

VISIT LOVELAND

NOVEMBER 2018 CMC REPORT



SUCCESS SUMMARY

In November 2018, Visit Loveland was featured in 100 pieces of media coverage. This report outlines priorities and results for the month of November.

TOP PR/SOCIAL MEDIA PRIORITIES

PRIORITY #1: HOLIDAY MEDIA OUTREACH & SOCIAL MEDIA

- Planned, executed and provided follow-up from Holiday desksides and media drops on Nov. 1 in Denver and Northern Colorado.
- Drafted/distributed Winter in Loveland press release and pitches
- Drafted/distributed Winter Wonderlights opening weekend press release and Thanksgiving weekend release to promote events.
- Drafted/distributed Loveland Light Trail press release and distributed to media.
- Planned and executed social media promoting holiday activities and other things, including finalizing the December 5 to Love video for social media.
- Partnered with groups across Loveland to promote holiday shopping with Instagram takeovers.

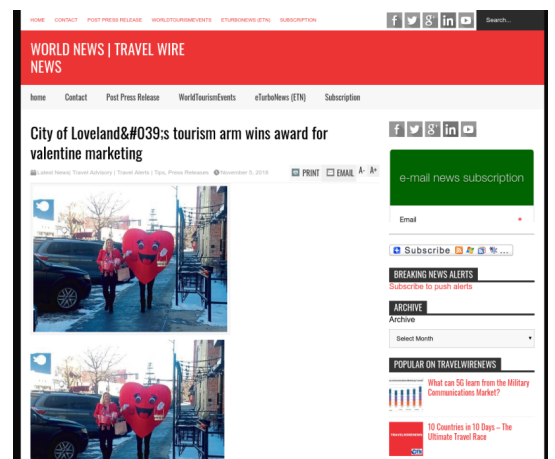


PRIORITY #2: VALENTINE'S DAY OUTREACH AND PLANNING

- Continued long-lead media outreach for valentine activities in Loveland and Loveland Sweetheart Festival.
- Managed social media outreach as needed.

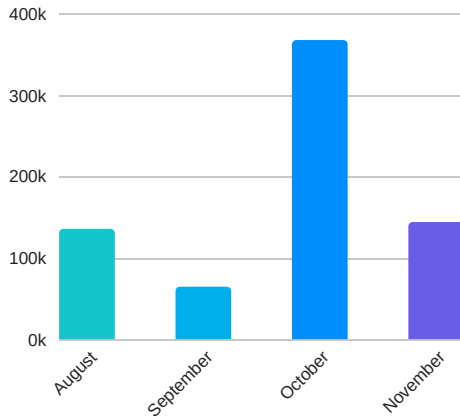
PRIORITY #3: SUMMER PR PLANNING

- Worked with partners to identify and plan out summer news and PR opportunities for Colorado Tourism Office needs and planning.



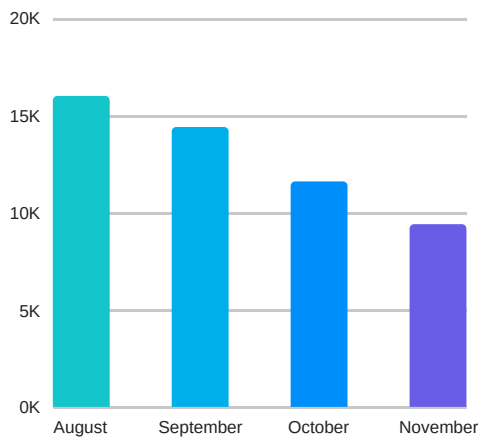
RESULTS

SOCIAL MEDIA ENGAGEMENT



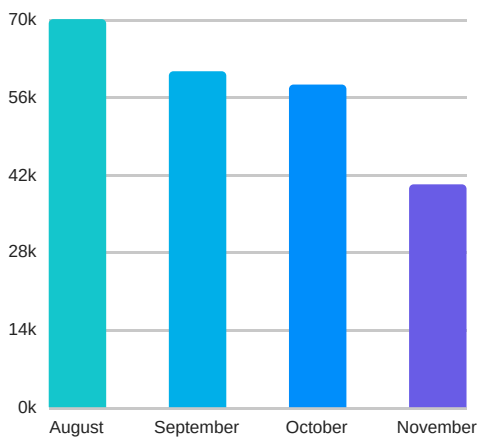
116 new followers | 7,609 total fans
143.8k impressions | 2,130 engagements

- Focus: Sharing festive photos of the holidays, scenic winter photos, winter news and events.
- Top posts: Honoring all veterans, new Loveland light trail, festival of lights, find your zen at the keyhole, and where will you explore today?
- New followers increased, and engagements and impressions have decreased in November; however, to promote the Loveland Light Trail and Winter Wonderlights, our strategy included link clicks to the website, which increased by 55%.



-7 new followers | 1,785 followers
9,419 impressions | 54 engagements

- Focus: Sharing festive photos of the holidays, scenic winter photos, winter news and events.
- Most engaging tweets: family fun on ice, Loveland Winter Wonderlights, bouldering at Carter Lake, and holiday event at Chapungu Sculpture Park.
- Impressions have decreased in October, We shifted more time to Facebook due to rising engagement and attracting visitors.

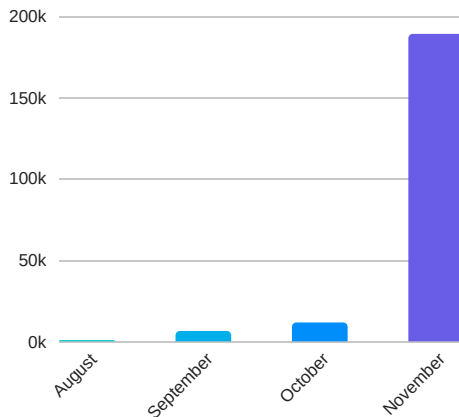


149 new followers | 7,129 followers
40.2K impressions | 1,698 engagements

- Focus: Sharing festive photos of the holidays, scenic winter photos, winter news and events.
- Most engaging photos: Honoring all Veterans today, Find your zen at the Devil's Backbone keyhole, and Brisk November evenings can be magical in Loveland.
- Most engaging hashtags: #loveland, #visitloveland, #colorado, #iloveloveland, #veteransday, #thankyou, #lovelandwinterwonderlights, #smallbusinesssaturday, #optoutside, #holidayshopping.

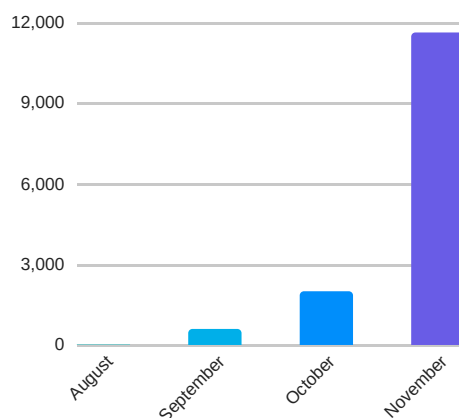
RESULTS

WINTER WONDERLIGHTS SOCIAL MEDIA GROWTH



392 new followers | 1,273 total fans
188.8k impressions | 4,278 engagements

- Focus: Promoting light show, events, set-up and live social coverage from the event.
- Top posts: Shop, Eat. Stay. Play in Loveland, Loveland's Winter Wonderlights is here for the 2018 holiday season video; Chapungu Sculpture Park looks beautiful with the lights and the musical light show is festive and fun, Zack from Rythm EFX just put the finishing touches on the musical light show, and We had a great morning talking about Winter Wonderlights with Jimmy Lakey and iHeartMedia Northern Colorado / Southern Wyoming.
- New followers, engagements and impressions all increased in November.



111 new followers | 577 followers
11,612 impressions | 834 engagements

- Focus: Promoting light show, events, set-up and live social coverage from the event.
- Most engaging photos: Serenity surrounds us, Family time. Friend time. Whichever you have planned, make to a memorable experience, and Our lit snowflake tunnel has become a favorite backdrop for attendees and families.
- Most engaging hashtags:
#lovelandwinterwonderlights,
#loveland, #lovelandcolorado, #holidayevents,
#holidays, #lovelandco, #winter, #familyfriendly,
#lovelandcolo, #coloradolive.

RESULTS

MEDIA RESULTS HIGHLIGHTS

- **9News:** 9Things to do in Colorado this weekend: November 16-18
- **A&E Spotlight:** Walking in the Winter Wonderlights
- **About Boulder:** Winter Wonderlights
- **AspenTimes:** Winter Wonderlights
- **Biz West:** Visit Loveland marketing program wins state award
- **Boulder Weekly:** Winter Wonderlights
- **Colorado & Company:** Winter Wonderlights TV spotlight
- **Colorado Daily:** Winter Wonderlights
- **Colorado Life Magazine:** Top Picks: Winter Wonderlights
- **Colorado's Best:** Winter Wonderlights TV segment
- **Coloradoan:** Tom & Chee opens Loveland location
- **Coloradoan:** 30 things to do this holiday season in Fort Collins (and Northern Colorado)
- **Colorado Parent:** Holiday Fun
- **Craig Daily Press:** Winter Wonderlights
- **Daily Camera:** Winter Wonderlights
- **Denver Post:** Top Winter Activities
- **Denver Life Magazine:** Lights, Camera, Action - Winter Wonderlights
- **Durango Downtown:** Winter Wonderlights
- **Fox 21 News:** Winter Wonderlights TV segment
- **Fox 31 News-KDVR:** Loveland has America's largest collection of Zimbabwe stone sculptures
- **Fox 31 Morning Show:** Winter Wonderlights
- **Greeley Tribune:** December 2018 holiday events for the whole family in Greeley and northern Colorado
- **In Good Taste:** What's In Good Taste in November (Winter Wonderlights)
- **K9g:** SANTA'S WORKSHOP RETURNS TO CENTERRA IN LOVELAND
- **KDVR:** The Holiday Old House Vintage Market Pop-Up Shop!
- **NoCo Style Magazine:** Loveland's holiday light extravaganza
- **North Forty News:** New Loveland Light Trail Connects Holiday Festivities Across City
- **The Denver Channel:** 7 best things to do in Colorado this weekend, Nov. 23-25
- **Travel Industry Today:** City of Loveland's tourism arm wins award for valentine marketing
- **Tri 102.5:** WHEN ARE THE HORSE-DRAWN CARRIAGE RIDES AT THE PROMENADE SHOPS?
- **The Denver Post:** "NoCO Manufacturing Partnership Announces Additional Sponsors for 2019 NOCOM Trade Show



PR NUMBERS

\$447,410

PR VALUE

35,402,157

IMPRESSIONS

1.52K

MEDIA SOCIAL SHARES

*PR value #'s calculated based on the media hits that we were able to find an ad value for. Some hits do not have comparable advertising value.



