



# Visit Loveland

## October 2015 PR & Social Media Report

### Monthly Highlights

October proved to be another busy month for the Visit Loveland PR team. With the holidays and Valentine season top-of-mind as well as the new website launch and an additional video produced, Visit Loveland continues to see positive results.

The biggest social media highlight was our Visit Colorado Instagram takeover, which allowed us to showcase Loveland to Visit Colorado's 68.3K followers. We saw significant engagement and grew our Visit Loveland Instagram account by 332 followers.

On the media front, the USAToday.com picturesque town photo gallery came out and Loveland was the only Colorado community included. This piece of coverage had 3,776,130 impressions. Additional media coverage was seen in Mountain Living Magazine, Boulder Daily Camera and the Coloradoan.

See the attached NoCo Mini Maker Faire report for all details including media coverage and PR value.

### E-Newsletter

The fall 2015 e-newsletter focused on Loveland's many ways to take in the fall season, including Halloween promotion, travel, upcoming events and more. The subscriber list included 15,185 total recipients with an 11 percent open rate and a .7 percent click-thru rate. According to our newsletter provider, Mail Chimp, the travel/tourism industry average is 15.3 percent open rate and 1.7 percent click-thru rate.

The top clicked links are:

- <http://www.visitlovelandco.org/>
- <http://www.livability.com/best-places/top-100-best-places-to-live/2016>
- <https://youtu.be/1mBzh-cdQW8>
- <http://www.lovelandmuseumgallery.org/programs-events/events/halloween-family-fun-festival/>
- [http://www.loveland.org/Big\\_Thompson\\_Canyon/](http://www.loveland.org/Big_Thompson_Canyon/)

### 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>• Completed and distributed fall e-newsletter</li> <li>• Completed Visit Loveland Holiday Open House press release, to distribute in early November</li> <li>• Participated in the new Visit Loveland video shoot</li> <li>• Created and conceptualized Moose on the Loose campaign to launch in November</li> <li>• Distributed pitches promoting fall and holiday travel and tourism</li> <li>• Drafted Colorado state vacation guide copy for 2016</li> <li>• Working with Visit Loveland to coordinate regarding CTO UK Valentine FAM trips and packages</li> <li>• Researched and updated master media lists for travel and tourism</li> <li>• Promoted NoCo Mini Maker Faire in Loveland through media relations</li> <li>• Wrote first two Visit Loveland blog posts, "Your Loveland Halloween Experience" and "Seven Ways to get in Last-Minute Fall Fun in Loveland".</li> <li>• Wrote 12 Days of Holiday Magic press release, to be distributed in November</li> <li>• Met with My Big Date team for Valentine Package planning and media relations needs</li> <li>• Pitched <i>Rocky Mountain Parent</i> with December events in Loveland for their upcoming coverage</li> <li>• Drafted Colorado Life Valentine ad copy</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:</li> </ul>

		<ul style="list-style-type: none"> <li>o Fall and Halloween in Loveland</li> <li>o Local events and announcements</li> <li>o Promoted fall attractions in Loveland to celebrate the season</li> <li>o Sculpture Saturday every week promoting public art around Loveland</li> <li>o Shared scenic photography from local photographers</li> <li>o Shared photos from our followers, which increased engagements</li> <li>o Interacted with other Colorado travel brands, including Visit Colorado</li> <li>o Promoted fall and Halloween blog posts</li> <li>o Promoted local event, NoCo Mini Maker Faire</li> <li>o Travel Tuesday to share inspirational travel quotes to increase desire to visit Loveland</li> <li>o Fan Photo Friday asking for photos from follower's travels to increase interactions</li> <li>o Sunday Funday asking for comments from follower's travels to local places to increase interactions</li> <li>• Visit Colorado Instagram takeover <ul style="list-style-type: none"> <li>o Promoted local sculpture, golf travel, downtown breweries and restaurants, sunsets, scenic shots of fall, local shopping, Loveland sports and more.</li> </ul> </li> </ul>
<b>Attention</b>	<i>Public Relations</i>	<ul style="list-style-type: none"> <li>• Coloradoan article from Oct. 5, "A NoCo October: 5 fall things to do this month," with mention of Osborn Farm received 59,592 impressions for a total PR value of \$1,107 <ul style="list-style-type: none"> <li>o <a href="http://www.coloradoan.com/story/entertainment/2015/10/01/things-october-fort-collins/73159480/">http://www.coloradoan.com/story/entertainment/2015/10/01/things-october-fort-collins/73159480/</a></li> </ul> </li> <li>• Coloradoan article from Oct. 13, "Take a Creepy Walk in the Woods", received 59,592 impressions for a total PR value of \$1,107. <ul style="list-style-type: none"> <li>o <a href="http://www.coloradoan.com/story/life/2015/10/12/take-creepy-walk-woods/73834704/">http://www.coloradoan.com/story/life/2015/10/12/take-creepy-walk-woods/73834704/</a></li> </ul> </li> <li>• Mountain Living article from Oct. 17, "The Best of Colorado's Candy Stores," received 361,695 impressions for a total PR value of \$900 <ul style="list-style-type: none"> <li>o <a href="http://www.mountainliving.com/The-Heidi-Guide/The-Best-of-Colorados-Candy-Stores/">http://www.mountainliving.com/The-Heidi-Guide/The-Best-of-Colorados-Candy-Stores/</a></li> </ul> </li> <li>• USA Today article from Oct. 23, "Idyllic America: Picturesque towns in each state," received 3,776,130 impressions for a total PR value of \$4,567.50 <ul style="list-style-type: none"> <li>o <a href="http://experience.usatoday.com/america/story/best-of-lists/2015/10/23/picturesque-small-towns-america/74409442/">http://experience.usatoday.com/america/story/best-of-lists/2015/10/23/picturesque-small-towns-america/74409442/</a></li> </ul> </li> <li>• Coloradoan article from Oct. 23, "Halloween is coming: 9 things to do," received 59,592 impressions for a total PR value of \$1,000. <ul style="list-style-type: none"> <li>o <a href="http://www.coloradoan.com/story/entertainment/2015/10/19/nights-halloween-fort-collins/74242850/">http://www.coloradoan.com/story/entertainment/2015/10/19/nights-halloween-fort-collins/74242850/</a></li> </ul> </li> <li>• Boulder Daily Camera article from Oct. 23, "Looking for Halloween activities? Check out this guide," received 990,000 impressions for a total PR value of \$690. <ul style="list-style-type: none"> <li>o <a href="http://www.dailycamera.com/entertainment/ci_29003531/halloween-activities-2015-boulder-larimer-county-pumpkin-patches-haunted-houses">http://www.dailycamera.com/entertainment/ci_29003531/halloween-activities-2015-boulder-larimer-county-pumpkin-patches-haunted-houses</a></li> </ul> </li> <li>• Coloradoan article from Oct. 30, "Wimp reporter takes a creepy walk in the woods," received 59,592 impressions for a total PR value of \$5,000. <ul style="list-style-type: none"> <li>o <a href="http://www.coloradoan.com/story/entertainment/2015/10/27/reporter-takes-creepy-walk-halloween/74704662/">http://www.coloradoan.com/story/entertainment/2015/10/27/reporter-takes-creepy-walk-halloween/74704662/</a></li> </ul> </li> <li>• See the attached NoCo Maker Faire report for detailed metrics on all public relations attention related to that work.</li> </ul>
	<i>Social Media</i>	<ul style="list-style-type: none"> <li>• <b>Overall:</b> According to Google Analytics, the website had 249 visits from social media in October including 239 from Facebook, 6 from Pinterest, 1 from Twitter, 1 from Blogger and 1 from WAYN, a new social media site specifically for travel.</li> <li>• <b>Facebook:</b> <ul style="list-style-type: none"> <li>o We secured 124 new fans during this time, but lost 15, for a total of 3,785.</li> <li>o 2,221 people are talking about the page and we have 80,456 impressions, up from 49,677 by 42,385, up from 23,795 users.</li> <li>o 76 percent of those interacting with our page are female and our largest age demographic is 55+. Second is 35-44. Followed by 25 – 34.</li> <li>o Those interacting with our page are primarily from Loveland, followed by Fort Collins, Denver, Greeley and Longmont.</li> <li>o 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>o We have 12 new Twitter followers this month for a total of 1,262.</li> <li>o We had 8,562 total impressions</li> <li>o We saw 23 mentions and 18 Retweets.</li> </ul> </li> </ul>

