

VISIT LOVELAND PR/SOCIAL MEDIA REPORT

JANUARY 2016

January was a great month for Visit Loveland PR/social media. Below are the highlights and results.

TOP PR PRIORITIES

1



Valentine's Day Media Coordination

Kicked off the 2016 Valentine's Day season with media relations, pitching our Valentine's story, UK media coordination and working with the CTO.

2



Annual Report Content

Updated copy and metrics for the 2015 Visit Loveland Annual Report. Measured our successes throughout the year, documented all media hits and subsequent PR value.

3



Summer Media Preparation

Planned Summer 2016 content including the Visit Loveland summer advertisement. Additionally, discussed Loveland's summer story and how to execute media upcoming priorities.

CONCLUSION: January was an extremely successful month for the Visit Loveland PR team. The focus was on promoting Valentine's Day and preparing for summer travel stories.

PR Success By The Numbers

\$5,167.50

PR Value

2,096,652

Impressions

**full Loveland Fire and Ice Festival Metrics will be included in a separate report*

TOP SOCIAL MEDIA PRIORITIES



120 new fans | 4,133 total fans | 179,522 impressions by 65,879 users

Priorities: Promoting Valentine's Day travel to Loveland, local festivals and fun for the holiday, continuing to promote art and more.

Most engaging posts: Sunset and scenic photos, Valentine's Day offerings and sculpture photos.



20 new followers | 1,295 total followers | 9,611 impressions | 153 engagements.

Priorities: Connecting followers back to the Visit Loveland website to see an increase in traffic in the coming months.

Most engaging posts: Ones connecting with our influencers, Valentine's Day information.



110 new followers | 1,510 total followers | 1,423 engagements | 7.9% follower increase

Priorities: Posting photos of scenery, sunsets, weather-related images. Engaging with followers, commenting, liking, sharing photos, etc. to increase our social media presence

Most engaging hashtags: #VisitLoveland #loveland #colorado and #nature.

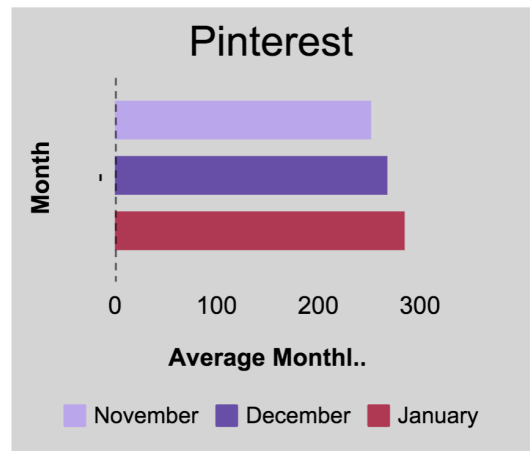
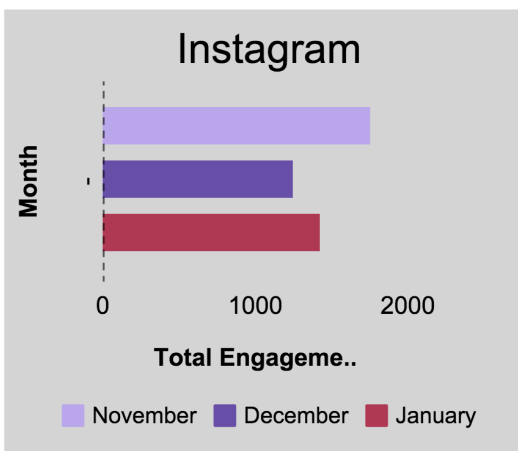
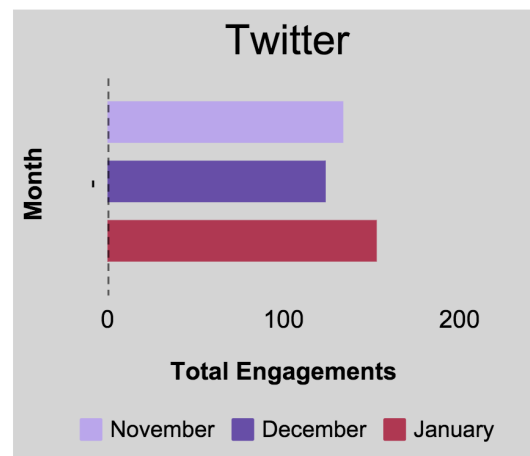
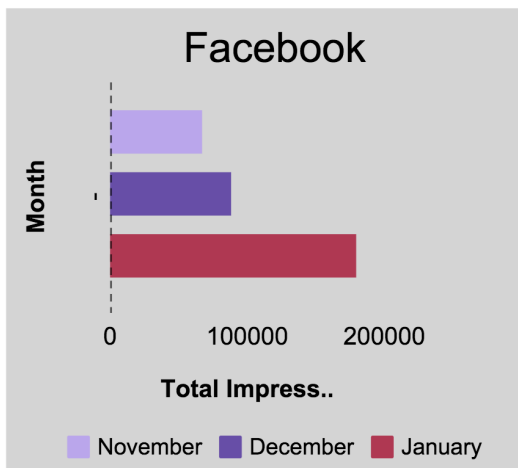


42 average daily impressions | 14 average daily viewers | 95 total followers

Priorities: Re-vamping the Visit Loveland Pinterest page with new graphics on each board. These images give the page a uniform look and direct followers on where to go within the site.