Instagram Profiles
for **Loveland Winter Wonderlig**

Nov 01, 2018 - Nov 30, 2018

Determine the impact of Instagram content by analyzing your activity

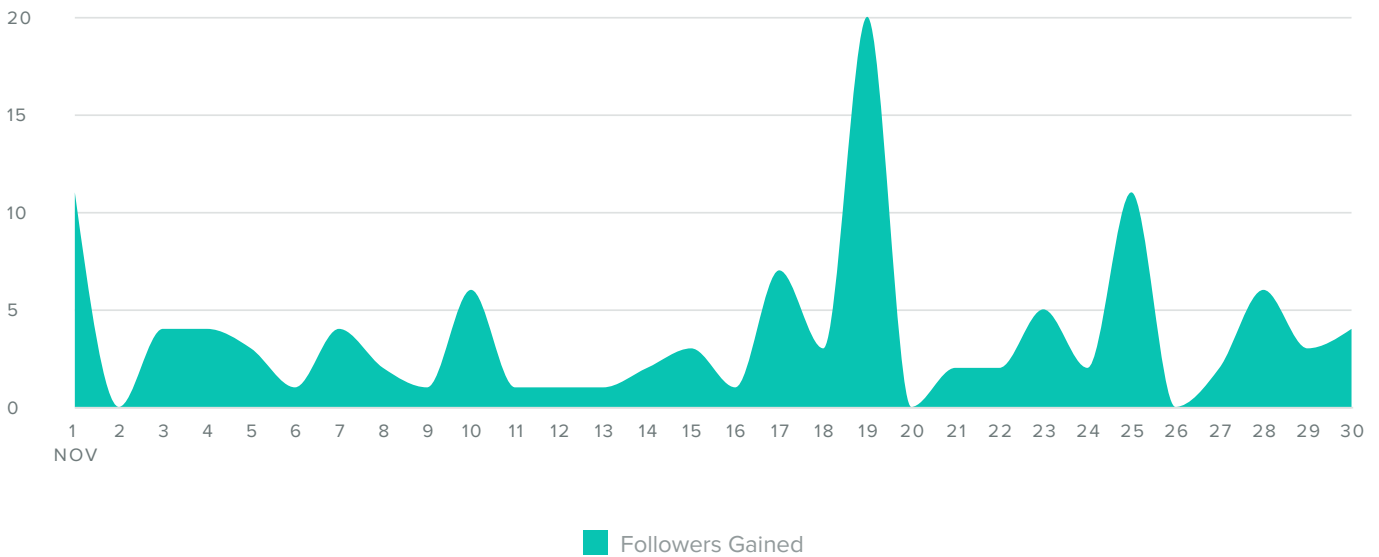


Instagram Activity Overview

| | | |
|-------------------------------|------------------------------|--------------------------------|
| 577 Total Followers | 789 Likes Received | 45 Comments Received |
|-------------------------------|------------------------------|--------------------------------|

Instagram Audience Growth

AUDIENCE GROWTH, BY DAY



| Follower Metrics | Totals |
|--------------------------|------------|
| Total Followers | 577 |
| Followers Gained | 111 |
| People that you Followed | 34 |

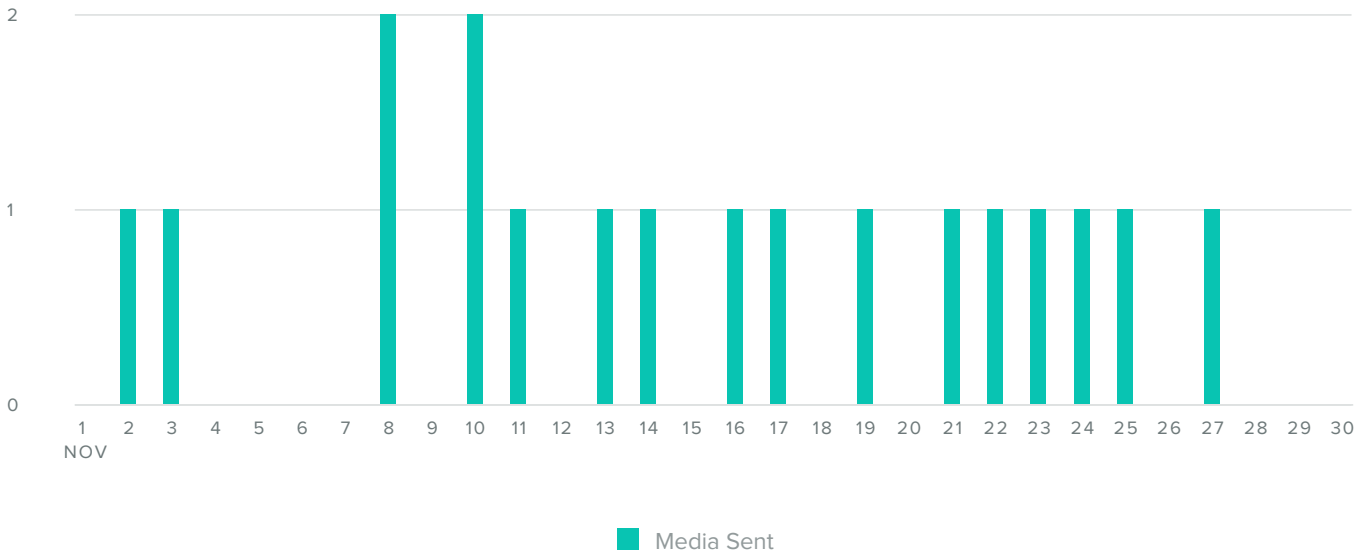
Total followers increased by

▲ 23.8%

since previous date range

Instagram Publishing Behavior

MEDIA PER DAY



| Publishing Metrics | Totals |
|--------------------|-----------|
| Photos | 10 |
| Videos | 6 |
| Other | 2 |
| Total Media | 18 |

The number of media you sent increased by

▲200%

since previous date range

Instagram Top Posts



@lovelandwinterwonderlights
64 Engagements



@lovelandwinterwonderlights
64 Engagements



@lovelandwinterwonderlights
55 Engagements

Instagram Outbound Hashtag Performance

MOST USED HASHTAGS

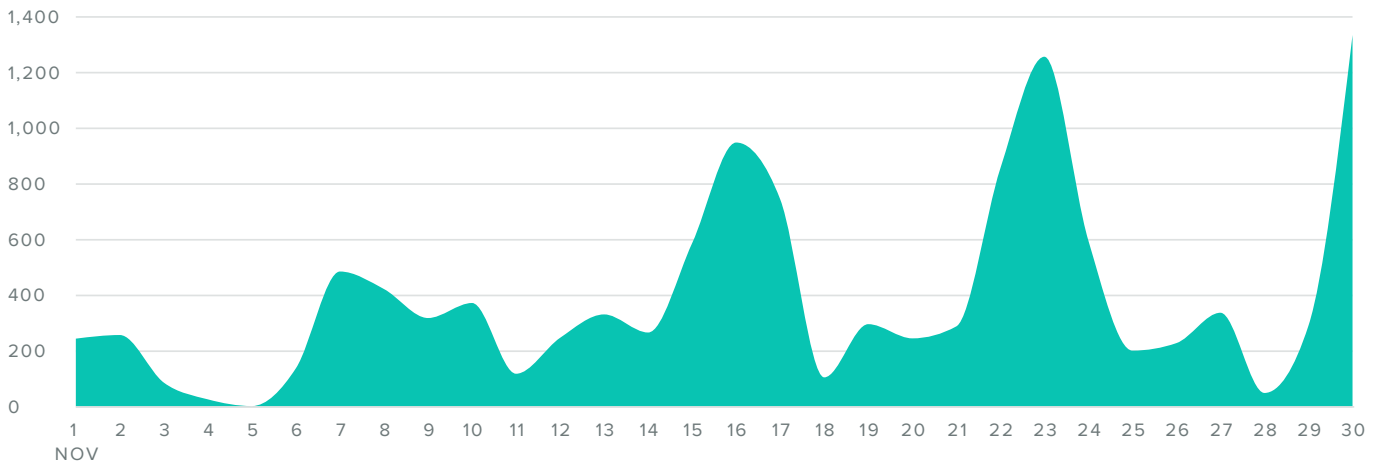
| | |
|-----------------------------|----|
| #lovelandwinterwonderlights | 19 |
| #loveland | 5 |
| #holidayevents | 3 |
| #lovelandcolorado | 3 |
| #winter | 2 |
| #holidaylights | 2 |
| #familyfriendly | 2 |
| #food | 1 |
| #greeley | 1 |
| #foodtrucks | 1 |

MOST ENGAGED HASHTAGS

| | |
|-----------------------------|-----|
| #lovelandwinterwonderlights | 854 |
| #loveland | 222 |
| #lovelandcolorado | 147 |
| #holidayevents | 132 |
| #holidays | 69 |
| #lovelandco | 63 |
| #winter | 63 |
| #familyfriendly | 59 |
| #lovelandcolo | 58 |
| #coloradolive | 52 |

Instagram Impressions

IMPRESSIONS, BY DAY



■ Impressions

Impressions Metrics

Totals

Total Impressions

11,612

Average Impressions per Day

387.07

Average Daily Reach per Profile

153.17

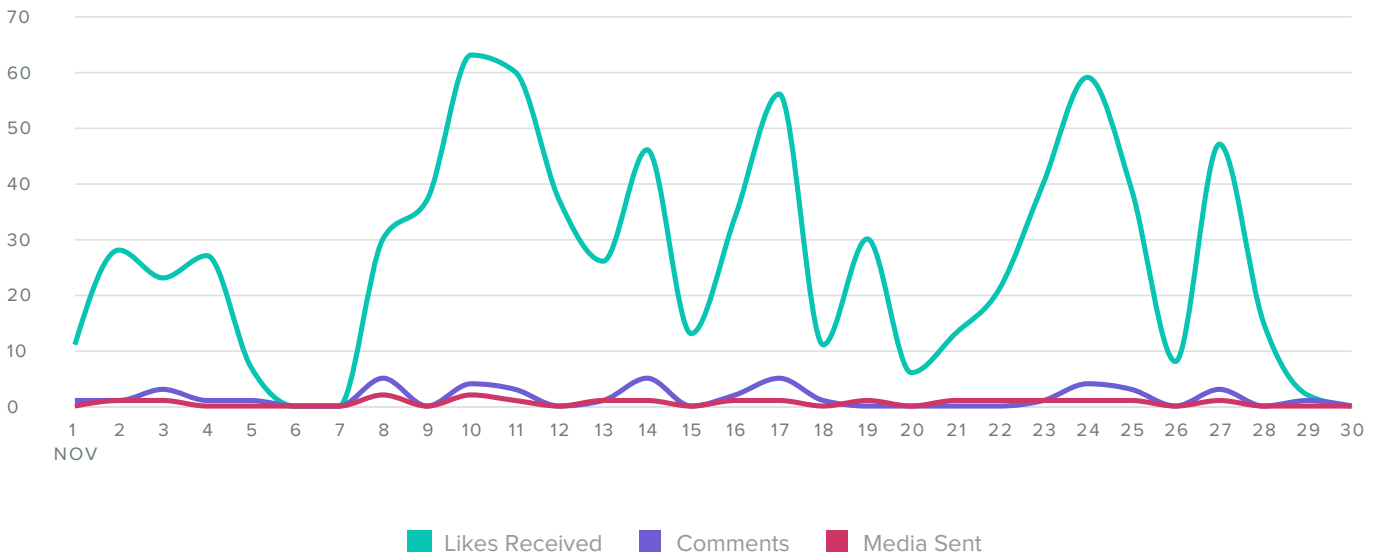
Total Impressions increased by

▲488.8%

since previous date range

Instagram Engagement

AUDIENCE ENGAGEMENT, BY DAY



| Engagement Metrics | Totals |
|--------------------------|------------|
| Likes Received | 789 |
| Comments Received | 45 |
| Total Engagements | 834 |

