

DAYTONA BEACH®

September 2024 End of Month Reports Social - eNewsletters - Blogs

Social Media Summary

Facebook - DaytonaBeach

- Published Posts: 52
- Followers: 334,103 - gained 14,810
- Organic Impressions: 406,291 - down 14.1%
- Paid Impressions: 19,640,208 - down 5.6%
- Organic Engagements: 6,028 - down 25.7%
- Paid Engagements: 76,299 - down 22.8%
- Organic Engagement Rate Per Impression: 1.5% - down 13.4%
- Paid Engagement Rate Per Impression: 0.4% - down 18.2%
- Organic Post Link Clicks: 105 - down 25.0%
- Paid Post Link Clicks: 2,060 - up 12.6%

Instagram - DiscoverDaytonaBeach

- Published Posts: 37
- Followers: 25,550 - gained 295
- Organic Impressions: 80,066 - up 3.3%
- Paid Impressions: 1,668,483 - down 0.3%
- Organic Engagements: 3,680 - up 114.2%
- Paid Engagements: 6,515 - down 42.6%
- Organic Engagement Rate Per Impression: 4.6% - up 107.4%
- Paid Engagement Rate Per Impression: 0.4% - down 42.4%
- Profile Actions: 151 - up 79.8%

X - DaytonaBeachFun

- Published Posts: 21
- Followers: 11,927 - gained 11
- Impressions: 3,243 - down 22.7%
- Engagements: 107 - down 0.9%
- Engagement Rate Per Impression: 3.3% - up 30.6%
- Post Link Clicks: 32 - down 8.6%

TikTok - DiscoverDaytonaBeach

- Published Posts: 4
- Followers: 4,689 - gained 129
- Video Views: 1,892,885 - down 21.3%
- Engagements: 4,222 - down 60.9%
- Engagement Rate Per Impression: 0.2% - down 50.3%

YouTube - VisitDaytonaBeach

- Subscribers: 978 - gained 2
- Impressions: 14,080 - down 39.2%
- Video Views: 46,048 - down 74.4%
- New Viewers: 36,351 - down 69.3%
- Click-Thru Rate: 3.8% - up 15.2%



September 2024

Social Media Summary

Facebook - Biketoberfest

- Published Posts: 16
- Followers: 283,330 - gained 81
- Impressions: 165,759 - up 203.2%
- Engagements: 4,139 - up 182.7%
- Engagement Rate Per Impression: 2.5% - down 6.8%
- Post Link Clicks: 160 - up 48.1%

Instagram - BiketoberfestRally

- Published Posts: 9
- Followers: 8,023 - gained 122
- Impressions: 22,114 - up 429.9%
- Engagements: 1,327 - up 613.4%
- Engagement Rate Per Impression: 6.0% - up 34.6%
- Profile Actions: 57 - up 235.3%

X - Biketoberfest

- Published Posts: 13
- Followers: 4,225 - gained 12
- Impressions: 3,561 - down 0.5%
- Engagement: 120 - down 12.4%
- Engagement Rate Per Impression: 3.4% - down 12.0%
- Post Link Clicks: 9 - down 25.0%

TikTok - BiketoberfestRally

- Published Posts: 2
- Followers: 863 - gained 41
- Video Views: 79,596 - up 10,130.80%
- Engagements: 234 - up 2,240.0%
- Engagement Rate Per Impression: 0.3% - down 77.1%


YouTube - BiketoberfestRally709

- Subscribers: 111 - gained 1
- Impressions: 2,537 - up 130.2%
- Video Views: 89 - up 67.9%
- New Viewers: 66 - up 94.1%
- Click-Thru Rate: 2.4% - down 22.6%

Facebook Top Posts

Daytona Beach Area C...
Tue 9/17/2024 8:02 am PDT


With the Atlantic Ocean, the Intracoastal Waterway, and an array of other pristine inland waterways and...



Total Engagements	7,731
Reactions	6,331
Comments	159
Shares	78
Post Link Clicks	4
Other Post Clicks	1,159

Daytona Beach Area C...
Thu 9/12/2024 7:57 am PDT


The Bandshell Star Spangled Summer Concert Series & Fireworks show continues with tributes to Led...



Total Engagements	4,782
Reactions	3,951
Comments	43
Shares	91
Post Link Clicks	8
Other Post Clicks	689

Daytona Beach Area C...
Sat 9/28/2024 7:00 am PDT

Sip, shop and stroll the Riverfront Market located along the scenic Riverfront Esplanade in downtown...




Total Engagements	3,782
Reactions	3,411
Comments	34
Shares	36
Post Link Clicks	—
Other Post Clicks	301

Daytona Beach Area C...
Mon 9/16/2024 11:11 am PDT

Hey, Floridians! In need of a fun, no-stress getaway close to home? A staycation to the Daytona Beach area...


4 Reasons Why Florida Staycati...



Total Engagements	3,346
Reactions	2,921
Comments	25
Shares	28
Post Link Clicks	113
Other Post Clicks	259

Daytona Beach Area C...
Sun 9/15/2024 8:02 am PDT

Celebrate the wonders of the stars at the Fall Night Sky Viewing Party being hosted by the Museum o...