Most engaging posts: Local restaurants, Colorado Eagles Game, art in loveland, summer

Social Media Results



FACEBOOK PAGE REPORT

from January 1, 2016 - January 31, 2016

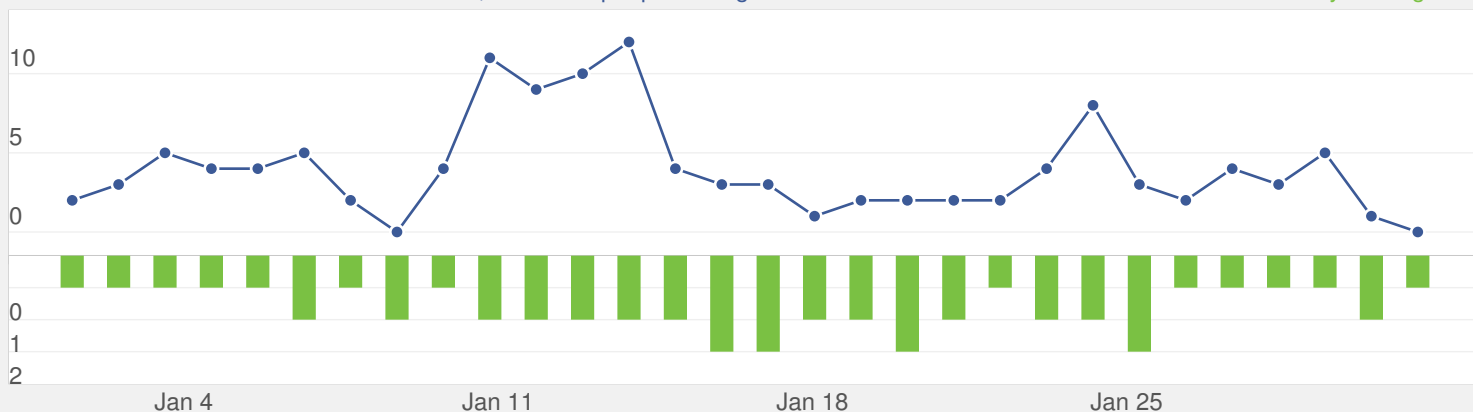


Visit Loveland Colorado

FAN GROWTH

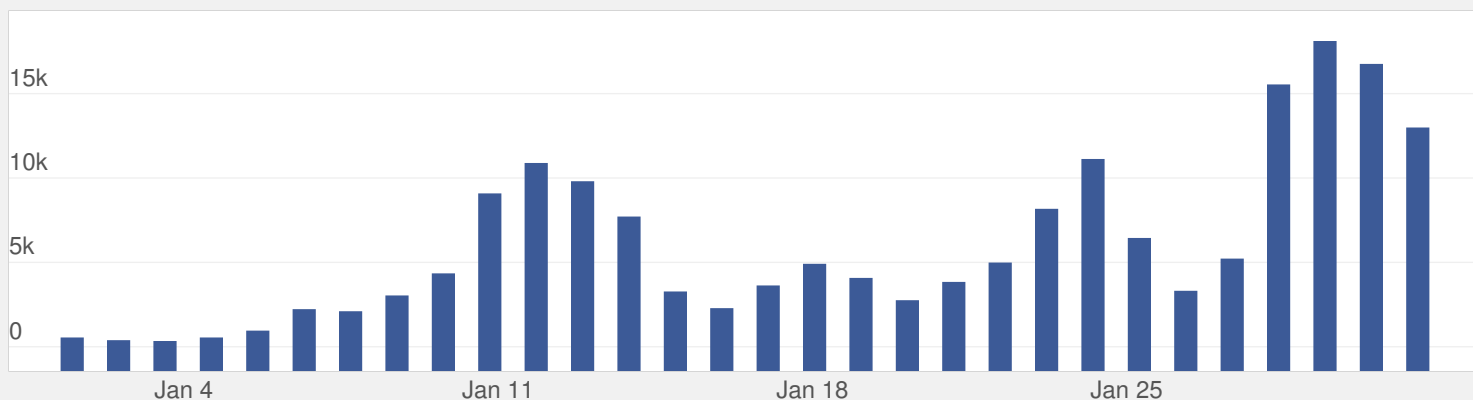
4.14k Total Likes, and 411 people talking about this

New Fans 120 Unliked your Page 20

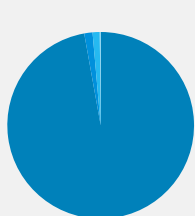


PAGE IMPRESSIONS

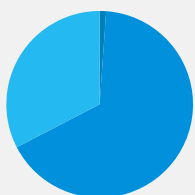
Impressions 179,522 by 65,879 users



IMPRESSIONS



- Page Post 56.8k
- Fan 838
- Checkin 722
- Other 89
- Mention 0
- Question 0
- User Post 0
- Coupon 0
- Event 0



- Paid 2.0k
- Organic 118.7k
- Viral 58.4k

BY DAY OF WEEK

Day	Impressions	Avg	Total
Sun	7.2k	7.2k	36.1k
Mon	5.4k	5.4k	21.6k
Tue	4.0k	4.0k	15.9k
Wed	5.0k	5.0k	19.9k
Thu	6.7k	6.7k	27.0k
Fri	5.6k	5.6k	28.0k
Sat	6.2k	6.2k	31.1k