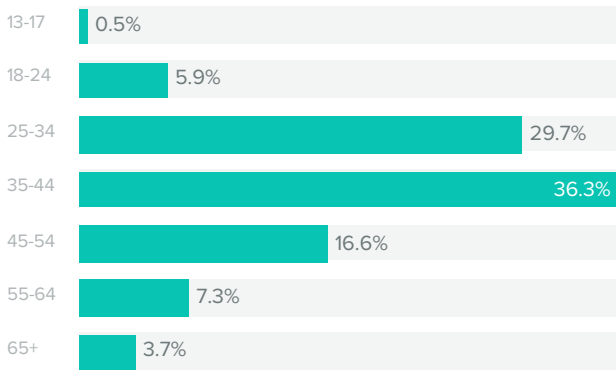
The number of engagements increased by
▲ 262.6%
 since previous date range

| | |
|--------------------------|-------|
| Engagements per Follower | 1.45 |
| Engagements per Media | 46.33 |

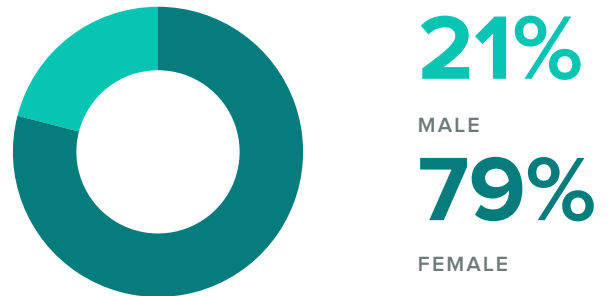
The number of engagements per media increased by
▲ 20.9%
 since previous date range

Instagram Audience Demographics

BY AGE



BY GENDER



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

Top Countries

| | |
|----------------------|------------|
| United States | 555 |
| India | 2 |
| Australia | 1 |
| Costa Rica | 1 |
| Germany | 1 |

Top Cities

| | |
|---------------------------|------------|
| Loveland, Colorado | 240 |
| Fort Collins, Colorado | 103 |
| Greeley, Colorado | 30 |
| Denver, Colorado | 27 |
| Windsor, Colorado | 22 |

Instagram Stats by Profile

| Instagram Profile | Total Followers | Follower Increase | Followers Gained | Media Sent | Comments Sent | Impressions | Total Engagements | Engagements per Media | Engagements per Follower |
|--------------------------------------|-----------------|-------------------|------------------|------------|---------------|-------------|-------------------|-----------------------|--------------------------|
| Loveland Winter Wonderlig (Business) | 577 | 23.8% | 111 | 18 | 15 | 11,612 | 834 | 46.3 | 1.45 |



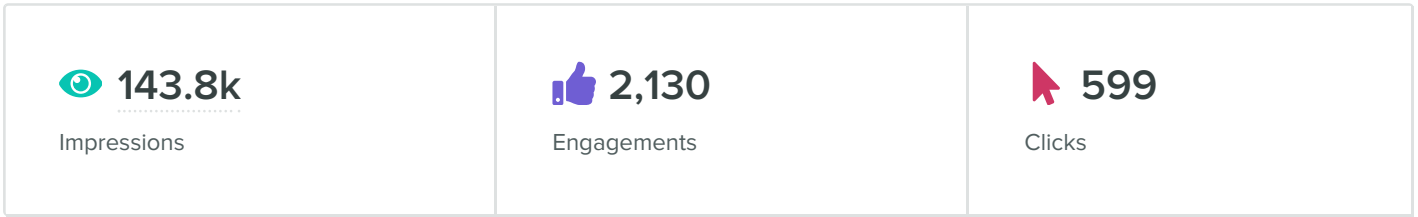
Facebook Pages
for **Visit Loveland Colorado**

Nov 01, 2018 - Nov 30, 2018

Analyze Facebook page data at a granular level for deeper insights

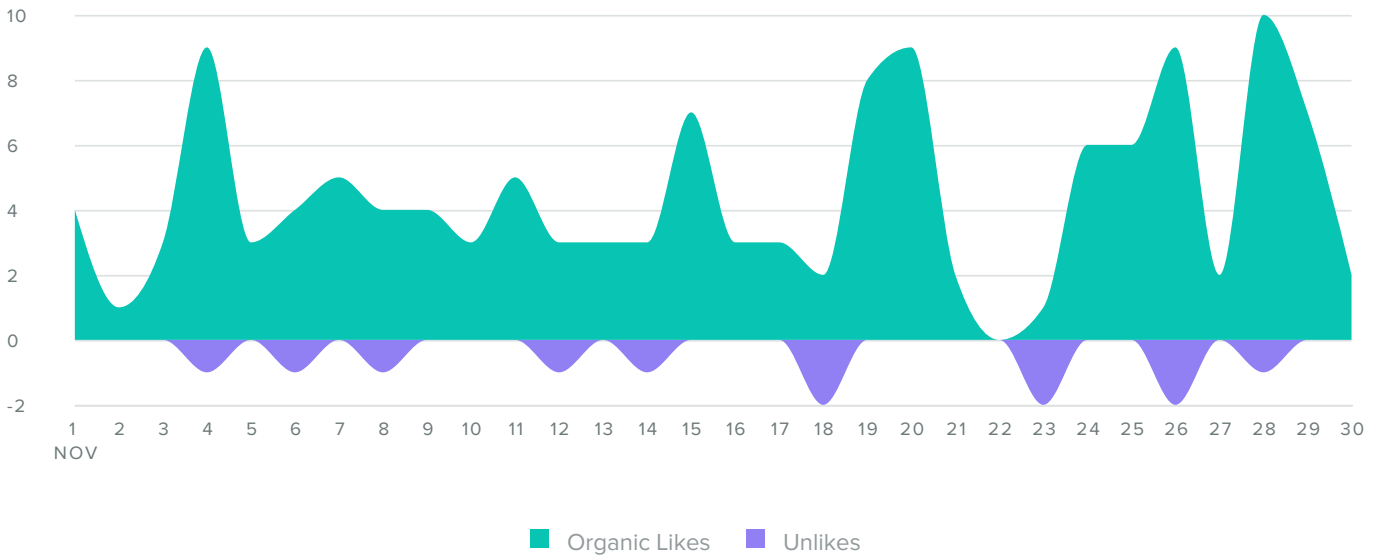


Facebook Activity Overview



Facebook Audience Growth

LIKES BREAKDOWN, BY DAY



| Audience Growth Metrics | Totals |
|-------------------------|--------------|
| Total Fans | 7,609 |
| Organic Likes | 131 |
| Unlikes | 12 |
| Net Likes | 119 |

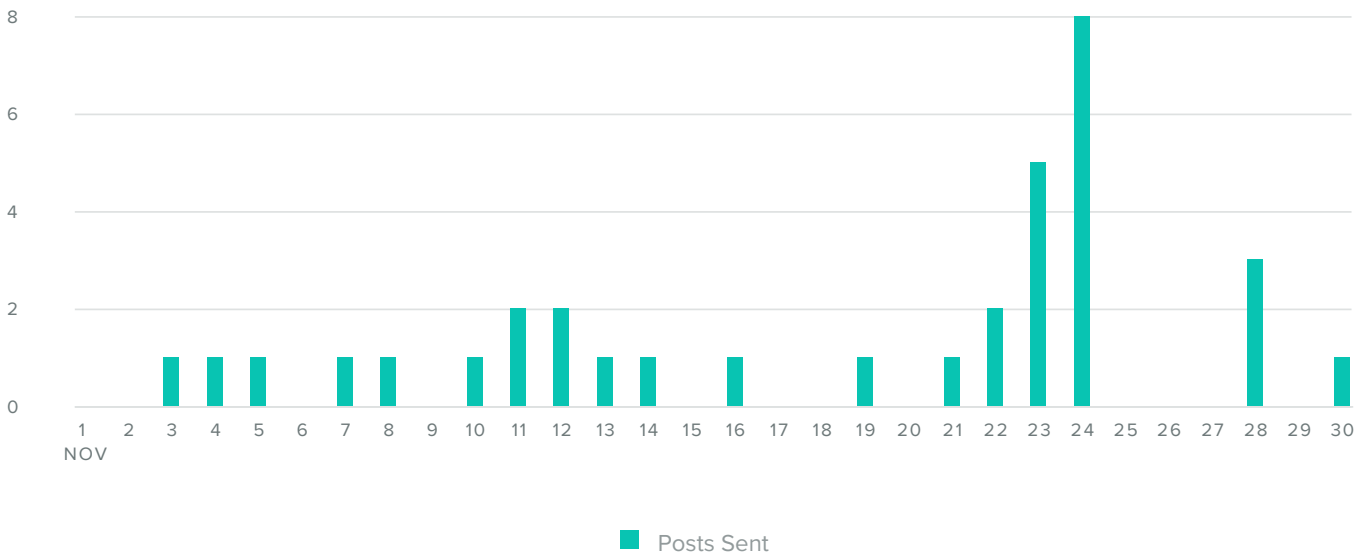
Total fans increased by

▲1.5%

since previous date range

Facebook Publishing Behavior

POSTS, BY DAY





| Publishing Metrics | Totals |
|--------------------|-----------|
| Photos | 14 |
| Videos | 14 |
| Posts | 6 |
| Notes | 0 |
| Total Posts | 34 |

The number of posts you sent decreased by





-5.6%

since previous date range

Facebook Top Posts, by Reactions

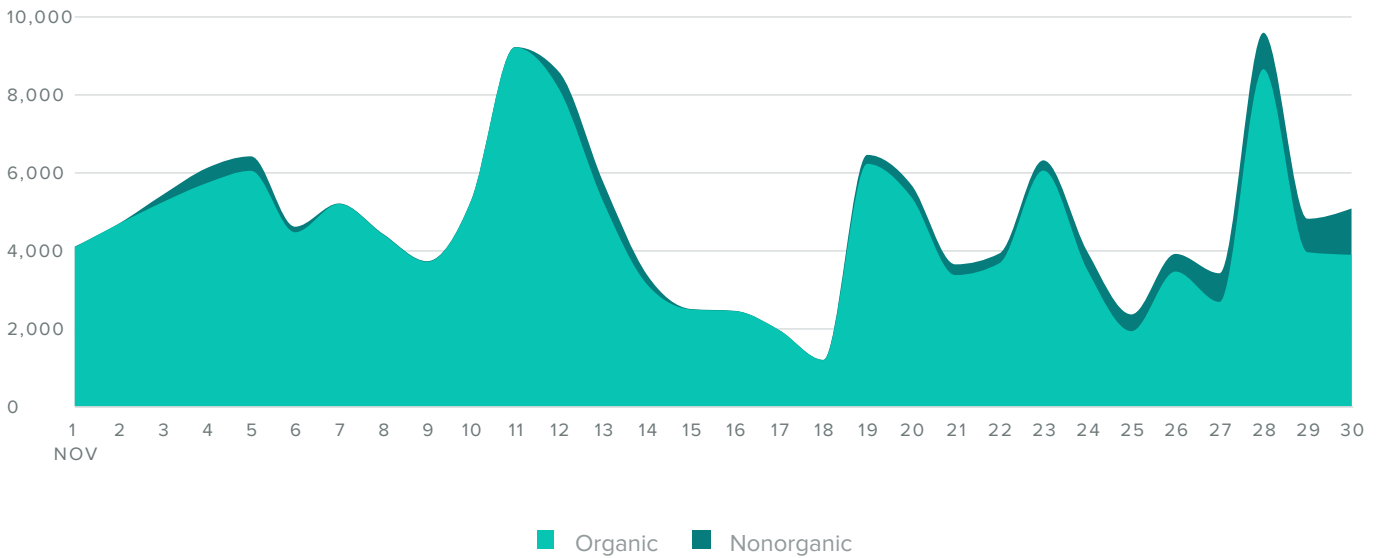
| Post | Reactions ▼ | Comments | Engagement | Reach |
|---|-------------|----------|------------|-------|
| <p>Visit Loveland Colorado</p> <p>Honoring all Veterans today. Beautiful photo by Dick's Photography as shared by I Love Loveland on Instagram. Thank you is never enough. Take time on this Veteran's Day to remember why we observe this day. #veteransday #thankyou #iloveloveland #loveland #colorado #visitloveland</p>   <p>(Post) November 11, 2018 10:19 am</p> | 372 | 15 | 9.9% | 4,655 |