		<ul style="list-style-type: none"> <li>○ 53 percent of our followers are female and our largest age demographic is 35-44.</li> <li>• <b>Visit Loveland Instagram:</b> <ul style="list-style-type: none"> <li>○ Our new followers increased an impressive 982 percent since last month, from 927 to 1,259.</li> <li>○ Photos of outdoor scenery, sunrises and sunsets are liked more often.</li> <li>○ Our most engaging hashtag is #visitloveland, followed by #fall, then #mybudgettravel.</li> <li>○ We received a total of 1,258 likes and 26 comments for a total of 1,284 engagements</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 88 followers and 25,541 views, up from 24,826.</li> </ul> </li> <li>• <b>Pinterest:</b> <ul style="list-style-type: none"> <li>○ We have 16 boards containing seasonal information, events and festivals, local art, restaurants and breweries, Loveland in the news, local lodging, family friendly fun and more.</li> <li>○ We currently have 659 pins, 72 followers and are following 76 other profiles.</li> <li>○ In the month of October, we had 20 average daily impressions and 5 daily viewers. This number is anticipated to grow as we continue to build the page.</li> <li>○ The top pin impressions came from The Fountains of Loveland post, the #NationalDessertDay post, a post about the Colorado Eagles game, fall colors post and a NoCo Mini Maker Faire post for a total of 64 impressions.</li> </ul> </li> </ul>
<b>Attitudes</b>		<ul style="list-style-type: none"> <li>• Overall, sentiment about Loveland, Colo. is positive with many ambassadors and visitors singing Loveland's praises. Focus has been on the fall season.</li> </ul>

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## NoCo Mini Maker Faire

### 2015 Mini Maker Faire and Maker's After Dark

#### PR Project Report

#### Summary

The NoCo Mini Maker Faire engaged Fyn Public Relations to execute a media relations plan to promote the 2015 NoCo Mini Maker Faire and the Maker's After Dark event. With a limited budget, Fyn PR was able to generate coverage that brought more more than 7.8 million impressions and a total PR value of more than \$69,000.

Media coverage for the events was abundant, including high-profile coverage through TV segments on 9 News and Channel 2; print and online coverage through the Denver Post, Westword, 5280 Magazine, BizWest, Loveland Reporter-Herald, Wyoming Tribune Eagle; and several radio interviews, including Rocky Mountain Viewpoints and 850 KOA.

Links: to all print and online coverage can be found here:

- NMMF Media Hits: <https://www.evernote.com/pub/thefynlife/nocominimakerfairemediahits>
- NMMF Calendar Hits: <https://www.evernote.com/pub/thefynlife/nocominimakerfairecalendarhits>

A list of hits is also attached.

#### Public Relations Results

**Project Goals:** The goal for PR efforts around this event included: 1) Elevate the NoCo Mini Maker Faire and Maker's After Dark brands among potential attendees and influencers, 2) Differentiate the NoCo Mini Maker Faire and Maker's After Dark from maker faires in Colorado, 3) Drive attendance of the NoCo Mini Maker Faire and Maker's After Dark and drive ticket sales to events.

#### Fyn PR was contracted to:

- Develop a mini PR Plan outlining timeline, tactics and targets.
- Media Relations:
  - Pitching story ideas to appropriate editors, reporters and bloggers. We will focus on select destination, general consumer, craft spirits and innovation/business media
  - Customizing and distributing 1-2 press releases (drafted by National Compass per Elise.) We edited
  - Posting events to relevant online event calendars
  - Drafting briefing documents for coordinated interviews and serving as event spokesperson as needed
- Monthly Program Assessment + Team Meetings

We exceeded our deliverables by adding an additional press release and a separate media pitching opportunity.

#### Work Accomplished:

- Fyn PR Developed a mini PR Plan outlining timeline, tactics, targets and event messaging.
- Fyn PR edited and distributed the following press releases to targeted media:
  - Call for Makers – NoCo Mini Maker Faire
  - Makers After Dark
  - 10 Days to Make Initiative
- Fyn PR pitched the media on speaking with Elise about the importance of encouraging youth makers following Ahmed Mohamed's arrest.
- Fyn PR drafted the media alert for the NoCo Mini Maker Faire and Maker's After Dark event encouraging media to participate and attend.
- Fyn PR drafted tailored proactive pitches to top-tier media to help secure high profile feature opportunities.
- Fyn PR researched and drafted briefing documents for all media opportunities to help prepare spokespeople for their interviews. These documents provided background on the publication, interview goals, speaking points and recommendations.
- Fyn PR moderated most media interviews to help ensure that the interview stayed on topic and so that Fyn PR could manage any follow-up.
- Fyn PR posted the event to relevant event calendars.