IMPRESSION DEMOGRAPHICS

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

AGE & GENDER

Age Group	Male	Female
13-17	76 / 124	
18-24	817 / 2.5k	
25-34	2.9k / 9.9k	
35-44	4.2k / 10.5k	
45-54	3.7k / 9.6k	
55+	5.1k / 15.2k	

TOP COUNTRIES

Country	Count
United States	63.1k
Canada	314
United Kingdom	245
Germany	198
India	193

TOP CITIES

City	Count
Loveland, CO	16.4k
Fort Collins, CO	4.3k
Denver, CO	3.3k
Greeley, CO	2.2k
Longmont, CO	1.6k

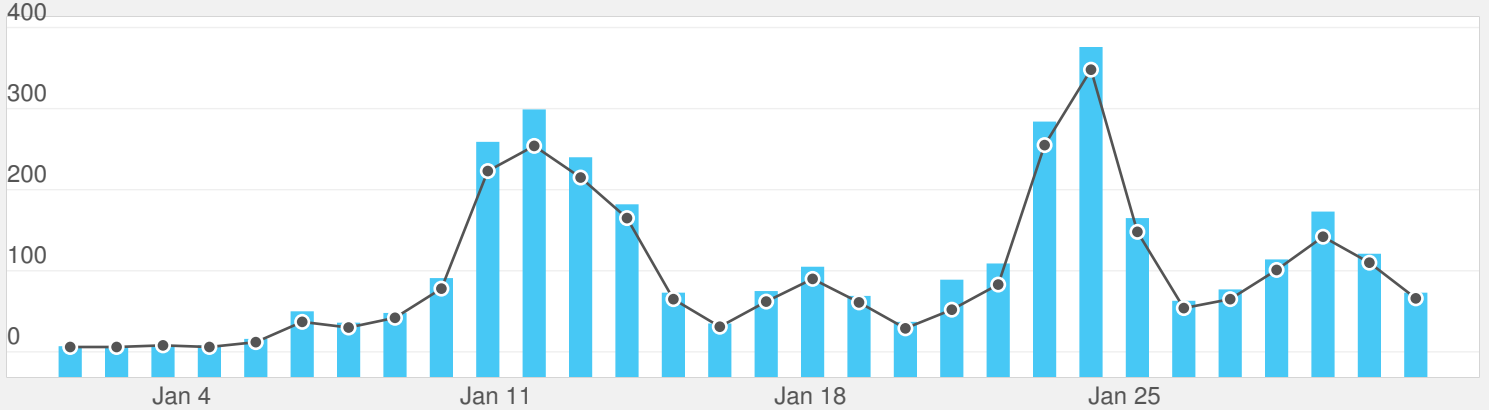


SHARING

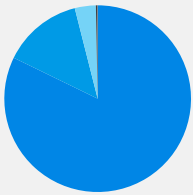
how people are sharing your content

STORIES

Stories Created **3,289** by 2,843 users



SHARE TYPE



- Other 2.7k
- Page Post 455
- Fan 120
- Mention 8
- Checkin 2
- Question 0
- User Post 0
- Coupon 0
- Event 0

BY DAY OF WEEK

Day	Avg	Total
Sun	153.2	766
Mon	131.8	527
Tue	84.8	339
Wed	97	388
Thu	92.5	370
Fri	71.4	357
Sat	108.4	542

SHARER DEMOGRAPHICS

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

AGE & GENDER

Age Group	Male	Female
13-17	1	0
18-24	8	43
25-34	45	229
35-44	72	272
45-54	85	339
55+	190	921

TOP COUNTRIES

Country	Count
United States	2.2k
Germany	6
United Kingdom	6
Canada	4
New Zealand	3

TOP LOCALES

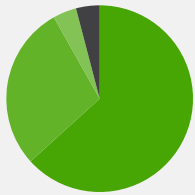
Locale	Count
English (United States)	2.1k
English (United Kingdom)	37
German (Germany)	12
Spanish (umbrella locale)	10
Portuguese (Brazil)	2



YOUR CONTENT

a breakdown of the content you post

BY STORY TYPE



- Photo 31
- Link 14
- Status 2
- Video 2

	AVG	TOTAL
Reach	1.46k	71.5k
People Talking About This	52.12	2.55k
Engagement	4.88%	6.11%