Facebook Top Posts, by Reactions

| Post | Reactions ▼ | Comments | Engagement | Reach |
|---|-------------|----------|------------|--------|
| <p>Visit Loveland Colorado Introducing the new Loveland Light Trail! This free city-wide light trail connects eight independent light displays and attractions. Light Trail stops: Loveland Winter Wonderlights, The Promenade Shops at Centerra, Centerra, Outlets at Loveland, Winter Holiday Council, Namaqua Star, Christmas Walk in the Woods Learn more at VisitLovelandCO.org/lighttrail. Eat, shop, stay and play in all of Loveland this holiday season. The map is sponsored by City of Loveland - Water and Power #LovelandLightTrail #VisitLoveland</p>  <p>(Post) November 19, 2018 10:01 am</p> | 293 | 37 | 10.1% | 10,133 |
| <p>Visit Loveland Colorado 🎵 "It's the most wonderful time of the year." 🎵 The tree is up and the lights will turn on in our thriving Downtown Loveland district this Friday night for the Festival of Lights. Magical holiday moments happen here. ❄️🌲❤️ #visitloveland</p>  <p>(Post) November 28, 2018 12:37 pm</p> | 121 | 10 | 7.4% | 2,623 |
| <p>Visit Loveland Colorado Find your zen at the keyhole. Just one reason to love Devil's Backbone. #VisitLoveland Photo: Instagrammer yogaheroux https://www.visitlovelandco.org/discover-loveland/1099/devils-backbone-open-space/</p>  <p>(Post) November 13, 2018 9:35 am</p> | 110 | 12 | 6.6% | 2,411 |
| <p>Visit Loveland Colorado Where will you explore today? Thanks Instagrammer colorado_native_girl for the amazing capture! #visitloveland</p>  <p>(Post) November 04, 2018 9:19 am</p> | 70 | 3 | 5.9% | 1,552 |

Facebook Impressions

PAGE IMPRESSIONS, BY DAY



| Impressions Metrics | Totals |
|------------------------------------|----------------|
| Organic Impressions | 135,087 |
| Nonorganic Impressions | 8,755 |
| Total Impressions | 143,842 |
| Average Daily Users Reached | 3,385.5 |

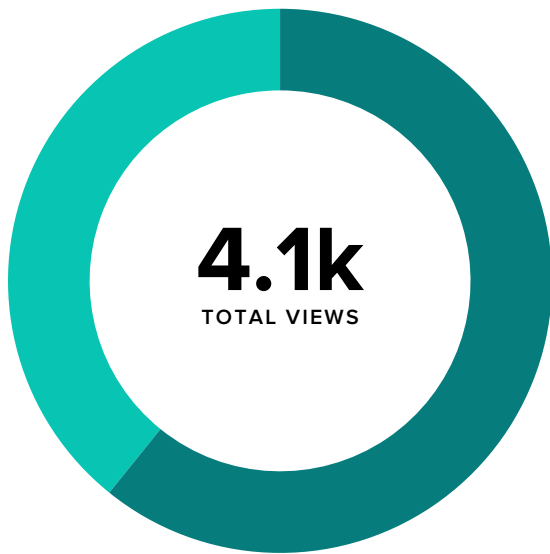
Total Impressions decreased by

▼ 60.8%

since previous date range

Facebook Video Performance

VIEW METRICS



1.6k

ORGANIC FULL

2.5k

ORGANIC PARTIAL

VIEWING BREAKDOWN

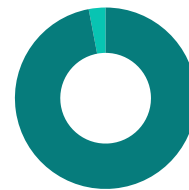


100%

ORGANIC
VIEWS

0%

PAID
VIEWS



3%

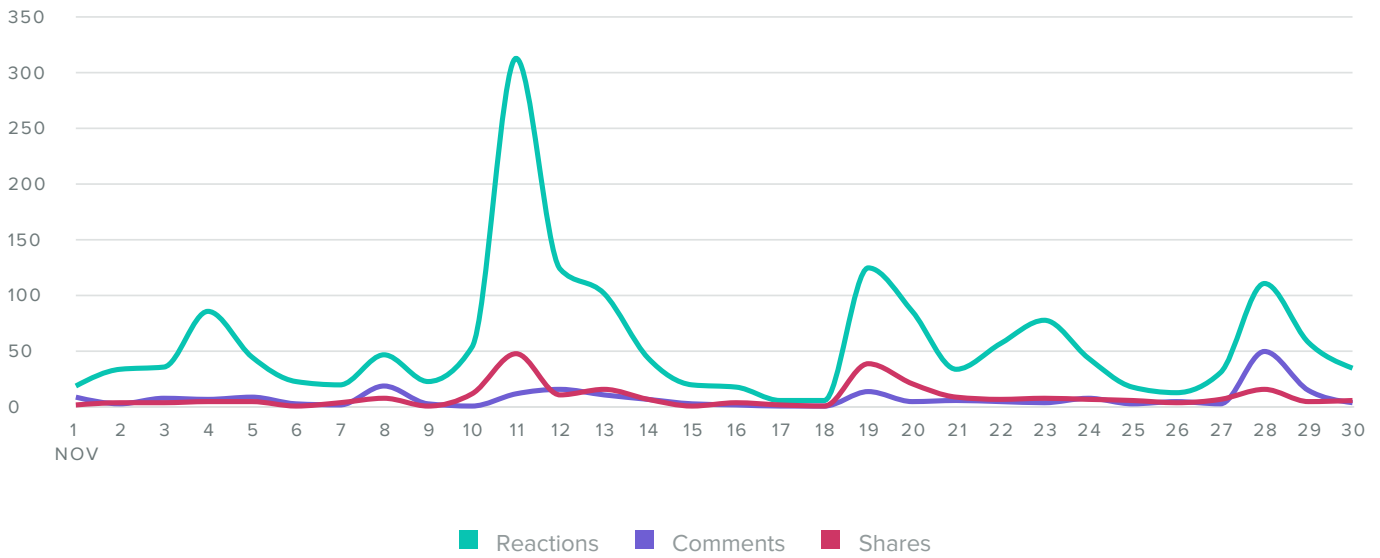
CLICK
PLAYS

97%

AUTO
PLAYS

Facebook Engagement

AUDIENCE ENGAGEMENT, BY DAY



| Action Metrics | Totals |
|--------------------------|--------------|
| Reactions | 1,680 |
| Comments | 209 |
| Shares | 241 |
| Total Engagements | 2,130 |

Total Engagements decreased
by
-52.7%
since previous date range

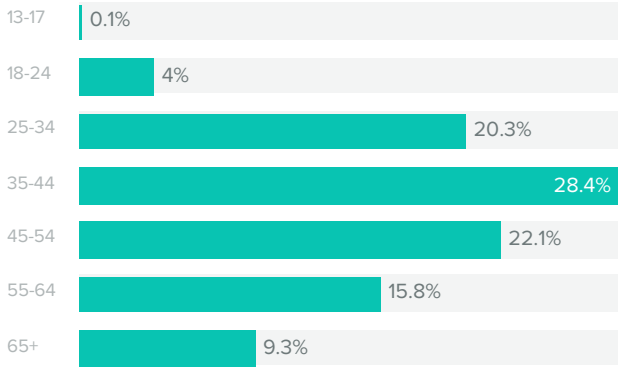
Facebook Audience Demographics

Page Fans

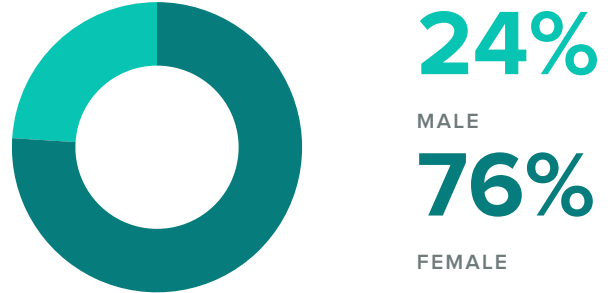
People Reached

People Engaged

BY AGE



BY GENDER



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

Top Countries

| Country | Count |
|----------------|-------|
| United States | 7,382 |
| Mexico | 34 |
| Canada | 15 |
| India | 14 |
| United Kingdom | 12 |

Top Cities

| City | Count |
|------------------|-------|
| Loveland, CO | 2,715 |
| Fort Collins, CO | 759 |
| Denver, CO | 276 |
| Greeley, CO | 250 |
| Johnstown, CO | 132 |

Facebook Stats by Page

| Facebook Page | Total Fans | Fan Increase | Posts Sent | Impressions | Impressions per Post | Engagements | Engagements per Post | Link Clicks |
|-------------------------|------------|--------------|------------|-------------|----------------------|-------------|----------------------|-------------|
| Visit Loveland Colorado | 7,609 | 1.55% | 34 | 143,842 | 4,230.6 | 2,130 | 62.6 | 599 |



Instagram Profiles for **Visit Loveland CO**

Nov 01, 2018 - Nov 30, 2018

Determine the impact of Instagram content by analyzing your activity

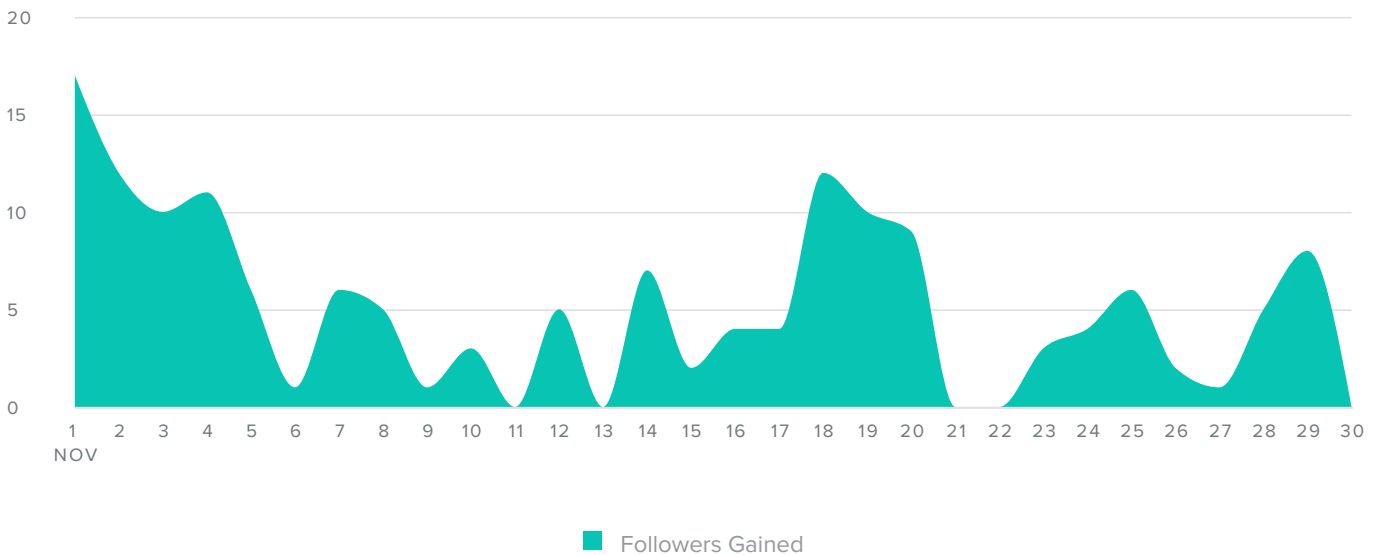


Instagram Activity Overview

| | | |
|---------------------------------|--------------------------------|--------------------------------|
| 7,129 Total Followers | 1,662 Likes Received | 36 Comments Received |
|---------------------------------|--------------------------------|--------------------------------|

