



# Visit Loveland

## December 2015 PR & Social Media Report

### Monthly Highlights

December was another busy month for the Visit Loveland PR team. The focus was put on promoting the holidays, running the Moose on the Loose social media campaign and preparing for Valentine's Day season.

A link to all media coverage listed below can be found here.  
<https://www.evernote.com/pub/thefynlife/coldec.2015mediahits>

### E-Newsletter

The December 2015 e-newsletter focused on Loveland during the holiday season including holiday shopping deals, links to blog posts, promotion of the Visit Loveland Pinterest page, highlighting the Loveland Fire and Ice Festival and more. The subscriber list included 14,872 total recipients with a 8.8 percent open rate and a .3 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/2015/12/loveland-colorado-holidays/>
- <http://www.visitlovelandco.org/plan-your-trip/visitors-center/>
- <http://www.visitlovelandco.org/events/>
- <http://www.lovelandfireandice.com/>
- <http://www.visitlovelandco.org/2015/12/score-best-holiday-shopping-deals-loveland/>

The Visit Loveland team is working on a new e-newsletter format that will launch in 2016. With the new website, the goal is to create more unique content on the website and use the e-newsletter to structure and prioritize content for visitors.

### 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 Dec. e-newsletter</li> <li>• Drafted Valentine's Day travel pitches to distribute in January</li> <li>• Drafted Valentine's Day blog to be posted in December</li> <li>• Coordinated, monitored and completed Moose on the Loose campaign</li> <li>• Coordinated final winner of Moose on the Loose campaign</li> <li>• Wrote and posted Moose on the Loose blog post</li> <li>• Finalized, posted holiday shopping blog post</li> <li>• Updated all Pinterest boards to reflect our current social media strategy</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>○ Large focus on Moose on the Loose campaign</li> <li>○ Wrapped up Moose on the Loose campaign, coordinated prize pickup</li> <li>○ Local events and announcements</li> <li>○ Promoted holiday attractions in Loveland to celebrate the season</li> <li>○ Sculpture Saturday every week promoting public art around Loveland</li> <li>○ Shared scenic photography from local photographers</li> <li>○ Shared photos from our followers, which increased engagements</li> <li>○ Promoted Visit Loveland Holiday Open House at event</li> <li>○ Interacted with other Colorado travel brands, including Visit Colorado</li> <li>○ Travel Tuesday to share inspirational travel quotes to increase desire to visit Loveland</li> </ul> </li> </ul>

		<ul style="list-style-type: none"> <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> </ul>
<b>Attention</b>	<i>Public Relations</i>	<ul style="list-style-type: none"> <li>• Denver Business Journal article from Dec. 10, “Economic Development Commission opens wallet wide for Colorado tourism projects,” received 44,697 impressions for a total PR value of \$6,000. <ul style="list-style-type: none"> <li>o <a href="http://www.bizjournals.com/denver/blog/capitol_business/2015/12/economic-development-commission-opens-wallet-wide.html">http://www.bizjournals.com/denver/blog/capitol_business/2015/12/economic-development-commission-opens-wallet-wide.html</a></li> </ul> </li> <li>• Loveland Reporter Herald article from Dec. 10, “Northern Colorado tourism proposal clears funding hurdle”, received 765,144 impressions for a total PR value of \$6,090. <ul style="list-style-type: none"> <li>o <a href="http://www.reporterherald.com/ci_29086486/loveland-laser-tag-introduces-wild-new-rides">http://www.reporterherald.com/ci_29086486/loveland-laser-tag-introduces-wild-new-rides</a></li> </ul> </li> <li>• Loveland Reporter Herald article from Dec. 13, “Christmas Walk gets in step with the holiday season”, received 765,144 impressions for a total PR value of \$4,567.50. <ul style="list-style-type: none"> <li>o <a href="http://www.reporterherald.com/loveland-other-events/ci_29246785/christmas-walk-gets-step-holiday-season">http://www.reporterherald.com/loveland-other-events/ci_29246785/christmas-walk-gets-step-holiday-season</a></li> </ul> </li> <li>• Coloradoan article from Dec. 24 “Dining out for the holidays”, received 74,181 impressions for a total PR value of \$2,214. <ul style="list-style-type: none"> <li>o <a href="http://www.coloradoan.com/story/life/2015/12/15/dining-out-for-the-holidays-the-ultimate-guide-for-fort-collins/77310300/">http://www.coloradoan.com/story/life/2015/12/15/dining-out-for-the-holidays-the-ultimate-guide-for-fort-collins/77310300/</a></li> </ul> </li> <li>• Longmont Times Call article from Dec. 24, Turning sweet 16: Welcome in the new year with events ranging from concerts to yoga”, received 21,634 impressions for a total PR value of \$4,000. <ul style="list-style-type: none"> <li>o <a href="http://www.reporterherald.com/loveland-other-events/ci_29246785/christmas-walk-gets-step-holiday-season">http://www.reporterherald.com/loveland-other-events/ci_29246785/christmas-walk-gets-step-holiday-season</a></li> </ul> </li> </ul>
	<i>Social Media</i>	<ul style="list-style-type: none"> <li>• <b>Overall:</b> According to Google Analytics, the website had 416 visits from social media in December including 379 from Facebook, 9 from Pinterest and 28 from Twitter.</li> <li>• <b>Facebook:</b> <ul style="list-style-type: none"> <li>o We secured 146 new fans during this time, but lost 19, for a total of 4,041.</li> <li>o 1,683 people are talking about the page and we have 88,290 impressions, up from 67,111, by 47,442 users, up from 34,608.</li> <li>o We created 2,459 stories by 2,077 users.</li> <li>o 75 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 most engaging posts have been associated with the Moose on the Loose contest, New Years post, sunset photos and holiday posts.</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 10 new Twitter followers this month for a total of 1,274.</li> <li>o We had 8,468 organic impressions, up from 6,545.</li> <li>o We saw 12 retweets, 1 retweet with comments and 40 favorites.</li> <li>o 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>o Our new followers increased by 71, from 1,319 to 1,396.</li> <li>o Photos of outdoor scenery, sunrises and sunsets are liked more often.</li> <li>o Our most engaging hashtag is #loveland, followed by #visitloveland, then #colorado.</li> <li>o We received a total of 1,219 likes and 27 comments for a total of 1,246 engagements, up from 1,284.</li> </ul> </li> <li>• <b>Google+:</b> <ul style="list-style-type: none"> <li>o To save costs, we repurpose content from Facebook and Twitter on Google+.</li> </ul> </li> <li>• <b>Pinterest:</b> <ul style="list-style-type: none"> <li>o 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>o We currently have 691 pins, 91 followers and are following 75 other profiles.</li> <li>o In the month of December, we had 47 average daily impressions, and 11 daily viewers. This number is anticipated to grow as we continue to build the page.</li> <li>o This month, we implemented uniform cover photos for each board, which is anticipated to help grow our brand and page as a whole.</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 holiday season and social media promotions.</li> </ul>

