

June 2024 End of Month Reports Social - eNewsletters - Blogs

June 2024 Social Media Summary

Facebook - DaytonaBeach

- Published Posts: 64
- Followers: 283,093- gained 8,650
- Organic Impressions: 398,625 down 20.8%
- Paid Impressions: 16,994,909 down 25.0%
- Organic Engagements: 10,824 down 10.3%
- Paid Engagements: 45,588 up 14.0%
- Organic Engagement Rate Per Impression: 2.7% up 13.2%
- Paid Engagement Rate Per Impression: 0.3% up 52.1%
- Organic Post Link Clicks: 129 down 9.2%
- Paid Post Link Clicks: 2,720- up 576.6%

Instagram - DiscoverDaytonaBeach

- Published Posts: 59
- Followers: 24,423 gained 535
- Organic Impressions: 138,985 down 34.1%
- Paid Impressions: 1,025,228 down 53.6%
- Organic Engagements: 3,107 up 48.0%
- Paid Engagements: 2,403 down 38.9%
- Organic Engagement Rate Per Impression: 2.2% up 124.6%
- Paid Engagement Rate Per Impression: 0.2% up 31.7%
- Profile Actions: 89 up 8.5%

X - DaytonaBeachFun

- Published Posts: 22
- Followers: 11,882 gained 26
- Impressions: 5,942 up 25.3%
- Engagement: 176 up 29.4%
- Engagement Rate Per Impression: 3.0% up 3.3%
- Post Link Clicks: 48 up 45.5%

TikTok - DiscoverDaytonaBeach

- Published Posts: 9
- Followers: 3,586 gained 290
- Video Views: 1,696,953 down 14.0%
- Engagements: 9,841 up 55.4%
- Engagement Rate Per Impression: 0.6% up 86.6%

YouTube - VisitDaytonaBeach

- Subscribers: 961 gained 10
- Impressions: 16,967 up 9.3%
- Video Views: 54,338 up 0.8%
- New Viewers: 40,353 down 4.1%
- Click-Thru Rate: 4.5% down 6.3%