Instagram Audience Growth

AUDIENCE GROWTH, BY DAY



| Follower Metrics | Totals |
|--------------------------|--------------|
| Total Followers | 7,129 |
| Followers Gained | 149 |
| People that you Followed | 8 |

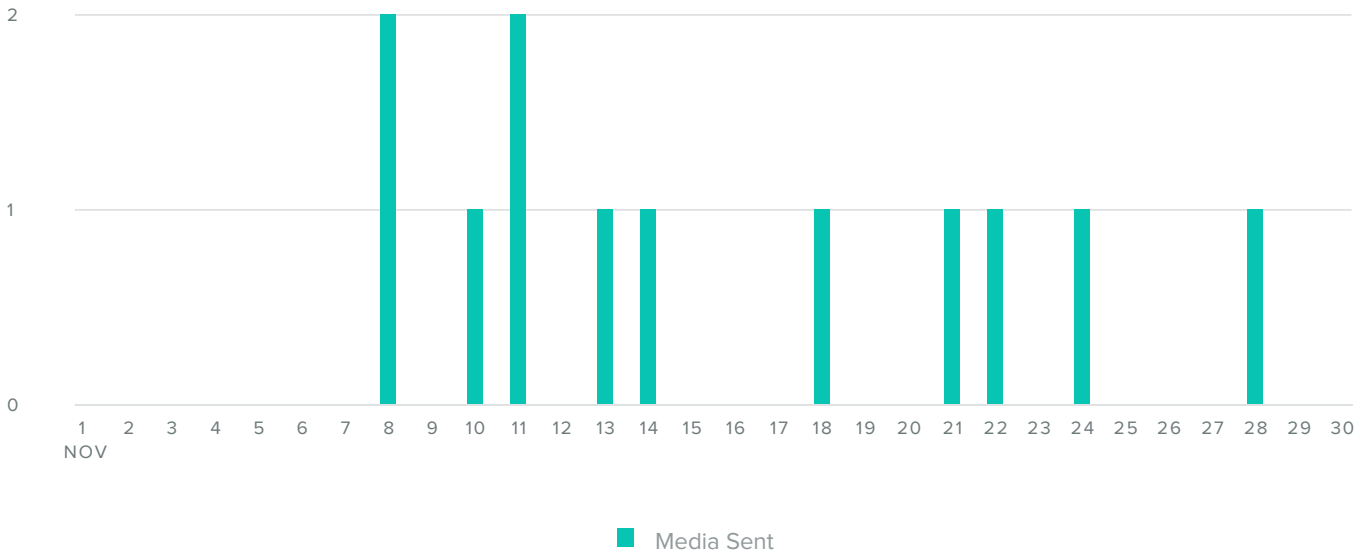
Total followers increased by

▲ 2.1%

since previous date range

Instagram Publishing Behavior

MEDIA PER DAY



| Publishing Metrics | Totals |
|--------------------|-----------|
| Photos | 9 |
| Videos | 1 |
| Other | 2 |
| Total Media | 12 |

The number of media you sent decreased by

▼50%

since previous date range

Instagram Top Posts



@visitlovelandco
318 Engagements



@visitlovelandco
243 Engagements



@visitlovelandco
184 Engagements

Instagram Outbound Hashtag Performance

MOST USED HASHTAGS

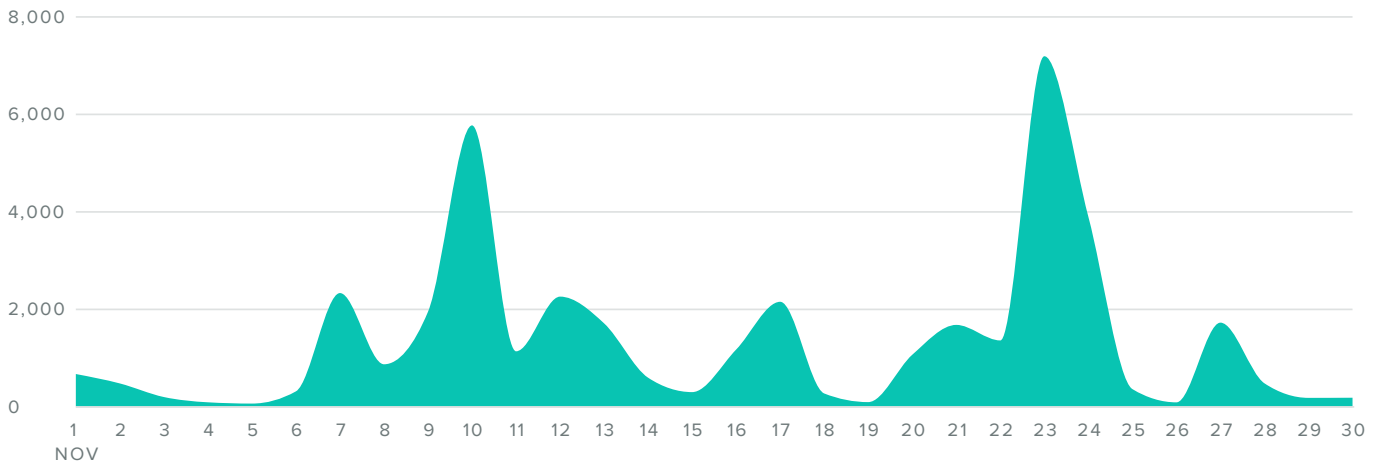
| | |
|-----------------------------|----|
| #visitloveland | 12 |
| #smallbusinesssaturday | 2 |
| #veteransday | 1 |
| #iloveloveland | 1 |
| #thankyou | 1 |
| #loveland | 1 |
| #colorado | 1 |
| #lovelandwinterwonderlights | 1 |
| #holidayshopping | 1 |
| #blackfriday | 1 |

MOST ENGAGED HASHTAGS

| | |
|-----------------------------|-------|
| #visitloveland | 1,691 |
| #loveland | 322 |
| #colorado | 320 |
| #iloveloveland | 317 |
| #veteransday | 317 |
| #thankyou | 317 |
| #lovelandwinterwonderlights | 158 |
| #smallbusinesssaturday | 143 |
| #optoutside | 120 |
| #holidayshopping | 50 |

Instagram Impressions

IMPRESSIONS, BY DAY



■ Impressions

Impressions Metrics

Totals

| | |
|---------------------------------|---------------|
| Total Impressions | 40,234 |
| Average Impressions per Day | 1,341.13 |
| Average Daily Reach per Profile | 654.77 |

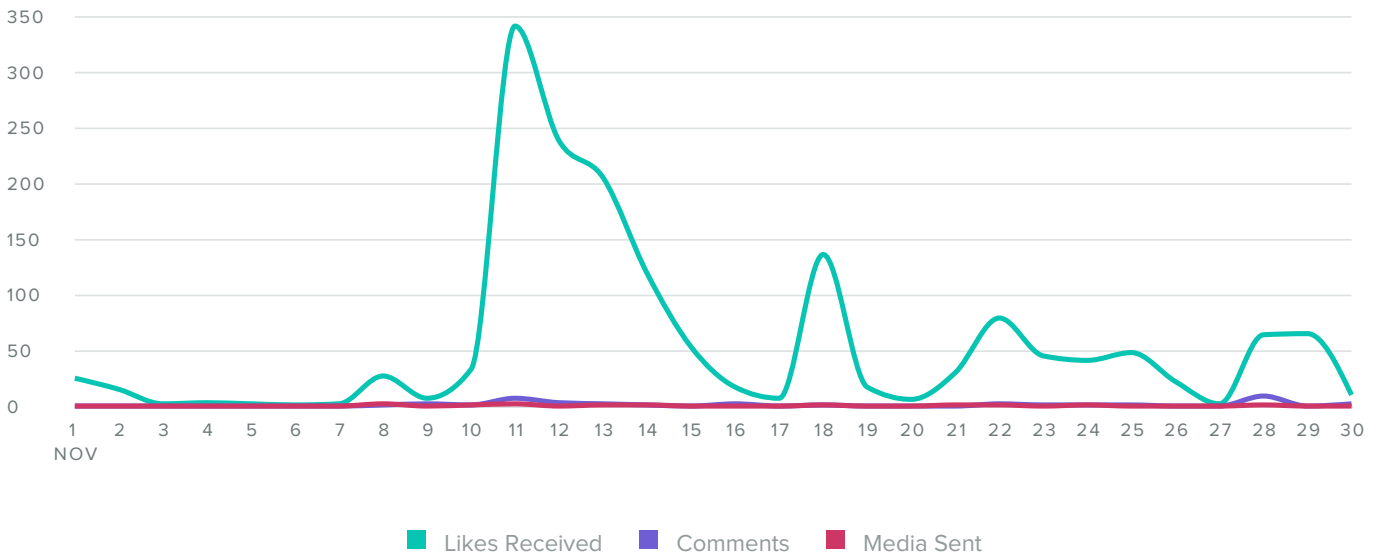
Total Impressions decreased by

-29.6%

since previous date range

Instagram Engagement

AUDIENCE ENGAGEMENT, BY DAY



| Engagement Metrics | Totals |
|--------------------------|--------------|
| Likes Received | 1,662 |
| Comments Received | 36 |
| Total Engagements | 1,698 |

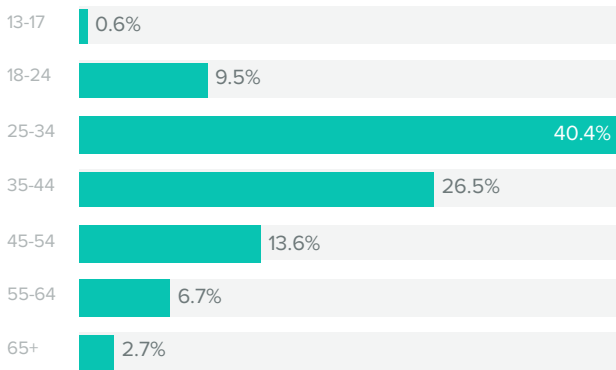
The number of engagements decreased by **40.4%** since previous date range

| | |
|--------------------------|-------|
| Engagements per Follower | 0.24 |
| Engagements per Media | 141.5 |

The number of engagements per media increased by **19.3%** since previous date range

Instagram Audience Demographics

BY AGE



BY GENDER



Women between the ages of **25-34** appear to be the leading force among your fans.