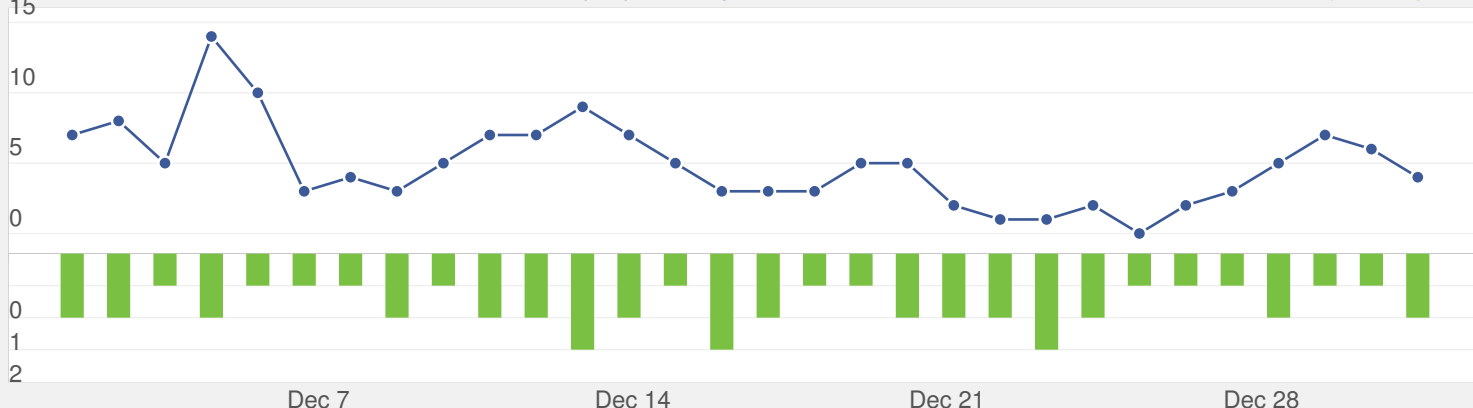
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# FACEBOOK PAGE REPORT

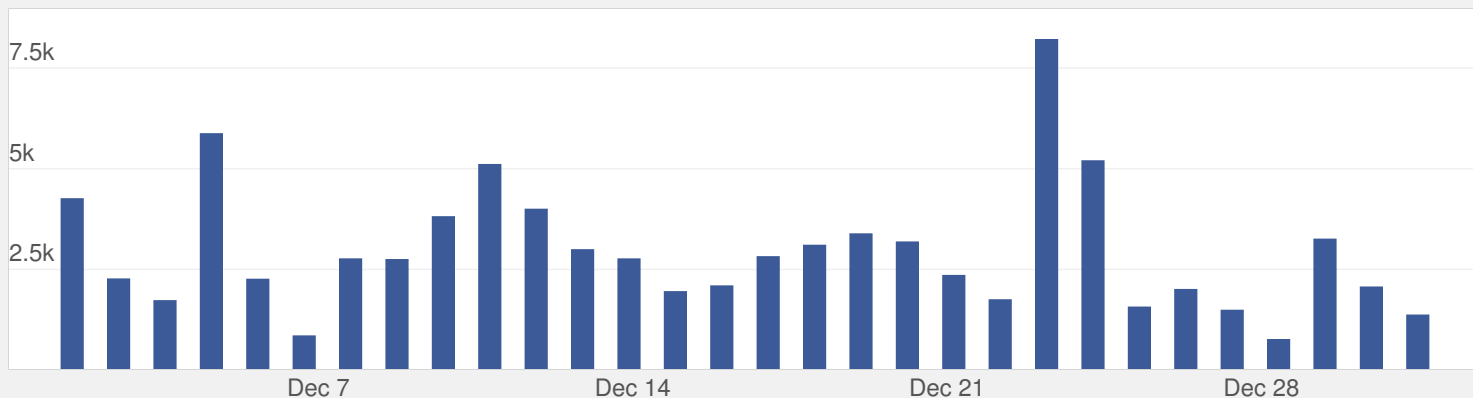
from December 1, 2015 - December 31, 2015

