

# DAYTONA BEACH®

May 2024  
End of Month Reports  
Social - eNewsletters - Blogs

# DAYTONA BEACH®

## May 2024 Social Media Summary

### Facebook - DaytonaBeach

- Published Posts: 51
- Followers: 274,443- gained 3,981
- Organic Impressions: 503,267 - down 6.3%
- Paid Impressions: 22,673,680 - up 52.5%
- Organic Engagements: 18,199 - up 18.0%
- Paid Engagements: 35,990 - down 5.1%
- Organic Engagement Rate Per Impression: 3.6% - up 26.0%
- Paid Engagement Rate Per Impression: 0.2% - down 37.7%
- Organic Post Link Clicks: 145 - up 27.2%
- Paid Post Link Clicks: 416 - down 26.0%

### Instagram - DiscoverDaytonaBeach

- Published Posts: 34
- Followers: 24,098 - gained 342
- Organic Impressions: 210,852 - down 15.5%
- Paid Impressions: 2,209,302 - up 86.4%
- Organic Engagements: 2,092 - down 67.3%
- Paid Engagements: 3,931 - up 87.7%
- Organic Engagement Rate Per Impression: 1.0% - down 61.3%
- Paid Engagement Rate Per Impression: 0.2% - up 0.7%
- Profile Actions: 82 - down 35.4%

### X - DaytonaBeachFun

- Published Posts: 22
- Followers: 11,868 - lost 11
- Impressions: 4,883 - down 28.9%
- Engagement: 139 - down 42.8%
- Engagement Rate Per Impression: 2.8% - down 19.6%
- Post Link Clicks: 33 - down 40.0%

### TikTok - DiscoverDaytonaBeach

- Published Posts: 0
- Followers: 3,286 - gained 332
- Video Views: 1,966,521 - up 42.5%
- Engagements: 6,334 - up 19.4%
- Engagement Rate Per Impression: 0.3% - down 16.2%

### YouTube - VisitDaytonaBeach

- Subscribers: 951 - gained 9
- Impressions: 15,529 - down 5.9%
- Video Views: 53,899 - up 1.6%
- New Viewers: 42,087 - up 4.6%
- Click-Thru Rate: 4.8% - up 6.7%






## Facebook Top Posts

Post Title	Date	Total Engagements	Reactions	Comments	Shares	Post Link Clicks	Other Post Clicks
Want the latest on what to see, do and experience in the Daytona Beach area? Sign up for our eNewsletter to...	Thu 5/23/2024 10:30 am EDT	4,801	4,224	27	71	15	464
Ready for summertime fun in the sun complete with lazy beach days and electric summer nights? Start...	Sat 5/18/2024 5:43 pm EDT	3,818	3,423	29	41	5	320
Daytona Beach's very own boys of summer are back at bat at the historic Jackie Robinson Ballpark! Check out...	Thu 5/9/2024 1:23 pm EDT	3,616	2,617	8	35	42	914
Say hello to summer with a getaway to the Daytona Beach area! Check out these deals on...	Fri 5/17/2024 11:45 am EDT	3,485	3,235	19	31	1	199
Traveling with teens? Here are a few activity suggestions that are sure to keep them happily entertained durin...	Fri 5/24/2024 11:55 am EDT	3,091	2,628	16	27	6	414






## Facebook Top Viewed Videos

Video Title	Date	Video Views
It's easy to create happy memories that will last a lifetime while on vacation in the Daytona Beach area...	Sat 5/25/2024 5:36 pm EDT	27,793
Good morning from Daytona Beach! #WaveWednesday #LoveDaytonaBeach #LoveFL	Wed 5/8/2024 10:21 am EDT	12,267
Summer vibes #WaveWednesday #LoveDaytonaBeach #LoveFL	Wed 5/29/2024 3:02 pm EDT	4,611
Let's go for a stroll. #WaveWednesday #LoveDaytonaBeach #LoveFL	Wed 5/15/2024 5:39 pm EDT	3,964
Good morning from the new Sun & Surf Park in sunny Daytona Beach! #WaveWednesday	Wed 5/22/2024 10:57 am EDT	2,055