CONTENT BREAKDOWN

A breakdown of how your individual posts performed

DATE	POST	REACH	ENGAGED	TALKING	LIKES	COMMENTS	SHARES	ENGAGEMENT
01/31/16	Art and sunsets- two things Loveland ...	2.7k	147	110	99	--	18	5.41%
01/30/16	The 2016 Grimm Brothers Brewhouse Ble...	936	7	2	2	--	--	0.75%
01/29/16	Raise your hand (or paw) if you are e...	1.3k	26	16	16	1	2	2.02%
01/29/16	The Sweetheart City's signature Valen...	286	31	17	14	1	5	10.84%
01/28/16	On your next stop through downtown Lo...	4.2k	276	157	139	11	34	6.63%
01/28/16	Benson Sculpture Garden comes to life...	1.3k	33	18	18	--	1	2.53%
01/28/16	Another amazing Loveland sunset captu...	1.8k	109	82	77	4	13	6.1%
01/27/16	Delicious foodie finds at Door 222 fo...	709	18	9	9	--	--	2.54%
01/27/16	Good morning, Loveland. Photo: Dick's...	2	--	0	--	--	--	%
01/26/16	Love is in the air this Valentine's D...	320	28	14	13	2	2	8.75%
01/25/16	Now is the perfect time to book your ...	164	11	5	5	--	--	6.71%
01/24/16	Mark your calendars! The official 201...	67	1	0	--	--	--	1.49%
01/24/16	Take a Sunday Funday spin around the ...	1.4k	27	20	20	--	3	1.92%
01/24/16	Blue and orange sunset over Bronco co...	9.5k	814	611	548	30	110	8.54%
01/23/16	Happy #SculptureSaturday. Do you know...	977	24	6	6	--	1	2.46%
01/23/16	Frozen sunset views over Lake Lovelan...	1.6k	70	54	50	--	6	4.29%
01/22/16	#FlashbackFriday to previous year's v...	1.3k	78	43	34	7	7	5.86%
01/21/16	Sunny stroll amongst the art at Benso...	937	38	23	23	--	2	4.06%
01/21/16	Loveland favorite, Devils Backbone, i...	2.5k	156	62	46	14	14	6.22%
01/21/16	With winter in full swing, the Rialto...	834	32	22	22	--	2	3.84%
01/20/16	You're halfway to the weekend, time t...	671	21	9	9	--	--	3.13%
01/20/16	Your western winter getaway in the na...	62	1	0	--	--	--	1.61%
01/19/16	The Loveland Fire and Ice Festival is...	93	7	4	4	--	1	7.53%
01/18/16	Plan your Loveland getaway this Febru...	65	6	6	6	--	--	9.23%