Visit Loveland Colorado

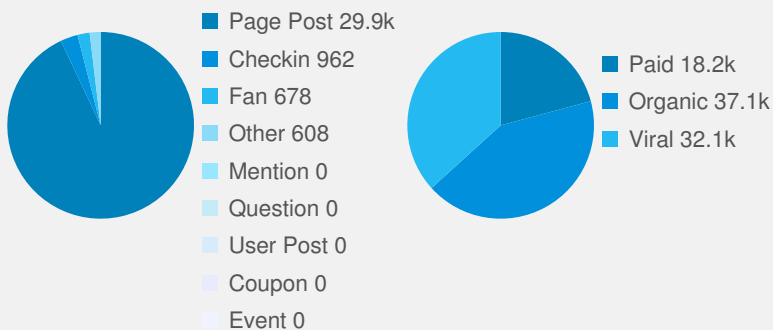
FAN GROWTH **4.08k** Total Likes, and **91** people talking about this New Fans **146** Unliked your Page **19**



PAGE IMPRESSIONS **88,290** by 47,442 users



## IMPRESSIONS

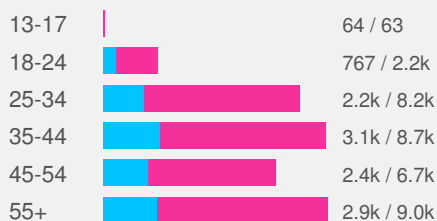


## BY DAY OF WEEK

Day	Avg	Total
Sun	1.9k	7.6k
Mon	1.9k	7.6k
Tue	2.6k	13.1k
Wed	4.1k	20.5k
Thu	2.7k	13.6k
Fri	3.7k	14.9k
Sat	2.7k	10.9k

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

### AGE & GENDER



### TOP COUNTRIES

Country	Impressions
United States	45.5k
Germany	160
United Kingdom	139
Canada	136
Mexico	106

### TOP CITIES

City	Impressions
Loveland, CO	19.1k
Fort Collins, CO	3.8k
Denver, CO	2.5k
Greeley, CO	2.1k
Longmont, CO	1.2k

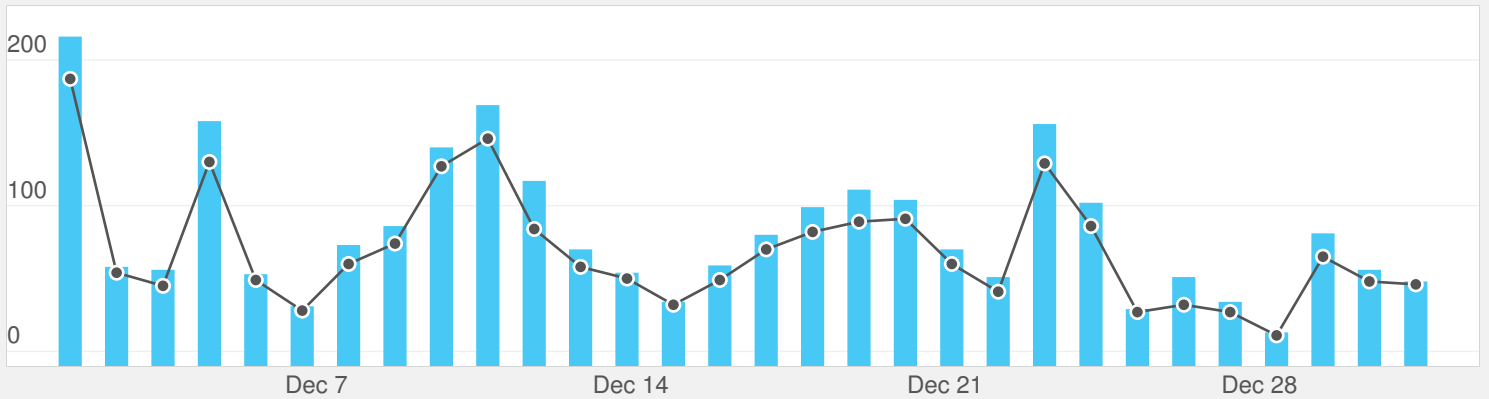


# SHARING

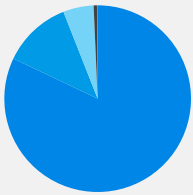
how people are sharing your content

## STORIES

Stories Created **2,459** by 2,077 users



### SHARE TYPE



- Other 2.0k
- Page Post 294
- Fan 130
- Mention 14
- Checkin 3
- Question 0
- Coupon 0
- User Post 0
- Event 0

### BY DAY OF WEEK

Day	Avg	Total
Sun	53.8	215
Mon	41.5	166
Tue	90	450
Wed	100.8	504
Thu	80.4	402
Fri	109.5	438
Sat	71	284

## SHARER DEMOGRAPHICS

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

### AGE & GENDER

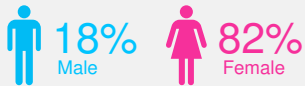
Age Group	Count
13-17	2 /
18-24	10 / 40
25-34	31 / 168
35-44	55 / 255
45-54	51 / 195
55+	104 / 499

### TOP COUNTRIES

Country	Count
United States	1.4k
Germany	6
Australia	3
India	3
Canada	2

### TOP LOCALES

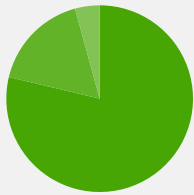
Locale	Count
English (United States)	1.4k
English (United Kingdom)	19
Spanish (umbrella locale)	8
German (Germany)	5
Korean (Korea, South)	2



