

# VISIT LOVELAND PR/SOCIAL MEDIA REPORT

## October 2016

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

### TOP PR PRIORITIES

1



#### Fall in Loveland & Experience the Holidays

With October being the month of fall colors and spooky Halloween fun, promotion of the fall season and holiday events were the main priority. It was important to showcase Loveland as a fall travel destination - with leaves changing and encouraging visitors to explore the sculpture gardens. There were many events featured at the Budweiser Events Center and Downtown Loveland to promote and showcase for fall. During the month of October, there was also a behind-the-scenes focus on winter and holiday travel to Loveland. This included prepping a press release for winter events and starting media connections for the holidays by attending the Colorado Travel Office Winter media reception on Oct. 5.

2



#### 2017 Marketing & Campaign Planning

October is a great time to start planning for 2017. The Visit Loveland PR team worked on messaging and campaign planning for 2017 including the first ad for the Colorado State Vacation Guide. A focus on User Generated Content, which has helped drive social media strategy, will be used in advertising and other marketing in 2017. With Valentine's Day around the corner, campaign planning and preparation was done by researching long-term calendar editorials, updating messaging, and building the 2017 media list.

3



#### US 34 Road Closure

The Visit Loveland PR team focused on messaging and tactical collateral to educate visitors for the US Road 34 closure. The messaging of the campaign was to inform visitors that there is still much to see in Loveland on the alternate route; ex. new art gallery, and Downtown Loveland life and restaurants. The fliers and brochures were then distributed to surrounding hotels and businesses for visitors to have access to during their stay in Loveland.

### MEDIA HIGHLIGHTS:

Visit Loveland made headlines across the U.S. this month with 8 stories that resulted from media relations and community happenings. Loveland's craft beer scene was profiled in Travel + Leisure for the top destinations to travel for beerations, Loveland's breweries and community were featured in the Coloradoan and the Denver Business Journal. Sunrise Ranch was highlighted in Colorado's Mtn Town Magazine in the Food and Spirits section that resulted in from a press trip from 2014. Cindy was featured on a Facebook Live video with Chardonnay Go influencer Dena Blizzard to discuss all things Loveland. The Loveland Reporter-Herald reported on all fall activities, including : Osborn Farm, Loveland Business Appreciation Breakfast and the US Road 34 closure.

## PR SUCCESS BY THE NUMBERS

**\$190,844**

PR Value

**62M**

Impressions

**1.53K**

Media Social  
Shares

## TOP SOCIAL MEDIA PRIORITIES



**108 new fans | 5,162 total fans | 243,148 impressions | 1,671 engagements**

Priorities: Post photos to promote Loveland as a fall travel destination. Posts included: Osborn Farm pumpkin patch, Embassy Suites monster contest, Benson Sculpture Garden, Loveland Aleworks Zombie Crawl. October saw a decrease in Engagements due to a Facebook algorithm change and an increase in informational posts about upcoming events and a decrease in motivational/inspiring language. We will shift back to nature/sunset photos to increase engagement for the holidays. Most engaging posts included Halloween promotion, Devil's Backbone scenery, sunsets, events and festivals promotion, beer passport program, outdoor activity spotlights and artwork/sculptures.



**5 new followers | 1,427 total followers | 12,984 impressions | 262 engagements**

Priorities: The primary focus for October was promoting fall in Loveland. Posts included: beer passport program, fall activities, Loveland scenery, outdoor activities and arts and entertainment. October saw an overall increase of Engagements from the previous month due to the to the number of events being promoted prompting Mentions and Retweets. Most engaging posts were Loveland craft brewery scene, events and festivals, outdoor scenery, outdoor activities, US 34 closure and sculpture photos.



**167 new followers | 3,266 followers | 5,067 engagements**

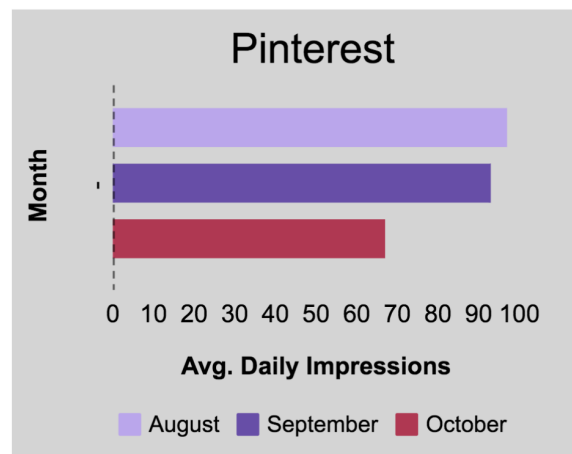
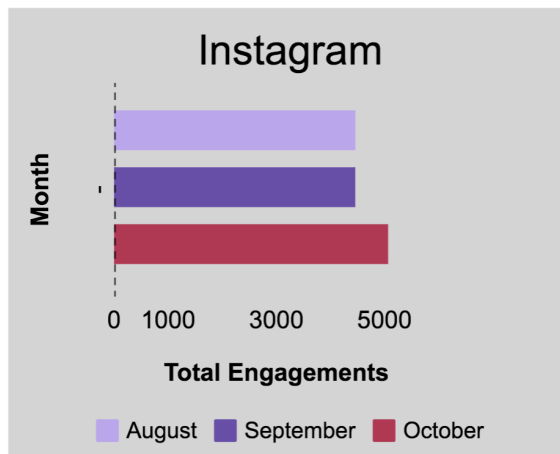
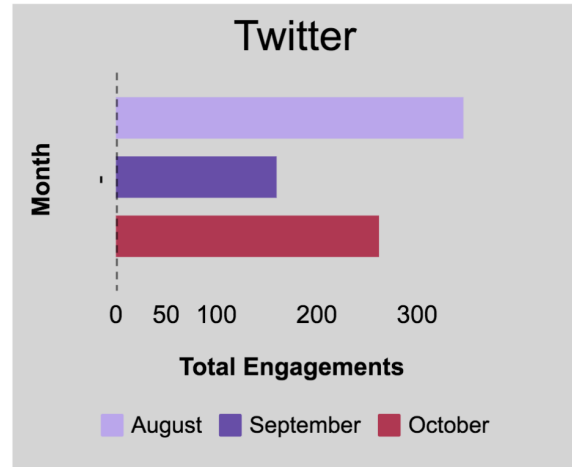
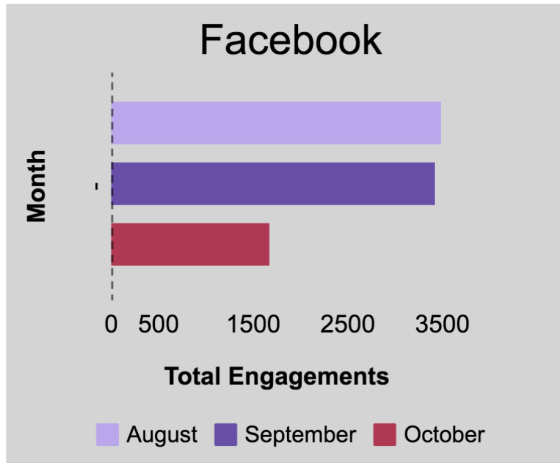
Priorities: Continues posting engaging photos that demonstrate the changing of the leaves and fall season in Loveland. Posts included: sunsets, art culture, beer culture, outdoor scenery, and local restaurants and food. Most engaging photos: sunsets, fall foliage, and sculptures. Most engaging hashtags: #VisitLoveland, #lovelandco, #coloradolive, #fallinloveland, #falltravel, #fall, #art, #visitcolorado, #nature and #colorado

