



Visit Loveland

February 2015 PR & Social Media Report

Monthly Highlights

In February, we focused heavily on Valentine's Day events and preparation along with Spring Break promotion in Loveland. Among PR coverage was a story featured in AAA Encompass about "peaking a coffee snob's interest" featuring The Coffee Tree. This coverage resulted from the July 2014 press trip with Julie Bielenberg.

The PR team also coordinated with the Colorado Tourism Office to promote the Loveland Fire & Ice Festival and Valentine's Day as a destination.

On the social media front, we had a huge opportunity with a Visit Colorado Instagram takeover. From Feb. 13 – 19, Visit Loveland was able to post directly through Visit Colorado's Instagram site to promote Loveland to more than 32.2K followers. As a result, more than 200 people started to follow Visit Loveland directly and we received great visibility. Additional metrics are below.

E-Newsletter

A February e-newsletter was not distributed as January's e-newsletter was used to highlight Valentine's Day activities. The March e-newsletter is serving as our spring e-newsletter. We will be working on a revised e-newsletter template and format once the new website launches.

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

Activity	<i>Public Relations</i>	<ul style="list-style-type: none"> Worked with Colorado Tourism Office to promote Valentine's Day in Loveland, including the Loveland Fire & Ice Festival Supported Chinese FAM Tour featuring Chinese journalists and travel influencers Pitched a few short deadline publications for Valentine's Day travel coverage Planned out March Spring e-newsletter
	<i>Social Media</i>	<ul style="list-style-type: none"> Promoted the following through Visit Loveland's Facebook, Twitter, Google+, Instagram and Pinterest: <ul style="list-style-type: none"> Valentine's Day in Loveland The Loveland Fire and Ice Festival Sculpture Saturday every week promoting public art around Loveland Shared scenic photography from local photographers Travel Tuesday to share inspirational travel quotes to increase desire to visit Loveland Throwback Thursday to promote Loveland's rich history Sunday Funday asking for photos for follower's travels to local places to increase interactions Conducted Visit Colorado Instagram Takeover for Valentine's week and promoted Loveland as a Valentine's Day destination, the Loveland Fire & Ice Festival, Devil's Backbone, Horseback Riding at Sylvan Dale Guest Ranch, Loveland breweries and restaurants.
Attention	<i>Public Relations</i>	<ul style="list-style-type: none"> Online coverage from AAA EnCompass with AAA Traveler: Perking a Coffee Snob's Interest. This resulted from Julie Bielenberg's July 2014 press trip. http://www.colorado.aaa.com/aaa-traveler-perking-a-coffee-snob-interest/
	<i>Social Media</i>	<ul style="list-style-type: none"> Overall: According to Google Analytics, the website had 1,448 visits from social media in December. 1,433 sessions from Facebook, 10 from Twitter, 4 from Meetup.com and 1 from Pinterest. This is dramatically up from January 2015. Facebook: <ul style="list-style-type: none"> We secured 55 new fans during this time but lost 5, for a total of 3,400. 86 people are talking about the page and we have 56,076 impressions by 24,345 users. 74 percent of those interacting with our page are female and our largest

		<p>age demographic remained at 55+. Second is 35-44. Followed by 45-54.</p> <ul style="list-style-type: none"> Those interacting with our page are primarily from Loveland, followed by Fort Collins, Denver, Greeley and Johnstown. 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. <ul style="list-style-type: none"> Twitter: <ul style="list-style-type: none"> We have 32 new Twitter followers this month for a total of 479. We saw 21 mentions, 5 Retweets and 0 URL clicks. We had a 28 percent engagement and 70 percent influence score with 28 percent of our tweets as conversational. We will restructure our Twitter content and interactions to shift to a higher conversation rate. 53 percent of our followers are female and our largest age demographic is 35-44. Visit Loveland Instagram: <ul style="list-style-type: none"> The Visit Colorado Instagram takeover was a huge success bumping us from 521 followers to 736 a week. Photos of outdoor scenery, sunrises and sunsets and quotes are liked more often. Visit Colorado Instagram: <ul style="list-style-type: none"> According to Visit Colorado's Instagram report, our activity on their account generated: <ul style="list-style-type: none"> 13,481 total engagement 962.9 engagement per post A total of 13,326 Instagram likes on our content A total of 155 Instagram comments on our content Our best performing post was a 'Goodnight from Loveland' post from a sunset over the Loveland Fire & Ice Festival. Our Devil's Backbone post was 2nd in performance and a sunset photo with the sculpture on Lake Loveland was 3rd. Photos of outdoor scenery, sunrises and sunsets and Colorado Outdoors are liked more often. Google+: <ul style="list-style-type: none"> To save costs, we repurpose content from Facebook and Twitter on Google+. We have 72 followers and 25,458 views.
Attitudes	<ul style="list-style-type: none"> Overall, sentiment about Loveland, Colo. is positive with many ambassadors singing Loveland's praises. Focus has been on the Valentine's Day season. 	