Issue Date	Publication	Article Title/Description/Release name	Hit Type	Author	Link	Available in Print?	Impressions	PR Value
<b>Online Hits</b>								
9/8/2015	1310 KFKA	NoCo Mini Maker Faire	Feature	Chad Peterson	<a href="http://www.1310kfka.com/audio/gnmd090815hr3.mp3">http://www.1310kfka.com/audio/gnmd090815hr3.mp3</a>	No	270,000	\$209.88
9/15/2015	1310 KFKA	NoCo Mini Maker Faire	Feature	Chad Peterson	<a href="http://www.1310kfka.com/audio/gnmd091515hr3.mp3">http://www.1310kfka.com/audio/gnmd091515hr3.mp3</a>	No	270,000	\$209.88
9/22/2015	1310 KFKA	NoCo Mini Maker Faire	Feature	Chad Peterson	<a href="http://www.1310kfka.com/audio/gnmd092215hr3.mp3">http://www.1310kfka.com/audio/gnmd092215hr3.mp3</a>	No	270,000	\$209.88
9/29/2015	1310 KFKA	NoCo Mini Maker Faire	Feature	Chad Peterson	Not posted online yet	No	270,000	\$209.88
10/9/2015	5280	5280 Best Bet	Feature	-	<a href="http://www.5280.com/node/47210">http://www.5280.com/node/47210</a>	No	190,000	\$2,281
10/9/2015	7 News	7 Best Things to do in Denver this Weekend Oct. 9-11	Feature Roundup	Carrie Ripes	<a href="http://www.thedenverchannel.com/entertainment/events/7-things-to-do/7-news-list-of-the-7-best-things-to-do-in-denver-this-weekend-october-9-11-2015">http://www.thedenverchannel.com/entertainment/events/7-things-to-do/7-news-list-of-the-7-best-things-to-do-in-denver-this-weekend-october-9-11-2015</a>	No		\$1,500
10/9/2015	850 KOA	Makers After Dark	Feature	Steffan Tubbs	N/A	No	146,400	\$1,910
10/9/2015	9 News	NoCo Mini Maker Faire helps Young Ideas Grow	Feature	Corey Rose	<a href="http://www.9news.com/media/cinematic/video/73653060/3d-printing-can-be-easy/">http://www.9news.com/media/cinematic/video/73653060/3d-printing-can-be-easy/</a>	No		\$10,500
9/24/2015	Boulder Weekly	Tidbits   Week of Sept. 24, 2015	Feature Roundup	-	<a href="http://www.boulderweekly.com/article-15022-tidbits-week-of-sept-24-2015.html">http://www.boulderweekly.com/article-15022-tidbits-week-of-sept-24-2015.html</a>	Yes	204,000	\$2,820
10/9/2015	Chalkbeat Colorado	NoCo Mini Maker Faire	Event Posting	-	<a href="http://co.chalkbeat.org/events/no-co-mini-maker-faire/#.VhvOYpTViko">http://co.chalkbeat.org/events/no-co-mini-maker-faire/#.VhvOYpTViko</a>	No	N/A	N/A
10/8/2015	Channel 2 Daybreak	NoCo Mini Maker Faire	Feature	Kim Posey	<a href="http://kwgn.com/2015/10/08/noco-mini-maker-faire/">http://kwgn.com/2015/10/08/noco-mini-maker-faire/</a>	No		\$1,500
10/9/2015	Entertaining Fort Collins	Mini Maker Faire This Weekend!	Feature	Malini Bartels	<a href="http://entertainingfortcollins.com/mini-maker-faire-this-weekend/">http://entertainingfortcollins.com/mini-maker-faire-this-weekend/</a>	No	1,104	\$1,500
10/9/2015	Entertaining Fort Collins	Mini Maker Faire this Weekend-Entertaining Fort Collins	Social Media	-	<a href="https://www.facebook.com/EntertainingFortCollins?ref=ts">https://www.facebook.com/EntertainingFortCollins?ref=ts</a>	No	1,104	\$1,500
9/27/2015	Feasting Fort Collins	Sunday Table Talk Newsletter	Feature Roundup	Kristin Titterington	<a href="http://us2.campaign-archive1.com/?u=1f5c044e475f539235f1b9f31&amp;id=a54341c27f&amp;e=91d96c1838">http://us2.campaign-archive1.com/?u=1f5c044e475f539235f1b9f31&amp;id=a54341c27f&amp;e=91d96c1838</a>	No	29,163	\$300
10/10/2015	Go Fatherhood	Geeking Out at the Northern Colorado Makers Faire	Feature	Dave Taylor	<a href="http://gofatherhood.com/2015/10/geeking-out-at-the-northern-colorado-makers-faire/">http://gofatherhood.com/2015/10/geeking-out-at-the-northern-colorado-makers-faire/</a>	No	10,773	\$1,500
10/5/2015	Growing Up Fort Collins	What's a Mini Maker Faire?	Feature	June Macon	<a href="http://growingupfortcollins.com/whats-a-mini-maker-faire/">http://growingupfortcollins.com/whats-a-mini-maker-faire/</a>	No	10,773	\$1,500
9/25/2015	<a href="http://HeidiTown.com">HeidiTown.com</a>	Featured Festival: NOCO Mini Maker Faire, Loveland, CO	Feature	Heidi Kerr-Schlaefer	<a href="http://www.heiditown.com/2015/09/25/featured-festival-noco-mini-maker-faire-loveland-co/">http://www.heiditown.com/2015/09/25/featured-festival-noco-mini-maker-faire-loveland-co/</a>	No	21,000	\$900
10/11/2015	Innovation News	'10 Days to Make' Colorado Maker event begins Oct. 1	Press Release Posting	-	<a href="http://www.innovationnews.com/10-Days-to-Make-Colorado-event-begins-Oct-1/">http://www.innovationnews.com/10-Days-to-Make-Colorado-event-begins-Oct-1/</a>	No	183,603	\$1,500

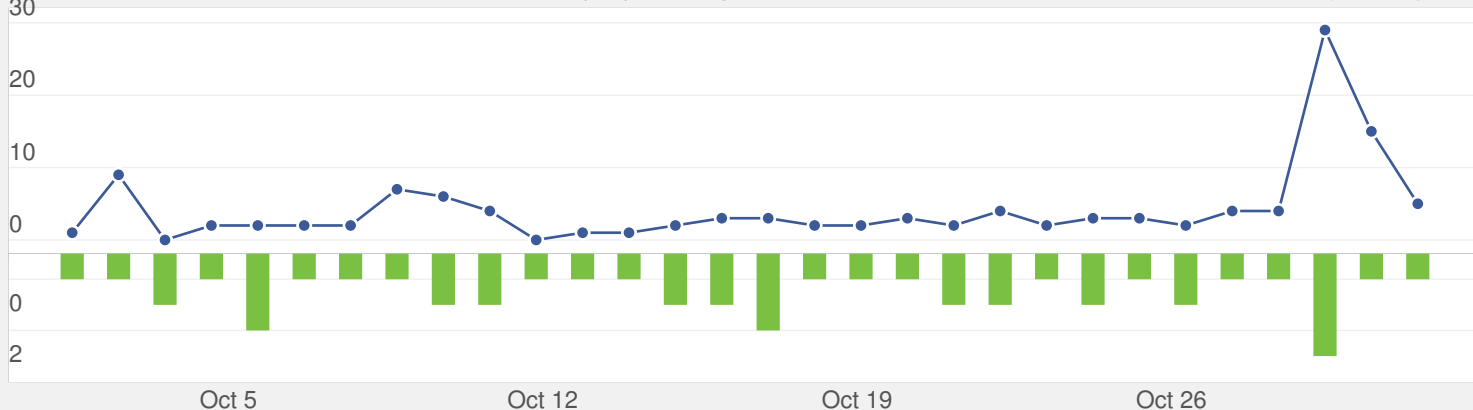
10/8/2015	Loveland Local	Top 10 reasons why the Northern Colorado Mini Maker Faire is better than anything else you can do in Colorado this weekend:	Feature	Kathy	<a href="http://lovelandlocal.com/blog/2015/10/08/top-10-reasons-why-the-northern-colorado-mini-maker-faire-is-better-than-anything-else-you-can-do-in-colorado-this-weekend/">http://lovelandlocal.com/blog/2015/10/08/top-10-reasons-why-the-northern-colorado-mini-maker-faire-is-better-than-anything-else-you-can-do-in-colorado-this-weekend/</a>	No		N/A
10/5/2015	Loveland Reporter Herald	NoCo Mini Maker Faire brings out all kinds of innovators	Feature	Jessica Benes	<a href="http://www.reporterherald.com/ci-28924872/noco-mini-maker-fair-brings-out-all-kinds">http://www.reporterherald.com/ci-28924872/noco-mini-maker-fair-brings-out-all-kinds</a>	Yes	765,144	\$6,090
10/5/2015	Loveland Reporter Herald	Makers After Dark will combine love of making and distilling	Feature	Jessica Benes	<a href="http://www.reporterherald.com/news/loveland-local-news/ci_28924850/makers-after-dark-will-combine-love-making-and">http://www.reporterherald.com/news/loveland-local-news/ci_28924850/makers-after-dark-will-combine-love-making-and</a>	Yes	765,144	\$6,090
10/11/2015	Loveland Reporter Herald	NoCo Mini Maker Faire offers big delights	Feature	Jessica Benes	<a href="http://www.reporterherald.com/loveland-other-events/ci_28954999/noco-mini-maker-faire-offers-big-delights">http://www.reporterherald.com/loveland-other-events/ci_28954999/noco-mini-maker-faire-offers-big-delights</a>	Yes	765,144	\$6,090
10/9/2015	Loveland Reporter Herald	Mark Your Calendar: Loveland-area events for Saturday through Monday	Feature Roundup	Staff Reporter	<a href="http://www.reporterherald.com/news/farmer-county/ci_28948981/mark-your-calendar-loveland-area-events-saturday-through">http://www.reporterherald.com/news/farmer-county/ci_28948981/mark-your-calendar-loveland-area-events-saturday-through</a>	Yes	765,144	\$914
9/23/2015	Rocky Mountain Viewpoints	NoCo Mini Maker Faire and Makers After Dark	Feature Radio	Jimmy Lakey	N/A	No	146,400	810
10/3/2015	Source	LEAP students host 'Nerdy Derby' this weekend	Mention	Erin Pittman	<a href="http://source.colostate.edu/leap-students-host-nerdy-derby-this-weekend/">http://source.colostate.edu/leap-students-host-nerdy-derby-this-weekend/</a>	No	94,470	\$60
10/9/2015	Westword	Makers After Dark at the NoCo Mini Makers Faire	Feature	Bree Davies	<a href="http://www.westword.com/event/makers-after-dark-at-the-noco-mini-makers-faire-7180459">http://www.westword.com/event/makers-after-dark-at-the-noco-mini-makers-faire-7180459</a>	Yes	204,000	4,561
10/9/2015	Westword	NoCo Maker Faire	Event Posting	-	<a href="http://www.westword.com/event/noco-maker-faire-7168932">http://www.westword.com/event/noco-maker-faire-7168932</a>	No	1,000,000	\$2,820
10/5/2015	Wyoming Tribune Eagle	Mini Maker Faire in Loveland puts creativity on display	Feature	Ellen Fike	<a href="http://www.wyomingnews.com/articles/2015/10/07/entertainment/03ent-10-5-15.txt#.VhvO4Z1Viko">http://www.wyomingnews.com/articles/2015/10/07/entertainment/03ent-10-5-15.txt#.VhvO4Z1Viko</a>	Yes	900,000	\$7,200
<b>Print Hits</b>								
10/8/2015	Boulder Weekly		Feature Roundup	-	N/A	N/A	105,000	\$2,820
10/6/2015	Loveland Reporter Herald	New Innovations	Feature	Jessica Benes	N/A	N/A	45,747	\$304.50
10/6/2015	Loveland Reporter Herald	Combining the Love of Making and Distilling	Feature	Jessica Benes	N/A	N/A	45,747	\$152.25
10/12/2015	Loveland Reporter Herald	Digital Delights	Feature	Jessica Benes	N/A	N/A	45,747	\$304.50
10/9/2015	Loveland Reporter Herald	Mark Your Calendar	Event Posting	-	N/A	N/A	45,747	\$38.07
10/8/2015	Westword	Night + Day Make or Break	Feature Roundup	-	N/A	N/A	204,000	\$330
10/3/2015	Wyoming Tribune Eagle	Where the Creative Things Are	Feature	Ellen Fike	N/A	N/A	49,500	\$855
								<b>Total PR Value: \$69,489.84</b>