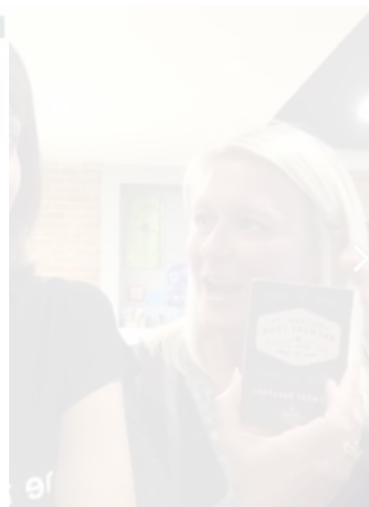
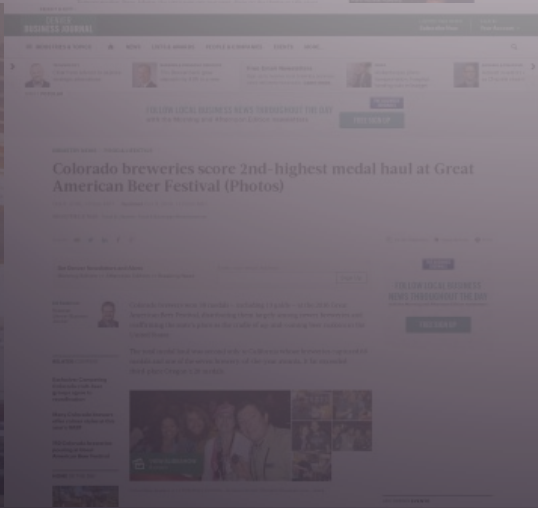
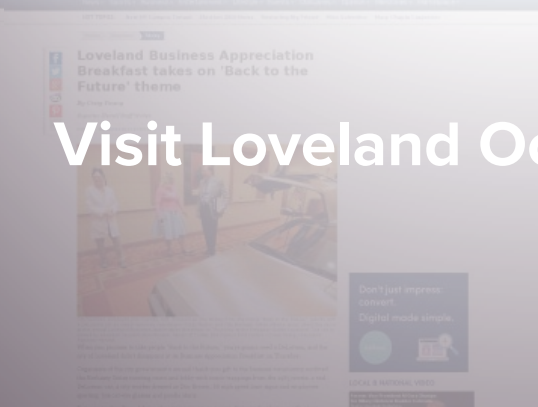
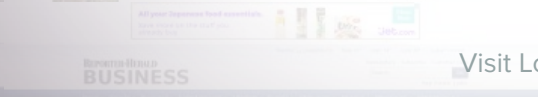
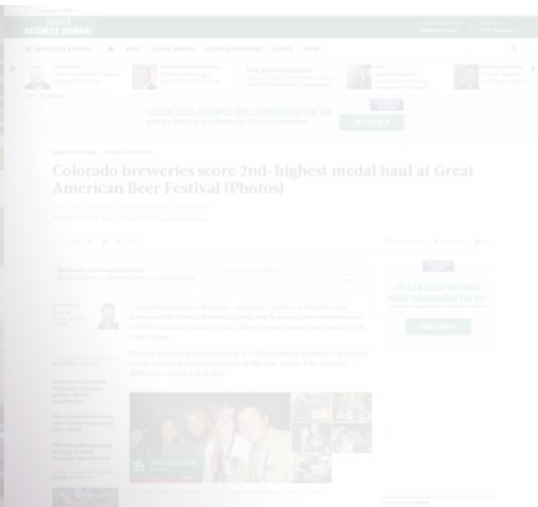
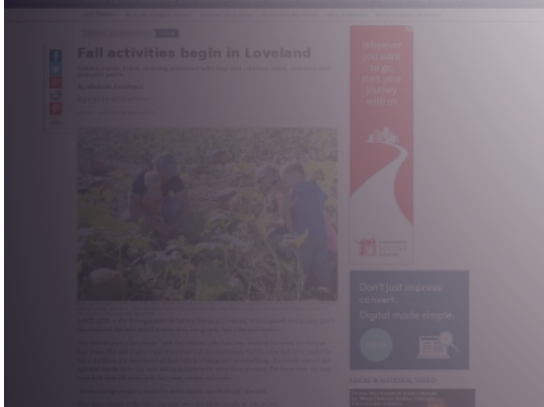
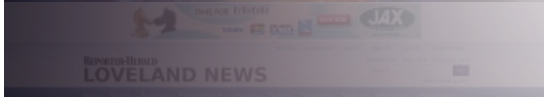


**67 average daily impressions | 20 average daily viewers | 175 total followers**

Priorities: Focus on updating albums on Pinterest to reflect the photos that accompany them; which resulted in a decrease in average daily impressions. Continued "favoriting" pins from accounts we follow to increase engagement to our profile. Update content weekly to maintain brand awareness. In October, our most engaging posts were the promotions of Benson Sculpture Garden, Devil's Backbone, Sculptures at Lake Loveland, Sunrise Hikes to Devil's Backbone Keyhole, and Backbone Gourmet Grab. Our most engaging boards: Loveland: An Art Lover's Sanctuary, Outdoor Experience, Eat, Drink, Loveland, Summer in Loveland and Save the date: Loveland Weddings.

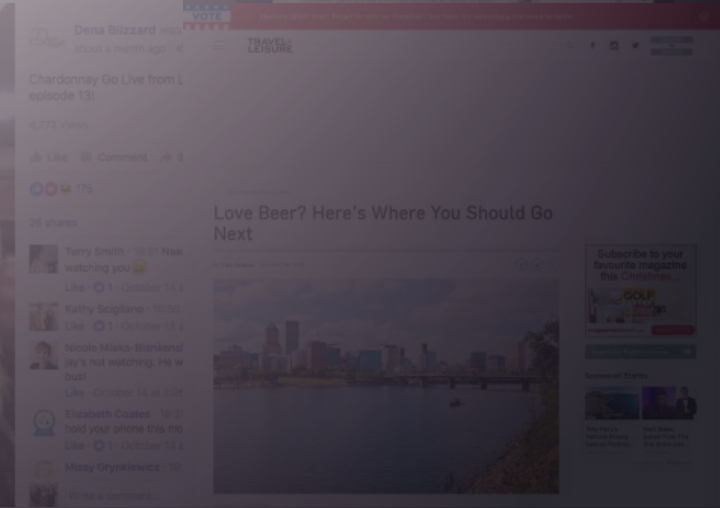
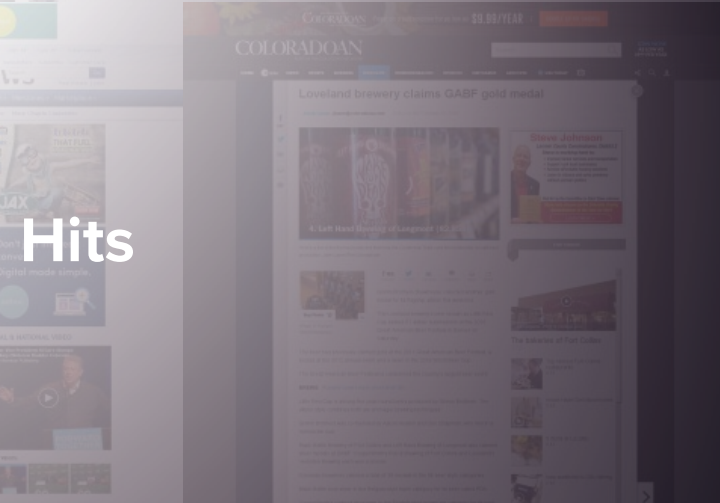
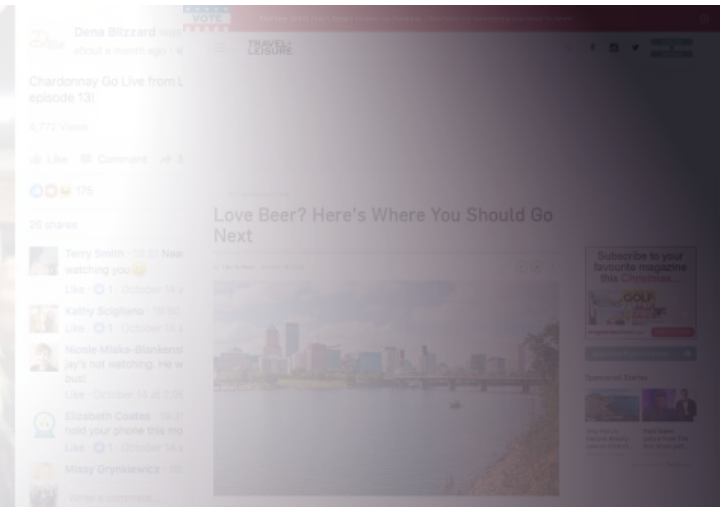
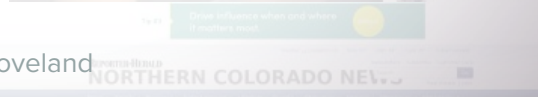
## SOCIAL MEDIA RESULTS





Visit Loveland

# Visit Loveland October Media Hits





**8**

PIECES OF COVERAGE:

**62M**

ONLINE READERSHIP:

**79.6K**

ESTIMATED COVERAGE VIEWS:

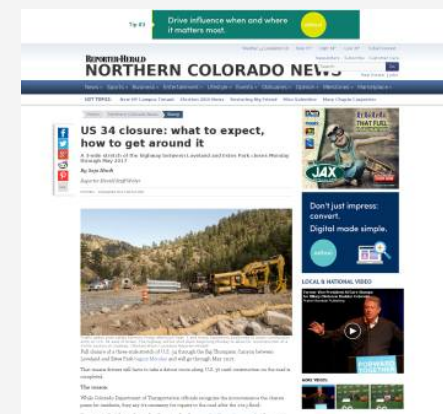
**1.53K**

SOCIAL SHARES:



## ★ HIGHLIGHTS

## VISIT LOVELAND OCTOBER MEDIA HITS





issuu

OCT 1 2016

(EST.) MONTHLY VISITS: **41M**

(EST.) COVERAGE VIEWS: **41.7K**

DOMAIN AUTHORITY: **93**

f  
10

“ PR Value: \$3,000





## Fall activities begin in Loveland

Osborn Farms holds opening weekend with hay and carriage rides, vendors and pumpkin patch

By Michelle Vendegna

Reporter-Herald Staff Writer

POSTED: 10/03/2016 08:41:32 AM MDT



Andy and Johanna Johnson, left, and Lainey and Samuel Johnson right pick pumpkins in the Osborn Farm pumpkin patch Sunday morning. The Loveland family has come for the last three years to get their pumpkins. (Michelle Vendegna / Reporter-Herald Staff)

LOVELAND — For the organizers of Osborn Farms in Loveland, which opened its pumpkin patch this weekend, the start of fall is more than just gourds, hay rides and vendors.

"My favorite part is the people," said Jess Osborn, who has been working the event for the past four years. She said it gets crazy every year but she remembers that families that have made the trip a tradition, she described it as that feeling of being part of something. The locally owned and operated family farm has been selling pumpkins for more than 30 years. For more than 20, they have held their fall event with hay rides, vendor and more.

"We encourage people to enjoy the more simple aspects of fall," she said.

First-time visitors to the farm this year were the Merkt family of Johnstown.

"It looked like a picturesque scene," Selina Merkt said of photos she saw online, "more fall-oriented than game oriented."

She wanted something that didn't cost a lot with more focus on the season.

"It's more rustic, I guess," she said. Selina was joined by her daughter, Brenna, 5, and Madison, 10. They were digging through a bin of smaller pumpkins and gourds

### If you go

**What:** Osborn Farm

**When:** 10 a.m. to 6 p.m. daily through October. Vendors, hay and horse drawn wagon rides on Saturdays and Sundays only with rides from 10:30 a.m. to 5 p.m.

Madison said her favorite part of fall was getting to decorate the porch of the family home.

"The leaves changing color," replied Brenna.

Out in the pumpkin patch, the Johnson family was busy picking pumpkins.

"We come every year," said

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Former Vice President Al Gore Stumps for Hillary Clinton in Boulder Colorado  
Prairie Mountain Publishing



### MORE VIDEOS:



(EST.) MONTHLY VISITS: 241K

(EST.) COVERAGE VIEWS: 1.35K

DOMAIN AUTHORITY: 60

f  
60

“ PR Value: \$6,090





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HOT TOPICS: New HP Campus Tenant Election 2016 News Restoring Big Friend Miss Valentine Mary Chapin Carpenter

Home Business Story

### Loveland Business Appreciation Breakfast takes on 'Back to the Future' theme

By Craig Young

Reporter-Herald Staff Writer

POSTED: 10/13/2016 05:57:07 PM MDT



City facilities employee John Curnes, left, dressed as Doc Brown from the movie "Back to the Future," stands with a DeLorean car as visitor services coordinator Cindy Mackin and City Manager Steve Adams laugh about the decor at the annual Loveland Business Appreciation Breakfast on Thursday at the Embassy Suites Loveland. The car is owned by Loveland resident Alex Morgan, owner of Totally 80s Pizza in Fort Collins. (Craig Young / Loveland Reporter-Herald)

When you promise to take people "Back to the Future," you're gonna need a DeLorean, and the city of Loveland didn't disappoint at its Business Appreciation Breakfast on Thursday.

Organizers of the city government's annual thank-you gift to the business community outfitted the Embassy Suites meeting room and lobby with iconic trappings from the 1985 movie: a real DeLorean car, a city worker dressed as Doc Brown, 88 mph speed limit signs and employees sporting '50s cat-eye glasses and poodle skirts.

Keynote speaker Steve Adams, the city's new city manager, drew on the theme to talk about Loveland's past successes and future opportunities.

He recalled the Hewlett-Packard Co. engineers in Loveland who helped create the groundbreaking HP 9825 desktop computer.

"Can you imagine when they got the word from their boss, 'Hey I need something new and exciting done here?'" Adams said. That device was "the precursor to the start of a revolution that occurred and was centered right here in our community."

"We celebrate that past today and look forward to other things going on in our present," he said.

Adams listed the construction of Nordson Medical's \$28 million manufacturing facility, the Sprouts Farmers Market store and the city's new Development Center as recent successes and the Rocky Mountain Center for Innovation and Technology, the widening of Interstate 25 and The Foundry downtown redevelopment project as examples of future endeavors with major promise.

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The Development Center at 410 E. Fifth St. was the result of city officials asking themselves:

## Loveland Business Appreciation Breakfast takes on 'Back to the Future' theme

OCT 13 2016

(EST.) MONTHLY VISITS:

241K

(EST.) COVERAGE VIEWS:

1.35K

DOMAIN AUTHORITY:

60



3

PR Value: \$6,090

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#### LOCAL & NATIONAL VIDEO

Former Vice President Al Gore Stumps  
for Hillary Clinton in Boulder Colorado  
Prairie Mountain Publishing



#### MORE VIDEOS:





 **Dena Blizzard** was live.  
about a month ago · 🌐

Chardonnay Go Live from Loveland, Colorado-episode 13!

4,772 Views

👍 Like   💬 Comment   ➦ Share   📱 Spotlet   📷

👍 🤔 😂 175   Realtime Comments ▾

26 shares

 **Terry Smith** · 19:51 Need one of those while watching you 😊  
Like · 🌐 1 · October 14 at 10:21am

 **Kathy Scigliano** · 19:50 NorCo  
Like · 🌐 1 · October 14 at 10:20am

 **Nicole Mlaka-Blankenship** · 19:49 I'm glad jay's not watching. He would be on the short bus!  
Like · October 14 at 2:06pm

 **Elizabeth Coates** · 19:31 You needed him to hold your phone this morning  
Like · 🌐 1 · October 14 at 11:23am

 **Missy Gryniewicz** · 19:16 The guests are

Write a comment...   📷 🌐

## Dena Blizzard - Timeline | Facebook

OCT 14 2016

“ PR Value: N/A



Tip #3

Drive influence when and where it matters most.

adtaxi

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Home Northern Colorado News Story

## US 34 closure: what to expect, how to get around it

A 3-mile stretch of the highway between Loveland and Estes Park closes Monday through May 2017

By Saja Hindi

Reporter-Herald Staff Writer

POSTED: 10/16/2016 05:17:08 PM MDT



Traffic glides past safety barriers Friday afternoon Sept. 1 and heavy equipment positioned to begin construction work on U.S. 34 east of Drake. The highway will be shut down beginning Monday to allow for reconstruction of a 3-mile section of roadway. (Michael Brian / Loveland Reporter-Herald)

Full closure of a three-mile stretch of U.S. 34 through the Big Thompson Canyon between Loveland and Estes Park begins Monday and will go through May 2017.

That means drivers will have to take a detour route along U.S. 36 until construction on the road is completed.

## The reason

While Colorado Department of Transportation officials recognize the inconvenience the closure poses for residents, they say it's necessary for repairs to the road after the 2013 flood.

Some argue that the road was already repaired and reopened in November 2013, but those were only interim repairs.

The road suffered heavy damage after the 2013 flood, as it did after the 1976 flood, and CDOT is working to make the road more resilient to future flooding.

The project will have five phases, and the first will be a closure between mile markers 77 (just east of Drake) to 80 (near Cedar Cove), seven days a week. The road west of mile marker 77 and east of mile marker 80 will remain open.

