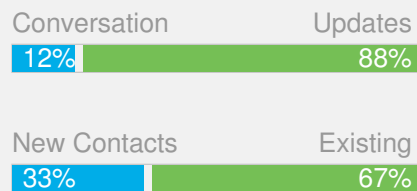
Measure how you're conversing with your audience

### MY SOCIAL SCORES

INFLUENCE 70 ENGAGEMENT 12



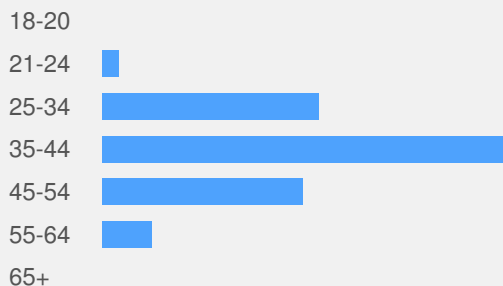
### TWEETING BEHAVIOR



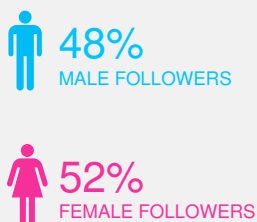
## FOLLOWER DEMOGRAPHICS

Learn more about your audience to shape your messaging & campaigns

### BY AGE RANGE



### BY GENDER

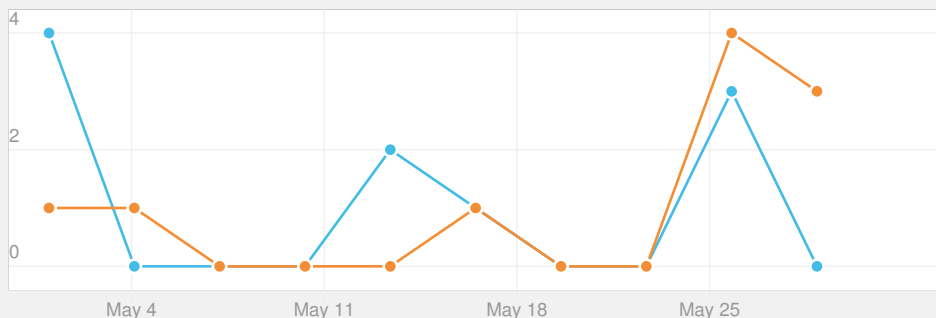


## PUBLISHING

Measure performance on your outbound tweets

### DAILY INTERACTIONS

@MENTIONS 10 RETWEETS 9



### OUTBOUND TWEET CONTENT