# FACEBOOK PAGE REPORT

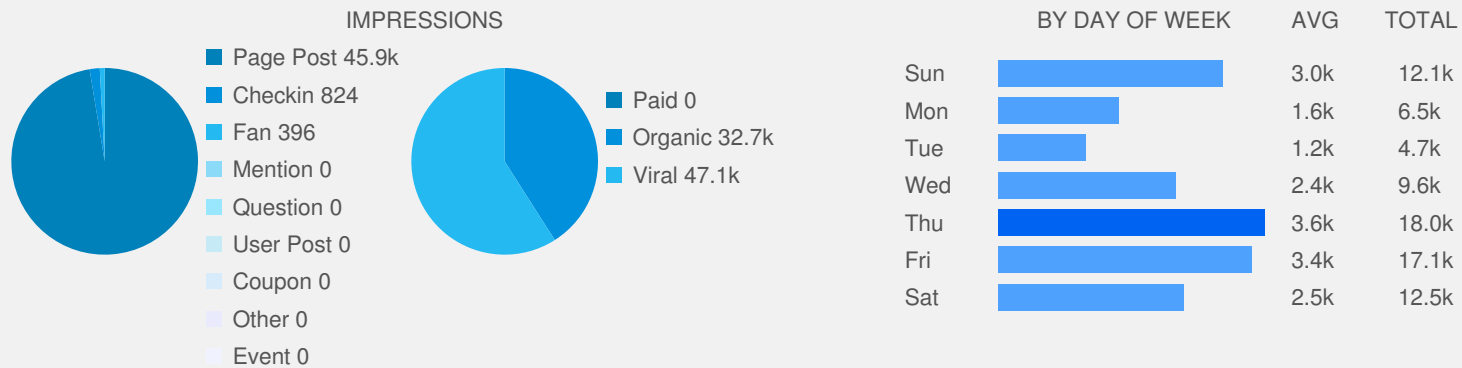
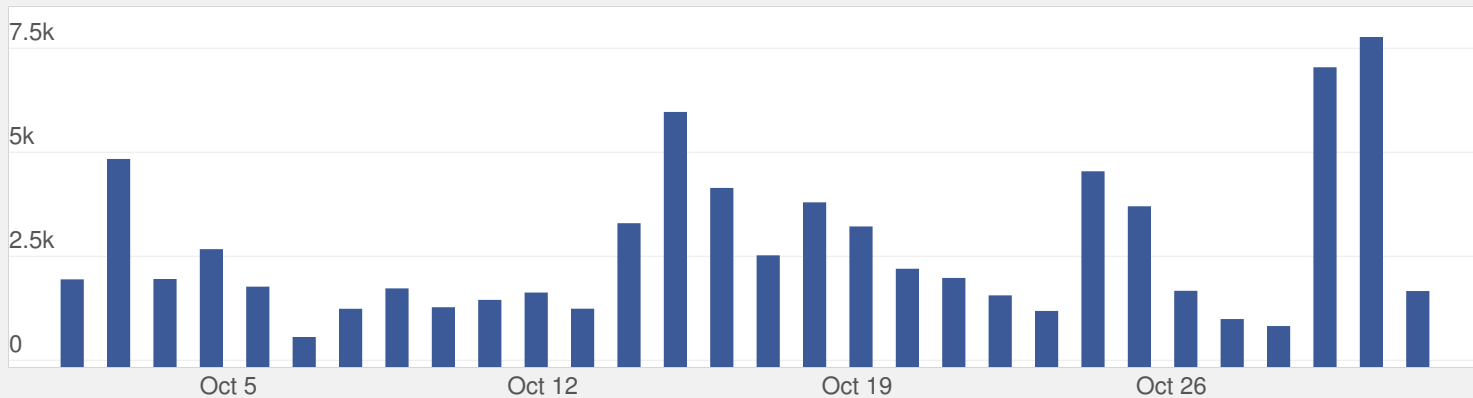
from October 1, 2015 - October 31, 2015

