

DAYTONA BEACH®

August 2024 End of Month Reports Social - eNewsletters - Blogs

August 2024 Social Media Summary

Facebook - DaytonaBeach

- Published Posts: 66
- Followers: 301,122 - gained 17,857
- Organic Impressions: 434,698 - up 9.0%
- Paid Impressions: 18,736,354 - up 10.2%
- Organic Engagements: 10,265 - down 5.5%
- Paid Engagements: 77,543 - up 64.8%
- Organic Engagement Rate Per Impression: 2.4% - down 13.3%
- Paid Engagement Rate Per Impression: 0.4% - up 49.5%
- Organic Post Link Clicks: 104 - down 20.6%
- Paid Post Link Clicks: 3,674 - up 35.0%

Instagram - DiscoverDaytonaBeach

- Published Posts: 89
- Followers: 24,855 - gained 432
- Organic Impressions: 144,684 - up 15.2%
- Paid Impressions: 1,897,225 - up 81.6%
- Organic Engagements: 4,488 - up 43.5%
- Paid Engagements: 5,197 - up 110.1%
- Organic Engagement Rate Per Impression: 3.1% - up 24.6%
- Paid Engagement Rate Per Impression: 0.3% - up 15.7%
- Profile Actions: 125 - up 40.4%

X - DaytonaBeachFun

- Published Posts: 23
- Followers: 11,900 - gained 18
- Impressions: 5,694 - down 4.0%
- Engagement: 144 - down 25.0%
- Engagement Rate Per Impression: 2.5% - down 21.9%
- Post Link Clicks: 35 - down 30.0%






TikTok - DiscoverDaytonaBeach

- Published Posts: 24
- Followers: 4,083 - gained 490
- Video Views: 2,161,345 - up 27.4%
- Engagements: 26,169 - up 148.3%
- Engagement Rate Per Impression: 1.2% - up 94.9%






YouTube - VisitDaytonaBeach

- Subscribers: 968 - gained 7
- Impressions: 19,410 - up 14.4%
- Video Views: 147,146 - up 170.8%
- New Viewers: 109,231 - up 162.2%
- Click-Thru Rate: 4.1% - down 8.9%




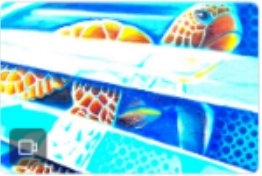

Facebook Top Posts

Post Content	Total Engagements	Reactions	Comments	Shares	Post Link Clicks	Other Post Clicks
<p>Daytona Beach Area C... Tue 8/6/2024 8:59 am PDT</p> <p>On August 14, experience an Epic Polynesian Luau Dance Party with Beach Campfires! Park your car and...</p> 	9,814	6,334	106	161	73	3,140
<p>Daytona Beach Area C... Tue 8/13/2024 8:35 am PDT</p> <p>The National Reptile Breeders Expo returns to the Ocean Center in Daytona Beach Aug. 16-17...</p> 	5,620	4,824	30	107	7	652
<p>Daytona Beach Area C... Mon 8/5/2024 11:19 am PDT</p> <p>The Star Spangled Summer Concert Series continues every Saturday night through Sept. 28 at t...</p> 	4,926	3,783	54	129	45	915
<p>Daytona Beach Area C... Fri 8/16/2024 8:55 am PDT</p> <p>Calling all monster truck fanatics! The Hot Wheels Monster Trucks Live Glow Party rolls into the Ocean Cent...</p> 	4,880	4,174	23	84	11	588
<p>Daytona Beach Area C... Sat 8/3/2024 7:00 am PDT</p> <p>Celebrate #NationalLighthouseDay at the historic Ponce Inlet Lighthouse on Aug. 10 at 10:30 am. Discover over 2...</p> 	4,733	4,102	66	95	1	469





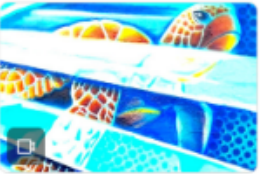
Facebook Top Viewed Videos

Video Content	Video Views
<p>Daytona Beach Area C... Fri 8/9/2024 12:17 pm EDT</p> <p>Racing under the lights returns to the legendary, "World Center of Racing" Daytona International...</p> 	25,163
<p>Daytona Beach Area C... Thu 8/1/2024 7:09 am EDT</p> <p>Lift off and explore the universe at the Lowell and Nancy Lohman Planetarium inside the Museum of Ar...</p> 	15,038
<p>Daytona Beach Area C... Sat 8/31/2024 4:50 pm EDT</p> <p>Need ideas on what to see and do in the Daytona Beach area? We've got you! Watch this video and visit...</p> 	8,876
<p>Daytona Beach Area C... Tue 8/20/2024 2:07 pm EDT</p> <p>...and they're back! Welcome back Crabby Joe's! 🍷</p> 	3,489
<p>Daytona Beach Area C... Fri 8/9/2024 2:49 pm EDT</p> <p>At Racing's North Turn in Ponce Inlet, diners enjoy delicious seafood meals served with a side of scenic...</p> 	1,210

