VISIT LOVELAND

SUCCESS SUMMARY

This report outlines priorities and results for the month of May.

TOP PR/SOCIAL MEDIA PRIORITIES

PRIORITY#1: FAM TRIP, CTO AND TPC COLORADO MEDIA SUPPORT

- Worked alongside Visit Loveland Team to host journalists and influencers from Germany, UK and Australia, showing them a Loveland experience and working with them to discover the area for social media coverage and future media coverage.
- Attended crisis communications session and media reception with the Colorado Tourism Office to pitch Loveland's new downtown events, hotel and more.
- Drafted new Visit Loveland Top 10 List copy for IPW
- Attended TPC Colorado Media Day to learn about the course and prepare for July event to support Visit Loveland for media and social media.

PRIORITY #2: TRAVEL & TOURISM WEEK

- Presented to partners on how to help us tell their story through social media and media
- Drafted a blog post about Loveland's best tourism year-to-date and highlights of what we do for Travel & Tourism Week
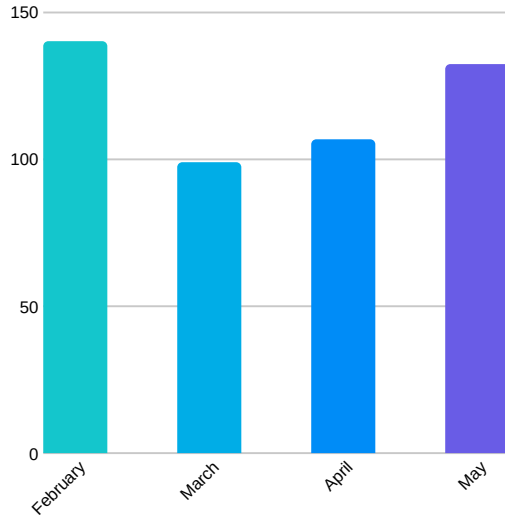- Shared Loveland fun on social media and shared CTO's coverage of Loveland on social media

PRIORITY #3: CONTENT WRITING

- Drafting 45+ free events blog fo the website, social media, and media
- Finalized Visitors Guide Copy

RESULTS

SOCIAL MEDIA ENGAGEMENT

132 new followers | 8,266 total fans

132,063 impressions | 3,799 engagements

- Focus: Upcoming events, Travel and Tourism week and scenic spring photos and things to do.
- Top posts: Memorial Day photo; Mesmerized by the Rocky Mountain views; We are in for one SWEET summer in Downtown Loveland; Devil's Backbone is calling; Have a ROCKin' Friday!
- New followers, impressions and engagements all increased in May. Facebook continues to change and we are working to shift to keep engagement going.
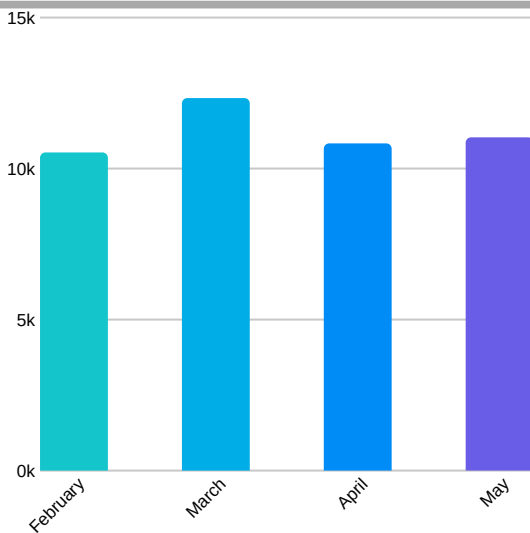
8 new followers | 1,839 followers

10,957 impressions | 41 engagements

- Focus: Upcoming events and scenic spring photos and things to do.
- Most engaging tweets: Mesmerized by #RockyMountain views; Make the Visitors Center your first stop when you get into Loveland; Loveland in Colorado has many things to experience; A gorgeous #memorialdayweekend.
- New followers, impressions and engagements all increased in May. Working on revised website/social strategy to keep content opportunities going.
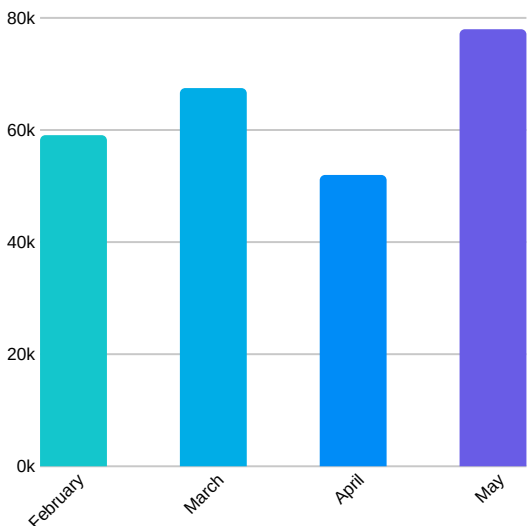
532 new followers | 9,248 followers

77,759 impressions | 4,145 engagements

- Focus: Upcoming events and scenic spring photos and things to do.
- Most engaging photos: Devil's Backbone is calling; Mesmerized by Rocky Mountain views; Make the Visitors Center your first stop when you get into Loveland.
- Most engaging hashtags: #visitloveland, #lovelandcolorado, #artshow, #fineart, #artbuyers, #artcollector, #artistsoninstagram, #artsale, #colorado,#coloradoartist.

RESULTS

MEDIA RESULTS HIGHLIGHTS

- **9 News:** 9 Things to do in Colorado this weekend: May 3-5
- **Colorado AAA Encompass Magazine:** Summer Fun 2019: Colorado Dude & Guest Ranch Roundup
- **Colorado Expression Magazine:** Governor's Art Show
- **Coloradoan:** 6 things to do this Memorial Day weekend in Northern Colorado
- **Coloradoan:** Your guide to Colorado 14ers, camping, hikes and more
  Fox 31: Morning Show Plein Air Segment
  New Country 99.1: BOOZY MOTHER'S DAY EVENTS IN NORTHERN COLORADO
- **NoCo Style:** Governor's Art Show Award Winners
- **Porch Drinking:** PorchDrinking's Weekly Denver Beer Beat | May 15, 2019
- **Retro 102.5:** PIRATE PICNIC AT NORTH LAKE PARK IN LOVELAND ON MAY 18
- **The Denver Channel:** Happy trails: Coloradans encouraged to show trails some love on National Trails Day
- **The Denver Channel:** 7 best things to do in Colorado this weekend, May 31-June 2, 2019
- **The Denver Channel:** How your kids can bowl free this summer
- **The Gazette:** 14 things to do in and around Colorado Springs this weekend: Cinco de Mayo, Southwest Chief Comedy, fly fishing, food trucks,
- **The Group Inc**: 16 THINGS TO DO WITH KIDS THIS SUMMER IN LOVELAND, COLORADO
- **U.S. News Hub:** Manitou Springs artist wins best of show at Colorado art show
- **WPBS: T**he Artists' World With Michael Ringer
- **Wyoming News:** Plein Air Festival and Auction

PR NUMBERS

$194,590

PR VALUE

23,469,093

IMPRESSIONS

1.27K

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.