# YOUR CONTENT

a breakdown of the content you post

## BY STORY TYPE



- Photo 37
- Link 8
- Status 2

AVG

TOTAL

Reach	1.05k	49.23k
People Talking About This	35.81	1.68k
Engagement	6.68%	6.59%

## CONTENT BREAKDOWN

A breakdown of how your individual posts performed

DATE	POST	REACH	ENGAGED	TALKING	LIKES	COMMENTS	SHARES	ENGAGEMENT
12/31/15	Oh, what a year. Thanks for the memor...	687	66	35	32	4	6	9.61%
12/31/15	Pure bliss. #visitloveland #sunset #c...	305	14	9	9	--	--	4.59%
12/30/15	Our own winter wonderland. #visitlove...	309	27	19	19	--	--	8.74%
12/29/15	Our holiday moose, Thompson is hungry...	2.5k	134	65	64	2	4	5.31%
12/29/15	Thompson had an exciting time at the ...	115	1	0	--	--	--	0.87%
12/27/15	Plan ahead for your New Years Eve cel...	246	7	2	2	--	1	2.85%
12/27/15	Winter reflections over Lake Loveland...	406	20	13	11	1	1	4.93%
12/27/15	Thompson is greeting Colorado Eagles ...	588	34	15	14	--	2	5.78%
12/26/15	Word on the street is that our holid...	577	23	9	8	--	2	3.99%
12/26/15	Looks like a moose sighting is in sto...	1	--	0	--	--	--	%
12/25/15	Happy holidays from Loveland! #VisitL...	1.1k	78	47	43	4	9	7.27%
12/25/15	Keep an eye out for our holiday moose...	1	--	0	--	--	--	%
12/23/15	Snow covered sidewalks welcome the up...	1.4k	132	82	75	7	6	9.57%
12/23/15	Loveland is at the top of the charts ...	4.9k	262	75	52	12	22	5.34%
12/22/15	Thompson had a great time ice skating...	246	25	14	12	--	3	10.16%
12/22/15	It's another gorgeous winter day in L...	870	70	50	46	8	5	8.05%
12/21/15	Loveland, an art lover's paradise. Do...	616	32	15	13	1	4	5.19%
12/20/15	Devils Backbone looks great in any se...	1.5k	127	78	72	6	12	8.69%
12/19/15	An ice skating moose? Our holiday moo...	1.6k	125	55	50	6	7	7.65%
12/18/15	Thompson the moose enjoyed his time a...	1.1k	38	30	30	1	1	3.48%
12/18/15	The Ice Rink at the The Promenade Sho...	803	54	35	30	2	3	6.72%
12/17/15	The rising sun over Horseshoe Lake, a...	985	84	48	44	2	5	8.53%
12/17/15	Easing into another beautiful winter ...	480	42	32	32	--	--	8.75%
12/16/15	Thompson the moose is warming up insi...	2.3k	137	83	80	--	9	5.87%



Twitter Profiles Report  
for @VisitLovelandCO  
Dec 01, 2015 - Dec 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



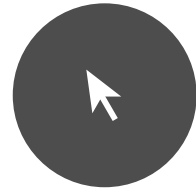
8,468

ORGANIC IMPRESSIONS



124

TOTAL ENGAGEMENTS



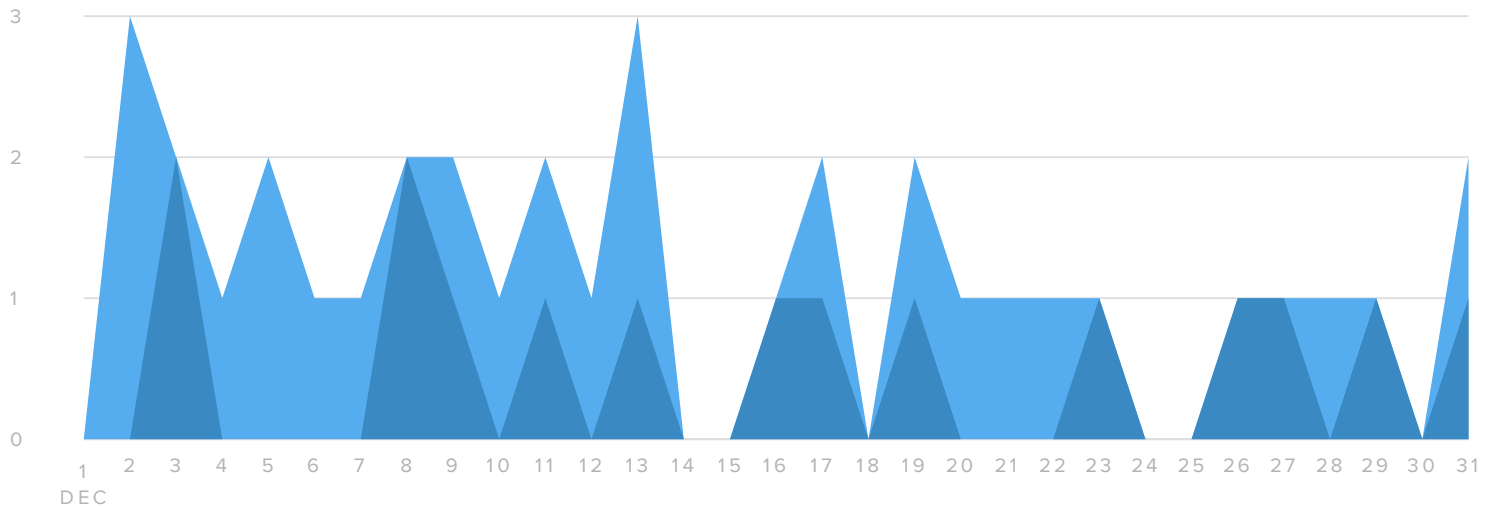
15

LINK CLICKS

## Audience Growth

AUDIENCE GROWTH, BY DAY

NEW FOLLOWER ALERTS   ACTUAL FOLLOWERS GAINED



### FOLLOWER METRICS

### TOTALS

<b>Total Followers</b>	<b>1,274</b>
New Follower alerts	31
Actual Followers gained	10
People that you followed	—