Instagram Top Posts

<p>discoverdaytonabeach Sat 8/31/2024 1:51 pm PDT</p> <p>Need ideas on what to see and do in the Daytona Beach area? We've got you! Watch this video and visit...</p>  <table border="1"> <tr><td>Total Engagements</td><td>572</td></tr> <tr><td>Likes</td><td>434</td></tr> <tr><td>Comments</td><td>9</td></tr> <tr><td>Shares</td><td>83</td></tr> <tr><td>Saves</td><td>46</td></tr> </table>	Total Engagements	572	Likes	434	Comments	9	Shares	83	Saves	46	<p>discoverdaytonabeach Mon 8/5/2024 8:25 am PDT</p> <p>Good vibes only! 🌞📷 by @enceptic: Summer Vibin' at @discoverdaytonabeach 🌊🌴🌴...</p>  <table border="1"> <tr><td>Total Engagements</td><td>141</td></tr> <tr><td>Likes</td><td>135</td></tr> <tr><td>Comments</td><td>1</td></tr> <tr><td>Saves</td><td>5</td></tr> </table>	Total Engagements	141	Likes	135	Comments	1	Saves	5	<p>discoverdaytonabeach Thu 8/22/2024 5:50 am PDT</p> <p>Good morning! 🌞📷 by @brendan89a: Sunset - Daytona Beach FL crabbyjoesdaytona...</p>  <table border="1"> <tr><td>Total Engagements</td><td>118</td></tr> <tr><td>Likes</td><td>115</td></tr> <tr><td>Comments</td><td>0</td></tr> <tr><td>Shares</td><td>1</td></tr> <tr><td>Saves</td><td>2</td></tr> </table>	Total Engagements	118	Likes	115	Comments	0	Shares	1	Saves	2	<p>discoverdaytonabeach Tue 8/27/2024 8:36 am PDT</p> <p>The Daytona Beach Mural Trail continues to add new art! On your next visit, hit the trail and discover th...</p>  <table border="1"> <tr><td>Total Engagements</td><td>114</td></tr> <tr><td>Likes</td><td>100</td></tr> <tr><td>Comments</td><td>1</td></tr> <tr><td>Shares</td><td>10</td></tr> <tr><td>Saves</td><td>3</td></tr> </table>	Total Engagements	114	Likes	100	Comments	1	Shares	10	Saves	3	<p>discoverdaytonabeach Fri 8/9/2024 9:17 am PDT</p> <p>Racing under the lights returns to the legendary, "World Center of Racing" Daytona International...</p>  <table border="1"> <tr><td>Total Engagements</td><td>109</td></tr> <tr><td>Likes</td><td>84</td></tr> <tr><td>Comments</td><td>0</td></tr> <tr><td>Shares</td><td>21</td></tr> <tr><td>Saves</td><td>4</td></tr> </table>	Total Engagements	109	Likes	84	Comments	0	Shares	21	Saves	4
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Instagram Top Viewed Videos

<p>discoverdaytonabeach Sat 8/31/2024 4:51 pm EDT</p> <p>Need ideas on what to see and do in the Daytona Beach area? We've got you! Watch this video and visit...</p>  <table border="1"> <tr><td>Video Views</td><td>7,691</td></tr> </table>	Video Views	7,691	<p>discoverdaytonabeach Fri 8/9/2024 2:49 pm EDT</p> <p>At Racing's North Turn in Ponce Inlet, diners enjoy delicious seafood meals served with a side of scenic...</p>  <table border="1"> <tr><td>Video Views</td><td>2,426</td></tr> </table>	Video Views	2,426	<p>discoverdaytonabeach Mon 8/26/2024 2:14 pm EDT</p> <p>One of the best ways to explore the Daytona Beach area's 23-mile coast is on two wheels! Rent a bike...</p>  <table border="1"> <tr><td>Video Views</td><td>2,014</td></tr> </table>	Video Views	2,014	<p>discoverdaytonabeach Fri 8/9/2024 12:17 pm EDT</p> <p>Racing under the lights returns to the legendary, "World Center of Racing" Daytona International...</p>  <table border="1"> <tr><td>Video Views</td><td>1,870</td></tr> </table>	Video Views	1,870	<p>discoverdaytonabeach Tue 8/27/2024 11:36 am EDT</p> <p>The Daytona Beach Mural Trail continues to add new art! On your next visit, hit the trail and discover th...</p>  <table border="1"> <tr><td>Video Views</td><td>1,591</td></tr> </table>	Video Views	1,591
Video Views	7,691													
Video Views	2,426													
Video Views	2,014													
Video Views	1,870													
Video Views	1,591													