Facebook Pages
for **Visit Loveland Colorado**

May 2019

Analyze Facebook page data at a granular level for deeper insights

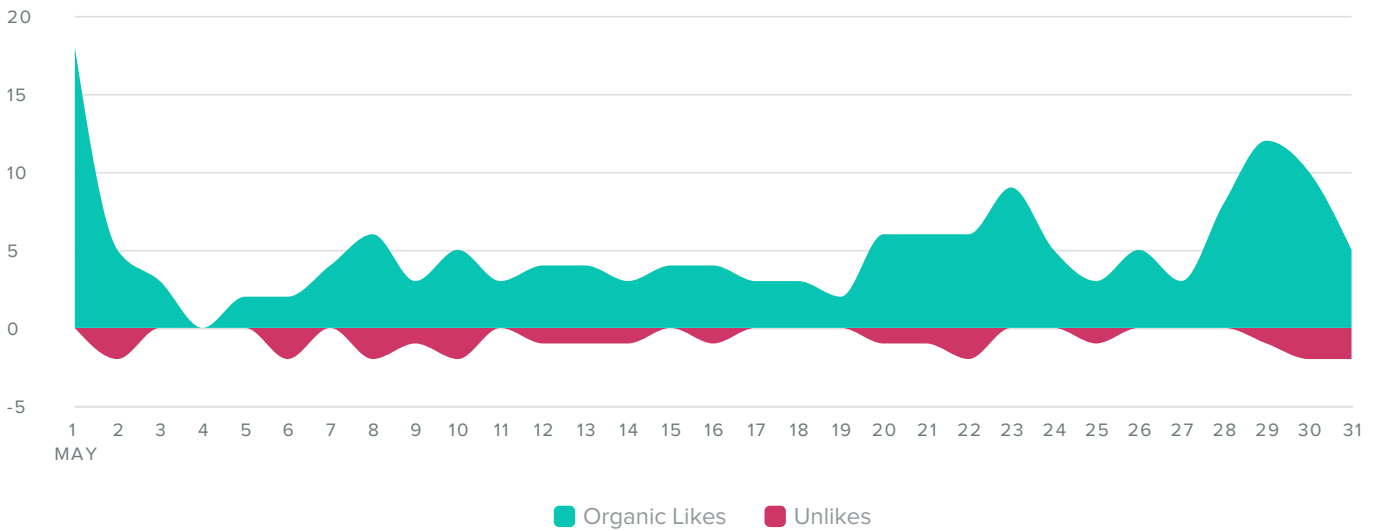## Facebook Activity Overview

Impressions	Engagements	Clicks
👁 **132.1k**	👍 **3,799**	➤ **460**

Facebook Audience Growth

LIKES BREAKDOWN, BY DAY

● Organic Likes   ● Unlikes

Audience Growth Metrics	Totals
Total Fans	**8,266**
Organic Likes	156
Unlikes	23
Net Likes	133

Total fans increased by

▲**1.6%**

since previous date range

Facebook Publishing Behavior

POSTS, BY DAY

Posts Sent
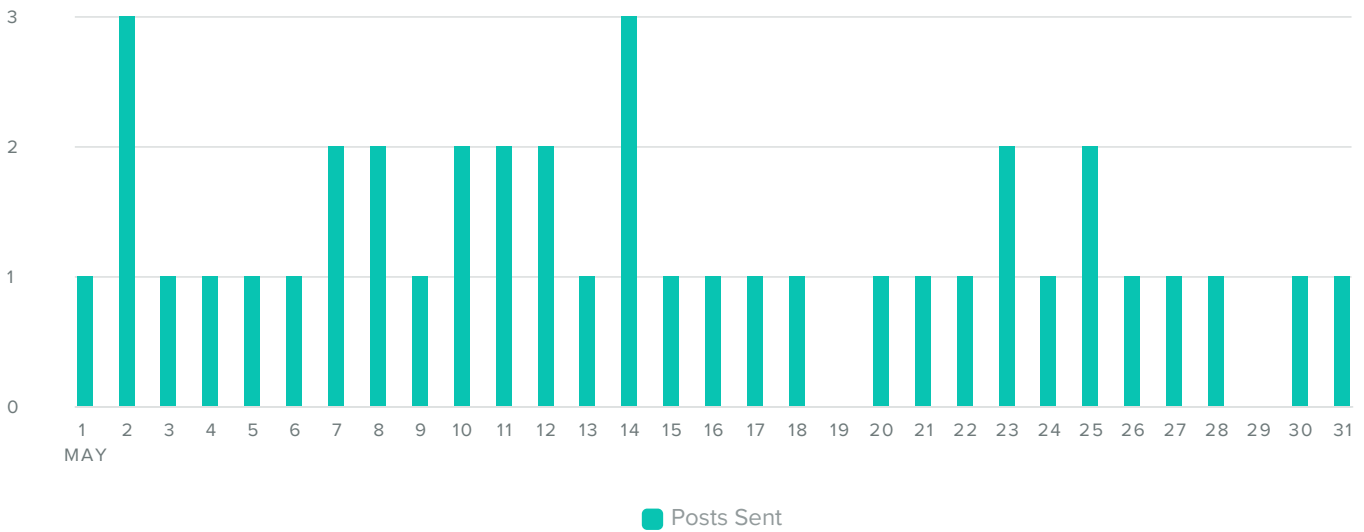
Publishing Metrics	Totals
Photos	21
Videos	1
Posts	18
Notes	0
Total Posts	**40**

The number of posts you sent increased by

▲**53.8%**

since previous date range

Facebook Top Posts, by Reactions

Post	Reactions ▼	Comments	% Users Engaged	Reach
Visit Loveland Colorado Land of the free because of the brave. **#MemorialDay** photo: **Dick's Photography #visitloveland** (Post) May 27, 2019 11:08 am	501	9	7.9%	7,754