Visit Loveland Colorado

**FAN GROWTH** 3.8k Total Likes, and 526 people talking about this New Fans 124 Unliked your Page 15



**PAGE IMPRESSIONS** Impressions 80,456 by 42,385 users



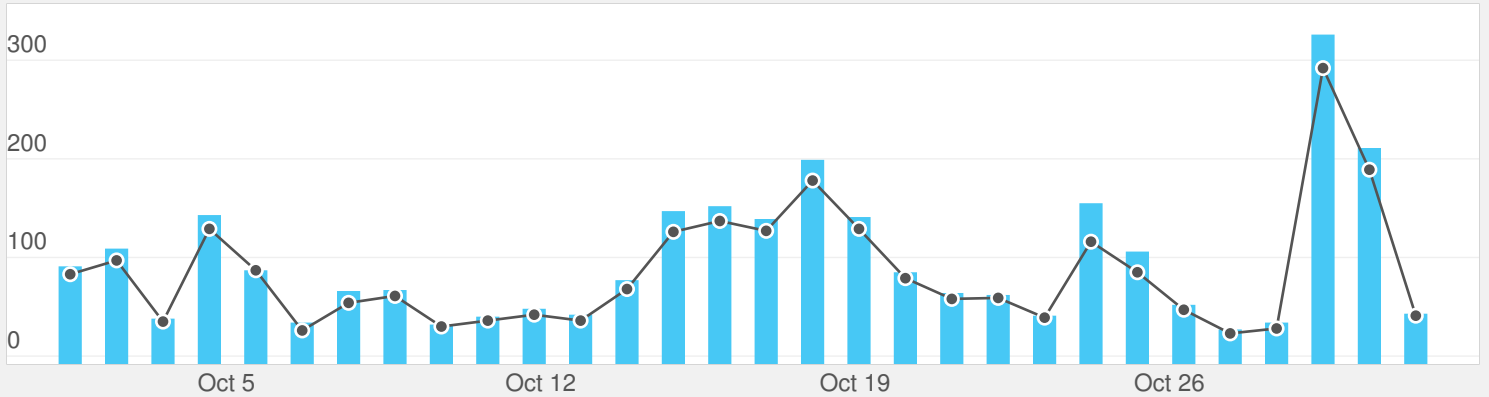
## IMPRESSION DEMOGRAPHICS Here's a quick breakdown of people engaging with your Facebook Page



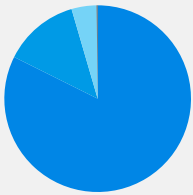
# SHARING how people are sharing your content

## STORIES

Stories Created **2,857** by 2,536 users



### SHARE TYPE



- Other 2.4k
- Page Post 375
- Fan 124
- Mention 4
- Checkin 1
- Question 0
- User Post 0
- Coupon 0
- Event 0

### BY DAY OF WEEK

Day	Avg	Total
Sun	122.5	490
Mon	63.3	253
Tue	46	184
Wed	62.3	249
Thu	152.6	763
Fri	93.6	468
Sat	90	450

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

### AGE & GENDER

Age Group	Count
13-17	3
18-24	11 / 29
25-34	30 / 202
35-44	56 / 276
45-54	77 / 270
55+	129 / 760

### TOP COUNTRIES

Country	Count
United States	1.8k
Germany	6
India	4
Italy	3
United Kingdom	3

### TOP LOCALES

Locale	Count
English (United States)	1.8k
English (United Kingdom)	30
Spanish (umbrella locale)	14
German (Germany)	4
Italian (Italy)	3

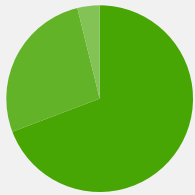




# YOUR CONTENT

a breakdown of the content you post

## BY STORY TYPE



- Photo 36
- Link 14
- Video 2

	AVG	TOTAL
Reach	851.6	44.28k
People Talking About This	42.73	2.22k
Engagement	7.42%	8.67%

## CONTENT BREAKDOWN

A breakdown of how your individual posts performed

DATE	POST	REACH	ENGAGED	TALKING	LIKES	COMMENTS	SHARES	ENGAGEMENT
10/31/15	Downtown Loveland is full of trick or...	750	90	22	22	--	--	12%
10/31/15	Instagram follower Sydapix enjoyed a ...	317	24	16	16	--	1	7.57%
10/30/15	From Downtown Loveland to Centerra, L...	68	3	1	1	--	--	4.41%
10/29/15	Ghosts and ghouls alike flock to down...	140	11	5	5	1	--	7.86%
10/29/15	Good morning, Loveland. #VisitLovelan...	653	50	36	34	1	3	7.66%
10/28/15	Fall might be coming to an end but th...	4.5k	294	96	86	1	18	6.55%
10/28/15	Beautiful fall colors are still cover...	3.3k	424	298	277	23	29	12.76%
10/27/15	Happy #NationalAmericanBeerDay from y...	177	5	5	5	1	--	2.82%
10/27/15	The new Visit Loveland website now ha...	158	1	1	1	--	--	0.63%
10/27/15	Loveland art is beautifully weaved th...	369	32	18	17	--	4	8.67%
10/26/15	Visit Loveland has taken over the Vis...	164	4	3	3	--	--	2.44%
10/26/15	The undead will rise and make their w...	185	13	3	3	--	1	7.03%
10/25/15	Local seasonal beers are a great part...	429	24	14	14	--	2	5.59%
10/25/15	Start your Sunday off right with one ...	406	27	14	13	1	2	6.65%
10/24/15	Halloween in Loveland features many f...	129	2	1	1	--	--	1.55%
10/23/15	Morning strolls through Benson Sculpt...	1.7k	146	100	93	4	17	8.75%
10/23/15	Loveland was selected as Colorado's m...	2.4k	189	89	77	7	21	7.85%
10/22/15	We can't wait to welcome Verboten Bre...	128	3	3	3	--	--	2.34%
10/22/15	[Photo]	155	--	0	--	--	--	%
10/22/15	Nothing better on a chilly fall day t...	419	46	24	22	2	3	10.98%
10/21/15	Grab your best zombie gear and head t...	798	62	29	24	3	8	7.77%
10/21/15	Rainy downtown Loveland walks can bri...	696	67	49	49	--	5	9.63%
10/20/15	Sylvan Dale Guest Ranch is the perfec...	171	20	11	11	--	--	11.7%
10/20/15	With more than 300 days of sunshine p...	575	43	22	22	--	3	7.48%



# Instagram Profiles Report

## for visitlovelandco

Oct 01, 2015 - Oct 31, 2015

The Instagram Profiles Report gives you insight on all social activity across your Instagram accounts using a blend of Instagram metrics and proprietary metrics of our own.