Your new followers increased by

▲ **66.7%**

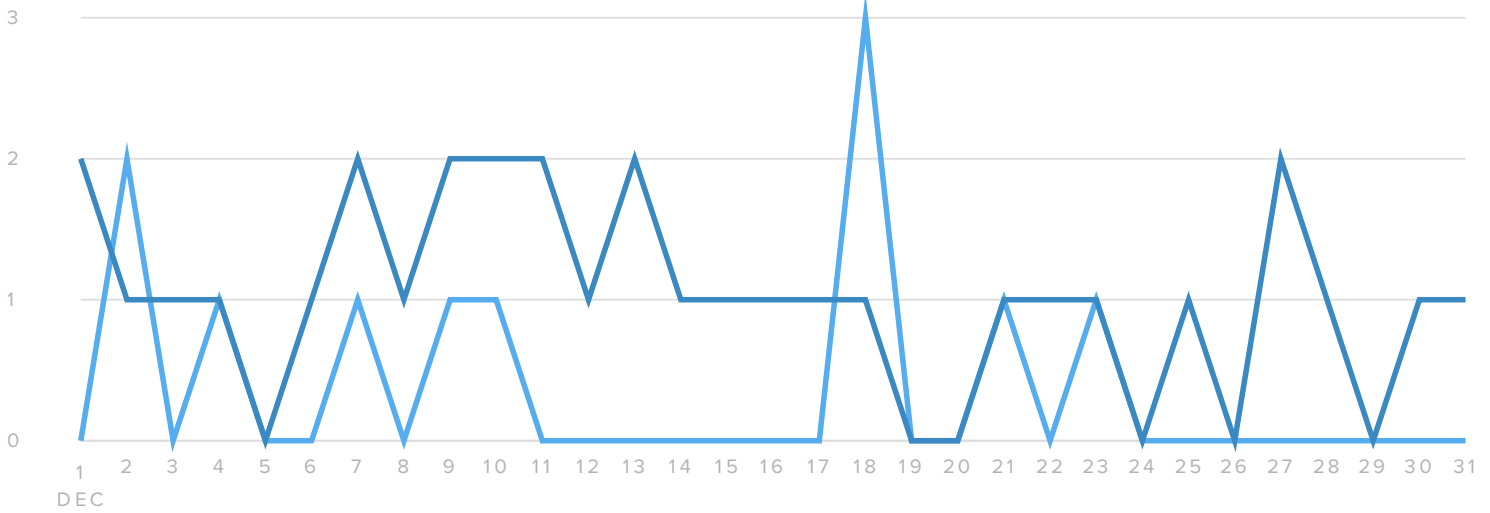
since previous month



# Posts & Conversations

MESSAGES PER DAY

RECEIVED SENT



SENT/RECEIVED METRICS

TOTALS

Tweets sent	32
Direct Messages sent	–
<b>Total Sent</b>	<b>32</b>
Mentions received	11
Direct Messages received	–
<b>Total Received</b>	<b>11</b>