Facebook Top Posts, by Reactions

Post	Reactions ▼	Comments	% Users Engaged	Reach
Visit Loveland Colorado Don't mind us - just being mesmerized by these amazing Rocky Mountain views. 😍 photo: Instagrammer tara.cilke **#visitloveland** (Post) May 22, 2019 6:23 pm	442	36	10%	5,519
Visit Loveland Colorado We are in for one SWEET summer in **Downtown Loveland**. With the opening of **The Foundry** plaza new concerts, movie nights and farmer's markets await you. Join us for a summer of fun in the heart of the city. **#visitloveland** (Post) May 1, 2019 7:53 am	286	31	6.3%	9,933
Visit Loveland Colorado Adventure awaits you at the end of the rainbow. Devil's Backbone is calling. 😎 photo: Instagrammer aliylujah as seen by **Larimer County Natural Resource**s **#visitloveland** (Post) May 20, 2019 6:52 pm	253	17	7.7%	4,090
Visit Loveland Colorado Have a ROCKin' Friday! 🙌 **#visitloveland** Photo: instagrammer caitienelsonphoto (Post) May 10, 2019 4:31 pm	153	6	6.9%	2,971

Facebook Impressions

PAGE IMPRESSIONS, BY DAY

● Organic ● Nonorganic
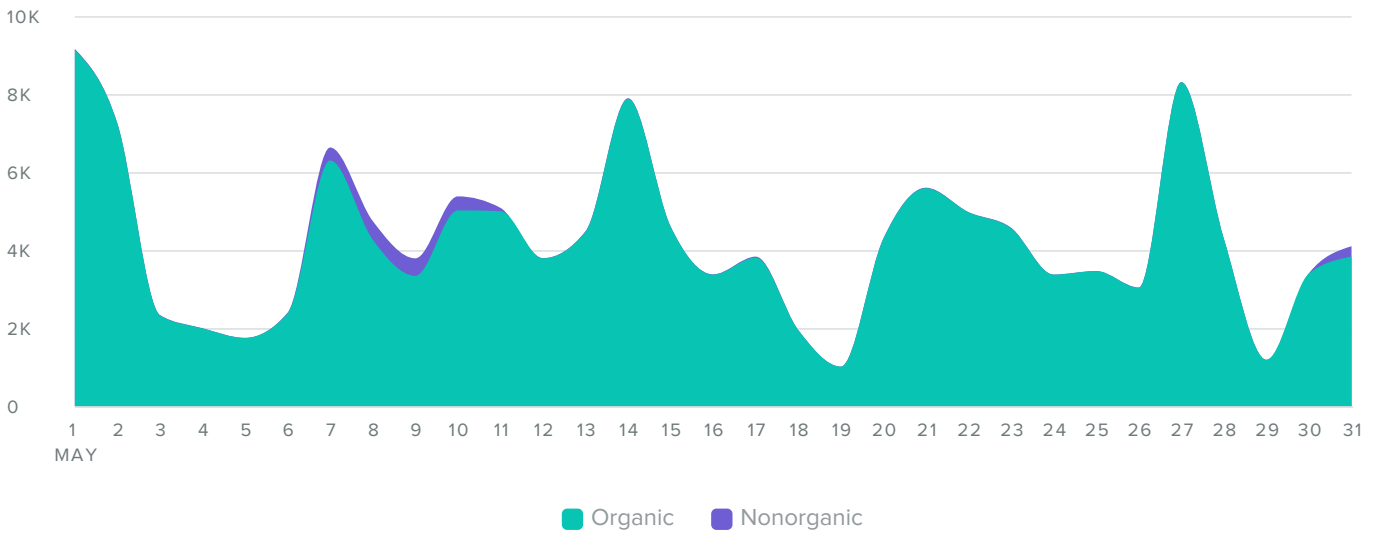
Impressions Metrics	Totals
Organic Impressions	129,882
Nonorganic Impressions	2,181
Total Impressions	**132,063**
Average Daily Users Reached	**2,620.4**

Total Impressions increased by

▲**24%**

since previous date range

Facebook Video Performance

VIEW METRICS

4.9k
TOTAL VIEWS
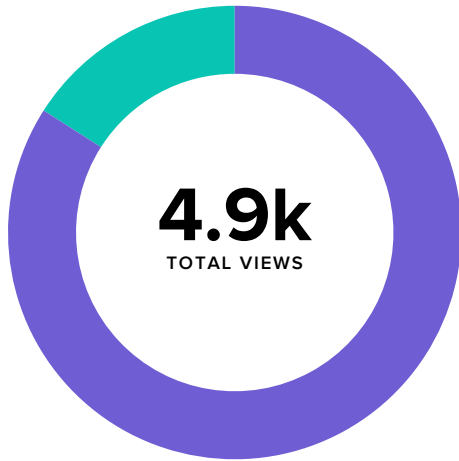
781
ORGANIC FULL

4.1k
ORGANIC PARTIAL

VIEWING BREAKDOWN

100%
ORGANIC VIEWS

0%
PAID VIEWS
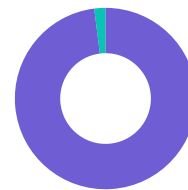
2%
CLICK PLAYS

98%
AUTO PLAYS

Facebook Engagement

AUDIENCE ENGAGEMENT, BY DAY

● Reactions ● Comments ● Shares
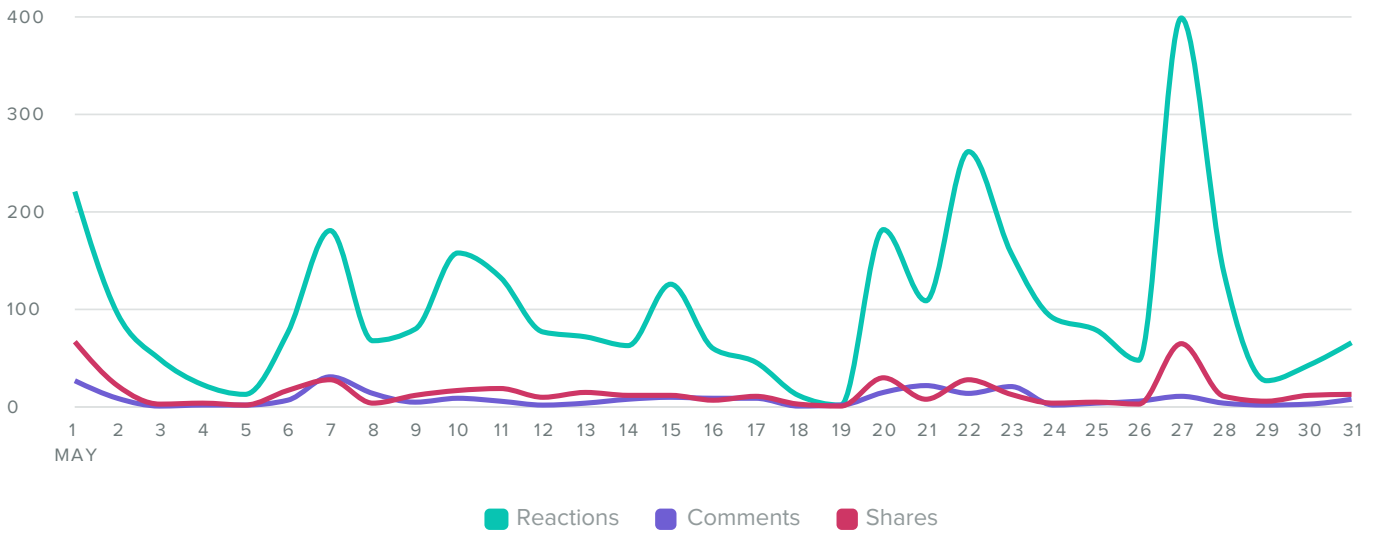
Action Metrics	Totals
Reactions	3,127
Comments	239
Shares	433
Total Engagements	**3,799**