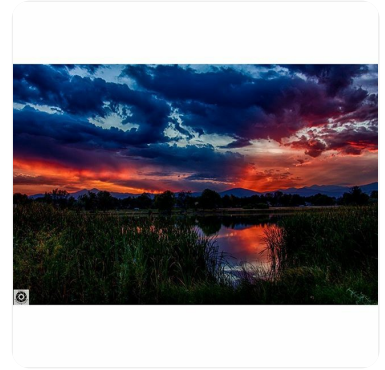
## Top Instagram Posts



@visitlovelandco  
118 Engagements



@visitlovelandco  
101 Engagements

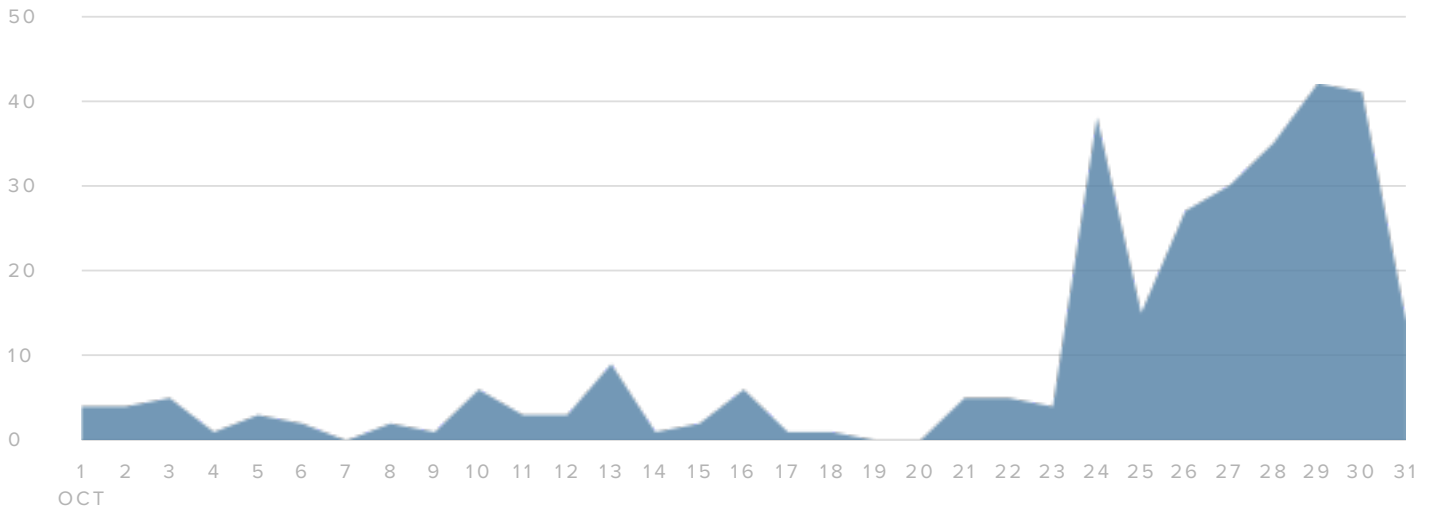


@visitlovelandco  
78 Engagements

## Audience Growth

AUDIENCE GROWTH, BY DAY

■ FOLLOWERS GAINED



### FOLLOWER METRICS

### TOTALS

Total Followers	1,234
Followers Gained	303
People that you Followed	4

Your new followers increased by

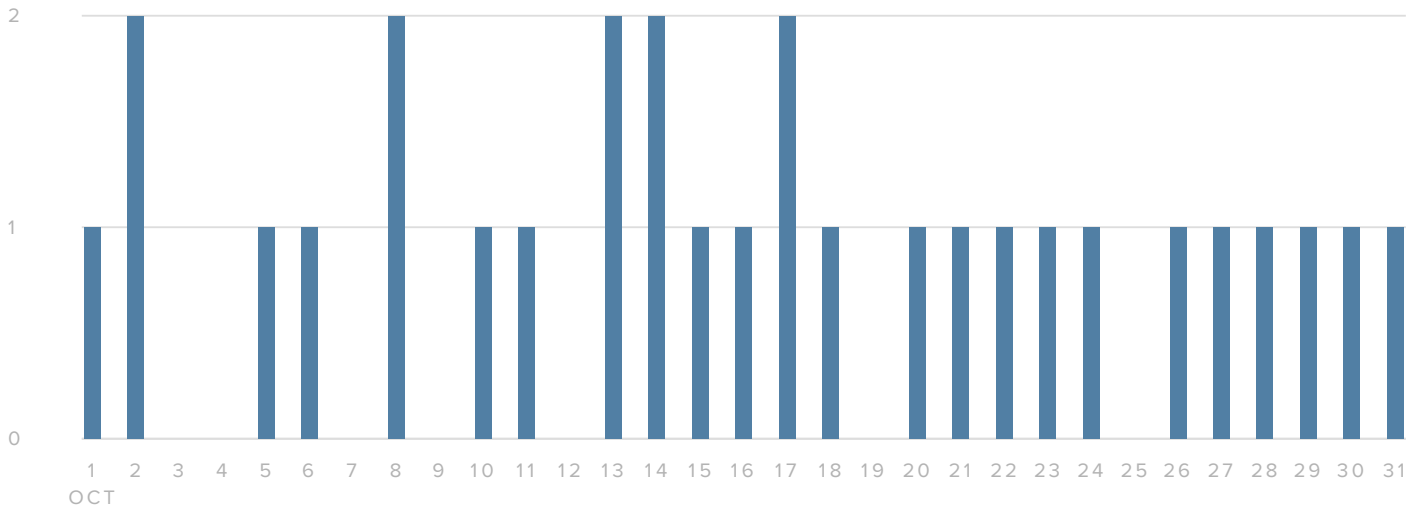
**▲ 982.1%**

since previous month

# Publishing Behavior

MEDIA PER DAY

■ MEDIA SENT



PUBLISHING METRICS

TOTALS

Photos	29
Videos	—
<b>Total Media</b>	<b>29</b>

The number of media you sent increased by

▲ **3.6%**

since previous month

# Outbound Hashtag Performance

## MOST USED HASHTAGS

#visitloveland	29
#fall	7
#art	4
#mybudgettravel	3
#sculpture	3
#coloradogram	2
#hockey	2
#foodiegram	2
#sunrise	2
#nocommf	2

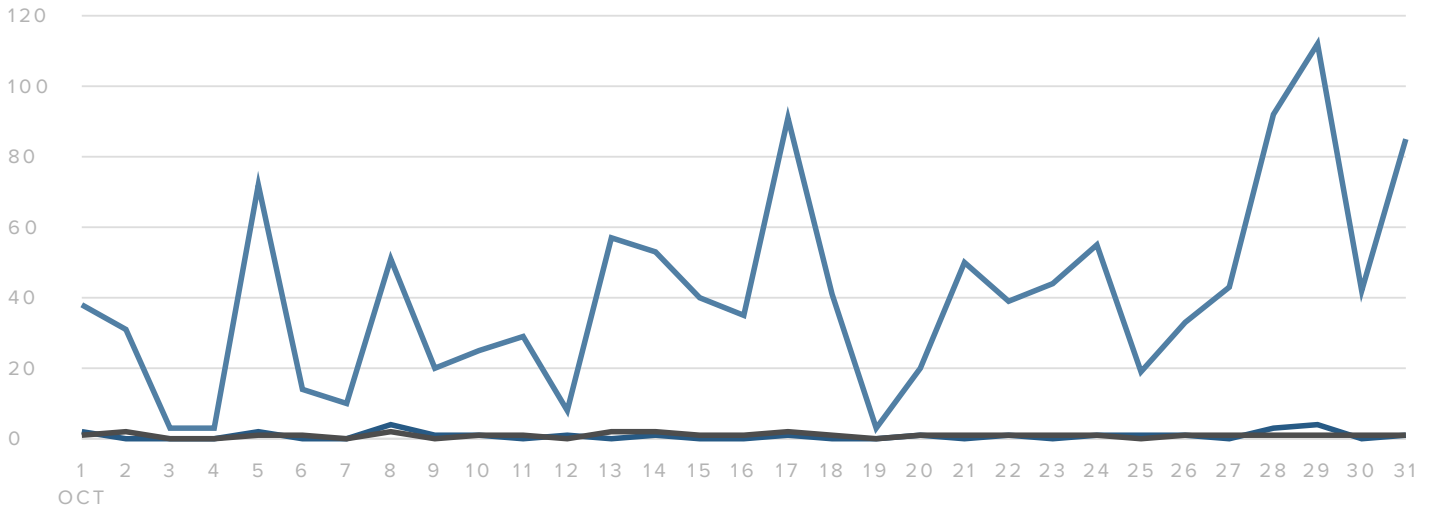
## MOST ENGAGED HASHTAGS

#visitloveland	901
#fall	223
#mybudgettravel	151
#coloradogram	143
#sunrise	123
#art	100
#sculpture	93
#lakeloveland	81
#colorado	81
#latergram	77