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Work during the closure includes major rock-blasting, which means "removal of about 200,000 cubic yards of rock from two sections of the canyon. This amounts to roughly 20,000 dump trucks full of material — enough to fill up half of Coors Field," according to a CDOT statement. "Removing this rock will enable shifting the highway in two specific areas that



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## LOCAL &amp; NATIONAL VIDEO

Former Vice President Al Gore Stumps for Hillary Clinton in Boulder Colorado  
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## US 34 closure: what to expect, how to get around it

OCT 16 2016

(EST.) MONTHLY VISITS:

241K

(EST.) COVERAGE VIEWS:

1.35K

DOMAIN AUTHORITY:

60



140



15

PR Value: \$6,090







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OCT 19 2016

T+L | Food And Drink | Beer

# Love Beer? Here's Where You Should Go Next

by Talia Avakian October 19, 2016



photoquest7/Getty Images

Your guide on where to find the best brew spots in the country.

Travelocity has released its first [Beer Tourism Index](#), working with the [Brewers Association](#) to highlight the best spots for beer lovers across the United States.

Travelocity created the index after a survey they conducted last year, where three-

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The Express

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(EST.) MONTHLY VISITS:

5.71M

(EST.) COVERAGE VIEWS:

12.2K

DOMAIN AUTHORITY:

85



280



1



1



14

PR Value: \$157,000



INDUSTRY NEWS > FOOD & LIFESTYLE

# Colorado breweries score 2nd-highest medal haul at Great American Beer Festival (Photos)

Oct 8, 2016, 1:57pm MDT Updated Oct 9, 2016, 11:52am MDT

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Colorado brewers won 38 medals – including 13 golds – at the 2016 Great American Beer Festival, distributing them largely among newer breweries and reaffirming the state’s place as the cradle of up-and-coming beer makers in the United States.

The total medal haul was second only to California whose breweries captured 68 medals and one of the seven brewery-of-the-year awards. It far exceeded third-place Oregon’s 20 medals.

RELATED CONTENT

Exclusive: Competing Colorado craft-beer groups agree to reunification

Many Colorado brewers offer calmer styles at this year’s GABF

152 Colorado breweries pouring at Great American Beer Festival

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Fiction Beer leaders (L to R) Brittany Portman, Jameson Arnett, Christine Kilpatrick and... more

Colorado medals were spread out among 34 breweries, ranging from worldwide-distributed [Molson Coors Brewing Co.](#) (NYSE: TAP) to national craft-beer icon Left Hand Brewing of Longmont to Broken Compass Brewing, a Breckenridge taproom that has no desire to distribute its beer elsewhere.

Overall, 286 medals were awarded in 96 beer categories covering 161 different beer styles. There were 7,227 entries (up from 6,647 entries in 2015) from 1,752 breweries in all 50 states and Washington, D.C.

THE BUSINESS JOURNALS

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FREE SIGN UP

UPCOMING EVENTS

- Corporate Citizens of the Year Awards Program  
NOVEMBER 15, 2016
- Be LinkedIn...or Left Behind Professional Breakfast  
NOVEMBER 11, 2016
- After the Election: Now What?: The Impact on Local Business  
NOVEMBER 17, 2016

(EST.) MONTHLY VISITS: 13.6M

(EST.) COVERAGE VIEWS: 17.6K

DOMAIN AUTHORITY: 91

f 880 + 1 in 10

PR Value: \$598





# Facebook Pages Report for **Visit Loveland Colorado**

Oct 01, 2016 - Oct 31, 2016

The Facebook Report gives you insight on all social activity across your Facebook accounts using a blend of Facebook Insights and proprietary metrics of our own.



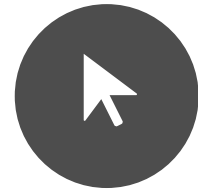
## Facebook Activity Overview



**243,148**  
IMPRESSIONS



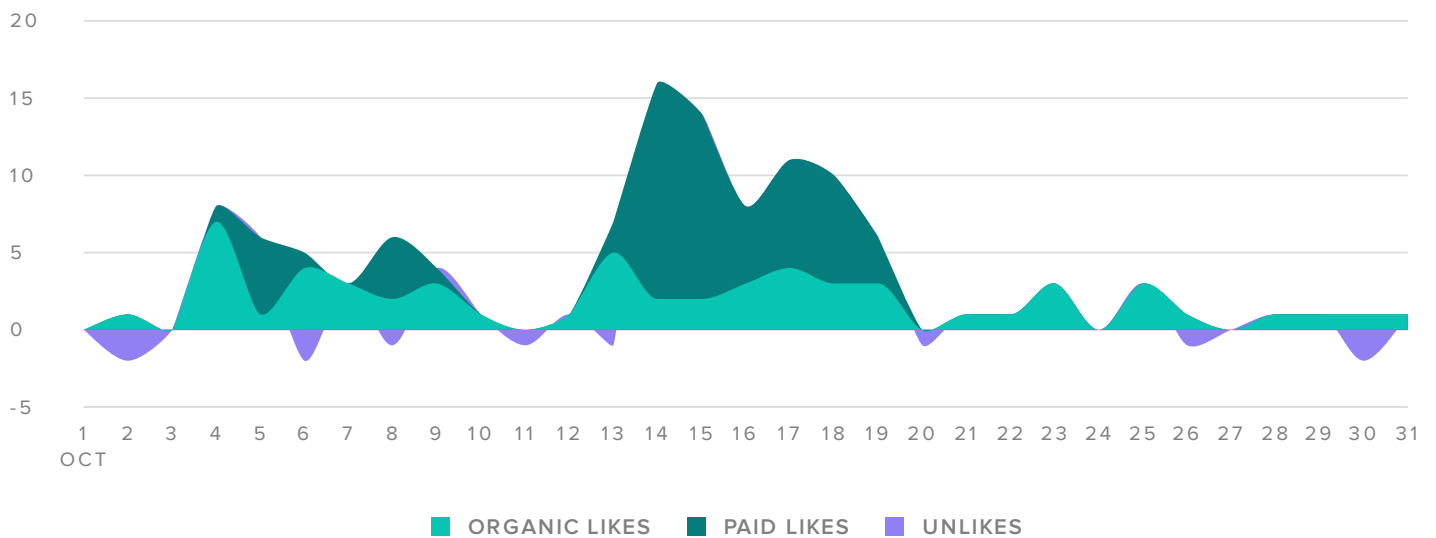
**1,671**  
POST ENGAGEMENTS



**676**  
LINK CLICKS

## Audience Growth

LIKES BREAKDOWN, BY DAY



AUDIENCE GROWTH METRICS

TOTALS

AUDIENCE GROWTH METRICS	TOTALS
<b>Total Fans</b>	<b>5,162</b>
Paid Likes	62
Organic Likes	58
Unlikes	11
Net Likes	109