Total Engagements increased by

▲**58.8%**

since previous date range
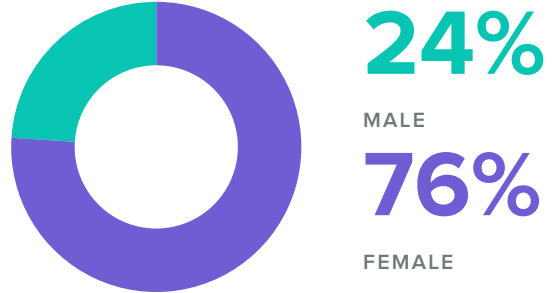
Facebook Audience Demographics

Page Fans	People Reached	People Engaged

BY AGE
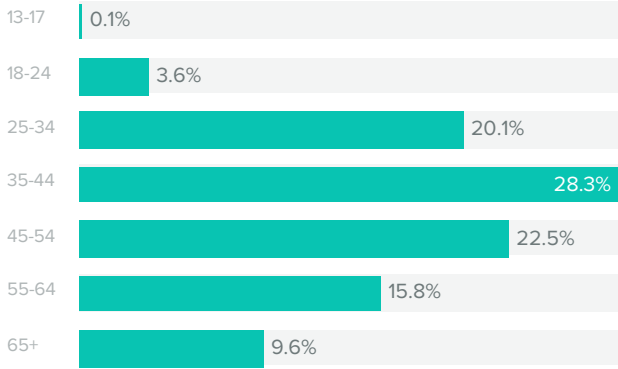
13-17	0.1%
18-24	3.6%
25-34	20.1%
35-44	28.3%
45-54	22.5%
55-64	15.8%
65+	9.6%

BY GENDER

24% MALE

76% FEMALE

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

Top Countries

United States	7,981
Mexico	44
India	17
Canada	15
United Kingdom	15

Top Cities

Loveland, CO	2,890
Fort Collins, CO	873
Denver, CO	301
Greeley, CO	286
Johnstown, CO	128

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	8,266	1.62%	40	132,063	3,301.6	3,799	95	460

Instagram Business Profiles

May 2019

Determine the impact of Instagram content by analyzing your activity.

Included in this Report

📷 Colorado Governor's Art S

📷 Visit Loveland CO
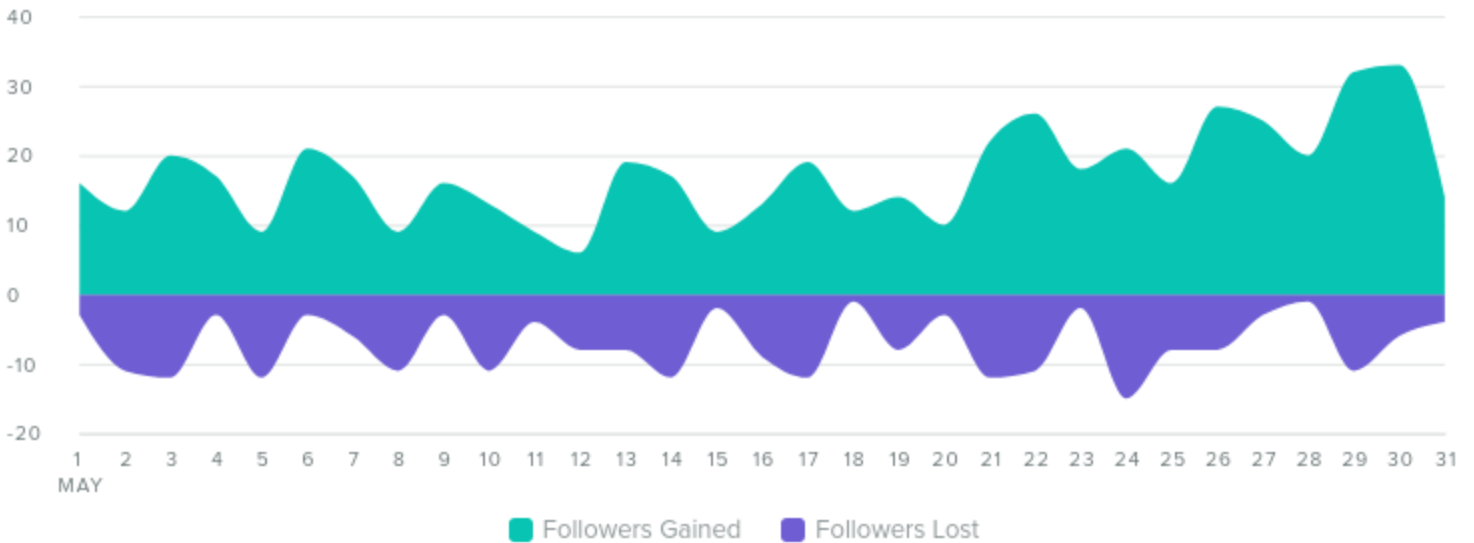
Instagram Performance Summary

View your key profile performance metrics from the reporting period.

Impressions	Engagements	Profile Clicks
77,759 ↗ 38.2%	**4,145** ↗ 12.7%	**73** ↗ 247.6%

Instagram Audience Growth

See how your audience grew during the reporting period.