# Audience Engagement

AUDIENCE ENGAGEMENT, BY DAY

LIKES RECEIVED COMMENTS MEDIA SENT



## ENGAGEMENT METRICS

## TOTALS

Likes Received	1,258
Comments Received	26
<b>Total Engagements</b>	<b>1,284</b>

The number of engagements increased by

**▲ 52.1%**

since previous month

Engagements per Follower 1.0

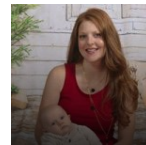
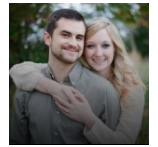
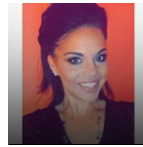
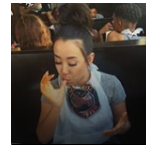
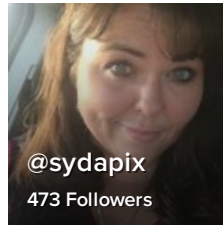
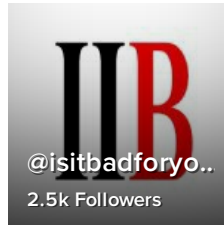
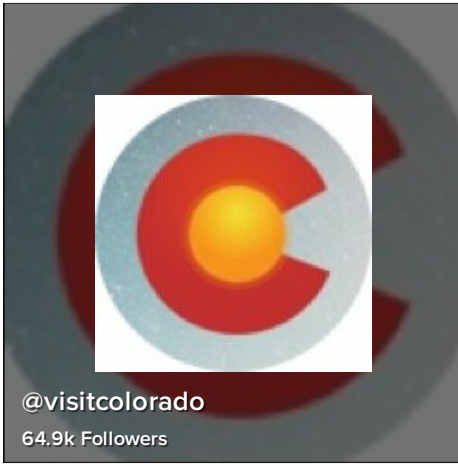
Engagements per Media 44.3

The number of engagements per media increased by


**▲ 46.9%**

since previous month

## Top Influencers Engaged



## Instagram Stats by Profile

Instagram Profile	Total Followers	Follower Increase	Followers Gained	Media Sent	Comments Sent	Total Engagements	Engagements per Media	Engagements per Follower
 visitlovelandco	1,234	32.5%	303	29	1	1,284	44.3	1.04





Twitter Profiles Report  
for @VisitLovelandCO  
Oct 01, 2015 - Oct 31, 2015

The Twitter Profiles Report gives you insight on all social activity across your Twitter accounts using a blend of Twitter's metrics and proprietary metrics of our own.