Total fans increased by

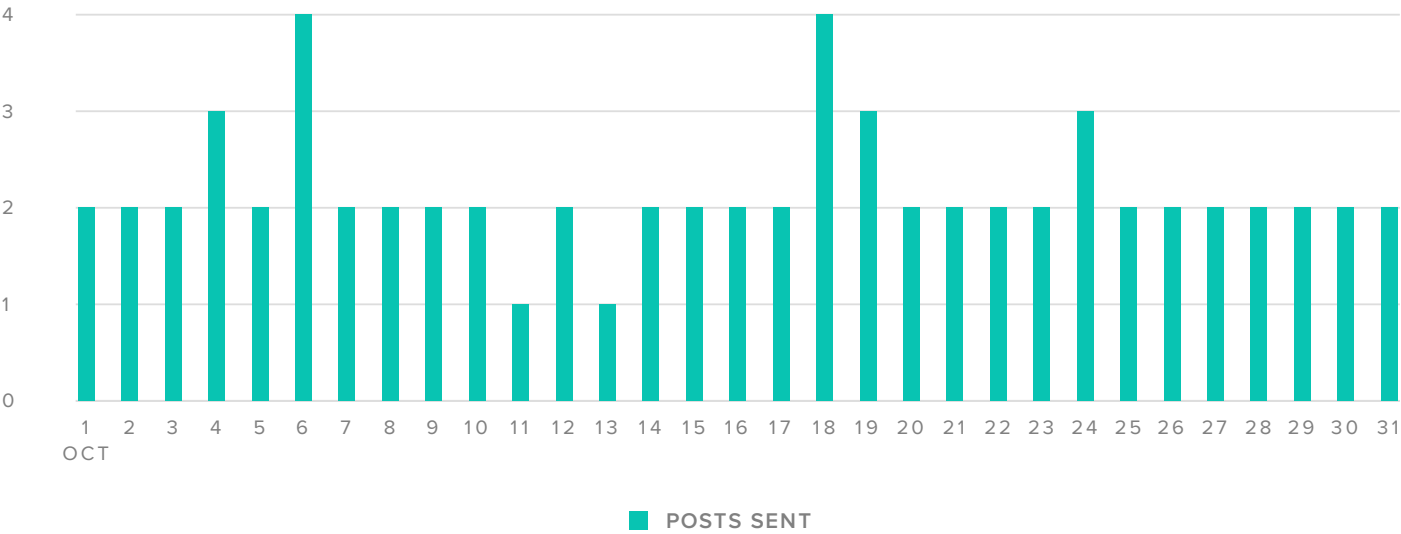
**▲ 2.2%**  
since previous month





## Publishing Behavior

POSTS, BY DAY








PUBLISHING METRICS	TOTALS
Photos	64
Videos	–
Posts	3
Total Posts	67

The number of posts you sent increased by

▲ 3.1%

since previous month

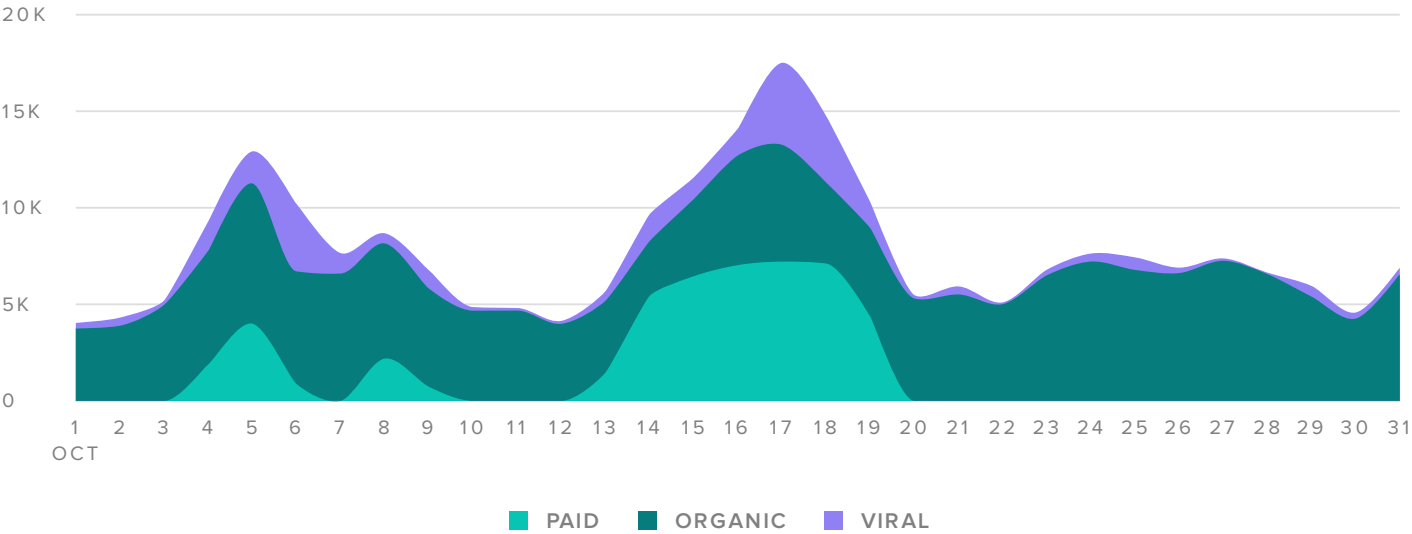
## Top Posts, by Engagement

Post	Reactions	Comments	Engagement ▼	Reach
 <p><b>Visit Loveland Colorado</b></p> <p>Monsters and goblins and skeletons...OH MY! Day 6 to our <b>#HalloweenCountdown</b> and our friends over at the <b>Embassy Suites by Hilton Loveland Hotel Conference Center &amp; Spa</b> have a unique Halloween monster display to welcome our guests and visitors. Want to check them out in person? Stop by the lobby and vote for your favorite monster! <b>#halloween #visitloveland #monsters</b></p>  <p>(Post) October 25, 2016 11:41 am</p>	22	1	10.4%	527
 <p><b>Visit Loveland Colorado</b></p> <p>Check out this view from the Keyhole at <b>Devil's Backbone Open Space!</b> Just one of the many reasons to <b>#visitloveland</b> during the fall season. Photo: Chris Garcia <b>#fallinloveland</b></p>  <p>(Post) October 17, 2016 10:23 am</p>	225	25	7.8%	4,227
 <p><b>Visit Loveland Colorado</b></p> <p>Who needs a haunted house when you can experience ghosts in broad daylight? Check out the ghost <b>Todd Harding</b> and his crew captured on camera during a trip to <b>Sylvan Dale Guest Ranch</b>. Hello Halloween! <b>#visitloveland #ghosts</b> <a href="http://tri1025.com/most-haunted-places-in-northern-colorado-sylvan-dale-ghost-caught-on-camera/">http://tri1025.com/most-haunted-places-in-northern-colorado-sylvan-dale-ghost-caught-on-camera/</a></p> <p><a href="#">🔗 Most Haunted Places in Northern Colorado - Sylvan Dale Ranch</a></p> <p>(Post) October 11, 2016 4:05 pm</p>	1	—	7.6%	384



## Page Impressions

PAGE IMPRESSIONS, BY DAY



IMPRESSIONS METRICS	TOTALS
Organic Impressions	166,598
Viral Impressions	27,787
Paid Impressions	48,763
Total Impressions	243,148
Users Reached	101,312