Top X Posts


@DaytonaBeachFun
Sat 8/17/2024 1:49 pm UTC

Before you head out for your day at the beach, be sure to check out our live beach cams! Go to: <https://t.co/c19p1gsqL> #IloveDaytonaBeach

Total Engagements	19
Likes	4
@Replies	0
Reposts	1
Post Link Clicks	14
Other Post Clicks	0
Other Engagements	0

@DaytonaBeachFun
Sat 8/3/2024 2:00 pm UTC


Celebrate [#NationalLighthouseDay](#) at the historic Ponce Inlet Lighthouse on Aug. 10 at 10:30 am. Discover over 2...



Total Engagements	14
Likes	8
@Replies	0
Reposts	1
Post Link Clicks	1
Other Post Clicks	3
Other Engagements	1

@DaytonaBeachFun
Thu 8/8/2024 6:48 pm UTC


The 2024 Florida Surf Film Festival comes to the News-Journal Center in Daytona Beach on August 17! Enjoy...



Total Engagements	8
Likes	2
@Replies	0
Reposts	2
Post Link Clicks	4
Other Post Clicks	0
Other Engagements	0

@DaytonaBeachFun
Mon 8/19/2024 6:12 pm UTC


NASCAR fans in town for Coke Zero Sugar 400 Weekend (August 23-24) looking for 🍴 delicious dining will...



Total Engagements	7
Likes	1
@Replies	0
Reposts	0
Post Link Clicks	4
Other Post Clicks	2
Other Engagements	0

@DaytonaBeachFun
Thu 8/15/2024 11:05 am UTC

Don't say goodbye to summer yet. Check out these 🏖️ summer vacation deals and plan your getaway to the...




Total Engagements	7
Likes	4
@Replies	0
Reposts	1
Post Link Clicks	0
Other Post Clicks	2
Other Engagements	0

X Top Viewed Videos

@DaytonaBeachFun
Sun 8/25/2024 11:42 am EDT

Stay in the know! Sign up for our free eNewsletter and receive information on Daytona Beach...



Video Views	—
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@DaytonaBeachFun
Sat 8/24/2024 10:05 am EDT


On Aug. 31, get ready to Salsa By the Beach at the Hard Rock Hotel Daytona Beach! Enjoy an electrifying...



Video Views	—
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@DaytonaBeachFun
Fri 8/23/2024 12:11 pm EDT

Through Sept. 8, make time to visit the historic Jackie Robinson Ballpark to experience the fun and fanfare of MI...



Video Views	—
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@DaytonaBeachFun
Thu 8/22/2024 7:09 am EDT


Love country music? Make plans to attend Jimmy Hula's Down Under Country Music Fest, Aug. 30-Sept. 1 ...



Video Views	—
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@DaytonaBeachFun
Tue 8/20/2024 11:38 am EDT

Head to the Riverfront Esplanade in charming downtown Daytona Beach on Aug. 25 to sip, shop and stroll at...




Video Views	—
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Top TikTok Posts

D discoverdaytonabeach
Fri 8/9/2024 12:17 pm EDT

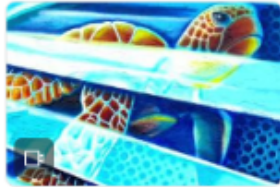
Racing under the lights returns to the legendary, "World Center of Racing" Daytona International...



Total Engagements	27
Likes	24
Comments	0
Shares	3

D discoverdaytonabeach
Tue 8/27/2024 11:36 am EDT


The Daytona Beach Mural Trail continues to add new art! On your next visit, hit the trail and discover the...



Total Engagements	24
Likes	21
Comments	0
Shares	3

D discoverdaytonabeach
Mon 8/26/2024 2:13 pm EDT


One of the best ways to explore the Daytona Beach area's 23-mile coast is on two wheels! Rent a bike and see t...