The number of messages you sent decreased by

▼ **30.4%**

since previous month

The number of messages you received decreased by

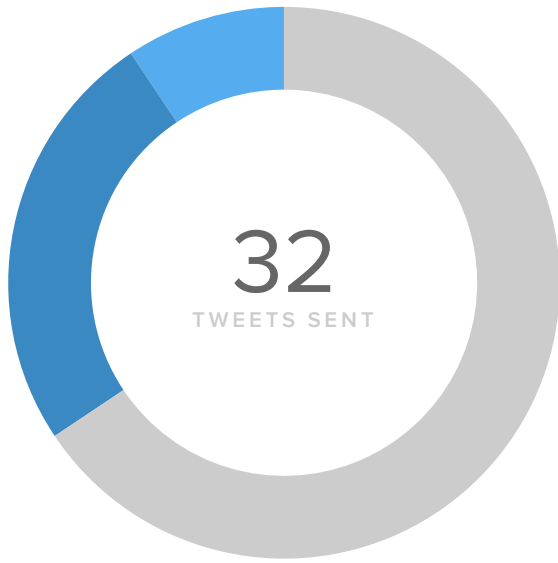
▼ **35.3%**

since previous month



## Your Content & Engagement Habits

### SENT MESSAGE CONTENT

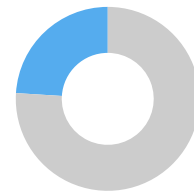


**3**  
PLAIN TEXT

**8**  
PAGE LINKS

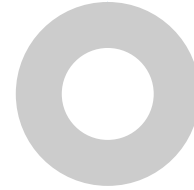
**21**  
PHOTO LINKS

### YOUR TWEETING BEHAVIOR



**24%**  
CONVERSATION

**76%**  
UPDATES



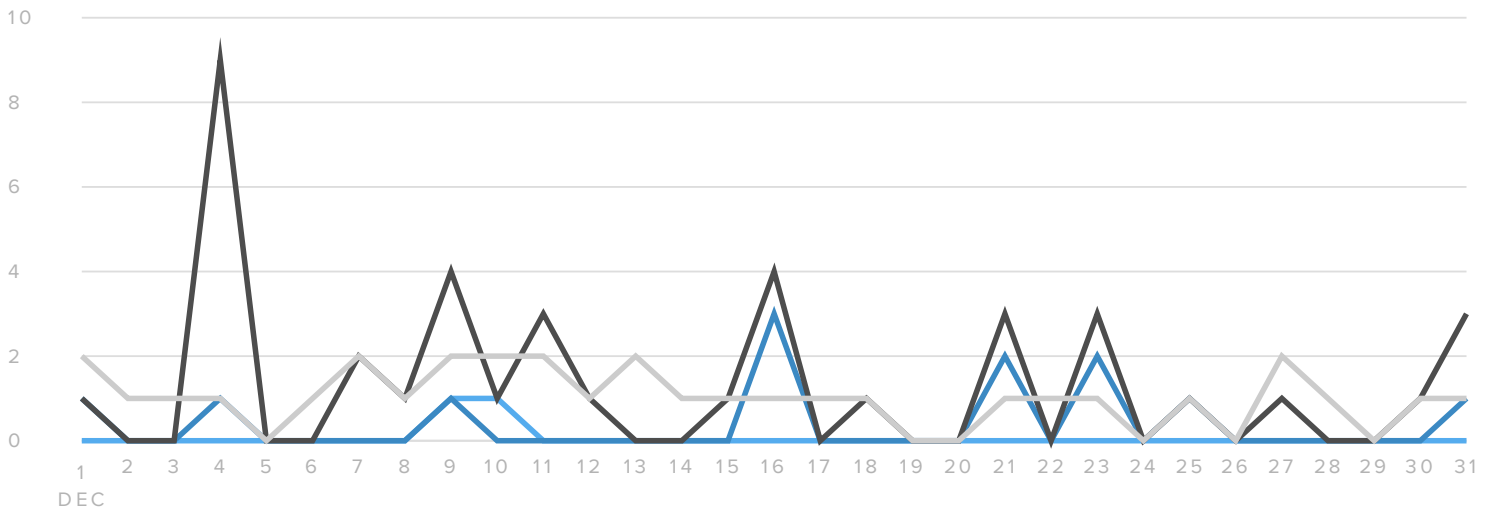
**0%**  
NEW CONTACTS

**100%**  
EXISTING CONTACTS

# Audience Engagement

## ENGAGEMENT COUNT

REPLIES RETWEETS FAVORITES TWEETS SENT



## ENGAGEMENT METRICS

## TOTALS

Replies	2
Retweets	12
Retweets with Comments	1
Favorites	40
Engagements per Follower	0.1
Impressions per Follower	6.6
Engagements per Tweet	3.9
Impressions per Tweet	264.6
Engagements per Impression	1.5%

The number of engagements decreased by

▼ **8.1%**

since previous month

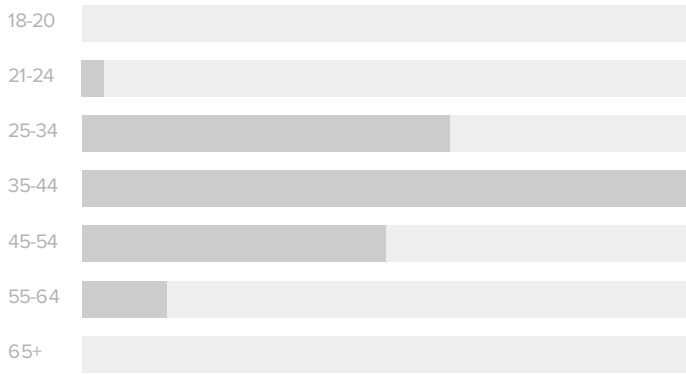
The number of impressions per Tweet increased by

▲ **79.4%**

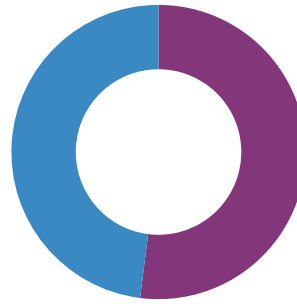
since previous month

# Audience Demographics

FOLLOWERS BY AGE



FOLLOWERS BY GENDER



52%

FEMALE FOLLOWERS

48%

MALE FOLLOWERS

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



# Instagram Profiles Report

## for visitlovelandco

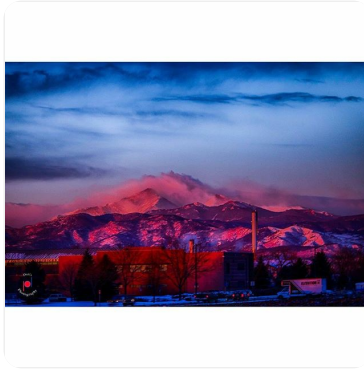
Dec 01, 2015 - Dec 31, 2015

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.