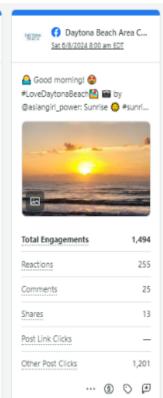
Facebook Top Posts



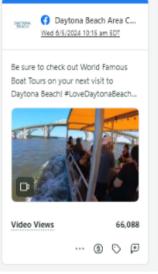








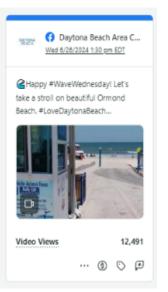
Facebook Top Viewed Videos





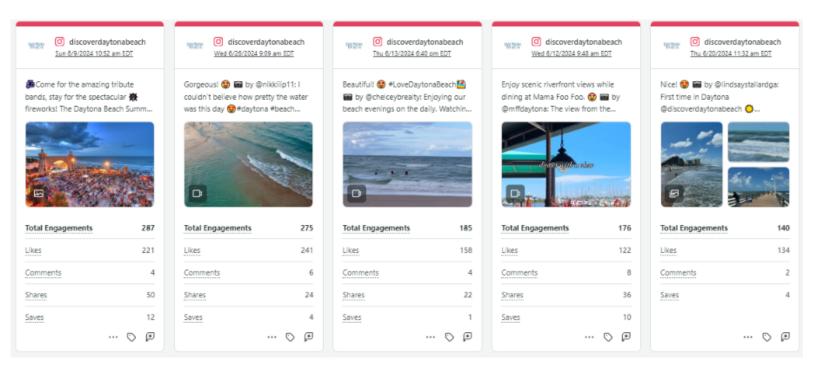




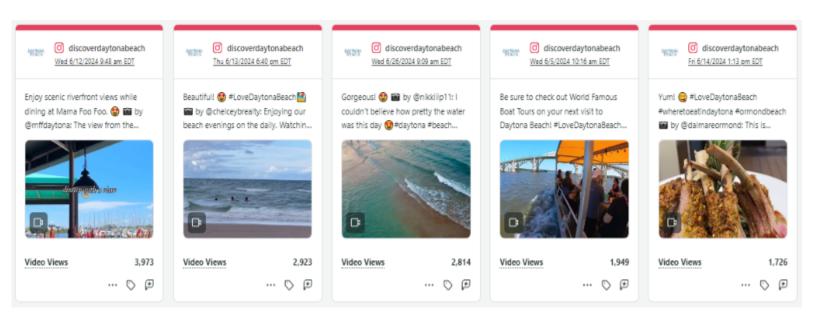




Instagram Top Posts



Instagram Top Viewed Videos





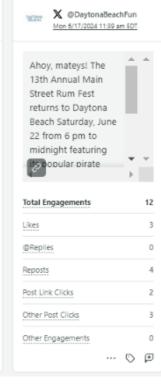
Top X Posts









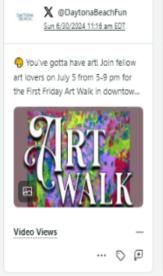


X Top Viewed Videos





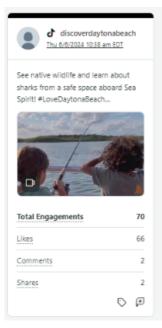






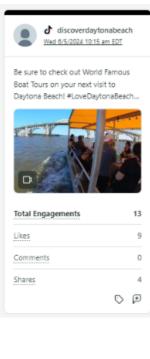


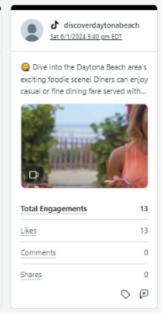
Top TikTok Posts



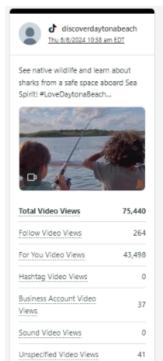




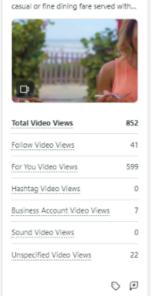




TikTok Top Viewed Videos



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Sat 6/1/2024 5:40 pm EDT

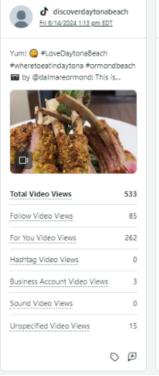
Dive into the Daytona Beach area's

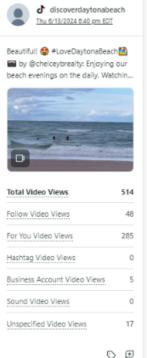
exciting foodie scene! Diners can enjoy



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Mon 6/17/2024 11:35 am EDT







YouTube, eNewsletters & Blog Report

YouTube - Top 10 Video Analytics

Content) Impressions ↓	Impressions click-through rate	Views	Average view duration	Watch time (hours)
☐ Total	16,967	4.5%	54,338	0:20	311.5
Oceanfront and Riverfront Dining in Daytona Beach, Flo	865	2.9%	41 0.1%	1:00	0.7 0.2%
Daytona Beach Nightlife	860	2.6%	40,885 75.2%	0:15	171.1 54.9%
Landshark Bar & Grill - Dine in Paradise in Daytona Bea	567	6.2%	55 0.1%	1:14	1.1 0.4%
The Arrival - Daytona Beach	558	3.8%	4,162 7.7%	0:29	34.6 11.1%
Sea Spirit Deep Sea Fishing - Get Away From it All on a	474	6.8%	38 0.1%	1:14	0.8 0.3%
Unique Shopping Districts in Daytona Beach, Florida	386	4.4%	67 0.1%	1:03	1.2 0.4%
Main Street Pier and Sunglow Pier in Daytona Beach, Fl	379	5.8%	251 0.5%	0:45	3.2 1.0%
Daytona Beach Parasail - A Birds' Eye View of Daytona	370	3.8%	26 0.1%	1:22	0.6 0.2%
Daytona Flea & Farmers Market in Daytona Beach, Flori	362	6.9%	125 0.2%	0:59	2.1 0.7%
Daytona Beach Bandshell Free Summer Concerts	360	10.0%	72 0.1%	0:41	0.8 0.3%

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	3055	2841	2566	52.24451718	438
/blog/post/5-hot-reasons-to-visit-daytona-beach-on-july-4th-weekend	1503	1328	1131	73.1996008	264
/blog/post/buc-ees-in-daytona-beach-more-than-a-gas-station-its-an-experience	1058	951	906	41.72873346	45
/blog/post/where-to-see-manatees-and-dolphins-in-daytona-beach	936	840	659	83.4444444	452
/blog/post/endless-fun-awaits-with-these-rainy-day-activities-in-the-daytona-beach-area	785	698	537	68.29044586	338
/blog/post/on-the-hunt-in-daytona-beach-shells-seaweed-sea-glass-more	612	539	424	60.10784314	37
/blog/post/kid-friendly-activities-to-enjoy-in-daytona-beach	596	542	466	68.05872483	167
/blog/post/canadians-love-these-local-attractions-and-hotel-deals	471	461	459	0.602972399	1
/blog/post/14-daytona-beach-eateries-that-shine-for-breakfastbrunch	376	338	266	75	106
/blog/post/beach-bars-with-live-music-in-daytona-beach	355	305	237	81.57183099	141
/blog/post/fishing-spots-in-daytona-beach-every-angler-should-know-about	350	282	226	86.32285714	77
/blog/post/places-to-putt-around-in-daytona-beach	335	286	228	58.03283582	89
/blog/post/big-events-for-the-daytona-beach-area	305	278	241	73.60327869	80
/blog/post/ride-a-horse-on-the-beach-equestrian-adventures-of-florida	264	237	207	49.22727273	21
/blog/post/the-ins-and-outs-of-surf-fishing-in-daytona-beach	250	219	180	94.364	19
/blog/post/cant-beat-brunch-spots-in-daytona-beach	239	208	165	53.82426778	42
/blog/post/9-great-things-to-do-when-visiting-ponce-inlet	235	213	165	90.07234043	79
/blog/post/quirky-hidden-gems-in-daytona-beach	230	219	162	77.56956522	56
/blog/post/plan-the-perfect-beach-getaway-when-traveling-with-teenagers	191	181	154	100.0628272	113
/blog/post/whats-new-in-the-daytona-heach-area-in-2024	187	172	144	94 83957219	31