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FACEBOOK PAGE REPORT

from February 1, 2015 - March 1, 2015

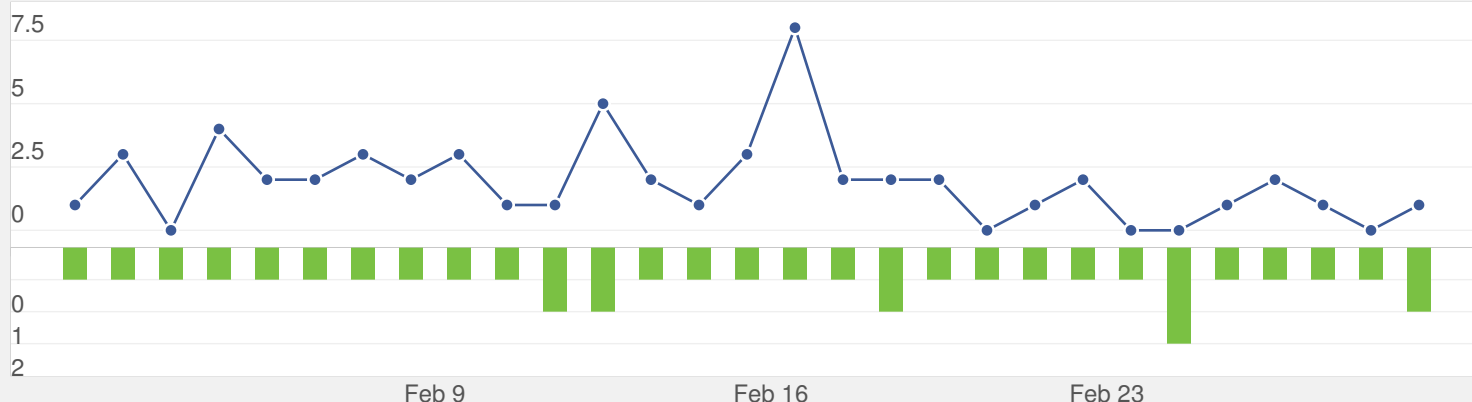


Visit Loveland Colorado

FAN GROWTH

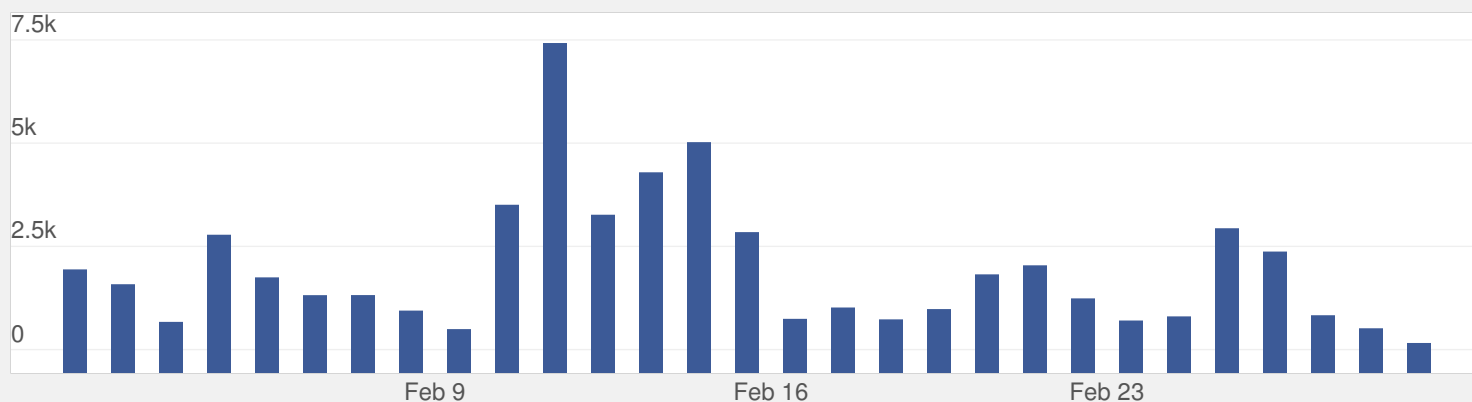
3.4k Total Likes, and 86 people talking about this