Top Countries

| | |
|-----------------------|--------------|
| United States | 6,592 |
| Brazil | 40 |
| United Kingdom | 37 |
| Canada | 27 |
| Mexico | 27 |

Top Cities

| | |
|----------------------------|--------------|
| Loveland, Colorado | 1,165 |
| Fort Collins, Colorado | 823 |
| Denver, Colorado | 672 |
| Colorado Springs, Colorado | 182 |
| Greeley, Colorado | 154 |

Instagram Stats by Profile

| Instagram Profile | Total Followers | Follower Increase | Followers Gained | Media Sent | Comments Sent | Impressions | Total Engagements | Engagements per Media | Engagements per Follower |
|------------------------------|-----------------|-------------------|------------------|------------|---------------|-------------|-------------------|-----------------------|--------------------------|
| Visit Loveland CO (Business) | 7,129 | 2.1% | 149 | 12 | 13 | 40,234 | 1,698 | 141.5 | 0.24 |



Twitter Profiles
for **Visit Loveland, Colo**

Nov 01, 2018 - Nov 30, 2018

Track profile performance to determine the impact of Twitter content

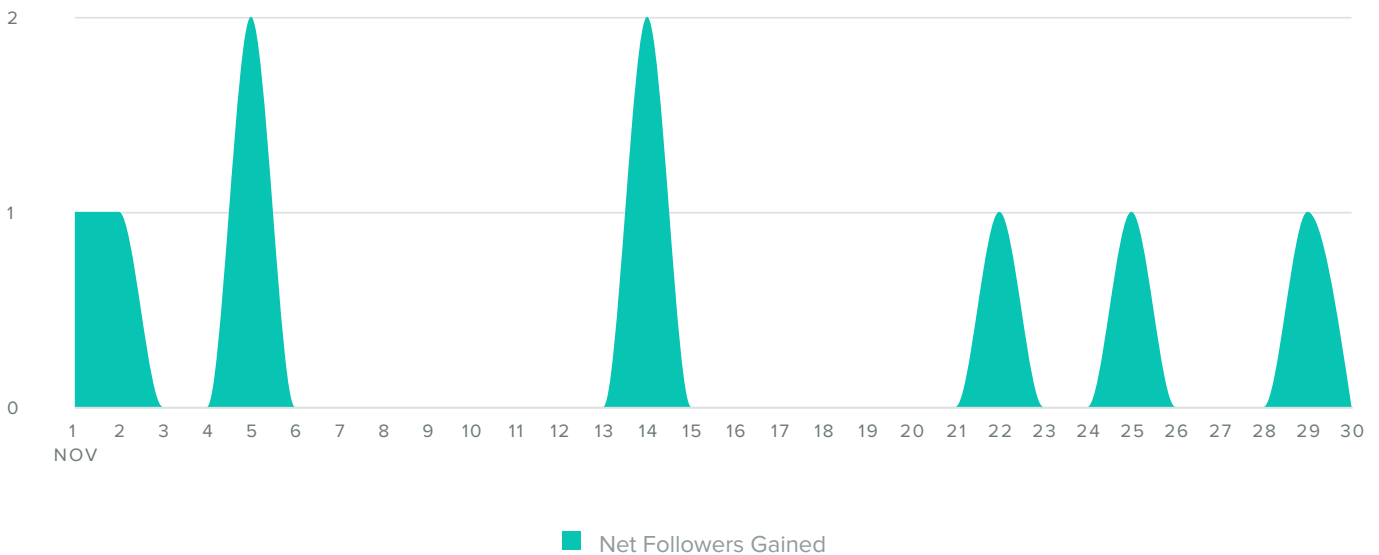


Twitter Activity Overview

| | | |
|-------------------------------------|--------------------------------|-------------------------|
| 9,419 Organic Impressions | 54 Total Engagements | 5 Link Clicks |
|-------------------------------------|--------------------------------|-------------------------|

Twitter Audience Growth

AUDIENCE GROWTH, BY DAY



| Follower Metrics | Totals |
|--------------------------|--------------|
| Total Followers | 1,785 |
| Net Followers gained | -7 |
| People that you followed | -1 |

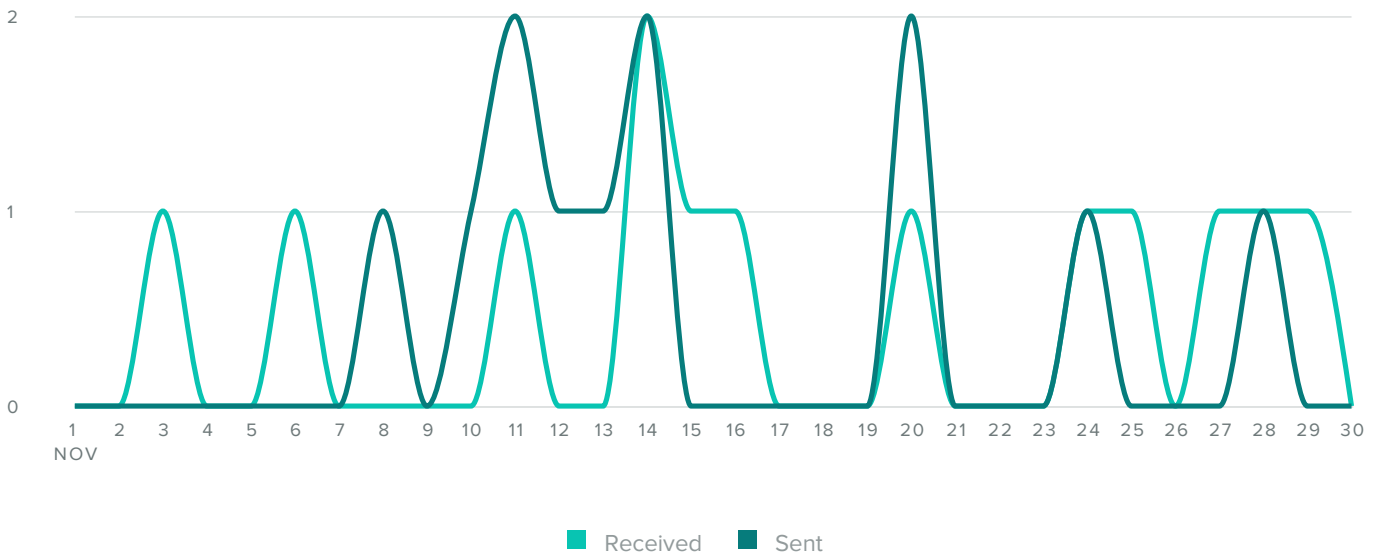
Total followers decreased by

-0.4%

since previous date range

Twitter Posts & Conversations

MESSAGES PER DAY



| Sent/Received Metrics | Totals |
|--------------------------|-----------|
| Tweets sent | 12 |
| Direct Messages sent | 0 |
| Total Sent | 12 |
| Mentions received | 13 |
| Direct Messages received | 0 |
| Total Received | 13 |

The number of messages you sent increased by

▲ 33.3%


since previous date range

The number of messages you received increased by

▲ 85.7%

since previous date range

Twitter Top Posts, by Responses

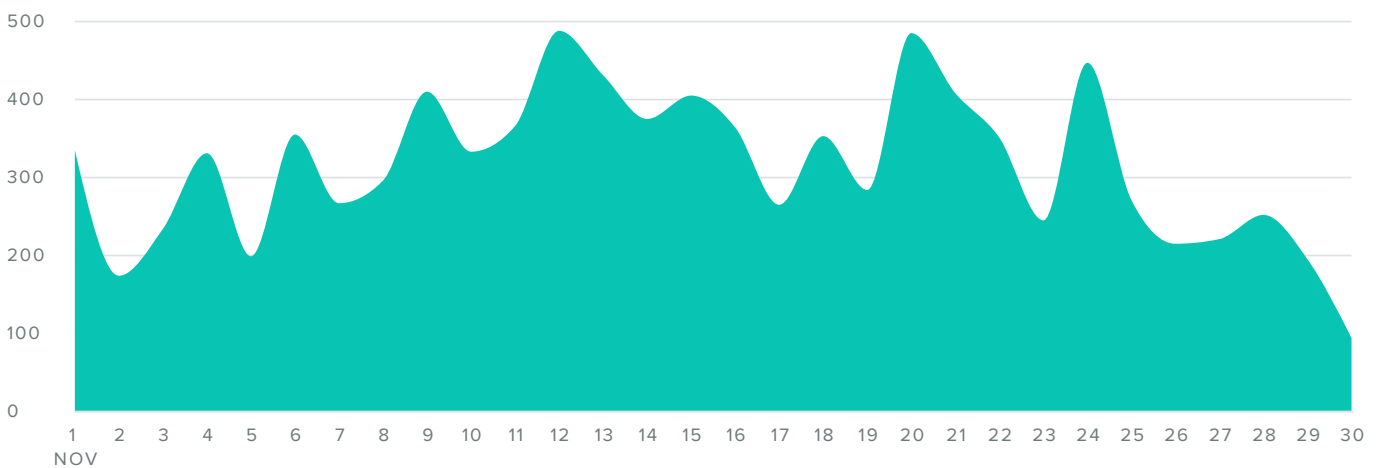
| Tweet | Potential Reach | Responses | Clicks | Retweets |
|--|-----------------|-----------|--------|----------|
|  VisitLovelandCO Family fun on ice. Next stop - the ice rink at the @ShopsAtCenterra. #visitloveland #iceskating https://t.co/KTmPNegmzN (Tweet) by Nicole Y. November 12, 2018 10:23 am | 2,158 | 1 | 0 | 1 |

Twitter Top Posts, by Responses

| Tweet | Potential Reach | Responses | Clicks | Retweets |
|---|-----------------|-----------|--------|----------|
| <p>VisitLovelandCO Save the date for #LovelandWinterWonderlights at Chapungu Sculpture garden. Kicks off 5-9 p.m. November 16. Free and fun for the family #loveland #visitloveland #holidayevents https://t.co/GSdXS2vdDU https://t.co/EWezD8x4fW</p> <p>(Tweet) by Nicole Y. November 08, 2018 4:47 pm</p> | 1,800 | 1 | 3 | 1 |
| <p>VisitLovelandCO Friends always let friends go #bouldering at #CarterLake 😊 https://t.co/IJadnKCeOW #visitloveland https://t.co/MxnMSQFKgg</p> <p>(Tweet) by Nicole Y. November 28, 2018 10:26 am</p> | 1,785 | 0 | 4 | 0 |
| <p>VisitLovelandCO A great #holiday event at #ChapunguSculpturePark in @CenterraCO #visitloveland</p> <p>(Retweet with Comment) by Nicole Y. November 24, 2018 12:34 pm</p> | 1,785 | 0 | 0 | 0 |
| <p>VisitLovelandCO 😊</p> <p>(Retweet with Comment) by Nicole Y. November 20, 2018 1:44 pm</p> | 1,785 | 0 | 0 | 0 |

Twitter Impressions

ORGANIC IMPRESSIONS, BY DAY



■ Organic Impressions

| Impressions Metrics | Totals |
|-------------------------------------|--------------|
| Average Organic Impressions per Day | 314 |
| Total Organic Impressions | 9,419 |