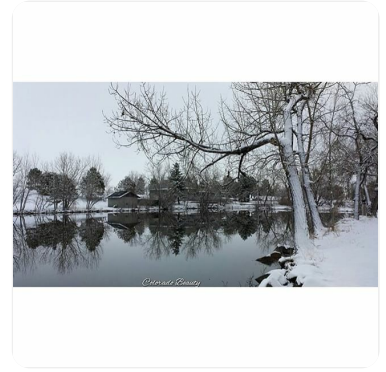
## Top Instagram Posts



@visitlovelandco  
90 Engagements



@visitlovelandco  
82 Engagements

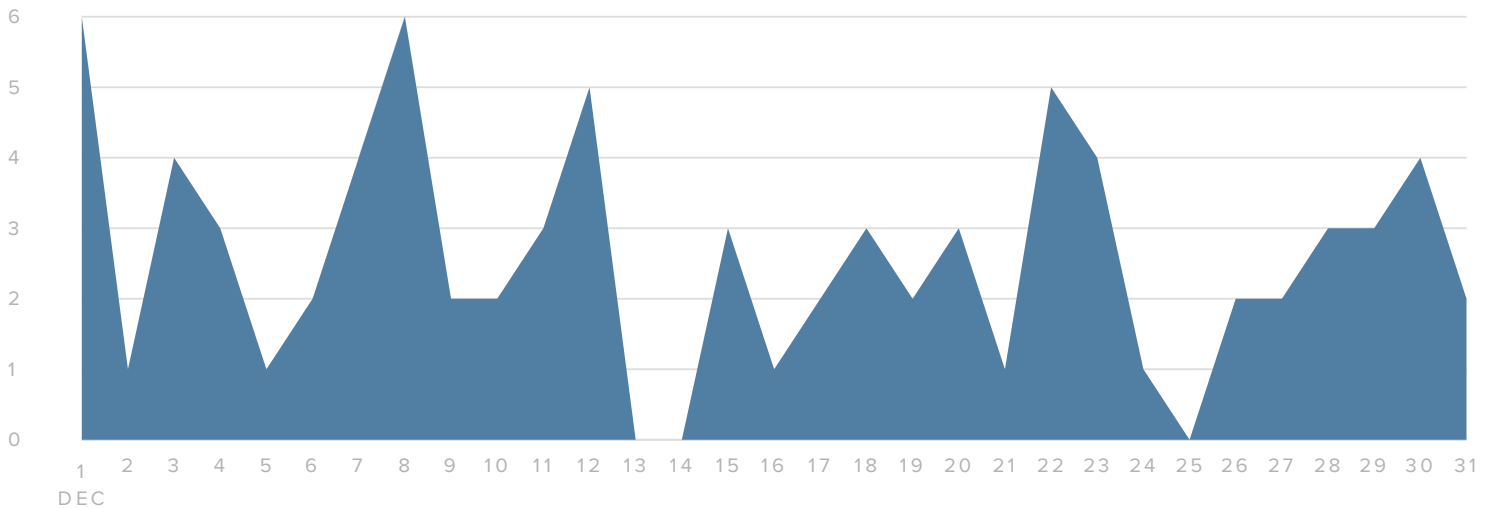


@visitlovelandco  
68 Engagements

## Audience Growth

AUDIENCE GROWTH, BY DAY

■ FOLLOWERS GAINED



### FOLLOWER METRICS

### TOTALS

Total Followers	1,396
Followers Gained	71
People that you Followed	2

Your new followers decreased by

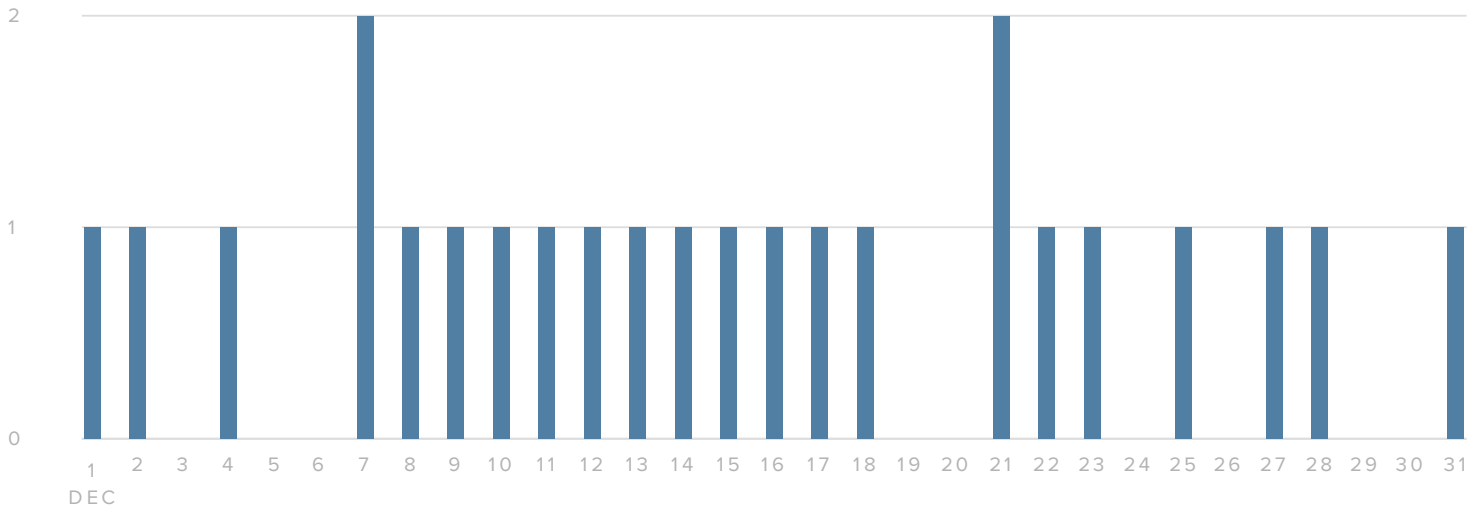
**▼16.5%**

since previous month

# Publishing Behavior

MEDIA PER DAY

■ MEDIA SENT



PUBLISHING METRICS

TOTALS

Photos	24
Videos	—
<b>Total Media</b>	<b>24</b>

The number of media you sent decreased by

▼ **33.3%**

since previous month

# Outbound Hashtag Performance

## MOST USED HASHTAGS

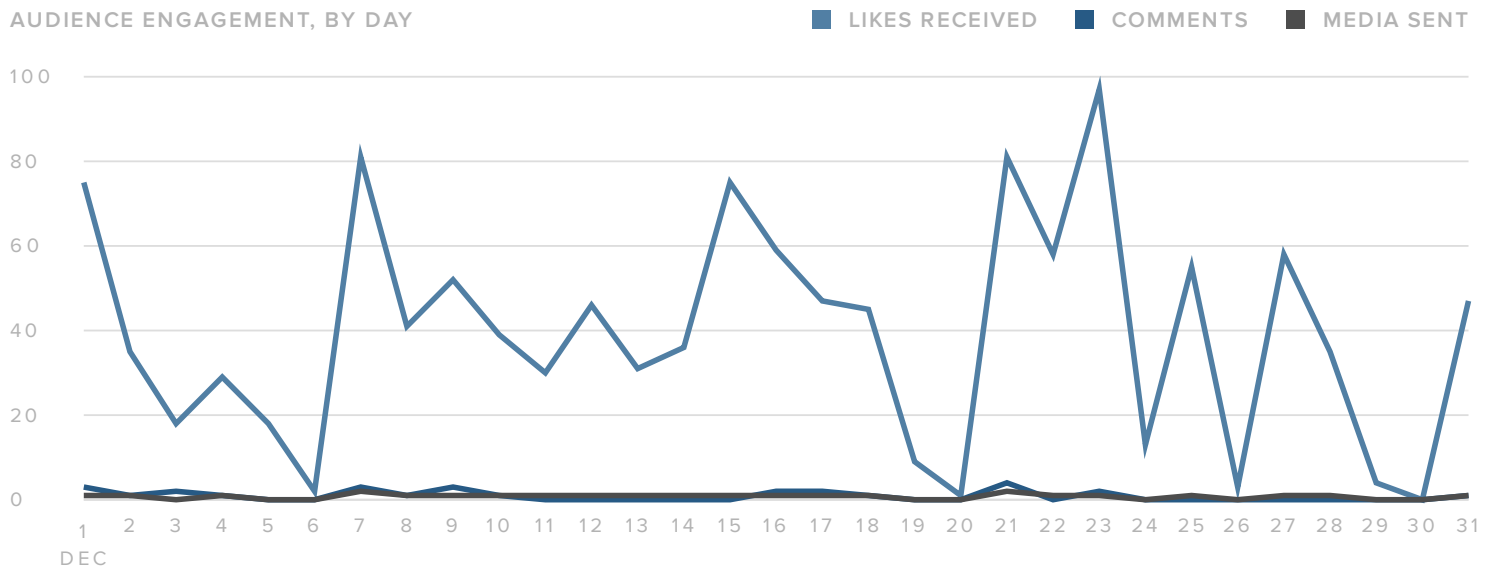
#visitloveland	23
#loveland	22
#colorado	12
#lovelandcolorado	8
#repost	5
#holiday	5
#nature	4
#contest	4
#mooseontheloose	4
#sunrise	4

## MOST ENGAGED HASHTAGS

#loveland	955
#visitloveland	934
#colorado	528
#lovelandcolorado	338
#holiday	220
#sunrise	210
#cowx	195
#nature	191
#repost	169
#mooseontheloose	112

# Audience Engagement

AUDIENCE ENGAGEMENT, BY DAY



## ENGAGEMENT METRICS

## TOTALS

Likes Received 1,219

