

# DAYTONA BEACH®

April 2024  
End of Month Reports  
Social - eNewsletters - Blogs

# DAYTONA BEACH®

## April 2024 Social Media Summary

### Facebook - DaytonaBeach

- Published Posts: 55
- Followers: 270,462 - gained 3,355
- Organic Impressions: 537,125 - up 29.2%
- Paid Impressions: 14,870,393 - down 3.6%
- Organic Engagements: 15,410 - up 33.0%
- Paid Engagements: 37,907 - down 4.4%
- Organic Engagement Rate Per Impression: 2.9% - up 2.9%
- Paid Engagement Rate Per Impression: 0.3% - down 0.8%
- Organic Post Link Clicks: 111 - down 62.4%
- Paid Post Link Clicks: 562 - down 45.3%

### Instagram - DiscoverDaytonaBeach

- Published Posts: 65
- Followers: 23,756 - gained 522
- Organic Impressions: 249,417 - up 102.2%
- Paid Impressions: 1,185,395 - up 25.4%
- Organic Engagements: 6,401 - up 65.6%
- Paid Engagements: 2,094 - up 44.1%
- Organic Engagement Rate Per Impression: 2.6% - down 18.1%
- Paid Engagement Rate Per Impression: 0.2% - up 15.0%
- Profile Actions: 117 - down 12.7%

### X - DaytonaBeachFun

- Published Posts: 27
- Followers: 11,879 - gained 14
- Impressions: 7,047 - down 19.1%
- Engagement: 248 - down 19.0%
- Engagement Rate Per Impression: 3.5% - up 0.2%
- Post Link Clicks: 55 - up 5.7%

### TikTok - DiscoverDaytonaBeach

- Published Posts: 10
- Followers: 2,954 - gained 266
- Video Views: 1,380,372 - up 1,618.5%
- Engagements: 5,303 - up 158.4%

### YouTube - VisitDaytonaBeach

- Subscribers: 942 - gained 7
- Impressions: 16,499 - down 15.6%
- Video Views: 53,056 - down 65.9%
- New Viewers: 40,229 - down 60.7%
- Click-Thru Rate: 4.5% - down 4.3%





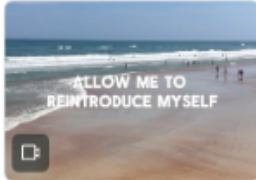
## Facebook Top Posts

Post Date	Total Engagements	Reactions	Comments	Shares	Post Link Clicks	Other Post Clicks
Daytona Beach Area C... Mon 4/1/2024 2:36 pm EDT	14,795	9,543	317	483	3	4,449
Daytona Beach Area C... Mon 4/8/2024 1:01 pm EDT	4,653	4,178	31	28	3	413
Daytona Beach Area C... Sun 4/28/2024 11:15 am EDT	4,159	3,675	25	37	13	409
Daytona Beach Area C... Tue 4/2/2024 4:43 pm EDT	3,883	1,082	80	116	6	2,599
Daytona Beach Area C... Mon 4/29/2024 12:50 pm EDT	3,794	3,451	16	36	91	200






## Facebook Top Viewed Videos

Post Date	Video Views
Daytona Beach Area C... Sat 4/20/2024 5:22 pm EDT	52,855
Daytona Beach Area C... Thu 4/4/2024 3:15 pm EDT	45,843
Daytona Beach Area C... Fri 4/5/2024 12:08 pm EDT	37,446
Daytona Beach Area C... Tue 4/2/2024 4:43 pm EDT	33,066
Daytona Beach Area C... Wed 4/17/2024 2:21 pm EDT	7,750