Total Engagements	13
Likes	12
Comments	0
Shares	1

D discoverdaytonabeach
Thu 8/29/2024 3:14 pm EDT

Have you visited Tomoka State Park in Ormond Beach? One of the Daytona Beach area's hidden gems, vacationer...




Total Engagements	11
Likes	11
Comments	0
Shares	0

TikTok Top Viewed Videos

D discoverdaytonabeach
Fri 8/9/2024 12:17 pm EDT

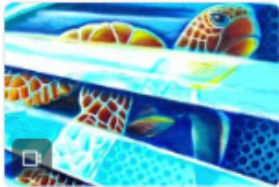
Racing under the lights returns to the legendary, "World Center of Racing" Daytona International...



Total Video Views	1,562
Follow Video Views	61
For You Video Views	522
Hashtag Video Views	0
Business Account Video Views	0
Sound Video Views	0
Unspecified Video Views	26

D discoverdaytonabeach
Tue 8/27/2024 11:36 am EDT


The Daytona Beach Mural Trail continues to add new art! On your next visit, hit the trail and discover the...



Total Video Views	766
Follow Video Views	37
For You Video Views	595
Hashtag Video Views	0
Business Account Video Views	10
Sound Video Views	0
Unspecified Video Views	20

D discoverdaytonabeach
Thu 8/29/2024 3:14 pm EDT


Have you visited Tomoka State Park in Ormond Beach? One of the Daytona Beach area's hidden gems, vacationer...



Total Video Views	758
Follow Video Views	22
For You Video Views	595
Hashtag Video Views	0
Business Account Video Views	0
Sound Video Views	0
Unspecified Video Views	11

D discoverdaytonabeach
Mon 8/26/2024 2:13 pm EDT

One of the best ways to explore the Daytona Beach area's 23-mile coast is on two wheels! Rent a bike and see th...



Total Video Views	610
Follow Video Views	19
For You Video Views	479
Hashtag Video Views	0
Business Account Video Views	1
Sound Video Views	0
Unspecified Video Views	18

YouTube - Top 10 Video Analytics

eNewsletter Performance Overview



Top 20 Blogs

Blog	Sessions	Users	New users	Average engagement time per session	Key Events
/blog/post/buc-ees-in-daytona-beach-more-than-a-gas-station-its-an-experience	1513	1383	1328	28.98479841	42
/blog/post/get-away-to-a-long-labor-day-weekend-in-daytona-beach	723	643	543	27.60165975	40
/blog/post/fun-free-things-to-do-in-daytona-beach	651	556	443	70.78801843	91
/blog/post/endless-fun-awaits-with-these-rainy-day-activities-in-the-daytona-beach-area	591	529	417	68.20812183	241
/blog/post/where-to-see-manatees-and-dolphins-in-daytona-beach	517	457	368	58.53965184	151
/blog/post/on-the-hunt-in-daytona-beach-shells-seaweed-sea-glass-more	355	301	249	51.10422535	10
/blog/post/beach-bars-with-live-music-in-daytona-beach	275	239	176	56.35636364	77
/blog/post/places-to-putt-around-in-daytona-beach	237	203	165	59.0464135	47
/blog/post/14-daytona-beach-eateries-that-shine-for-breakfastbrunch	227	198	154	52.91629956	38
/blog/post/fishing-spots-in-daytona-beach-every-angler-should-know-about	218	189	163	57.25688073	23
/blog/post/cant-beat-brunch-spots-in-daytona-beach	195	175	142	32.15897436	23
/blog/post/things-to-pack-for-a-day-at-the-track	194	168	154	48.27319588	4
/blog/post/9-great-things-to-do-when-visiting-ponce-inlet	171	155	132	60.56140351	38
/blog/post/pack-the-popcorn-its-time-for-movies-on-the-halifax-at-the-casements	167	123	103	34.39520958	17
/blog/post/great-reasons-to-visit-daytona-beach-in-the-fall	159	146	128	65.74213836	34
/blog/post/ride-a-horse-on-the-beach-equestrian-adventures-of-florida	157	139	113	28.47770701	6
/blog/post/where-to-play-stay-and-eat-with-pets-in-daytona-beach	155	126	102	65.18064516	30
/blog/post/big-events-for-the-daytona-beach-area	154	142	124	58.14935065	20
/blog/post/the-ins-and-outs-of-surf-fishing-in-daytona-beach	131	105	84	62.71755725	5
/blog/post/the-best-beach-bars-in-daytona-beach	128	113	95	28.4453125	24