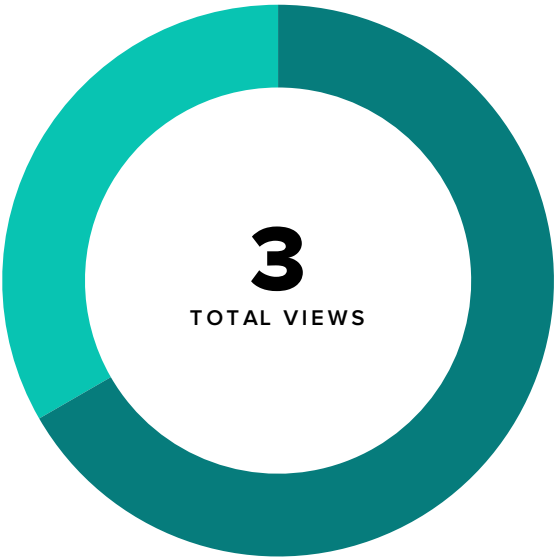
Total Impressions increased by

▲ **5.6%**

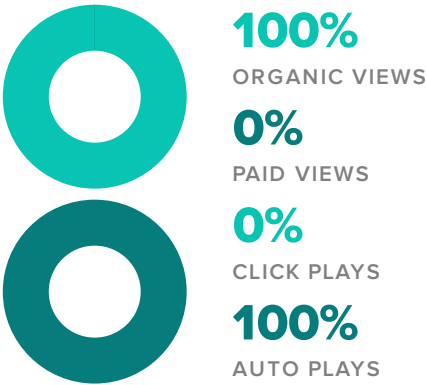
since previous month

## Video Performance

VIEW METRICS



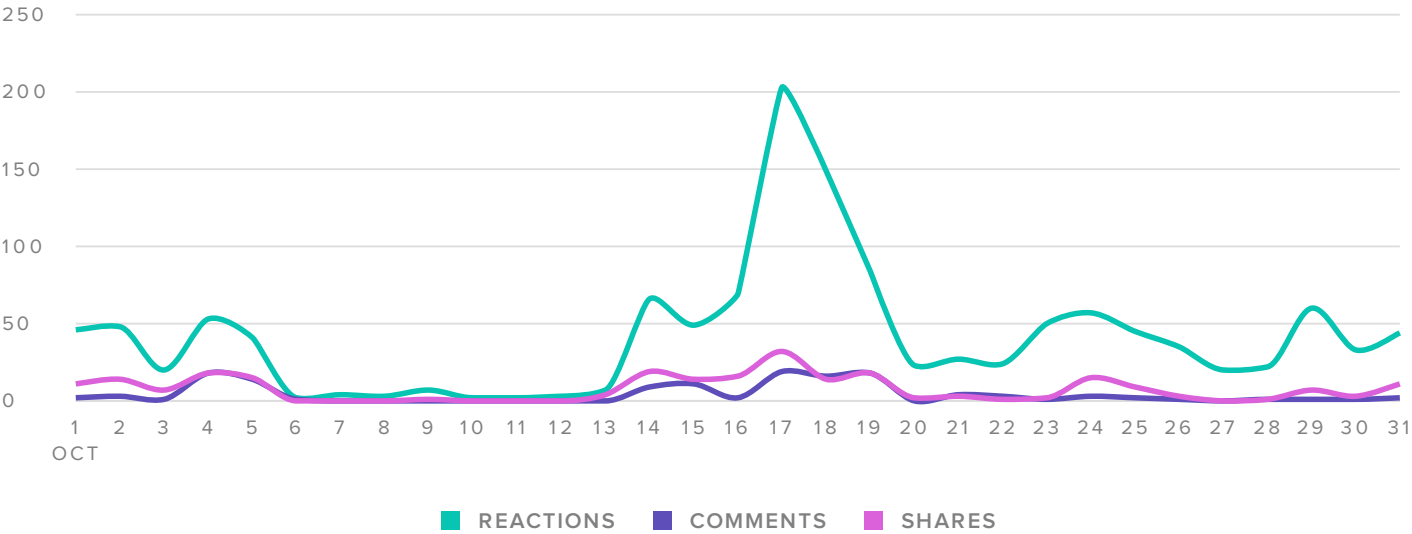
VIEWING BREAKDOWN





# Audience Engagement

AUDIENCE ENGAGEMENT, BY DAY



ACTION METRICS	TOTALS
Reactions	1,298
Comments	133
Shares	240

Total Engagements	1,671
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Total Engagements decreased by  
**-52.1%**  
since previous month





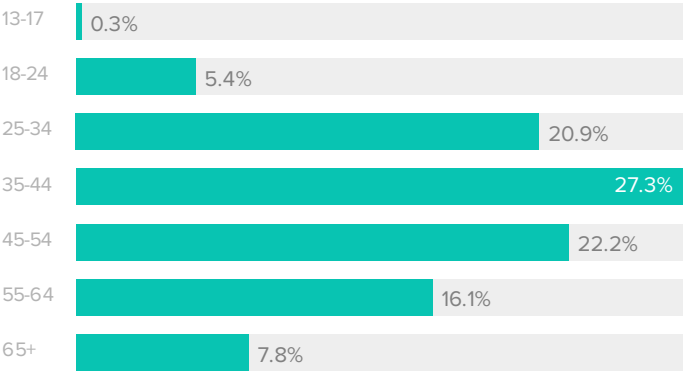
## Demographics

PAGE FANS

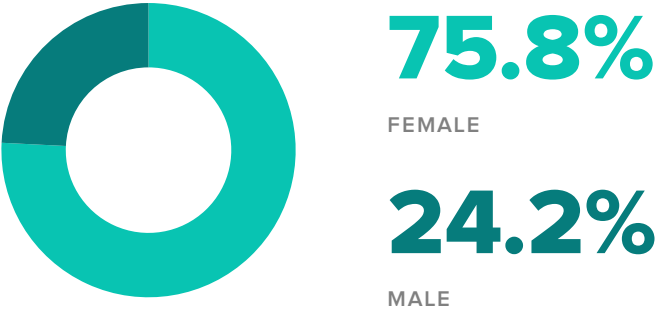
PEOPLE REACHED

PEOPLE ENGAGED

BY AGE



BY GENDER




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

TOP COUNTRIES		TOP CITIES	
United States	5,028	Loveland, CO	1,903
Mexico	10	Fort Collins, CO	516
India	10	Greeley, CO	219
United Kingdom	8	Johnstown, CO	119
Italy	8	Denver, CO	99



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	5,162	2.20%	67	243,148	3,629	1,671	24.9	676



# Twitter Profiles Report

for **VisitLovelandCO**

Oct 01, 2016 - Oct 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



**12,984**  
ORGANIC IMPRESSIONS



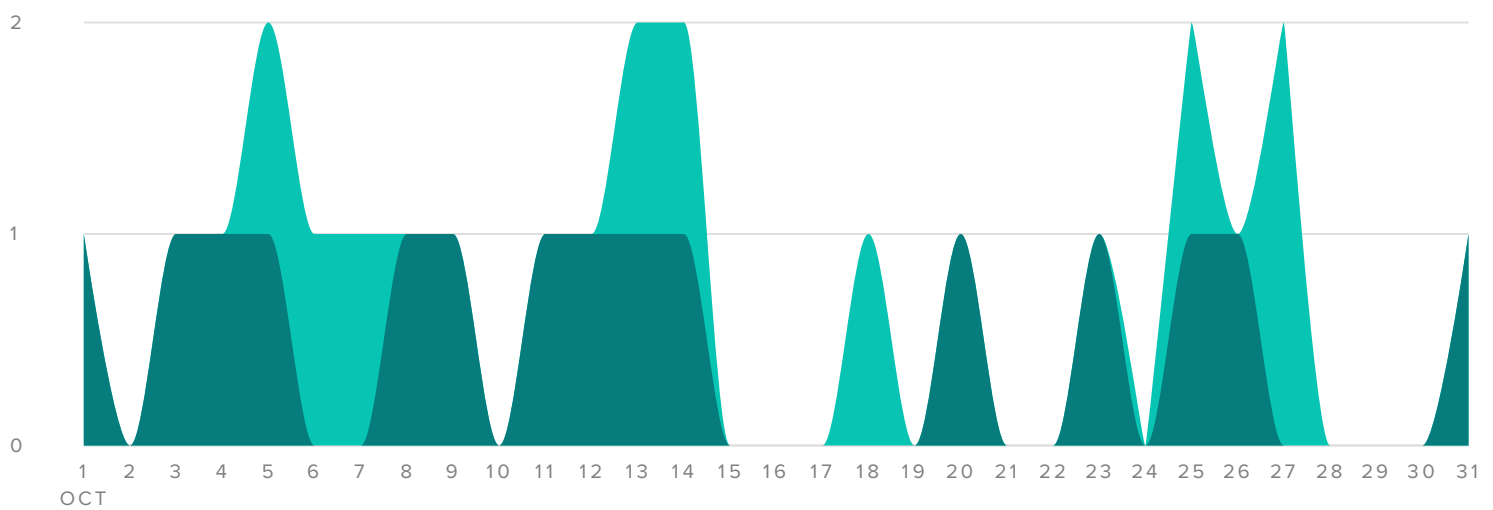
**262**  
TOTAL ENGAGEMENTS



**16**  
LINK CLICKS

## Audience Growth

AUDIENCE GROWTH, BY DAY



■ NEW FOLLOWER ALERTS ■ ACTUAL FOLLOWERS GAINED

### FOLLOWER METRICS

### TOTALS

**Total Followers**

**1,427**

New Follower alerts

**21**

Actual Followers gained

**5**

People that you followed

**–**

Total followers increased by

**▲ 0.4%**

since previous month



Posts & Conversations



SENT/RECEIVED METRICS	TOTALS
Tweets sent	64
Direct Messages sent	–
Total Sent	64
Mentions received	19
Direct Messages received	–
Total Received	19

The number of messages you sent increased by

since previous month

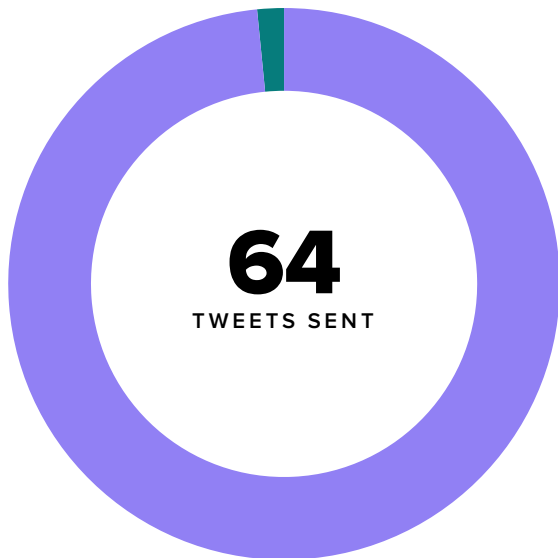
The number of messages you received increased by