New Fans 55 Unliked your Page 6

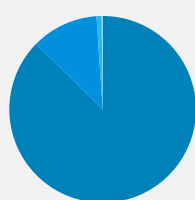


PAGE IMPRESSIONS

Impressions 56,076 by 24,345 users



IMPRESSIONS



Page Post 25.0k
 Checkin 3.3k
 Fan 254
 Mention 47
 Other 1
 Question 0
 Coupon 0
 User Post 0



Paid 0
 Organic 27.0k
 Viral 28.7k

BY DAY OF WEEK

AVG

TOTAL

Sun		1.4k	7.1k
Mon		882	3.5k
Tue		1.5k	6.0k
Wed		3.5k	13.9k
Thu		2.1k	8.4k
Fri		2.1k	8.3k
Sat		2.2k	8.9k

IMPRESSION DEMOGRAPHICS

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

AGE & GENDER

TOP COUNTRIES

TOP CITIES

13-17		53 / 86
18-24		277 / 850
25-34		981 / 3.3k
35-44		1.3k / 3.7k
45-54		1.3k / 3.4k
55+		2.0k / 5.8k

United States	22.3k
United Kingdom	213
Spain	134
Canada	110
Mexico	70

Loveland, CO	7.3k
Fort Collins, CO	1.6k
Denver, CO	1.0k
Greeley, CO	406
Johnstown, CO	293

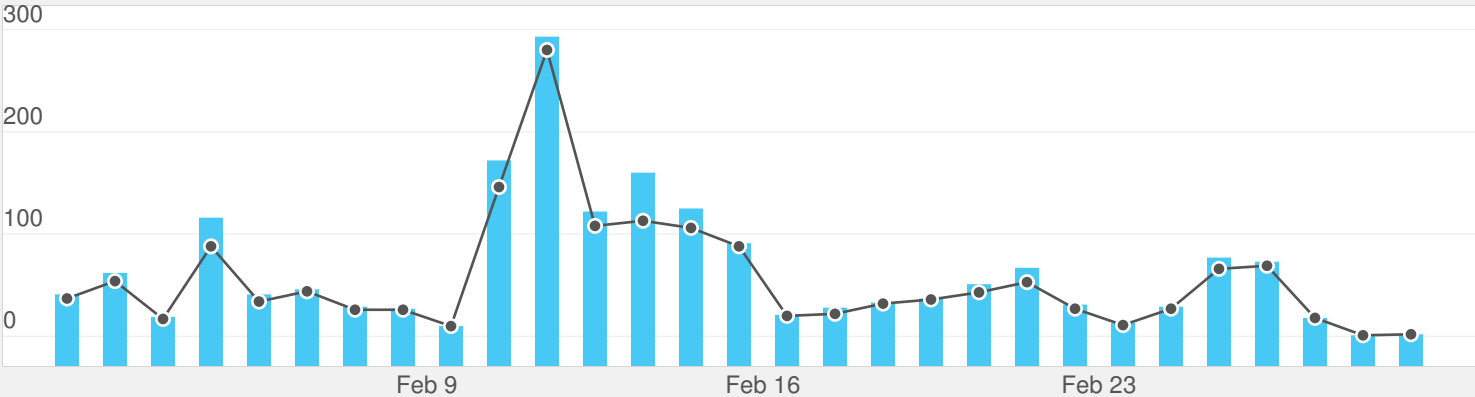
26%
Male74%
Female

SHARING

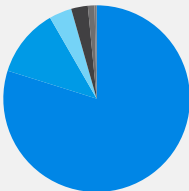
how people are sharing your content

STORIES

Stories Created 1,835 by 1,604 users



SHARE TYPE



- Other 1.5k
- Page Post 226
- User Post 75
- Fan 55
- Checkin 22
- Mention 7
- Question 0
- Coupon 0