Twitter Profiles Report

for @VisitLovelandCO

Jan 01, 2016 - Jan 31, 2016

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



9,611

ORGANIC IMPRESSIONS



153

TOTAL ENGAGEMENTS

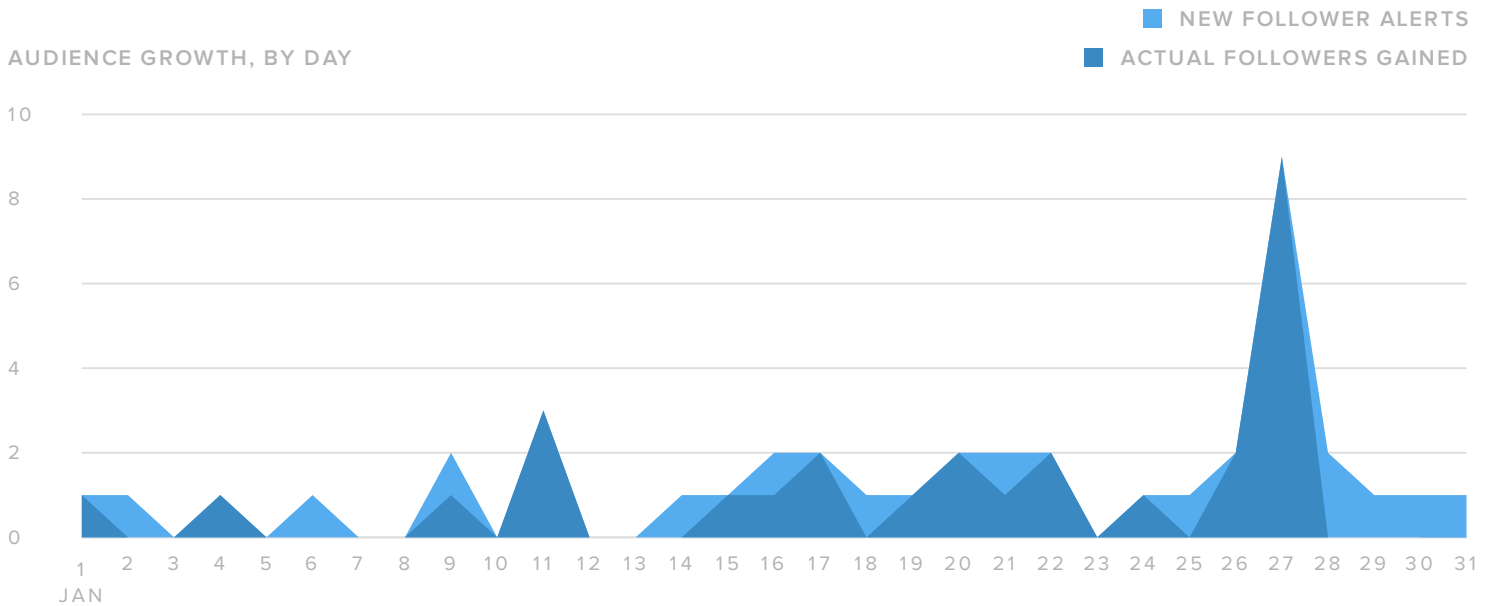


19

LINK CLICKS

Audience Growth

AUDIENCE GROWTH, BY DAY



FOLLOWER METRICS

TOTALS

Total Followers

1,295

New Follower alerts

29

Actual Followers gained

20

People that you followed

9

Your new followers increased by

▲ 100.0%

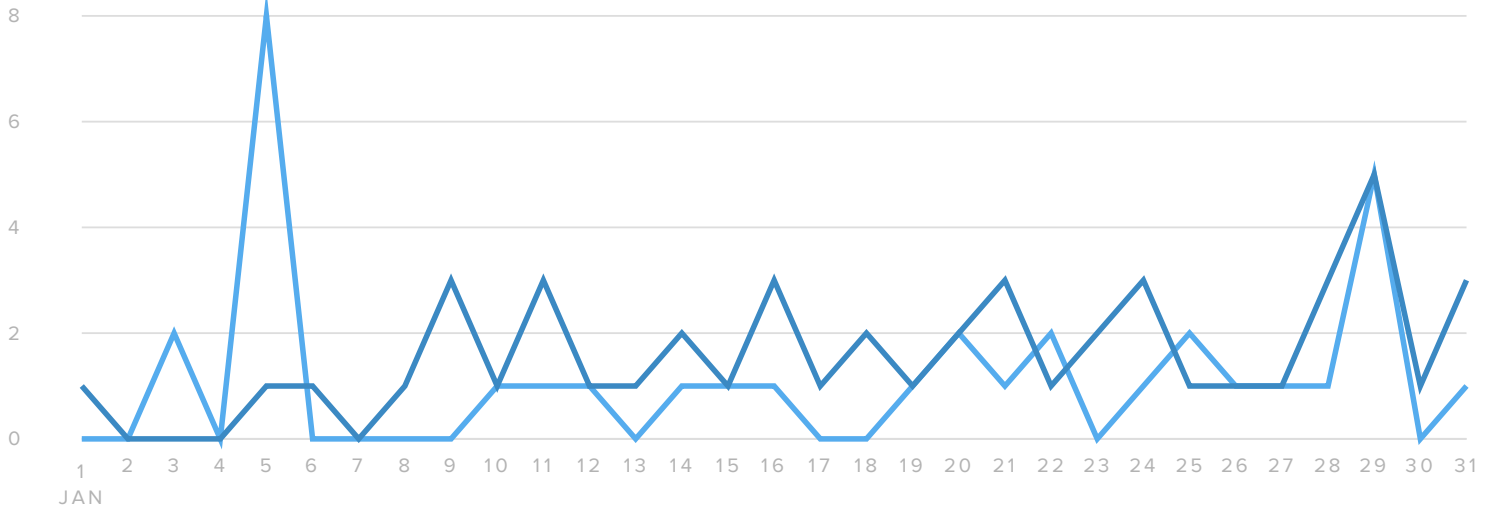
since previous month



Posts & Conversations

MESSAGES PER DAY

RECEIVED SENT



SENT/RECEIVED METRICS

TOTALS

Tweets sent	48
Direct Messages sent	1
Total Sent	49
Mentions received	32
Direct Messages received	2
Total Received	34