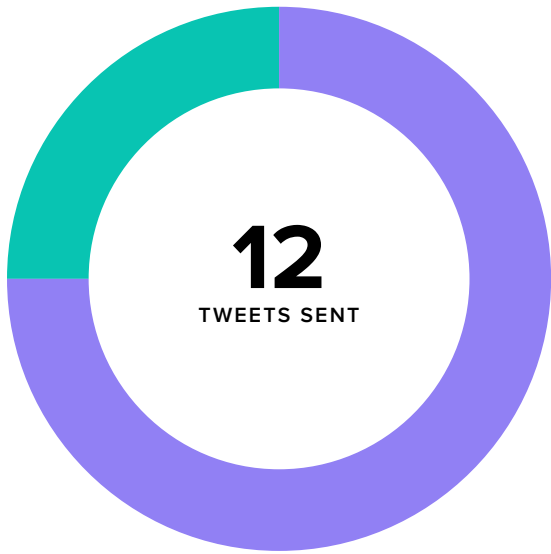
Organic Impressions decreased by

-15.4%

since previous date range

Twitter Publishing Behavior

SENT MESSAGE CONTENT



3
PLAIN TEXT

0
PAGE LINKS

9
PHOTO LINKS

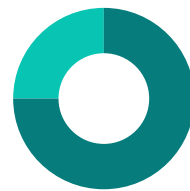
CONVERSATION BEHAVIOR (LAST 100 TWEETS)



33%
CONVERSATION

67%
UPDATES

CONTACT BEHAVIOR (ALL TWEETS)

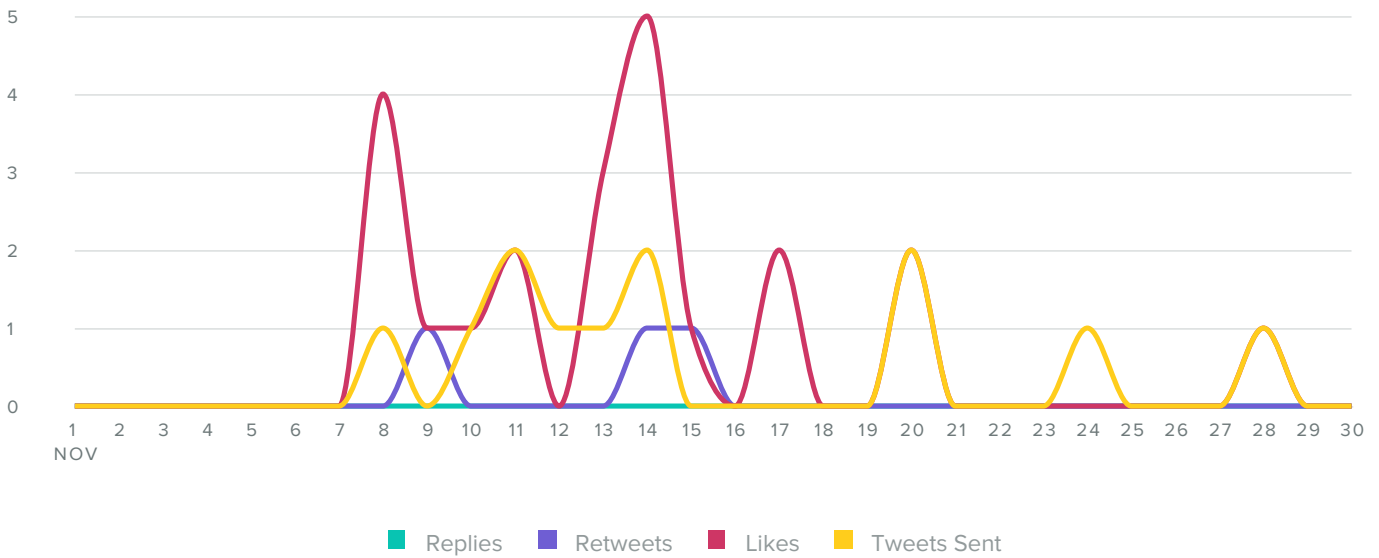


25%
NEW CONTACTS

75%
EXISTING CONTACTS

Twitter Engagement

ENGAGEMENT COUNT



| Engagement Metrics | Totals |
|------------------------------------|-----------|
| Total Engagements | 54 |
| Replies | 0 |
| Retweets | 3 |
| Retweets with Comments | 0 |
| Likes | 22 |
| Engagements per Follower | 0.03 |
| Organic Impressions per Follower | 5.28 |
| Engagements per Tweet | 4.5 |
| Organic Impressions per Tweet | 784.92 |
| Engagements per Organic Impression | 0.0057 |

The number of engagements increased by

▲20%

since previous date range

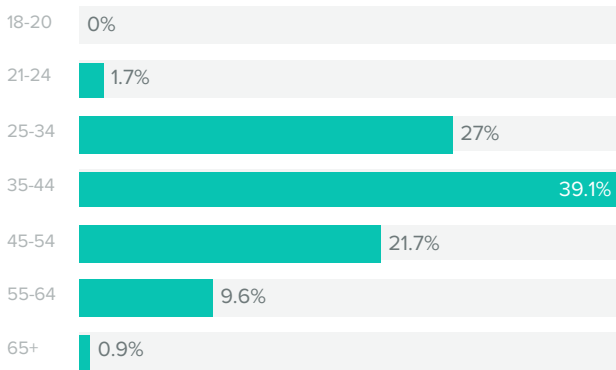
The number of organic impressions per Tweet decreased by

▼36.6%

since previous date range

Twitter Audience Demographics

FOLLOWERS BY AGE



FOLLOWERS BY GENDER



50%


FEMALE FOLLOWERS

50%

MALE FOLLOWERS

Men and people between the ages of **35-44** appear to be the leading force among your followers.

Twitter Stats by Profile

| Twitter Profile | Total Followers | Follower Increase | Tweets Sent | Organic Impressions | Organic Impressions per Follower | Engagements | Engagements per Follower | Retweets | Clicks |
|---|-----------------|-------------------|-------------|---------------------|----------------------------------|-------------|--------------------------|----------|--------|
|  Visit Loveland, Colo | 1,785 | -0.4% | 12 | 9,419 | 5.28 | 54 | 0.03 | 3 | 5 |



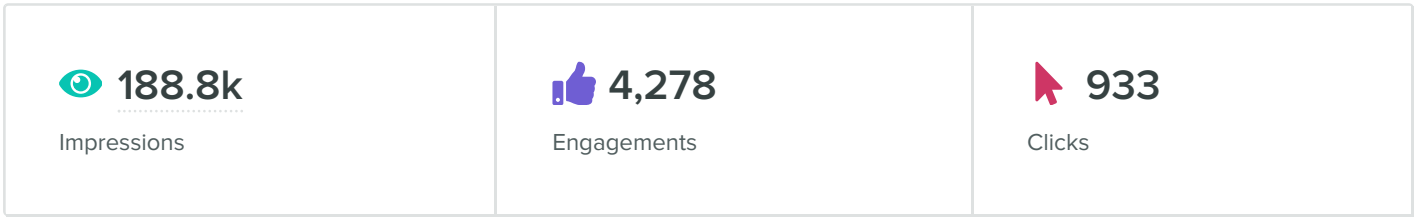
Facebook Pages
for **Loveland Winter Wonderlights**

Nov 01, 2018 - Nov 30, 2018

Analyze Facebook page data at a granular level for deeper insights

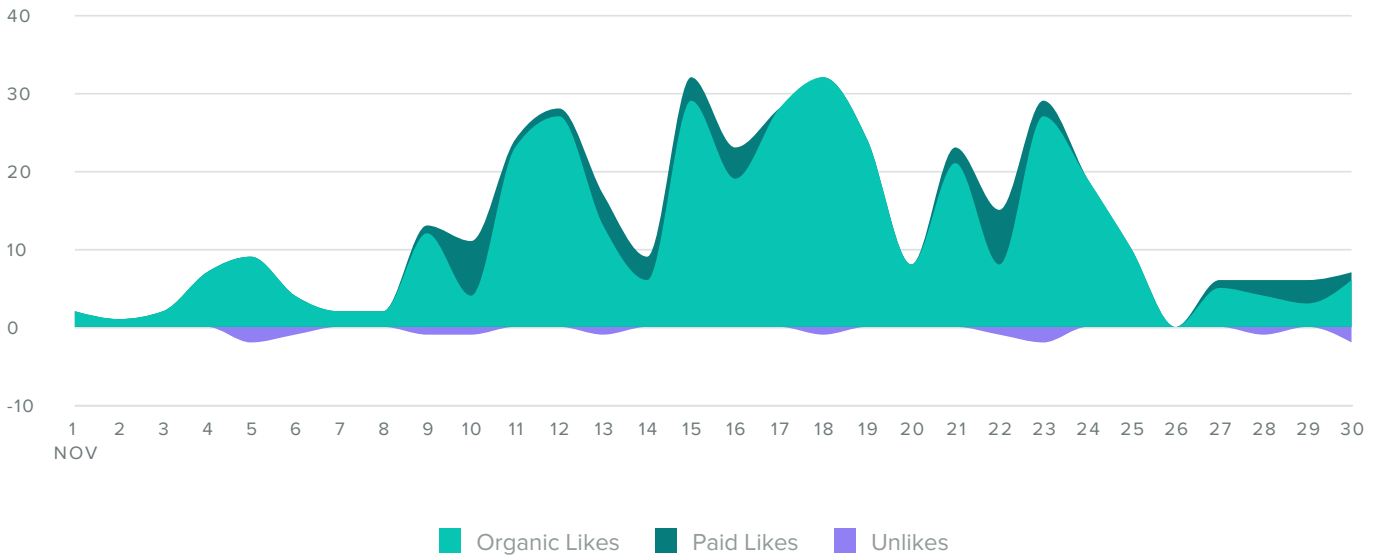


Facebook Activity Overview



Facebook Audience Growth

LIKES BREAKDOWN, BY DAY



| Audience Growth Metrics | Totals |
|-------------------------|--------------|
| Total Fans | 1,273 |
| Paid Likes | 42 |
| Organic Likes | 357 |
| Unlikes | 13 |
| Net Likes | 386 |

Total fans increased by

▲44.5%

since previous date range

Facebook Publishing Behavior

POSTS, BY DAY




| Publishing Metrics | Totals |
|--------------------|------------|
| Photos | 8 |
| Videos | 53 |
| Posts | 45 |
| Notes | 0 |
| Total Posts | 106 |