Comments Received 27

**Total Engagements 1,246**

Engagements per Follower 0.9

Engagements per Media 51.9

The number of engagements decreased by

**▼32.2%**

since previous month


The number of engagements per media increased by

**▲1.6%**

since previous month



## Top Influencers Engaged




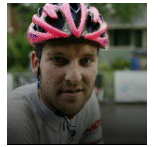
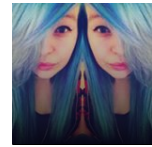
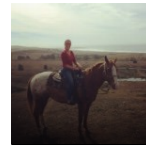
**@visitcolorado**  
73.8k Followers



**@the777th**  
569 Followers



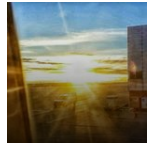
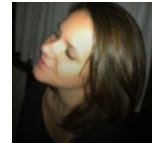
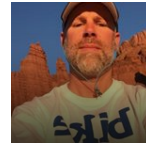
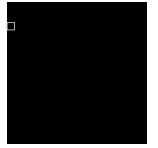
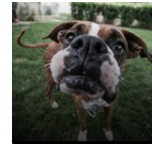
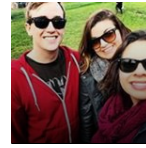
**@omnilightph..**  
504 Followers




**@trentgirlz**  
405 Followers




**@crowhopbre...**  
394 Followers



## 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	1,396	5.4%	71	24	2	1,246	51.9	0.89

# Twitter Stats by Profile

Twitter Profile	Total Followers	Follower Increase	Impressions	Impressions per Follower	Engagements	Engagements per Follower	Retweets	Clicks
 @VisitLovelandCO	1,274	0.8%	8,468	6.65	124	0.10	12	15