The number of messages you sent increased by

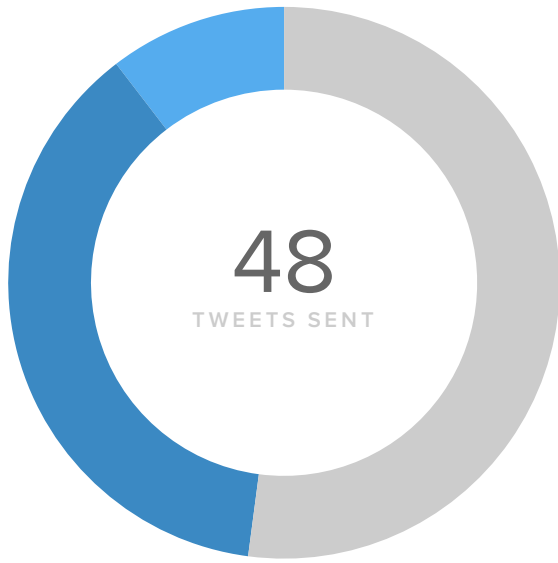
▲ 53.1%
since previous month

The number of messages you received increased by

▲ 209.1%
since previous month

Your Content & Engagement Habits

SENT MESSAGE CONTENT



5
PLAIN TEXT

18
PAGE LINKS

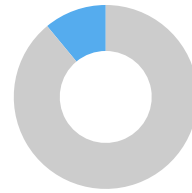
25
PHOTO LINKS

YOUR TWEETING BEHAVIOR



36%
CONVERSATION

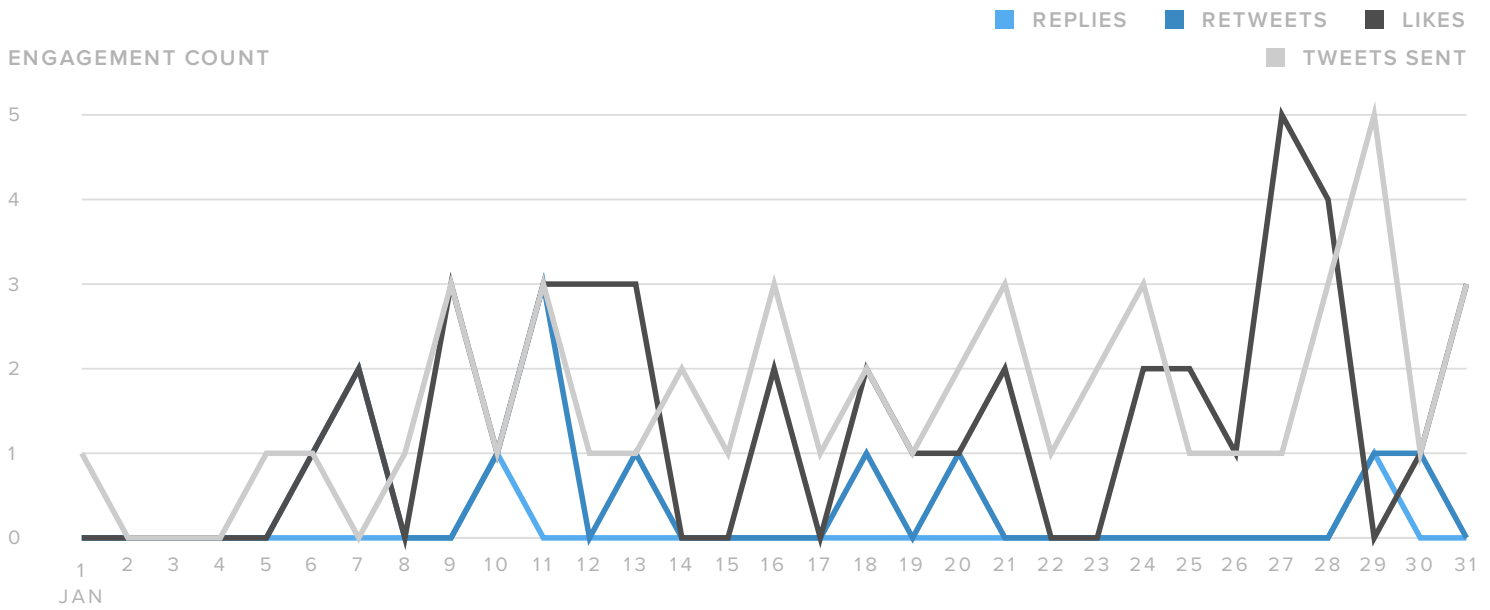
64%
UPDATES



11%
NEW CONTACTS

89%
EXISTING CONTACTS

Audience Engagement



ENGAGEMENT METRICS	TOTALS
Replies	2
Retweets	12
Retweets with Comments	3
Likes	42
Engagements per Follower	0.1
Impressions per Follower	7.4
Engagements per Tweet	3.2
Impressions per Tweet	200.2
Engagements per Impression	1.6%

The number of engagements increased by

▲ 23.4%
since previous month

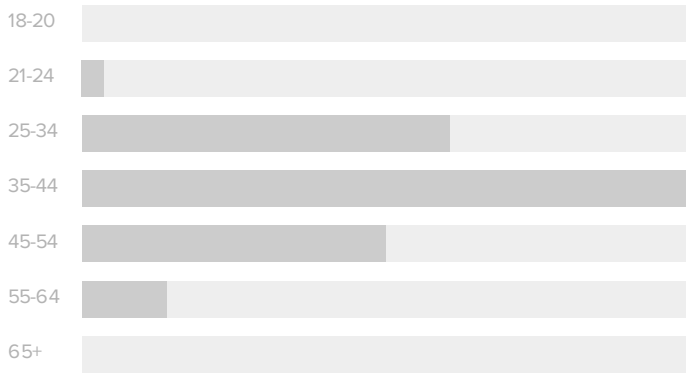
The number of impressions per Tweet decreased by

▼ 24.3%
since previous month

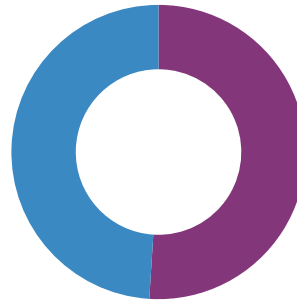


Audience Demographics

FOLLOWERS BY AGE



FOLLOWERS BY GENDER



51%


FEMALE FOLLOWERS

49%

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	1,295	1.6%	9,611	7.42	153	0.12	12	19



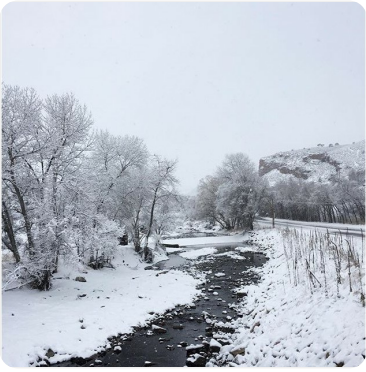
Instagram Profiles Report

for visitlovelandco

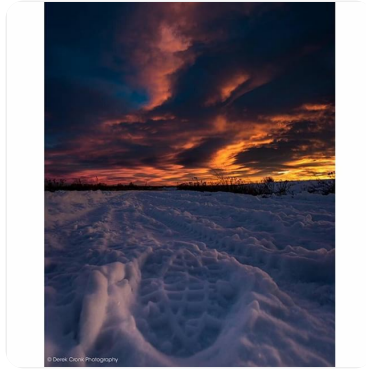
Jan 01, 2016 - Jan 31, 2016

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.