## Instagram Top Posts

Post	Date	Total Engagements	Likes	Comments	Saves
 <p>Today's morning views from the new Sun &amp; Surf Park in sunny Daytona Beach! #WaveWednesday</p>	Wed 5/22/2024 4:02 am EDT	272	260	9	3
 <p>Missed this year's Welcome To Rockville? You missed quite the show. But, there's always next year!</p>	Thu 5/16/2024 3:09 pm EDT	73	72	1	0
 <p>We ❤️ girlfriend getaways, besties and twinning! by @aleshamichelle89: We had a #besti...</p>	Fri 5/10/2024 9:14 am EDT	66	63	2	1
 <p>POLL: What's your favorite stretch of beach to enjoy a bicycle ride in the Daytona Beach area? Dayton...</p>	Sat 5/4/2024 9:55 am EDT	42	40	2	0
 <p>Glad you enjoyed Welcome to Rockville! See ya next year! by @gatorjagfreak: #awesometime at...</p>	Tue 5/14/2024 10:49 am EDT	35	33	2	0

## Instagram Top Viewed Videos

Video	Date	Video Views
 <p>Happy Wave Wednesday from Daytona Beach! #WaveWednesday #LoveDaytonaBeach #LoveFL</p>	Wed 5/8/2024 1:15 am EDT	3,642
 <p>by @wichofilmspr: Mi mamá me a visto correr bicicleta desde mis 4 años. Me llevo por toda ...</p>	Wed 5/29/2024 12:54 am EDT	2,693
 <p>We salute our fallen and give thanks on this Memorial Day. #MemorialDay #LoveDaytonaBeach</p>	Mon 5/27/2024 7:00 am EDT	2,612
 <p>Let's go for a stroll. #WaveWednesday #LoveDaytonaBeach #LoveFL</p>	Wed 5/15/2024 6:03 am EDT	1,550
 <p>by @tikipubponce: Tiki Pub will steal your heart and never let it go!</p>	Wed 5/29/2024 12:15 am EDT	1,230











## Top X Posts

Post ID	Date	Total Engagements	Likes	@Replies	Reposts	Post Link Clicks	Other Post Clicks	Other Engagements
X @DaytonaBeachFun	Mon 5/27/2024 7:35 pm UTC	19	4	0	3	5	7	0
X @DaytonaBeachFun	Sun 5/19/2024 8:26 am UTC	16	6	0	0	8	2	0
X @DaytonaBeachFun	Thu 5/9/2024 7:14 am UTC	15	7	0	1	6	1	0
X @DaytonaBeachFun	Sun 5/26/2024 2:55 pm UTC	10	1	0	0	3	6	0
X @DaytonaBeachFun	Sat 5/18/2024 9:43 pm UTC	10	4	0	1	0	5	0

## X Top Viewed Videos

Post ID	Date	Video Views
X @DaytonaBeachFun	Mon 5/27/2024 3:35 pm EDT	130
X @DaytonaBeachFun	Thu 5/30/2024 10:56 am EDT	76
X @DaytonaBeachFun	Sat 5/25/2024 5:38 pm EDT	65
X @DaytonaBeachFun	Tue 5/28/2024 12:12 pm EDT	59
X @DaytonaBeachFun	Fri 5/31/2024 11:50 am EDT	—