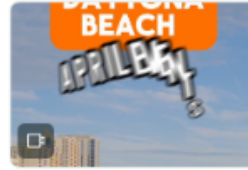
## Instagram Top Posts

<p><b>discoverdaytonabeach</b> Tue 4/2/2024 4:46 pm EDT</p> <p>Look who recently stopped by Buccee's in Daytona Beach! 🍷🍷🍷 LennyKravitz #lennykravitz...</p>  <table border="1"> <tr><td>Total Engagements</td><td>1,307</td></tr> <tr><td>Likes</td><td>886</td></tr> <tr><td>Comments</td><td>42</td></tr> <tr><td>Shares</td><td>342</td></tr> <tr><td>Saves</td><td>37</td></tr> </table>	Total Engagements	1,307	Likes	886	Comments	42	Shares	342	Saves	37	<p><b>discoverdaytonabeach</b> Fri 4/12/2024 12:08 pm EDT</p> <p>Say hello to Daytona Beach's newest attraction — The Daytona Aquarium &amp; Rainforest Adventure!...</p>  <table border="1"> <tr><td>Total Engagements</td><td>777</td></tr> <tr><td>Likes</td><td>465</td></tr> <tr><td>Comments</td><td>13</td></tr> <tr><td>Shares</td><td>235</td></tr> <tr><td>Saves</td><td>64</td></tr> </table>	Total Engagements	777	Likes	465	Comments	13	Shares	235	Saves	64	<p><b>discoverdaytonabeach</b> Fri 4/12/2024 5:32 pm EDT</p> <p>Who's made it to the Top of Daytona? Dining here is quite the experience! You'll enjoy a...</p>  <table border="1"> <tr><td>Total Engagements</td><td>712</td></tr> <tr><td>Likes</td><td>464</td></tr> <tr><td>Comments</td><td>10</td></tr> <tr><td>Shares</td><td>144</td></tr> <tr><td>Saves</td><td>94</td></tr> </table>	Total Engagements	712	Likes	464	Comments	10	Shares	144	Saves	94	<p><b>discoverdaytonabeach</b> Mon 4/29/2024 1:17 am EDT</p> <p>Cool 🤩 by @omaomao_jlu_rubi: When in Daytona you have to get the obligatory shot under the Daytona...</p>  <table border="1"> <tr><td>Total Engagements</td><td>477</td></tr> <tr><td>Likes</td><td>437</td></tr> <tr><td>Comments</td><td>11</td></tr> <tr><td>Shares</td><td>21</td></tr> <tr><td>Saves</td><td>8</td></tr> </table>	Total Engagements	477	Likes	437	Comments	11	Shares	21	Saves	8	<p><b>discoverdaytonabeach</b> Sat 4/20/2024 5:22 pm EDT</p> <p>If it's been a while since your last visit to the Daytona Beach area, it's time for you to return and experienc...</p>  <table border="1"> <tr><td>Total Engagements</td><td>299</td></tr> <tr><td>Likes</td><td>258</td></tr> <tr><td>Comments</td><td>6</td></tr> <tr><td>Shares</td><td>27</td></tr> <tr><td>Saves</td><td>8</td></tr> </table>	Total Engagements	299	Likes	258	Comments	6	Shares	27	Saves	8
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## Instagram Top Viewed Videos

<p><b>discoverdaytonabeach</b> Tue 4/2/2024 4:46 pm EDT</p> <p>Look who recently stopped by Buccee's in Daytona Beach! 🍷🍷🍷 LennyKravitz #lennykravitz...</p>  <table border="1"> <tr><td>Video Views</td><td>10,256</td></tr> </table>	Video Views	10,256	<p><b>discoverdaytonabeach</b> Fri 4/12/2024 12:08 pm EDT</p> <p>Say hello to Daytona Beach's newest attraction — The Daytona Aquarium &amp; Rainforest Adventure!...</p>  <table border="1"> <tr><td>Video Views</td><td>6,746</td></tr> </table>	Video Views	6,746	<p><b>discoverdaytonabeach</b> Fri 4/12/2024 5:32 pm EDT</p> <p>Who's made it to the Top of Daytona? Dining here is quite the experience! You'll enjoy a...</p>  <table border="1"> <tr><td>Video Views</td><td>6,685</td></tr> </table>	Video Views	6,685	<p><b>discoverdaytonabeach</b> Fri 4/5/2024 12:06 pm EDT</p> <p>There's so much to see and do, we had to create a Part 2! Here's a list of more events occurring this month in the...</p>  <table border="1"> <tr><td>Video Views</td><td>3,324</td></tr> </table>	Video Views	3,324	<p><b>discoverdaytonabeach</b> Sat 4/20/2024 5:22 pm EDT</p> <p>If it's been a while since your last visit to the Daytona Beach area, it's time for you to return and experienc...</p>  <table border="1"> <tr><td>Video Views</td><td>3,257</td></tr> </table>	Video Views	3,257
Video Views	10,256													
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## Top Twitter Posts