BY DAY OF WEEK

	AVG	TOTAL
Sun	38.4	192
Mon	26.5	106
Tue	62	248
Wed	129.8	519
Thu	68.3	273
Fri	68.8	275
Sat	55.5	222

SHARER DEMOGRAPHICS

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

AGE & GENDER

Age Group	Count
13-17	1
18-24	3
25-34	4
35-44	27
45-54	37
55+	78

TOP COUNTRIES

Country	Count
United States	972
United Kingdom	4
Germany	3
Japan	3
Canada	2

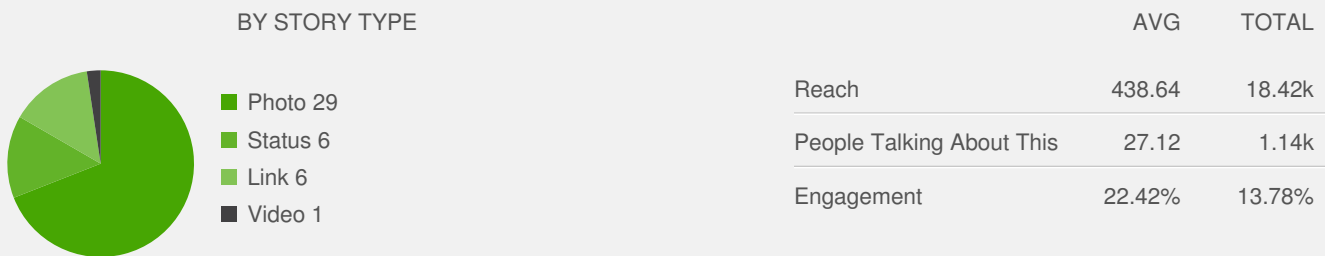
TOP LOCALES

Locale	Count
English (United States)	961
English (United Kingdom)	17
Spanish (umbrella locale)	6
Spanish (Spain)	4
Japanese (Japan)	3



YOUR CONTENT

a breakdown of the content you post



CONTENT BREAKDOWN

A breakdown of how your individual posts performed

DATE	POST	REACH	ENGAGED	TALKING	LIKES	COMMENTS	SHARES	ENGAGEMENT
02/26/15	#ThrowbackThursday 1913 Larimer Count...	428	39	25	24	2	2	9.11%
02/25/15	The snow has started to accumulate in...	538	71	57	55	3	5	13.2%
02/24/15	With views like this, who wouldn't wa...	578	58	41	40	1	5	10.03%
02/23/15	Head on over to Loveland Aleworks to ...	126	7	5	5	--	--	5.56%
02/23/15	When planning your next family vacati...	145	15	6	6	--	--	10.34%
02/22/15	Downtown Loveland offers many unique ...	228	12	8	8	--	--	5.26%
02/21/15	This crisp, snowy weather showcases t...	528	65	42	39	3	2	12.31%
02/21/15	A snowy Saturday in Loveland includes...	321	45	29	27	2	--	14.02%
02/21/15	Enjoy your Satuday by taking your lov...	149	5	2	1	1	--	3.36%
02/21/15	The 39th annual World Championship Ic...	117	3	0	--	--	--	2.56%
02/20/15	Grimm Brothers Brewhouse can make any...	137	11	6	6	--	--	8.03%
02/20/15	The start to a wonderful day in #Love...	234	32	24	24	1	--	13.68%
02/19/15	Tell us: do you know where this wonde...	364	77	29	24	7	--	21.15%
02/17/15	Here is a wonderful aerial view from ...	252	37	14	14	3	--	14.68%
02/17/15	[Photo]	0	--	0	--	--	--	%
02/15/15	How are you enjoying this wonderful w...	165	1	0	--	--	--	0.61%
02/15/15	Great snow and ice sculptures out ton...	1.1k	167	81	74	3	13	15.38%
02/14/15	[Photo]	702	190	2	2	--	--	27.07%
02/14/15	The Loveland Fire and Ice Festival ki...	49	61	2	2	--	--	124.49%
02/14/15	The Loveland Fire and Ice Festival ki...	24	59	0	--	--	--	245.83%
02/14/15	The Loveland Fire and Ice Festival ki...	86	62	1	--	1	--	72.09%
02/14/15	The Loveland Fire and Ice Festival ki...	98	82	7	7	--	--	83.67%
02/13/15	Snow and ice sculptors are hard at wo...	860	121	25	24	1	2	14.07%
02/13/15	Today is the day! At 3 p.m. in downto...	87	9	6	6	--	--	10.34%