Net Follower Growth Breakdown, by Day

● Followers Gained   ● Followers Lost
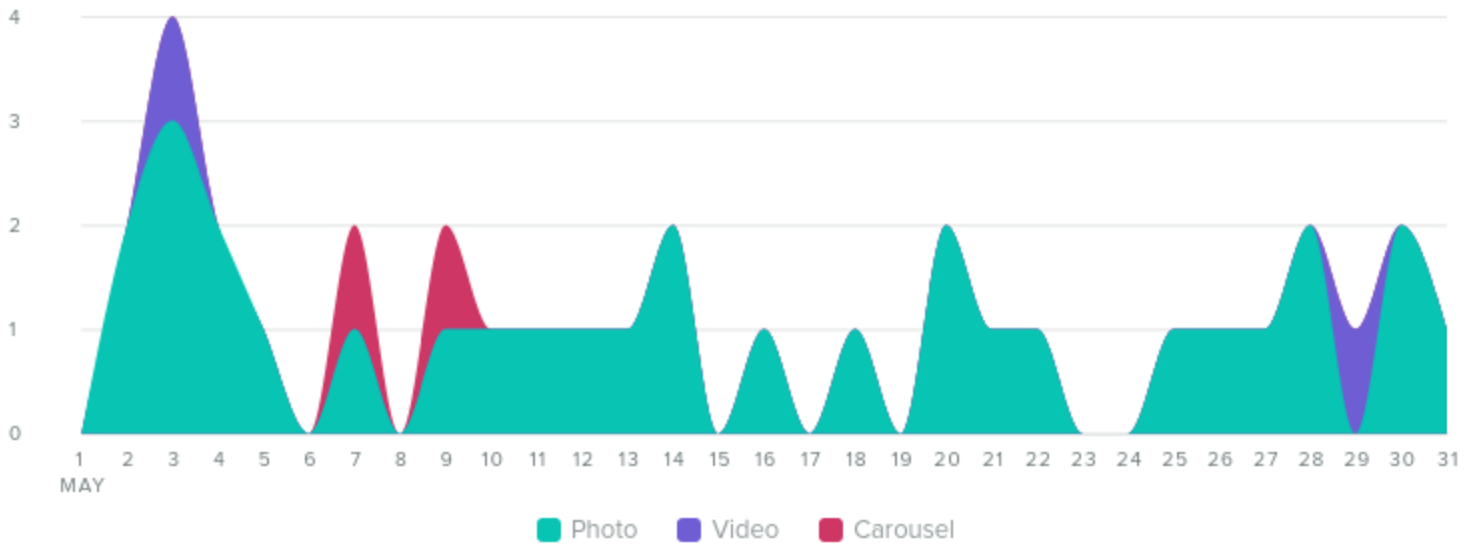
Audience Metrics	Totals	% Change
Followers	**9,248**	↗ **3.5%**
Followers Gained	532	↘ 12.2%
Followers Lost	223	↗ 20.5%

Instagram Publishing Behavior

View the different types of messages you published during the selected time period.

Messages Sent Content Breakdown, by Day

Photo Video Carousel

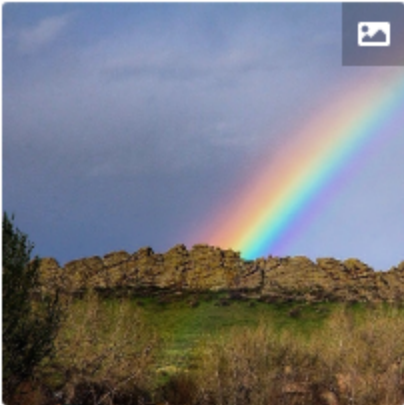| Publishing Behavior by Content Type	Lifetime Totals	% Change
Total Messages Sent	**34**	↗ 3%
Photos	30	↘ 3.2%
Videos	2	↗ 100%
Carousels	2	↗ 100%

Instagram Top Messages

Review your top messages published during the selected time period, based on the message's lifetime performance.

Top Messages By Lifetime Engagements

@visitlovelandco
Mon 5/20/2019 5:50 pm PDT

Adventure awaits you at the end of the rainbow. Devil's Backbone is calling. 😎 photo: @aliylujah as seen by @lcnaturalresources #visitloveland

Total Engagements	361
Likes	340
Comments	13
Saves	8

@visitlovelandco
Wed 5/22/2019 5:22 pm PDT

Don't mind us - just being mesmerized by these amazing Rocky Mountain views. 😍 photo: @tara.cilke #visitloveland

Total Engagements	360
Likes	350
Comments	4
Saves	6

@visitlovelandco
Tue 5/14/2019 10:13 am PDT

Make the Visitors Center your first stop when you get into Loveland. Our friendly staff will help you discover fun things to do and you can pose with our LOVE lock sculpture! 😍 #visitloveland #lovelandlovelocks

Total Engagements	270
Likes	262
Comments	4
Saves	4

Instagram Outbound Hashtag Performance

Review your hashtag usage during the reporting period and contrast them with hashtags that drew the most engagement.

MOST USED HASHTAGS		TOP HASHTAGS BY LIFETIME ENGAGEMENTS	
#visitloveland	20	#visitloveland	3,299
#lovelandcolorado	15	#lovelandcolorado	1,307
#artshow	12	#artshow	557
#fineart	12	#fineart	557
#artbuyers	11	#artbuyers	507
#artcollector	11	#artcollector	507
#artistsoninstagram	11	#artistsoninstagram	507
#artsale	11	#artsale	507
#colorado	11	#colorado	507
#coloradoartist	11	#coloradoartist	507

Instagram Impressions

Review how many times people saw the messages that you published during the selected time period

Impressions, by Day

Impressions

Impression Metrics	Totals	% Change
Impressions	**77,759**	↗ **38.2%**
Average Daily Impressions per Profile	1,254.18	↗ 33.8%
Average Daily Reach per Profile	643.26	↗ 11.9%

Instagram Profile Engagement

Visualize how people are engaging with the messages that you published during selected the time period
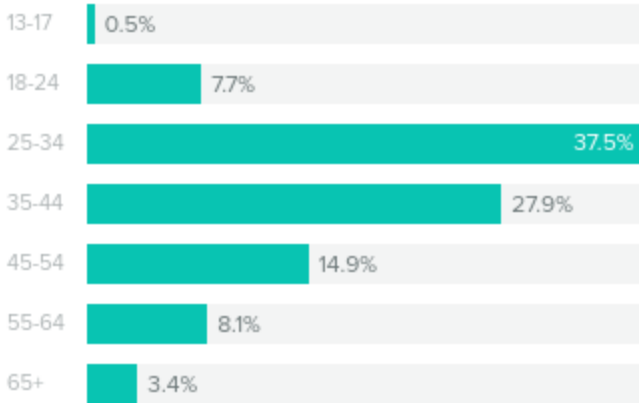
Engagements Comparison, by Day