## Twitter Activity Overview



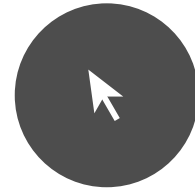
8,562

TOTAL IMPRESSIONS



115

TOTAL ENGAGEMENTS



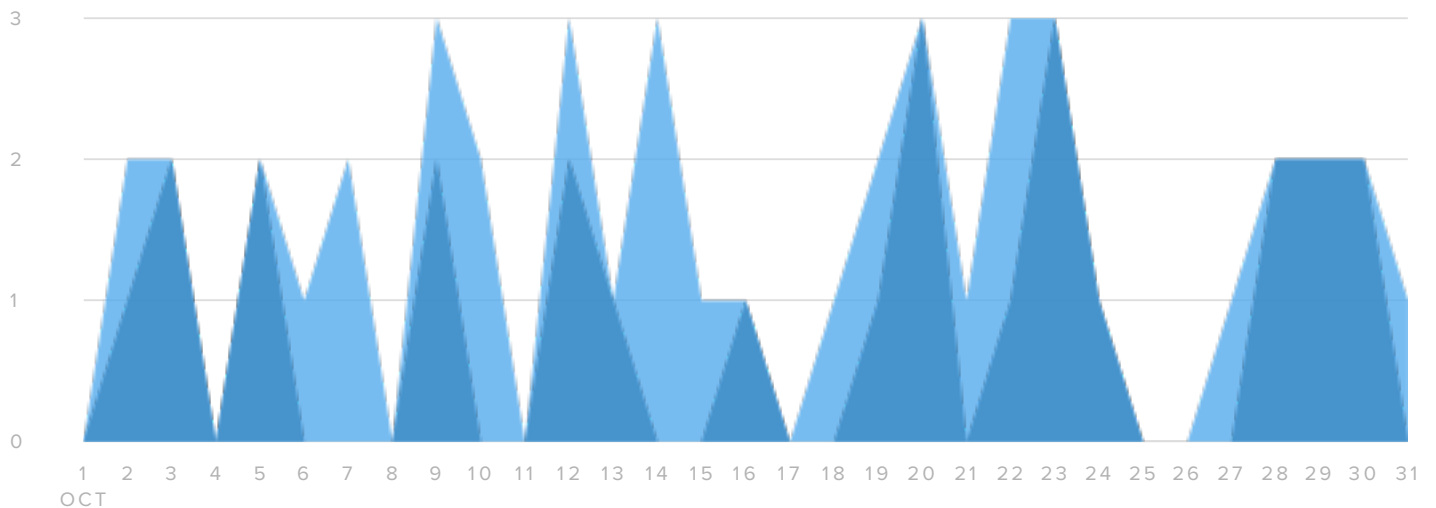
20

LINK CLICKS

## Audience Growth

AUDIENCE GROWTH, BY DAY

■ NEW FOLLOWER ALERTS ■ ACTUAL FOLLOWERS GAINED



### FOLLOWER METRICS

### TOTALS

Total Followers

1,258

New Follower alerts

41

Actual Followers gained

14

People that you followed

8

Your new followers decreased by

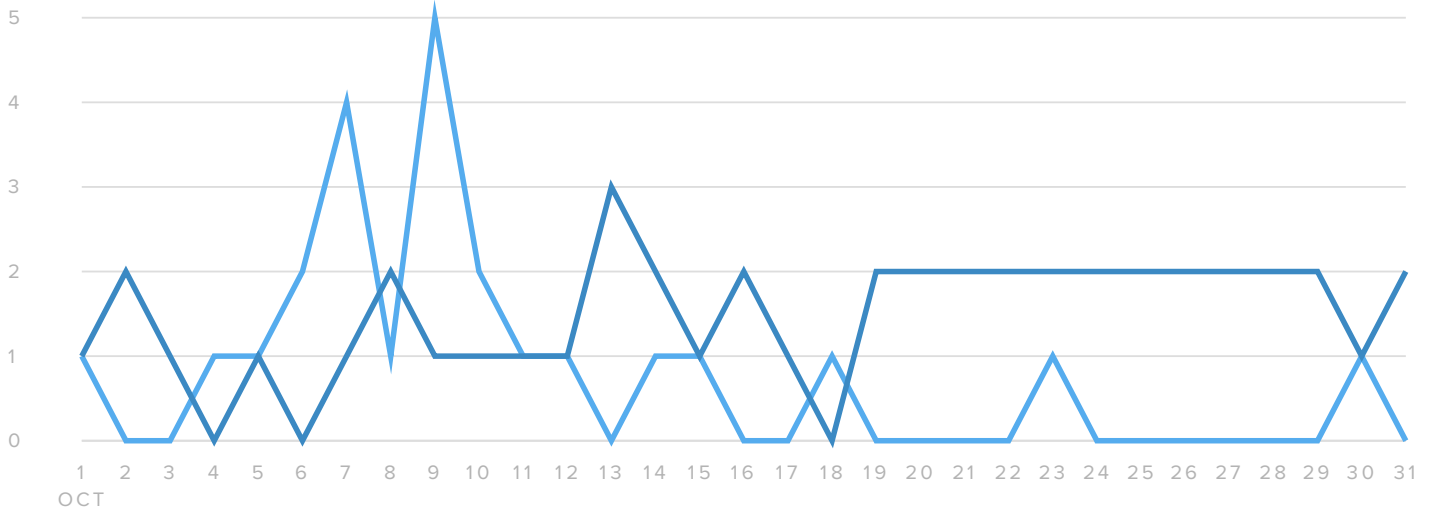
▼ 97.3%

since previous month

# Posts & Conversations

MESSAGES PER DAY

RECEIVED SENT



SENT/RECEIVED METRICS

TOTALS

Tweets sent	46
Direct Messages sent	—
<b>Total Sent</b>	<b>46</b>
Mentions received	23
Direct Messages received	1
<b>Total Received</b>	<b>24</b>

The number of messages you sent decreased by

▼ **33.3%**

since previous month

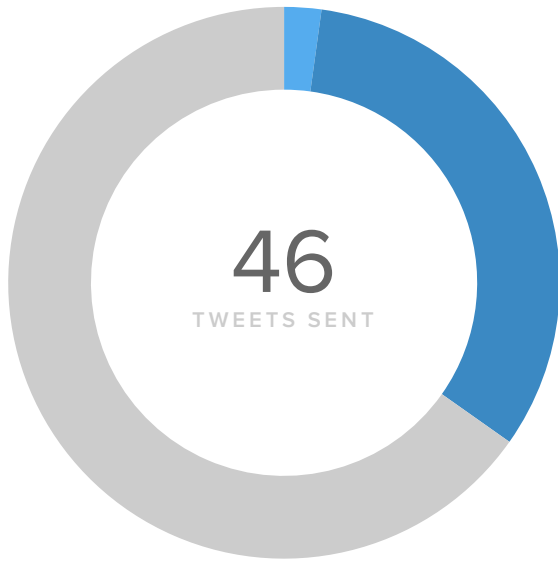
The number of messages you received increased by



since previous month

## Your Content & Engagement Habits

### SENT MESSAGE CONTENT



1  
PLAIN TEXT

15  
PAGE LINKS

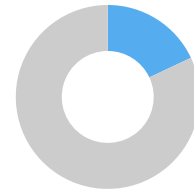
30  
PHOTO LINKS

### YOUR TWEETING BEHAVIOR



38%  
CONVERSATION

62%  
UPDATES



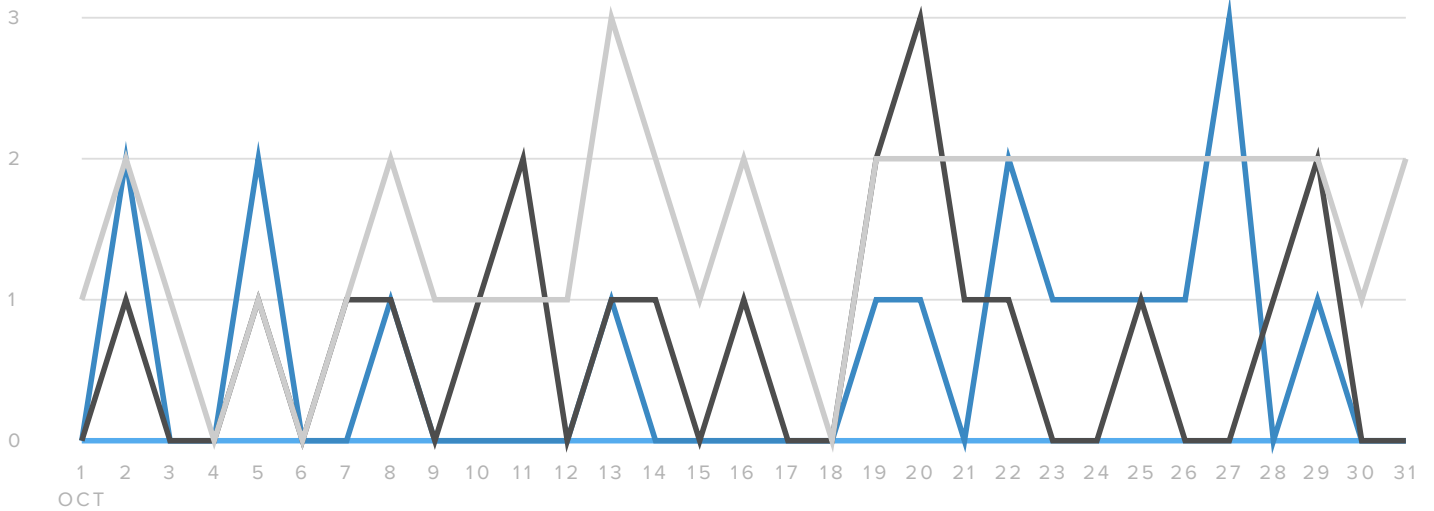
18%  
NEW CONTACTS

82%  
EXISTING CONTACTS

# Audience Engagement

## ENGAGEMENT COUNT

REPLIES RETWEETS FAVORITES TWEETS SENT



## ENGAGEMENT METRICS

## TOTALS

Replies	–
Retweets	18
Retweets with Comments	2
Favorites	21
Engagements per Follower	0.1
Impressions per Follower	6.8
Engagements per Tweet	2.5
Impressions per Tweet	186.1
Engagements per Impression	1.3%

The number of engagements decreased by

▼ **16.1%**

since previous month

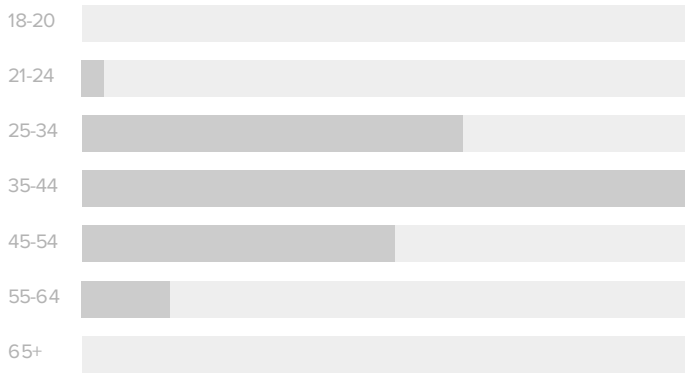
The number of impressions per Tweet increased by

▲ **36.6%**

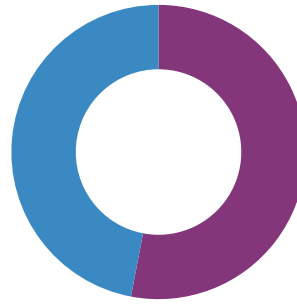
since previous month

# Audience Demographics

FOLLOWERS BY AGE



FOLLOWERS BY GENDER



53%


FEMALE FOLLOWERS

47%

MALE FOLLOWERS

Women between ages of 35-44 appear to be the leading force among your recent followers.

## Twitter Stats by Profile

Twitter Profile	Total Followers	Follower Increase	Impressions	Impressions per Follower	Engagements	Engagements per Follower	Retweets	Clicks
 @VisitLovelandCO	1,258	1.1%	8,562	6.81	115	0.09	18	20