▲18.8%

since previous month

## Your Content & Engagement Habits

### SENT MESSAGE CONTENT



0

PLAIN TEXT

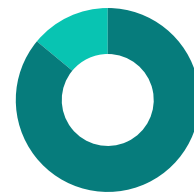
1

PAGE LINKS

63

PHOTO LINKS

### YOUR TWEETING BEHAVIOR

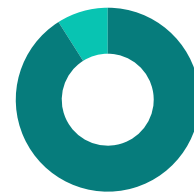


14%

CONVERSATION

86%

UPDATES



9%

NEW CONTACTS

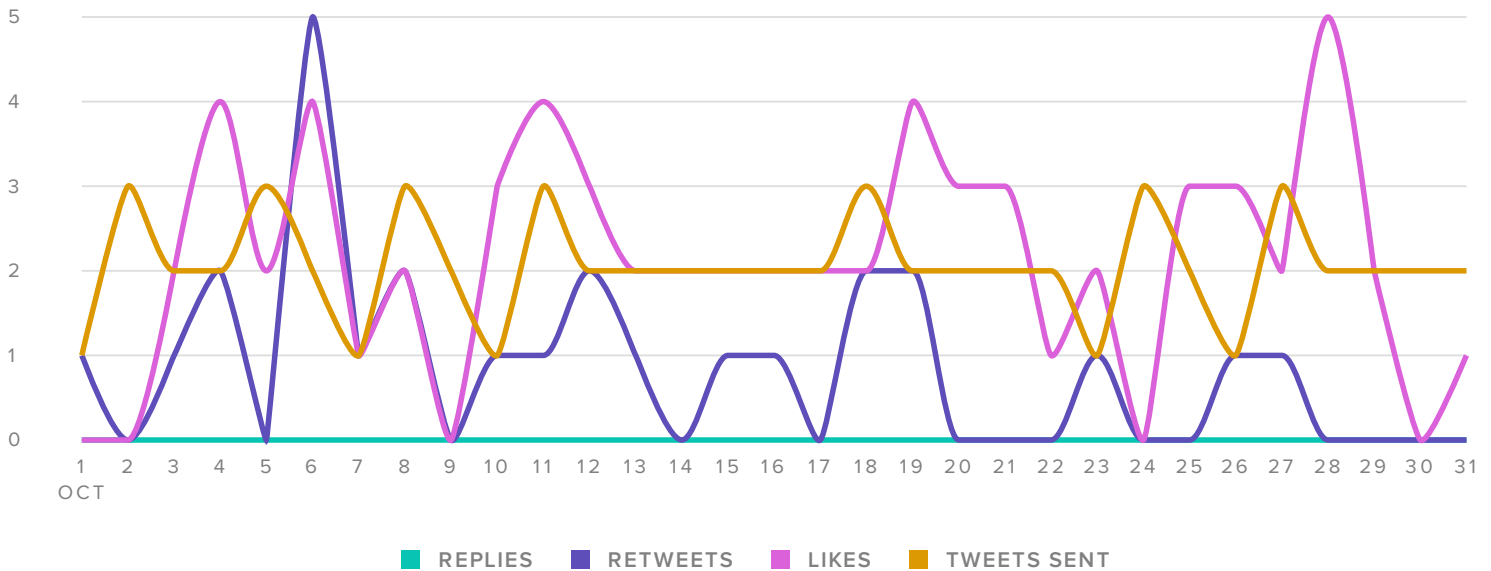
91%

EXISTING CONTACTS



## Audience Engagement

### ENGAGEMENT COUNT



ENGAGEMENT METRICS	TOTALS
Replies	—
Retweets	26
Retweets with Comments	6
Likes	66
Engagements per Follower	0.2
Impressions per Follower	9.1
Engagements per Tweet	4.1
Impressions per Tweet	202.9
Engagements per Impression	2.0%

The number of engagements increased by

▲ **60.7%**

since previous month

The number of impressions per Tweet increased by

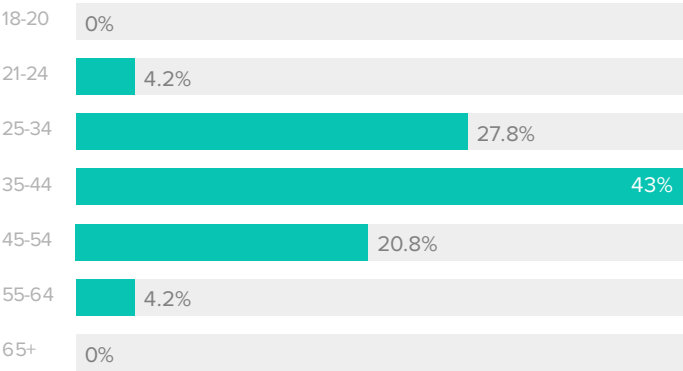
▲ **21.6%**

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.



Twitter Stats by Profile

Twitter Profile		Total Followers	Follower Increase	Tweets Sent	Impressions	Impressions per Follower	Engagements	Engagements per Follower	Retweets	Clicks
	@VisitLovelandCO	1,427	0.4%	64	12,984	9.10	262	0.18	26	16



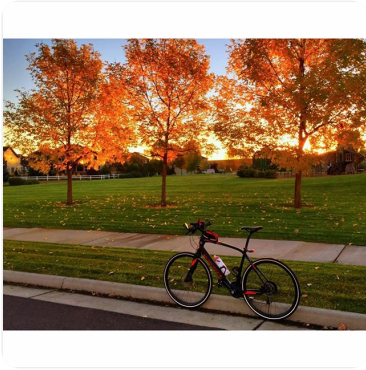
# Instagram Profiles Report

for **visitlovelandco**

Oct 01, 2016 - Oct 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

189 Engagements



@visitlovelandco

184 Engagements

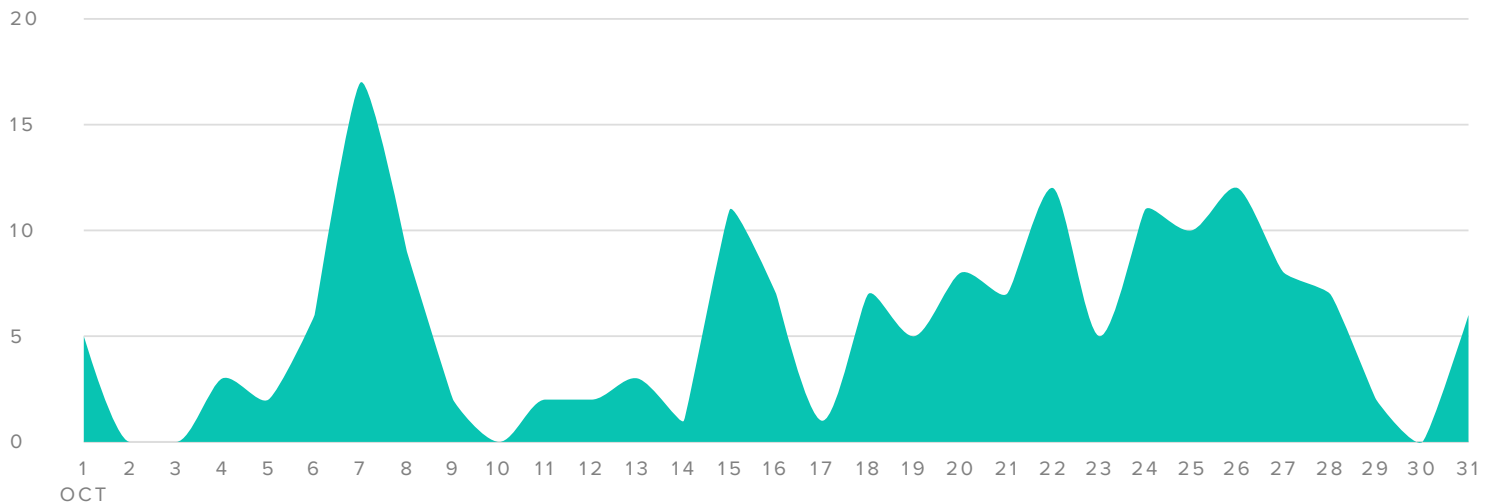


@visitlovelandco

175 Engagements

## Audience Growth

### AUDIENCE GROWTH, BY DAY



■ FOLLOWERS GAINED

FOLLOWER METRICS	TOTALS
Total Followers	3,266
Followers Gained	167
People that you Followed	—