● Likes　● Comments　● Saves　● Story Replies　● Profile Clicks

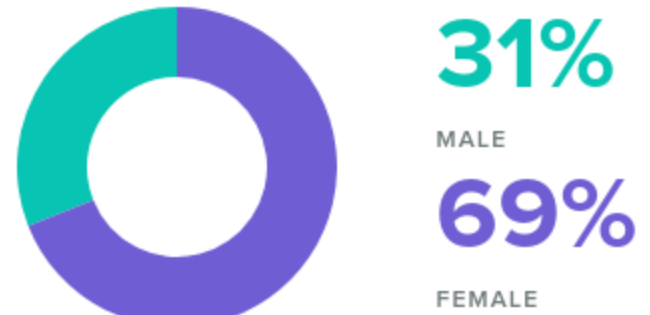| Engagement Metrics	Totals	% Change
Total Engagements	**4,145**	**↗ 12.7%**
Likes	3,901	↗ 11.5%
Comments	78	↗ 5.4%
Saves	86	↗ 8.9%
Story Replies	7	↗ 75%
Profile Clicks	73	↗ 247.6%
Engagement Rate (per Impression)	**5.3%**	**↘ 18.4%**

Instagram Audience Demographics

Review your audience demographics as of the last day of the reporting period.

BY AGE

13-17	0.5%
18-24	7.7%
25-34	37.5%
35-44	27.9%
45-54	14.9%
55-64	8.1%
65+	3.4%

BY GENDER

31%

MALE

69%

FEMALE

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

Top Countries		Top Cities	
🇺🇸 **United States**	**8,176**	**Loveland, Colorado**	**1,645**
🇬🇧 United Kingdom	45	Fort Collins, Colorado	1,132
🇧🇷 Brazil	42	Denver, Colorado	831
🇲🇽 Mexico	33	Colorado Springs, Colorado	256
🇮🇳 India	29	Greeley, Colorado	198

Instagram Profile Summary

Review your aggregate profile metrics from the reporting period.

Profile ▲	Followers	Net Follower Growth	Messages Sent	Impressions	Engagements	Engagement Rate (per Impression)
Reporting Period Activity May 1, 2019 – May 31, 2019	**9,248** ↗ 3.5%	**309** ↘ 26.6%	**61** ↘ 1.6%	**77,759** ↗ 38.2%	**4,145** ↗ 12.7%	**5.3%** ↘ 18.4%
Compare to Apr 1, 2019 – Apr 30, 2019	**8,939**	**421**	**62**	**56,258**	**3,677**	**6.5%**
Colorado Governor's Art S @cogovartshow	479	11	22	4,840	539	11.1%
Visit Loveland CO @visitlovelandco	8,769	298	39	72,919	3,606	4.9%

Twitter Profiles

for **Visit Loveland, Colo**

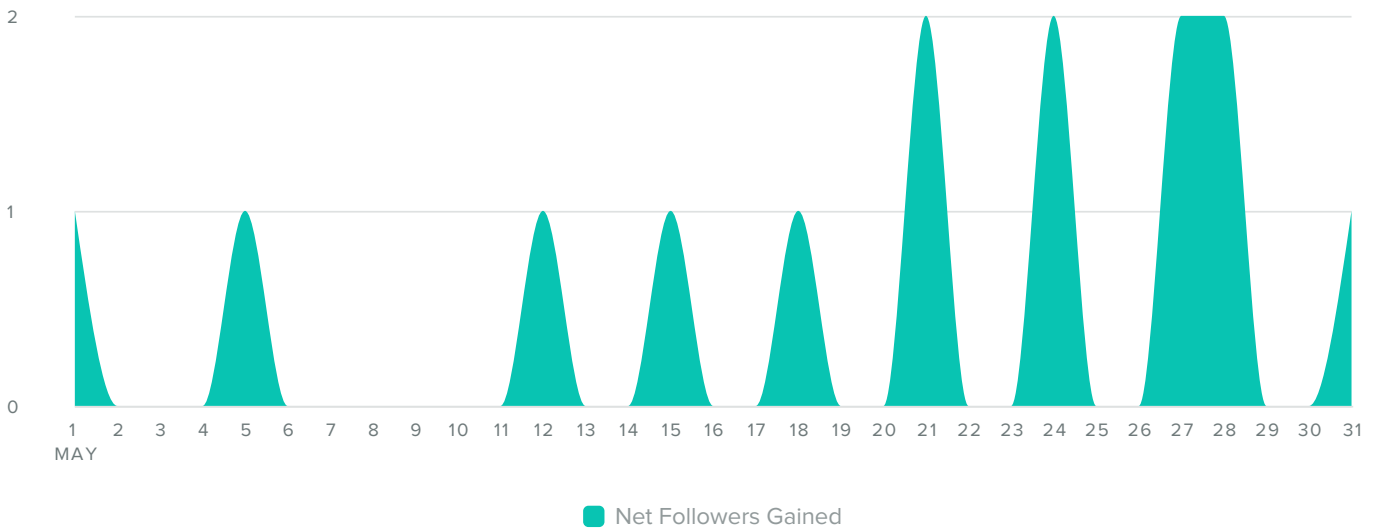Track profile performance to determine the impact of Twitter content

FYN
PR

Twitter Activity Overview

Organic Impressions	Total Engagements	Link Clicks
👁 **11k**	💬 **41**	➤ **5**

Twitter Audience Growth

AUDIENCE GROWTH, BY DAY

Net Followers Gained

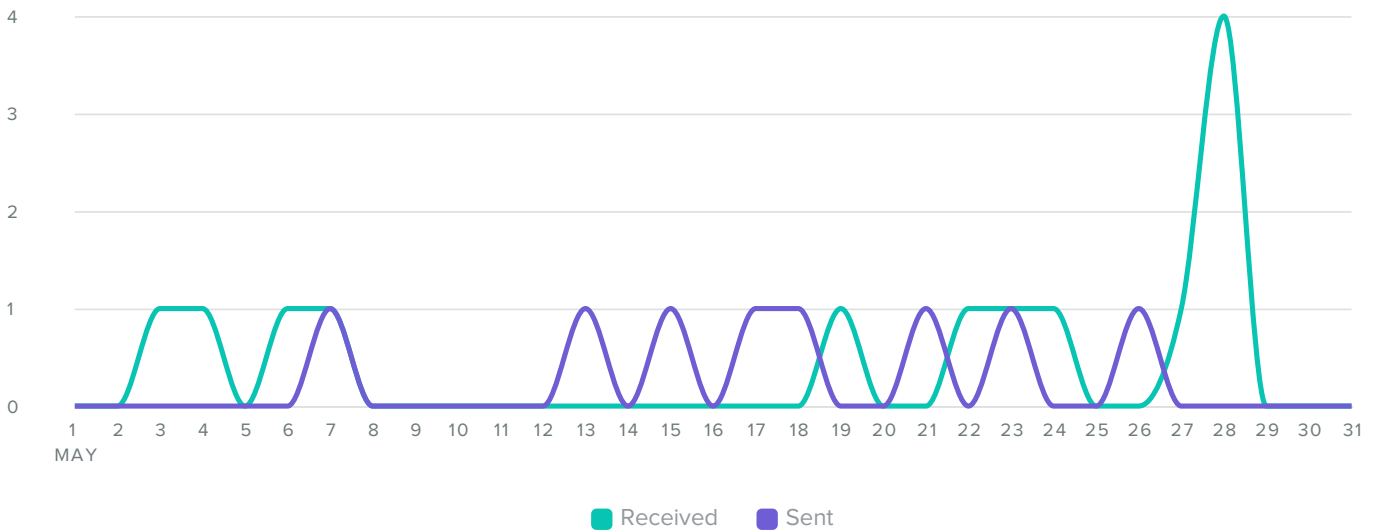| Follower Metrics	Totals
Total Followers	**1,839**
Net Followers gained	8
People that you followed	1