TWITTER GENERAL STATS

from February 1, 2015 - March 1, 2015



@VisitLovelandCO
Visit Loveland, Colo

479
total followers

32 connections
made in this time period

New Followers

34



You Followed

12



@ Mentions

21



Messages Sent

24



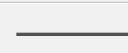
Messages Received

23



Clicks

0



Retweets

5

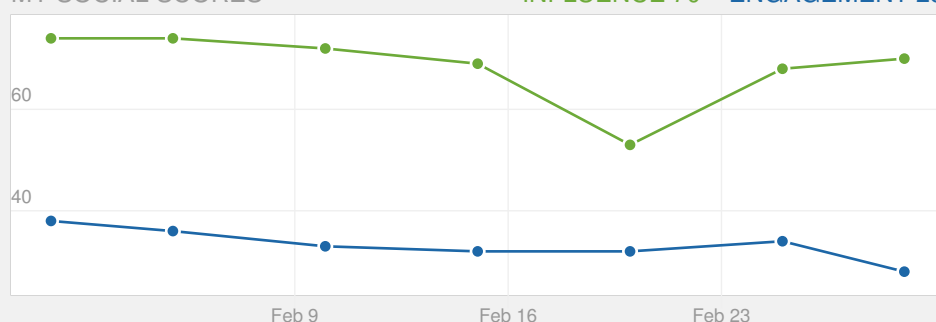


KEY INDICATORS

Measure how you're conversing with your audience

MY SOCIAL SCORES

INFLUENCE 70 **ENGAGEMENT 28**



TWEETING BEHAVIOR

Conversation

28%

Updates

72%

New Contacts

16%

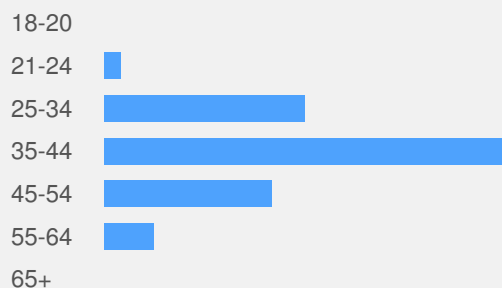
Existing

84%

FOLLOWER DEMOGRAPHICS

Learn more about your audience to shape your messaging & campaigns

BY AGE RANGE



BY GENDER

47%
MALE FOLLOWERS

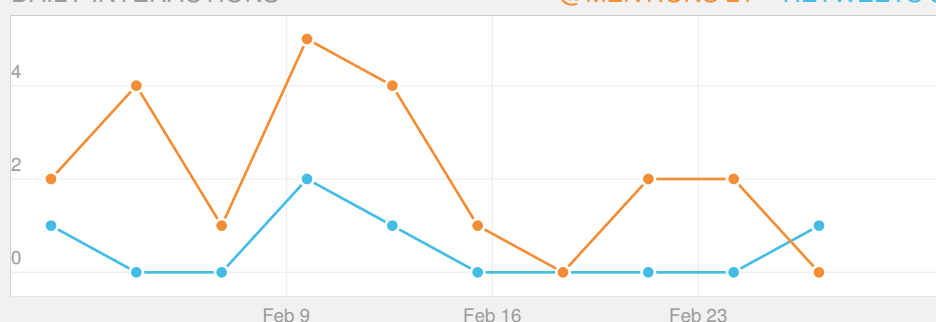
53%
FEMALE FOLLOWERS

PUBLISHING

Measure performance on your outbound tweets

DAILY INTERACTIONS

@MENTIONS 21 **RETWEETS 5**



OUTBOUND TWEET CONTENT

T 6 Plain Text

7 Links to Pages

11 Photo Links