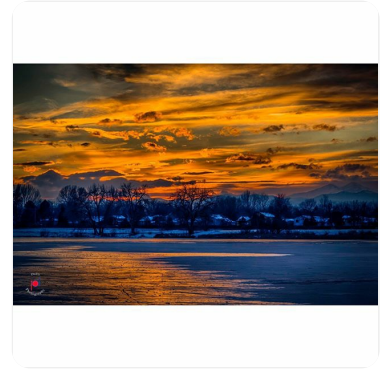
Top Instagram Posts



@visitlovelandco
119 Engagements



@visitlovelandco
109 Engagements

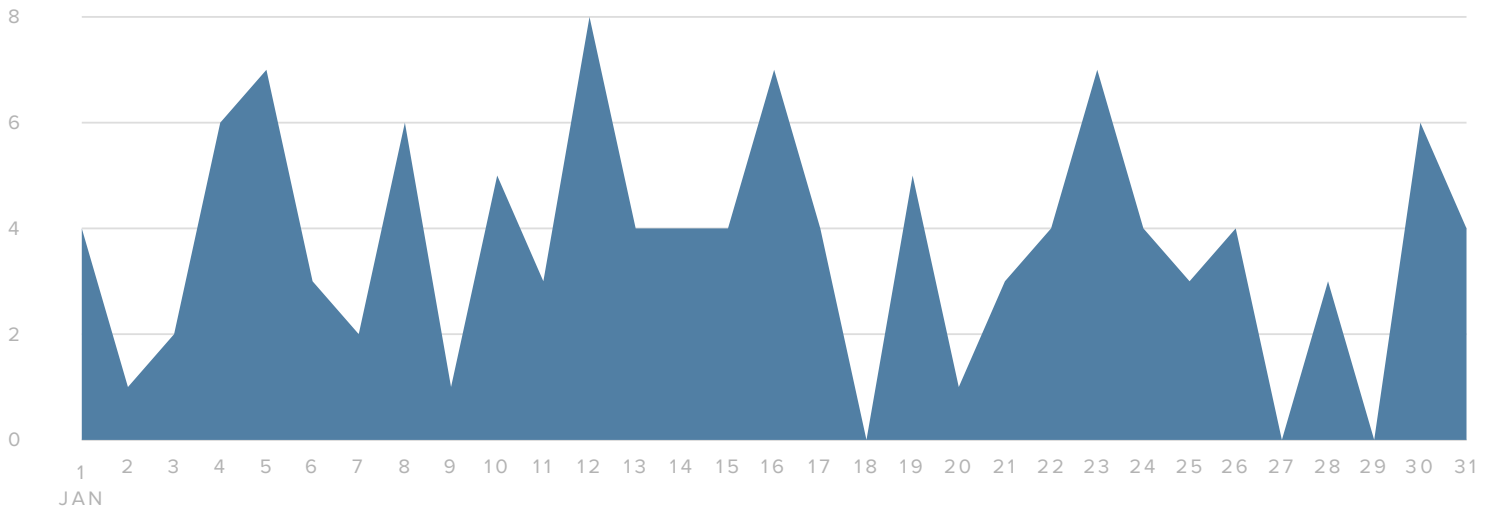


@visitlovelandco
108 Engagements

Audience Growth

AUDIENCE GROWTH, BY DAY

■ FOLLOWERS GAINED



FOLLOWER METRICS

TOTALS

Total Followers	1,510
Followers Gained	110
People that you Followed	2

Your new followers increased by

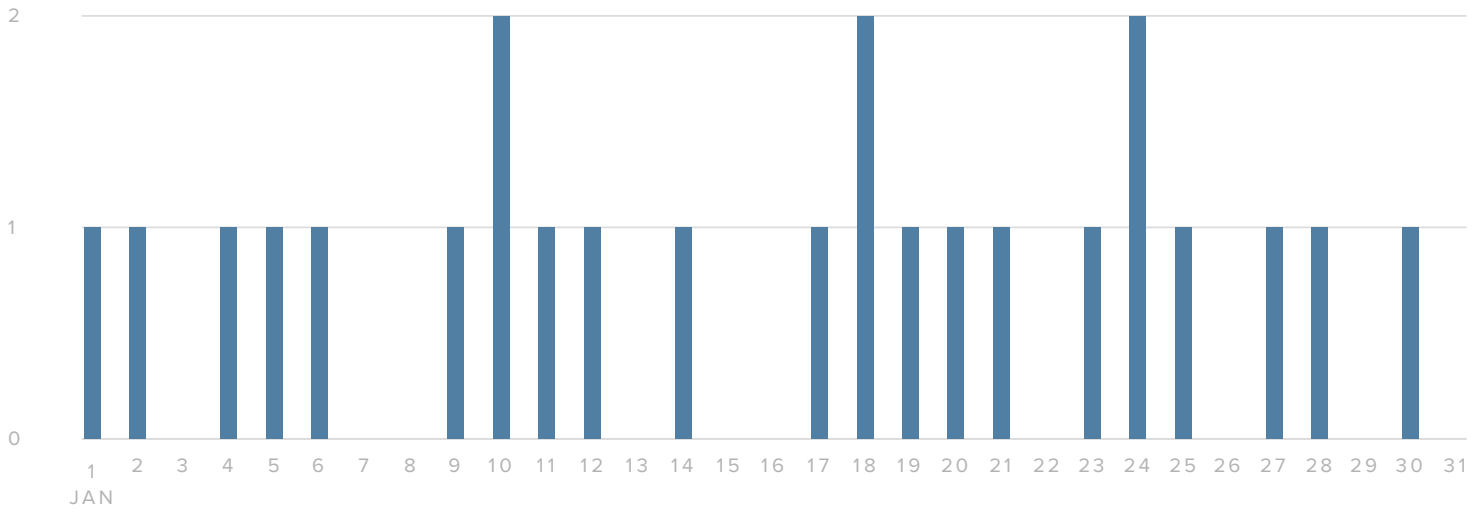
▲ 54.9%

since previous month

Publishing Behavior

MEDIA PER DAY

■ MEDIA SENT



PUBLISHING METRICS

TOTALS

Photos	24
Videos	—
Total Media	24

The number of media you sent increased by



since previous month

Outbound Hashtag Performance

MOST USED HASHTAGS

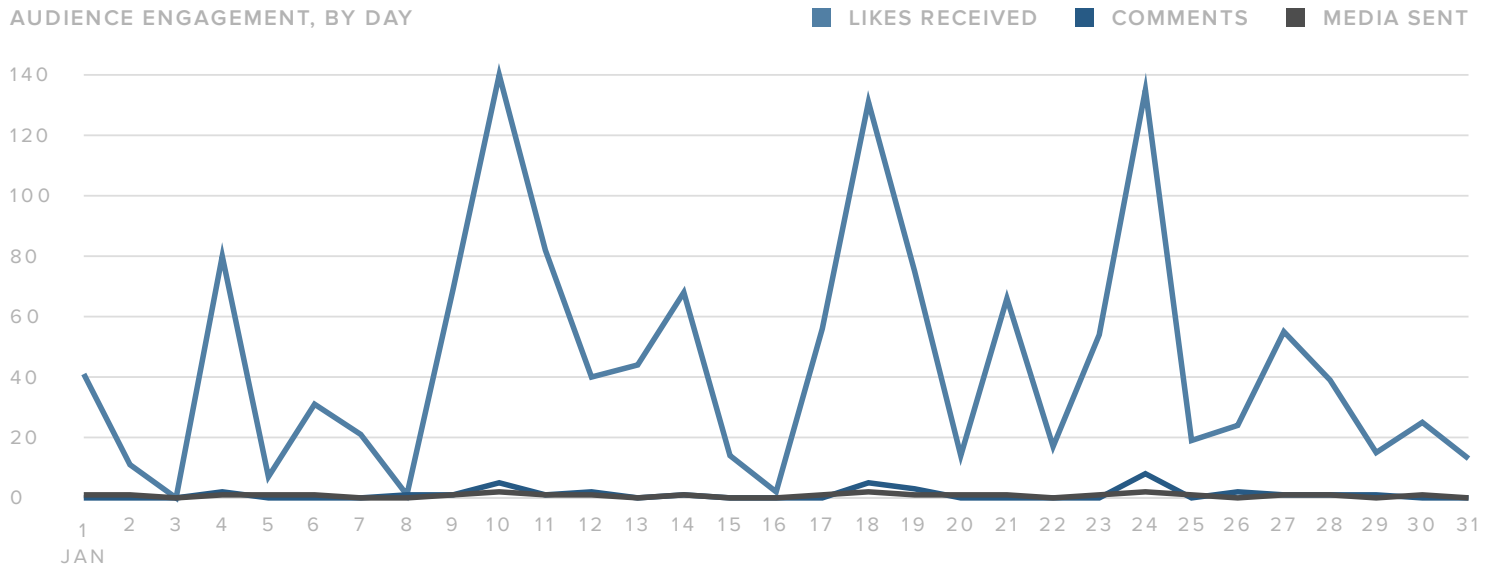
#visitloveland	24
#loveland	23
#colorado	22
#nature	7
#sunrise	3
#cowx	3
#arttravel	3
#art	3
#beer	3
#valentine	2

MOST ENGAGED HASHTAGS