Post Content	Total Engagements
<p><b>@DaytonaBeachFun</b> Wed 4/3/2024 8:31 pm EDT</p> <p>👊 Batter up! The Daytona Tortugas, an affiliate of the Cincinnati Reds, make their 2024 return to Jackie...</p> 	27
<p><b>@DaytonaBeachFun</b> Sat 4/20/2024 5:22 pm EDT</p> <p>🤝 If it's been a while since your last visit to the Daytona Beach area, it's time for you to return and experienc...</p> 	19
<p><b>@DaytonaBeachFun</b> Thu 4/4/2024 3:15 pm EDT</p> <p>This month, the Daytona Beach area is serving up plenty of festival and event fun. Join us! 🎉📺 View our festival...</p> 	17
<p><b>@DaytonaBeachFun</b> Fri 4/12/2024 12:08 pm EDT</p> <p>👋 Say hello to Daytona Beach's newest attraction — The Daytona Aquarium &amp; Rainforest Adventure!</p> 	15
<p><b>@DaytonaBeachFun</b> Fri 4/5/2024 12:06 pm EDT</p> <p>There's so much to see and do, we had to create a Part 2! Here's a list of more events occurring this month in the...</p> 	15

## Twitter Top Viewed Videos

Post Content	Video Views
<p><b>@DaytonaBeachFun</b> Sat 4/20/2024 5:22 pm EDT</p> <p>🤝 If it's been a while since your last visit to the Daytona Beach area, it's time for you to return and experienc...</p> 	148
<p><b>@DaytonaBeachFun</b> Thu 4/4/2024 3:15 pm EDT</p> <p>This month, the Daytona Beach area is serving up plenty of festival and event fun. Join us! 🎉📺 View our festival...</p> 	107
<p><b>@DaytonaBeachFun</b> Fri 4/5/2024 12:06 pm EDT</p> <p>There's so much to see and do, we had to create a Part 2! Here's a list of more events occurring this month in the...</p> 	100
<p><b>@DaytonaBeachFun</b> Fri 4/12/2024 12:08 pm EDT</p> <p>👋 Say hello to Daytona Beach's newest attraction — The Daytona Aquarium &amp; Rainforest Adventure!</p> 	94
<p><b>@DaytonaBeachFun</b> Wed 4/10/2024 7:19 pm EDT</p> <p>👋 Hey, NYC! We're back in Times Square with our digital billboard spreading sunshine and handing out...</p> 	93











## Top TikTok Posts

Post ID	Caption	Total Engagements	Likes	Comments	Shares
discoverdaytonabeach Fri 4/12/2024 5:32 pm EDT	Who's made it to the Top of Daytona? Dining here is quite the experience! You'll enjoy a...	170	120	1	49
discoverdaytonabeach Fri 4/12/2024 12:08 pm EDT	Say hello to Daytona Beach's newest attraction — The Daytona Aquarium & Rainforest Adventure!...	25	17	0	8
discoverdaytonabeach Thu 4/4/2024 3:15 pm EDT	This month, the Daytona Beach area is serving up plenty of festival and event fun. Join us! 🎉📺View our festival...	23	22	0	1
discoverdaytonabeach Wed 4/24/2024 2:28 pm EDT	Thinking about a spring getaway to the Daytona Beach area? We're ready when you are!...	19	18	0	1
discoverdaytonabeach Wed 4/10/2024 12:07 pm EDT	April is #NationalPickleballMonth! Picklers vacationing in the Daytona Beach area will have no problem...	18	18	0	0

## TikTok Top Viewed Videos

Post ID	Caption	Total Video Views	Follow Video Views	For You Video Views	Hashtag Video Views	Business Account Video Views	Sound Video Views	Unspecified Video Views
discoverdaytonabeach Fri 4/12/2024 5:32 pm EDT	Who's made it to the Top of Daytona? Dining here is quite the experience! You'll enjoy a...	4,174	145	1,579	4	24	0	66
discoverdaytonabeach Wed 4/24/2024 2:28 pm EDT	Thinking about a spring getaway to the Daytona Beach area? We're ready when you are!...	904	127	704	0	5	0	17
discoverdaytonabeach Wed 4/10/2024 7:19 pm EDT	Hey, NYC! We're back in Times Square with our digital billboard spreading sunshine and handing out...	871	39	687	0	4	0	17
discoverdaytonabeach Wed 4/10/2024 12:07 pm EDT	April is #NationalPickleballMonth! Picklers vacationing in the Daytona Beach area will have no problem...	832	59	643	0	0	0	17
discoverdaytonabeach Thu 4/4/2024 3:15 pm EDT	This month, the Daytona Beach area is serving up plenty of festival and event fun. Join us! 🎉📺View our festival...	525	50	272	0	0	0	18