## YouTube - Top 10 Video Analytics

Content	Impressions	Impressions click-through rate	Views	Average view duration	Watch time (hours) ↓
<input type="checkbox"/> <b>Total</b>	<b>15,529</b>	<b>4.8%</b>	<b>53,899</b>	<b>0:20</b>	<b>308.0</b>
<input type="checkbox"/>  <a href="#">Daytona Beach Nightlife</a>	854	2.2%	40,877 75.8%	0:15	171.1 55.6%
<input type="checkbox"/>  <a href="#">The Arrival - Daytona Beach</a>	327	5.5%	4,187 7.8%	0:29	34.8 11.3%
<input type="checkbox"/>  <a href="#">First Surf Lesson - Daytona Beach</a>	204	7.4%	2,581 4.8%	0:30	21.5 7.0%
<input type="checkbox"/>  <a href="#">10,000 Steps - Daytona Beach</a>	39	10.3%	1,628 3.0%	0:30	13.6 4.4%
<input type="checkbox"/>  <a href="#">Virtual Drive on Daytona Beach</a>	200	5.0%	728 1.4%	0:27	5.7 1.8%
<input type="checkbox"/>  <a href="#">10 Free Things To Do In Daytona Beach, Florida</a>	48	2.1%	275 0.5%	1:13	5.6 1.8%
<input type="checkbox"/>  <a href="#">Angell and Phelps Chocolate Factory in Daytona Beach...</a>	100	2.0%	373 0.7%	0:44	4.6 1.5%
<input type="checkbox"/>  <a href="#">Eco Adventures in Daytona Beach, Florida</a>	54	0%	261 0.5%	1:00	4.4 1.4%
<input type="checkbox"/>  <a href="#">ONE DAYTONA - the Newest Entertainment Complex in...</a>	307	5.5%	126 0.2%	1:33	3.3 1.1%
<input type="checkbox"/>  <a href="#">Mary McLeod Bethune Home - Step into a Remarkable ...</a>	143	4.9%	119 0.2%	1:12	2.4 0.8%

## eNewsletter Performance Overview



## Top 20 Blogs

Landing page	Sessions	Users	New users	Average engagement time per session	Key Events
/blog/post/fun-free-things-to-do-in-daytona-beach	3473	3275	3018	42.85747193	373
/blog/post/buc-ees-in-daytona-beach-more-than-a-gas-station-its-an-experience	1446	1336	1271	41.65698479	58
/blog/post/where-to-see-manatees-and-dolphins-in-daytona-beach	913	813	643	91.5958379	453
/blog/post/on-the-hunt-in-daytona-beach-shells-seaweed-sea-glass-more	443	380	303	63.6027088	34
/blog/post/beach-bars-with-live-music-in-daytona-beach	398	330	260	90.82663317	178
/blog/post/14-daytona-beach-eateries-that-shine-for-breakfastbrunch	395	359	290	80.63037975	138
/blog/post/big-events-for-the-daytona-beach-area	395	359	305	69.85063291	79
/blog/post/cant-beat-brunch-spots-in-daytona-beach	333	294	255	55.07507508	66
/blog/post/endless-fun-awaits-with-these-rainy-day-activities-in-the-daytona-beach-area	317	282	217	64.70977918	148
/blog/post/fishing-spots-in-daytona-beach-every-angler-should-know-about	273	232	198	98.04761905	73
/blog/post/ride-a-horse-on-the-beach-equestrian-adventures-of-florida	270	245	207	53.91111111	34
/blog/post/this-mothers-day-treat-mom-to-fun-in-the-sun-in-daytona-beach	264	244	212	39.06060606	40
/blog/post/quirky-hidden-gems-in-daytona-beach	238	223	179	89.26890756	58
/blog/post/saluting-those-who-served-5-ways-to-celebrate-memorial-day-weekend-in-daytona-beach	225	205	151	66.05777778	36
/blog/post/9-great-things-to-do-when-visiting-ponce-inlet	215	183	155	76.65581395	57
/blog/post/the-ins-and-outs-of-surf-fishing-in-daytona-beach	214	175	153	95.08878505	14
/blog/post/places-to-putt-around-in-daytona-beach	205	180	146	60.07804878	60
/blog/post/bring-the-heat-how-to-have-a-cookout-in-daytona-beach	201	160	146	56.39800995	23
/blog/post/where-to-play-stay-and-eat-with-pets-in-daytona-beach	200	166	128	71.645	39