Total followers increased by

▲**0.4%**

since previous date range

Twitter Posts & Conversations

MESSAGES PER DAY

● Received ● Sent

Sent/Received Metrics	Totals
Tweets sent	8
Direct Messages sent	0
Total Sent	**8**

Mentions received	13
Direct Messages received	0
Total Received	**13**

The number of messages you sent increased by

▲**100%**

since previous date range

The number of messages you received decreased by

▼**7.1%**

since previous date range

Twitter Top Posts, by Responses

Tweet	Potential Reach	Responses ▼	Clicks	Retweets
VisitLovelandCO Don't mind us - just being mesmerized by these amazing **#RockyMountain** views. 😍 photo: tara.cilke **#visitloveland #coloradolive** https://t.co/lId7DRiTUs (Tweet) by Nicole Y. May 22, 2019 6:24 pm	1,960	1	0	1

Twitter Top Posts, by Responses

Tweet		Potential Reach	Responses ▼	Clicks	Retweets
	VisitLovelandCO Make the Visitors Center your first stop when you get into Loveland. Our friendly staff will help you discover fun things to do and you can pose with our LOVE lock sculpture! 😍 **#visitloveland #lovelandlovelocks** https://t.co/j9ztXAdw1k https://t.co/mbcoqvQMje (Tweet) by Nicole Y. May 15, 2019 9:45 am	1,887	1	1	1
	VisitLovelandCO Loveland in **@Colorado** has so many things to experience. Find out more from **@WestJetMagazine**. https://t.co/pyRoGAPEeY **#colorado #travel #art #visitloveland** (Tweet) by Nicole Y. May 13, 2019 7:56 am	1,966	1	9	1
	VisitLovelandCO A gorgeous **#memorialdayweekend** calls for the open road - on two wheels. **#visitloveland** https://t.co/Erh1f4XLZf (Tweet) by Nicole Y. May 26, 2019 1:02 pm	1,835	0	0	0
	VisitLovelandCO Adventure awaits you at the end of the rainbow. Devil's Backbone is calling. 😎 **#visitloveland** https://t.co/nj1KGoMgN4 (Tweet) by Nicole Y. May 20, 2019 6:53 pm	1,833	0	0	0

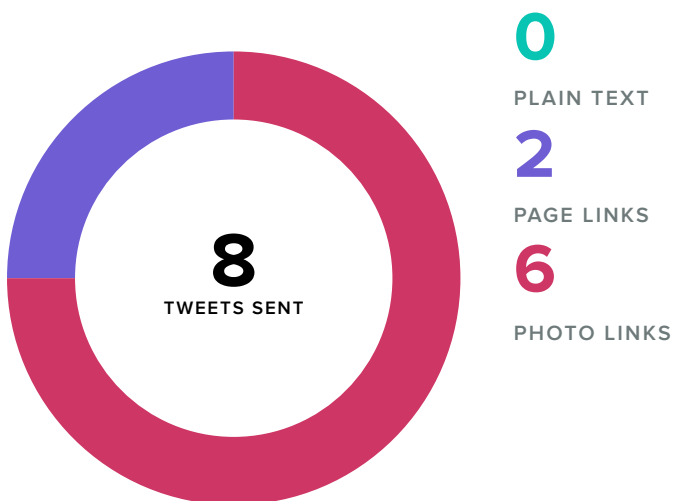# Twitter Impressions

ORGANIC IMPRESSIONS, BY DAY

Organic Impressions
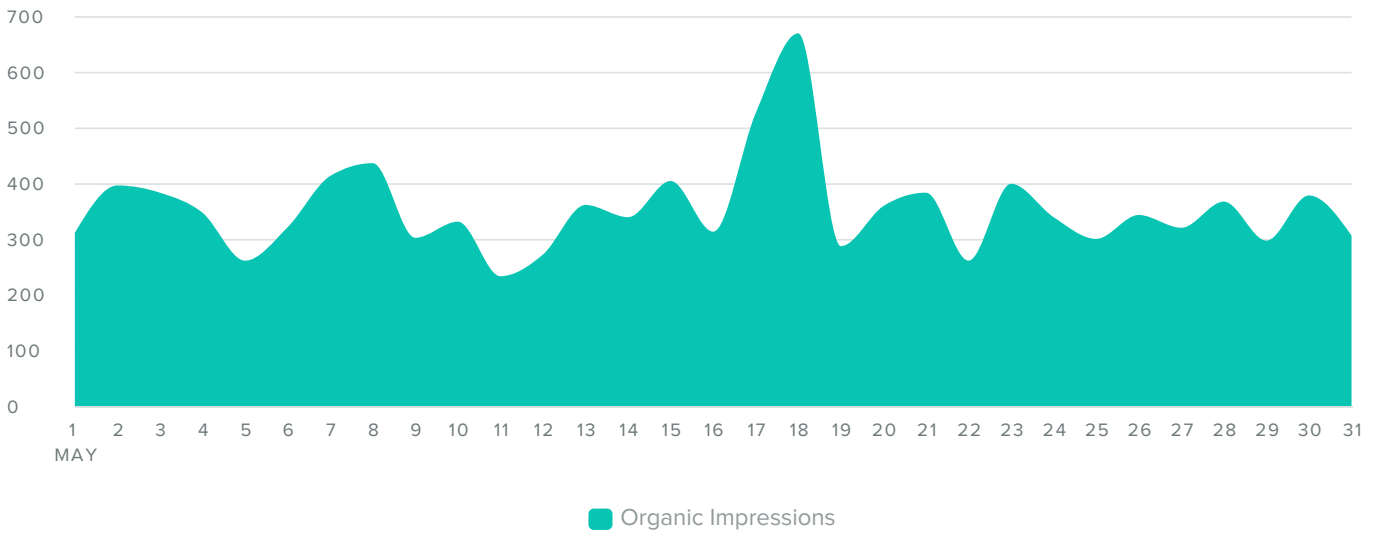
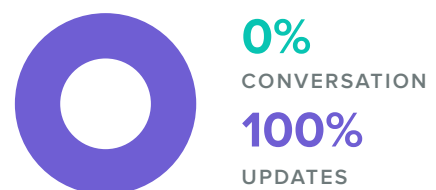| Impressions Metrics	Totals
Average Organic Impressions per Day	353.5
Total Organic Impressions	**10,957**