The number of posts you sent increased by









▲715.4%

since previous date range

Facebook Top Posts, by Reactions

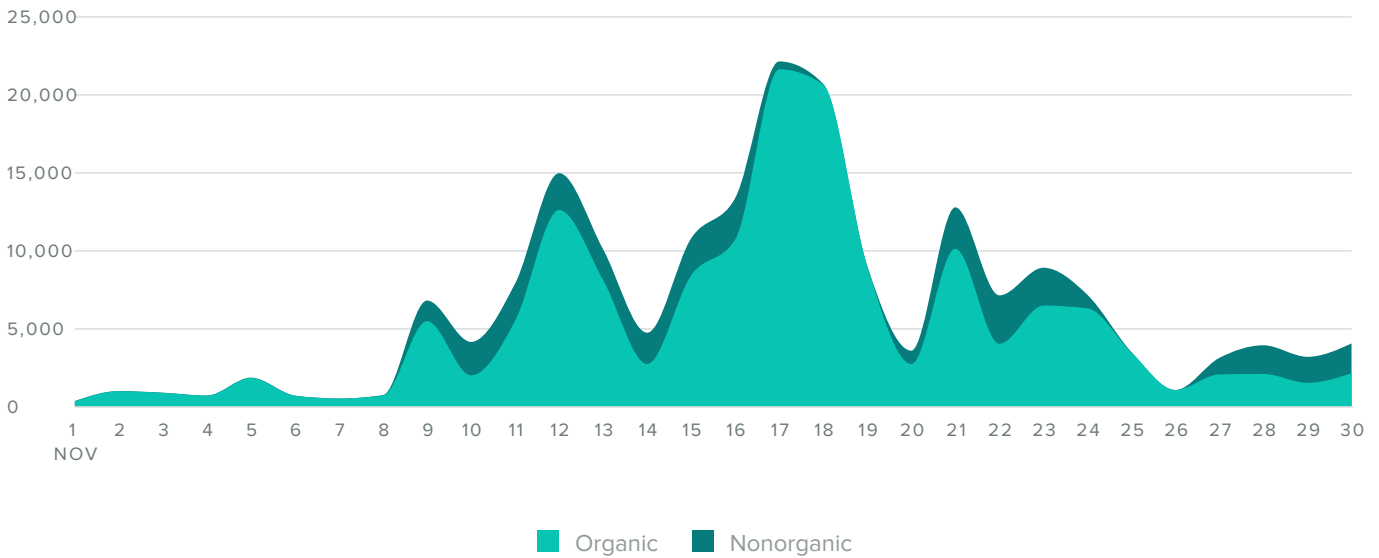
| Post | Reactions ▼ | Comments | Engagement | Reach |
|---|-------------|----------|------------|-------|
| <p>Loveland Winter Wonderlights Shop. Eat. Stay. Play in Loveland this holiday season at Winter Wonderlights Nov. 16 - Jan. 1 at Chapungu Sculpture Park.</p>  <p>(Post) November 02, 2018 12:59 pm</p> | 165 | 36 | 38.9% | 2,835 |

Facebook Top Posts, by Reactions

| Post | Reactions ▼ | Comments | Engagement | Reach |
|--|-------------|----------|------------|-------|
| <p>Loveland Winter Wonderlights</p> <p>Loveland's Winter Wonderlights is here for the 2018 holiday season! Each night visitors can walk through the beautiful park and enjoy more than 60,000 holiday string lights, twinkling bulbs, LED mappable snowflakes, illuminated African stone sculptures and 30-minute music and light shows every night. The light and music show features eight total songs and moving lights on the 20' tall LED mappable Christmas Tree. The magical light show will run each night Nov. 16 – Jan. 1, every 30 minutes from 5:00 – 9:00 PM except on performance nights. Performance nights are Fridays and Saturdays Nov. 16 to Dec. 15. On those nights, the light show will run at 5:00, 6:00, 7:00, 8:00 and 8:30 PM. The event is free and open to the public. However, either canned food to benefit the Larimer County Food Bank or an unwrapped toy to benefit Santa Cops is requested. Video by Arcadian Pictures</p>   <p>(Post) November 18, 2018 9:44 pm</p> | 125 | 36 | 10.4% | 3,920 |
| <p>Loveland Winter Wonderlights</p> <p>Chapungu Sculpture Park looks beautiful with the lights and the musical light show is festive and fun. The magical light show will run each night until Jan. 1, every 30 minutes from 5 – 9 p.m. Bring the family during the weekday, or plan for a Friday or Saturday night out for activities. Find out more and plan your trip at WinterWonderlightsLoveland.com #lovelandwinterwonderlights</p>   <p>(Post) November 18, 2018 1:44 pm</p> | 86 | 5 | 19.9% | 886 |
| <p>Loveland Winter Wonderlights</p> <p>Zack from Rythm EFX just put the finishing touches on the musical light show. Did you know that every light needs to be individually choreographed to the music? 112 hours of programming have been put into producing the show this year. We are excited to debut it Friday night, Nov. 16 at 5 p.m. See you at Chapungu Sculpture Park! #LovelandWinterWonderlights</p>   <p>(Post) November 13, 2018 9:41 am</p> | 76 | 3 | 10.6% | 886 |
| <p>Loveland Winter Wonderlights</p> <p>We had a great morning talking about Winter Wonderlights with Jimmy Lakey and iHeartMedia Northern Colorado / Southern Wyoming! IHeart is one of our amazing sponsors and supporters for the festivities. Thanks to Zack from Rythm EFX and Cindy from Visit Loveland Colorado for the fun!</p>   <p>(Post) November 07, 2018 6:02 pm</p> | 68 | 0 | 14.5% | 627 |

Facebook Impressions

PAGE IMPRESSIONS, BY DAY

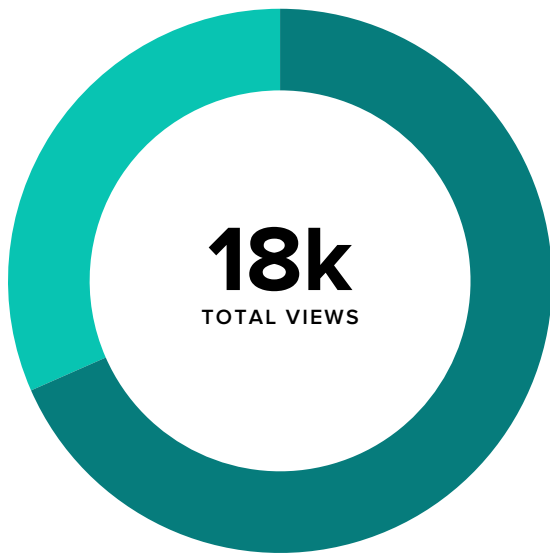


| Impressions Metrics | Totals |
|------------------------------------|----------------|
| Organic Impressions | 154,456 |
| Nonorganic Impressions | 34,313 |
| Total Impressions | 188,769 |
| Average Daily Users Reached | 3,872.8 |

Total Impressions increased by
▲1,530%
 since previous date range

Facebook Video Performance

VIEW METRICS



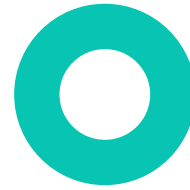
5.7k

ORGANIC FULL

12.3k

ORGANIC PARTIAL

VIEWING BREAKDOWN

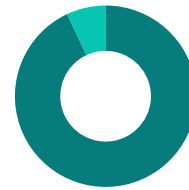


100%

ORGANIC
VIEWS

0%

PAID
VIEWS



7%

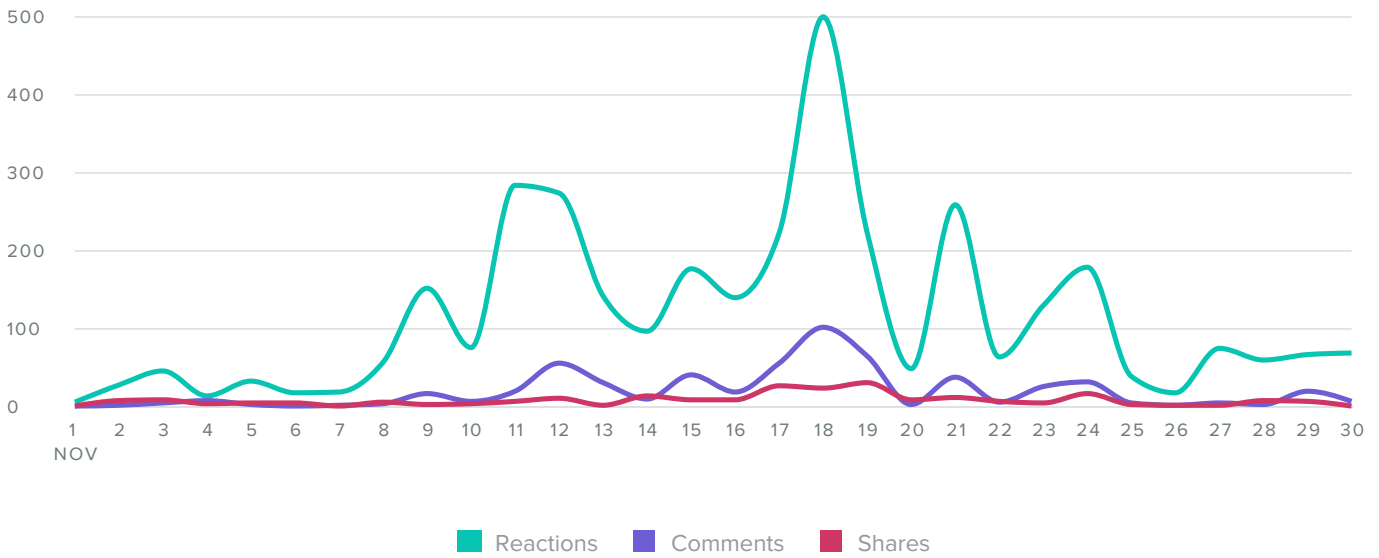
CLICK
PLAYS

93%

AUTO
PLAYS

Facebook Engagement

AUDIENCE ENGAGEMENT, BY DAY



| Action Metrics | Totals |
|--------------------------|--------------|
| Reactions | 3,488 |
| Comments | 567 |
| Shares | 223 |
| Total Engagements | 4,278 |

Total Engagements increased by **894.9%** since previous date range

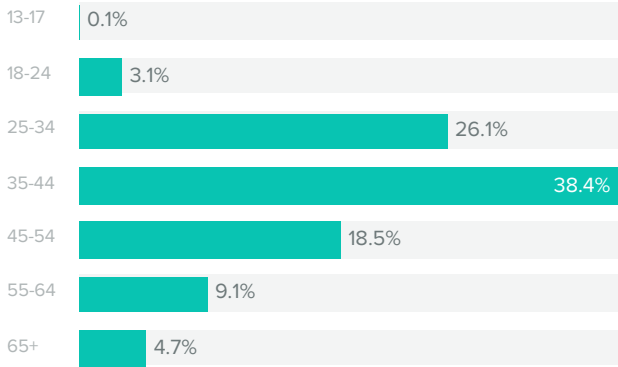
Facebook Audience Demographics

Page Fans

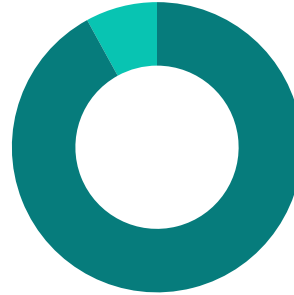
People Reached

People Engaged

BY AGE



BY GENDER



8%

MALE

92%

FEMALE

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

Top Countries

| Country | Count |
|---------------|-------|
| United States | 1,266 |
| Mexico | 2 |
| Albania | 1 |
| Germany | 1 |
| France | 1 |

Top Cities

| City | Count |
|----------------------|-------|
| Loveland, CO | 258 |
| Fort Collins, CO | 152 |
| Denver, CO | 108 |
| Greeley, CO | 90 |
| Colorado Springs, CO | 74 |

Facebook Stats by Page

| Facebook Page | Total Fans | Fan Increase | Posts Sent | Impressions | Impressions per Post | Engagements | Engagements per Post | Link Clicks |
|------------------------------|------------|--------------|------------|-------------|----------------------|-------------|----------------------|-------------|
| Loveland Winter Wonderlights | 1,273 | 44.49% | 106 | 188,769 | 1,780.8 | 4,278 | 40.4 | 933 |