#visitloveland	1,204
#loveland	1,101
#colorado	1,070
#nature	565
#cowx	239
#sunrise	200
#sunset	157
#regram	145
#gobroncos	106
#unitedinorange	106

Audience Engagement

AUDIENCE ENGAGEMENT, BY DAY



ENGAGEMENT METRICS

TOTALS

Likes Received 1,389

Comments Received 34

Total Engagements 1,423

Engagements per Follower 0.9

Engagements per Media 59.3

The number of engagements increased by

▲ 14.2%

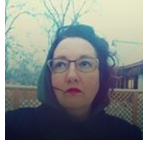
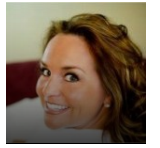
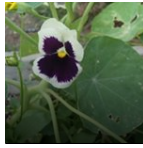
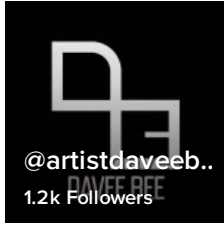
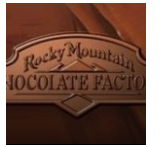
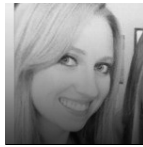
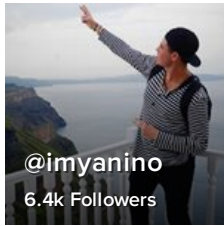
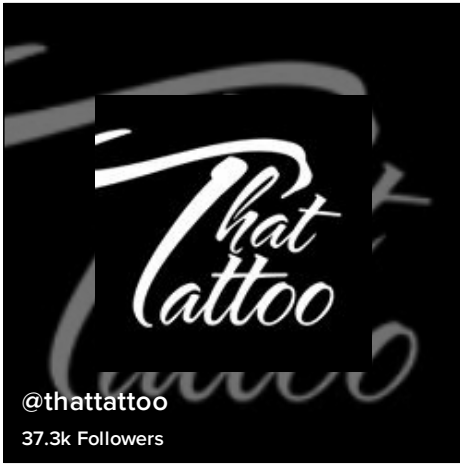
since previous month

The number of engagements per media increased by


▲ 14.2%

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	1,510	7.9%	110	24	1	1,423	59.3	0.94