Total followers increased by

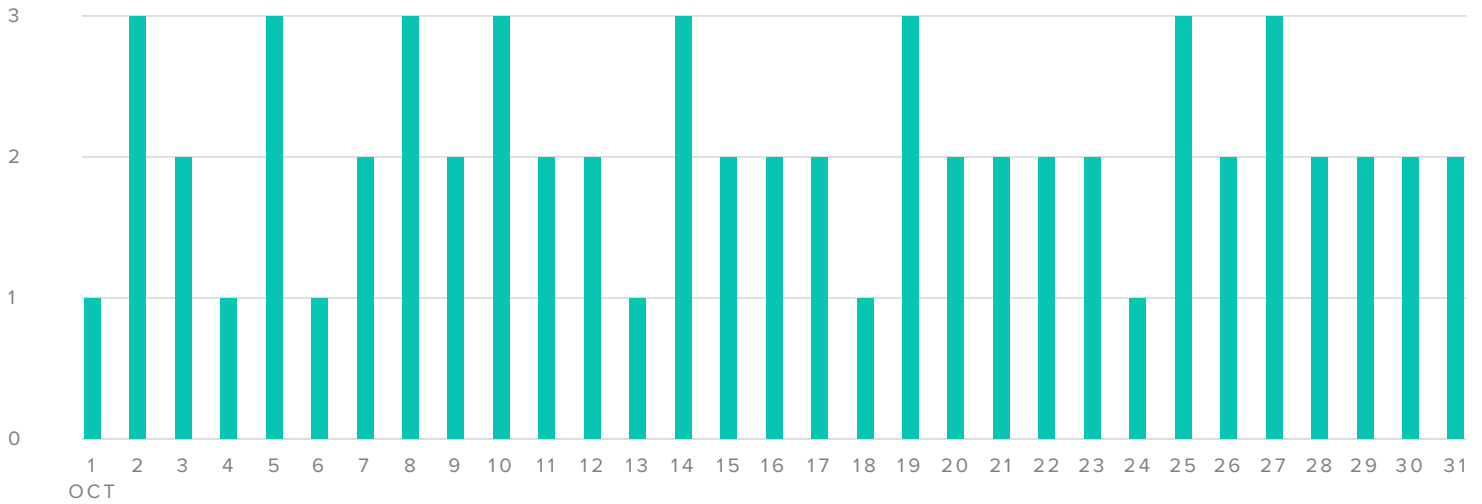
**▲ 5.4%**

since previous month



## Publishing Behavior

MEDIA PER DAY



■ MEDIA SENT

PUBLISHING METRICS

TOTALS

Photos	63
Videos	1
Total Media	64

The number of media you sent decreased by

▼ **1.5%**

since previous month





## Outbound Hashtag Performance

### MOST USED HASHTAGS

#visitloveland	62
#lovelandco	49
#coloradolive	38
#fallinloveland	24
#visitcolorado	17
#fall	15
#falltravel	13
#colorado	12
#nature	11
#loveland	10

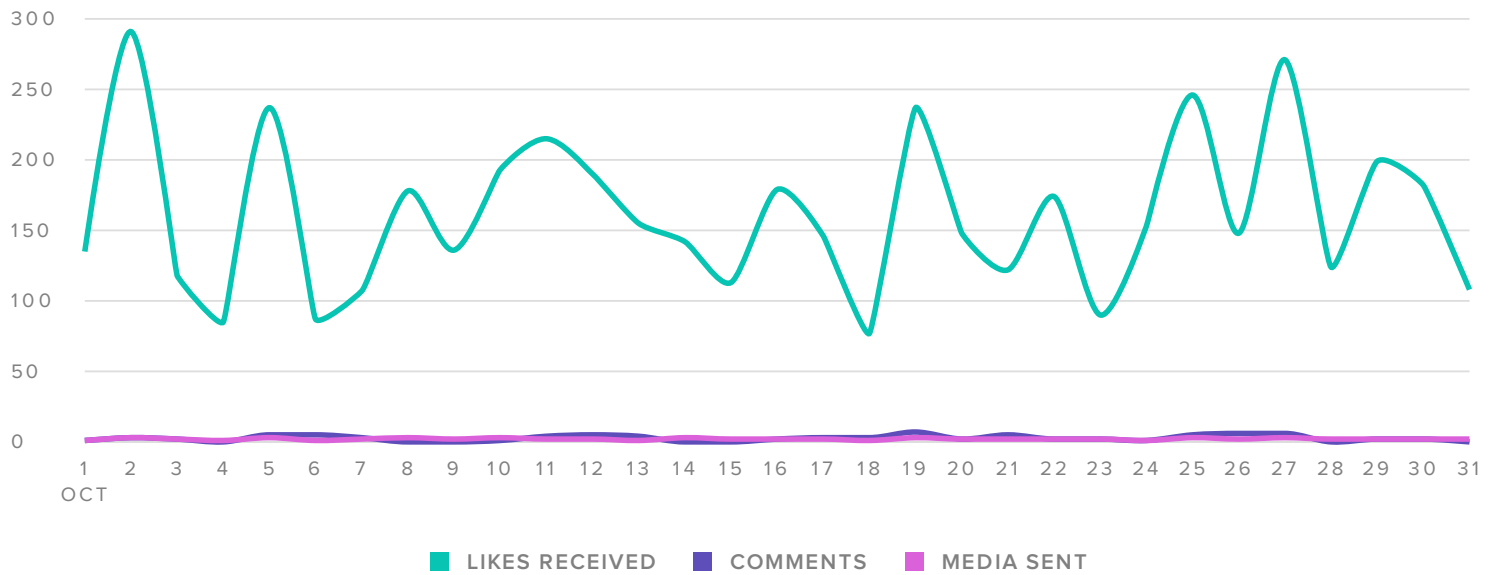
### MOST ENGAGED HASHTAGS

#visitloveland	2,023
#lovelandco	1,478
#coloradolive	973
#fallinloveland	950
#falltravel	662
#fall	651
#art	553
#visitcolorado	473
#nature	440
#colorado	432



# Audience Engagement

AUDIENCE ENGAGEMENT, BY DAY



ENGAGEMENT METRICS	TOTALS
Likes Received	4,986
Comments Received	81
Total Engagements	5,067

Engagements per Follower	1.6
Engagements per Media	79.2

The number of engagements increased by

▲ **5.8%**

since previous month

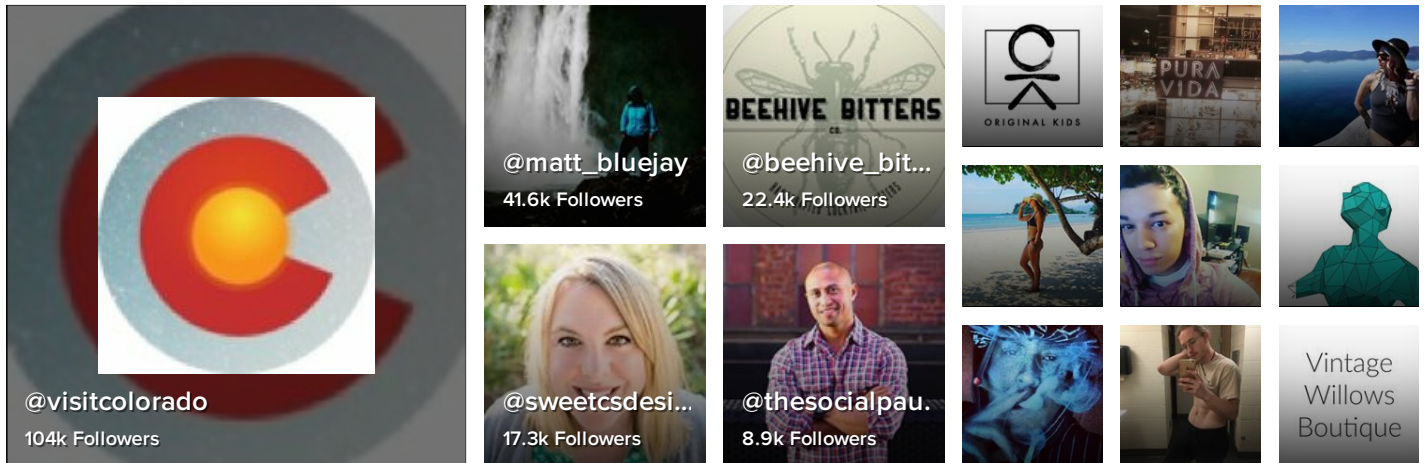
The number of engagements per media increased by

▲ **7.4%**


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	3,266	5.4%	167	64	5	5,067	79.2	1.55