Organic Impressions increased by

▲**1.2%**
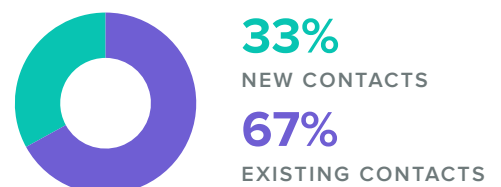
since previous date range

Twitter Publishing Behavior

SENT MESSAGE CONTENT

8
TWEETS SENT

0
PLAIN TEXT

2
PAGE LINKS

6
PHOTO LINKS

CONVERSATION BEHAVIOR
(LAST 100 TWEETS)

0%
CONVERSATION
100%
UPDATES

CONTACT BEHAVIOR (ALL TWEETS)

33%
NEW CONTACTS
67%
EXISTING CONTACTS

Twitter Engagement

ENGAGEMENT COUNT

● Replies   ● Retweets   ● Likes   ● Tweets Sent
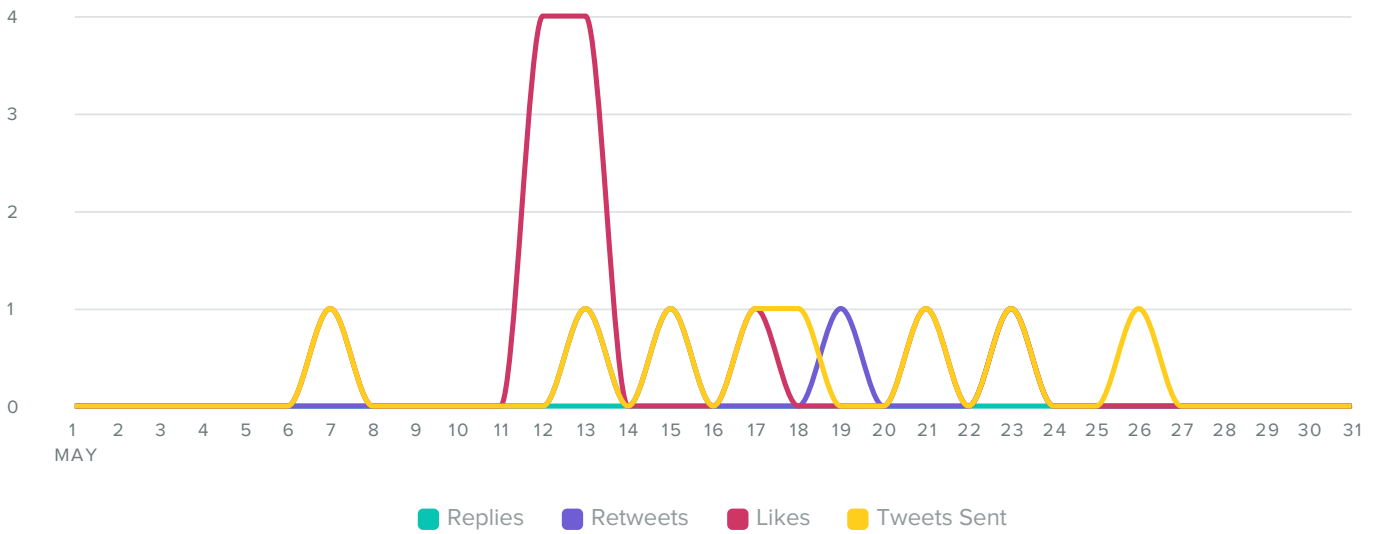
Engagement Metrics	Totals
Total Engagements	**41**
Replies	0
Retweets	4
Retweets with Comments	1
Likes	12

Engagements per Follower	0.02
Organic Impressions per Follower	5.96
Engagements per Tweet	5.13
Organic Impressions per Tweet	1,369.63
Engagements per Organic Impression	0.0037

The number of engagements increased by

▲ **2.5%**

since previous date range
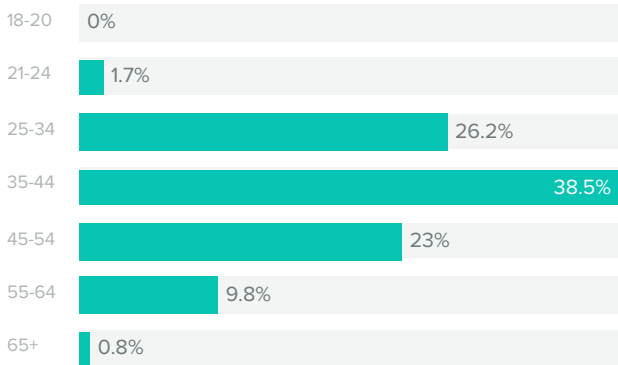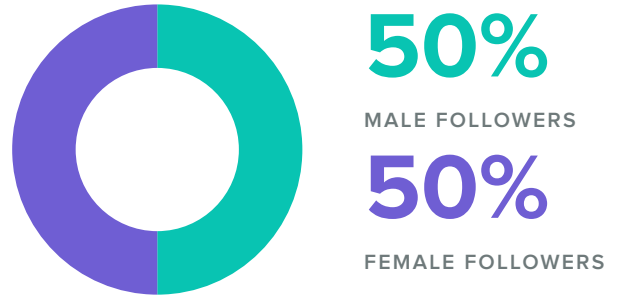
The number of organic impressions per Tweet decreased by

▼ **49.4%**

since previous date range

Twitter Audience Demographics

FOLLOWERS BY AGE

Age	Percentage
18-20	0%
21-24	1.7%
25-34	26.2%
35-44	38.5%
45-54	23%
55-64	9.8%
65+	0.8%

FOLLOWERS BY GENDER

50%
MALE FOLLOWERS

50%
FEMALE FOLLOWERS

Women 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	1,839	0.4%	8	10,957	5.96	41	0.02	4	5