## YouTube - Top 10 Video Analytics

Content	Impressions	Impressions click-through rate	Views	Average view duration	Watch time (hours)
<b>Total</b>	<b>16,499</b>	<b>4.5%</b>	<b>53,110</b>	<b>0:19</b>	<b>290.9</b>
 Daytona Beach Nightlife	825	2.9%	41,664 78.5%	0:15	174.4 60.0%
 The Arrival - Daytona Beach	1,204	5.2%	3,699 7.0%	0:29	30.5 10.5%
 First Surf Lesson - Daytona Beach	401	3.7%	2,561 4.8%	0:30	21.3 7.3%
 10,000 Steps - Daytona Beach	56	5.4%	1,634 3.1%	0:30	13.6 4.7%
 Virtual Drive on Daytona Beach	116	6.0%	676 1.3%	0:29	5.5 1.9%
 ONE DAYTONA - the Newest Entertainment Complex in...	403	6.0%	159 0.3%	1:22	3.6 1.3%
 Main Street Pier and Sunglow Pier in Daytona Beach, Fl...	397	5.0%	174 0.3%	0:48	2.3 0.8%
 Unlimited Fun in Daytona Beach, Florida	50	0%	142 0.3%	0:57	2.3 0.8%
 Eco Adventures in Daytona Beach, Florida	51	5.9%	125 0.2%	1:05	2.3 0.8%
 10 Free Things To Do in Daytona Beach, Florida	80	2.5%	107 0.2%	1:14	2.2 0.8%

## eNewsletter Performance Overview



## Top 20 Blogs

Landing page	Sessions	Users	New users	Average engagement time per session	Key Events
/blog/post/where-to-see-manatees-and-dolphins-in-daytona-beach	5562	5329	5112	19.9559511	518
/blog/post/fun-free-things-to-do-in-daytona-beach	2161	1924	1621	68.15085609	351
/blog/post/buc-ees-in-daytona-beach-more-than-a-gas-station-its-an-experience	1702	1533	1462	40.30787309	69
/blog/post/the-best-beach-bars-in-daytona-beach	1321	1255	1238	7.862225587	60
/blog/post/endless-fun-awaits-with-these-rainy-day-activities-in-the-daytona-beach-area	1087	1004	874	39.91076357	298
/blog/post/cant-beat-brunch-spots-in-daytona-beach	803	762	723	21.8381071	91
/blog/post/fishing-spots-in-daytona-beach-every-angler-should-know-about	589	541	497	37.28692699	52
/blog/post/big-events-for-the-daytona-beach-area	468	430	367	71.36324786	84
/blog/post/take-a-swing-at-pickleball-during-next-visit-to-daytona-beach-area	404	396	396	1.742574257	0
/blog/post/on-the-hunt-in-daytona-beach-shells-seaweed-sea-glass-more	403	355	282	57.63771712	24
/blog/post/beach-bars-with-live-music-in-daytona-beach	358	297	217	96.05307263	197
/blog/post/14-daytona-beach-eateries-that-shine-for-breakfastbrunch	311	281	231	77.2926045	98
/blog/post/ride-a-horse-on-the-beach-equestrian-adventures-of-florida	244	226	193	71.81557377	51
/blog/post/places-to-putt-around-in-daytona-beach	209	189	151	65.80861244	36
/blog/post/quirky-hidden-gems-in-daytona-beach	206	197	162	78.58252427	53
/blog/post/where-to-play-stay-and-eat-with-pets-in-daytona-beach	190	151	109	70.35263158	42
/blog/post/9-great-things-to-do-when-visiting-ponce-inlet	179	159	126	76.08379888	39
/blog/post/the-ins-and-outs-of-surf-fishing-in-daytona-beach	170	151	128	105.7588235	11
/blog/post/this-mothers-day-treat-mom-to-fun-in-the-sun-in-daytona-beach	168	163	145	53.61309524	65
/blog/post/ready-to-run-the-best-2-mile-6-mile-10-mile-running-routes-in-daytona-beach	165	159	157	16.0969697	4