Total Engagements	2,996
Reactions	2,580
Comments	15
Shares	59
Post Link Clicks	6
Other Post Clicks	336

Facebook Top Viewed Videos

Daytona Beach Area Conv...
Thu 9/19/2024 10:59 am EDT

Looking for free activities and attractions that won't burst your vacation budget during your Daytona Beach...




Video Views 33,350

Boosted

Daytona Beach Area Conv...
Thu 9/5/2024 11:01 am EDT

It's Fall Fine Dining Days in Daytona Beach! Through October 13, you can enjoy an elevated food experience at these...




Video Views 31,078

Boosted

Daytona Beach Area Conv...
Wed 9/4/2024 1:05 pm EDT

Savoring the last few weeks of summer before fall officially begins. #WaveWednesday #LoveDaytonaBea...



Video Views 30,500

Boosted

Daytona Beach Area Conv...
Fri 9/20/2024 11:54 am EDT

Autumn's arrival means the fall festival season is on throughout the Daytona Beach area! Read this blog to learn more...




Video Views 9,377

Boosted

Daytona Beach Area Conv...
Mon 9/23/2024 2:33 pm EDT










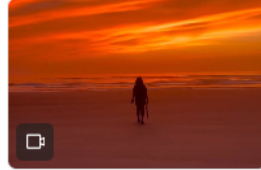
Exploring the shops and galleries along Beach Street in historic downtown Daytona Beach is a great way to spend t...













Video Views 1,215

Boosted





Instagram Top Posts

<p> discoverdaytonabeach Fri 9/20/2024 1:16 pm PDT</p> <p>🍂 Autumn's arrival means the fall festival season is on throughout the Daytona Beach area! Read this blog t...</p>  <table border="1"> <tr><td>Total Engagements</td><td>690</td></tr> <tr><td>Likes</td><td>435</td></tr> <tr><td>Comments</td><td>8</td></tr> <tr><td>Shares</td><td>194</td></tr> <tr><td>Saves</td><td>53</td></tr> </table>	Total Engagements	690	Likes	435	Comments	8	Shares	194	Saves	53	<p> discoverdaytonabeach Mon 9/23/2024 11:34 am PDT</p> <p>🏪 Exploring the shops and galleries along Beach Street in historic downtown Daytona Beach is a great...</p>  <table border="1"> <tr><td>Total Engagements</td><td>422</td></tr> <tr><td>Likes</td><td>314</td></tr> <tr><td>Comments</td><td>6</td></tr> <tr><td>Shares</td><td>62</td></tr> <tr><td>Saves</td><td>40</td></tr> </table>	Total Engagements	422	Likes	314	Comments	6	Shares	62	Saves	40	<p> discoverdaytonabeach Mon 9/16/2024 7:43 am PDT</p> <p>Here's a fun fact! Did you know that at its conception in the late 1920s, the Daytona Beach Boardwalk was...</p>  <table border="1"> <tr><td>Total Engagements</td><td>234</td></tr> <tr><td>Likes</td><td>206</td></tr> <tr><td>Comments</td><td>10</td></tr> <tr><td>Shares</td><td>11</td></tr> <tr><td>Saves</td><td>7</td></tr> </table>	Total Engagements	234	Likes	206	Comments	10	Shares	11	Saves	7	<p> discoverdaytonabeach Wed 9/18/2024 8:14 am PDT</p> <p>🏎️ by @racingsnorthturn23: 🌟 Racing History Spotlight 🌟 Did you know Racing's North Turn Restaurant...</p>  <table border="1"> <tr><td>Total Engagements</td><td>129</td></tr> <tr><td>Likes</td><td>118</td></tr> <tr><td>Comments</td><td>4</td></tr> <tr><td>Saves</td><td>7</td></tr> </table>	Total Engagements	129	Likes	118	Comments	4	Saves	7	<p> discoverdaytonabeach Tue 9/3/2024 1:12 pm PDT</p> <p>Wow! 🌅 by @deandra08: The most beautiful sunrise ever seen in #daytonabeach #puravida #florida...</p>  <table border="1"> <tr><td>Total Engagements</td><td>117</td></tr> <tr><td>Likes</td><td>106</td></tr> <tr><td>Comments</td><td>4</td></tr> <tr><td>Shares</td><td>5</td></tr> <tr><td>Saves</td><td>2</td></tr> </table>	Total Engagements	117	Likes	106	Comments	4	Shares	5	Saves	2
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Instagram Top Viewed Videos

<p> discoverdaytonabeach Fri 9/20/2024 4:16 pm EDT</p> <p>🍂 Autumn's arrival means the fall festival season is on throughout the Daytona Beach area! Read this blog to learn more...</p>  <p>Video Views 9,095</p>	<p> discoverdaytonabeach Mon 9/23/2024 2:34 pm EDT</p> <p>🏪 Exploring the shops and galleries along Beach Street in historic downtown Daytona Beach is a great way to spend t...</p>  <p>Video Views 4,970</p>	<p> discoverdaytonabeach Wed 9/25/2024 12:13 pm EDT</p> <p>🏎️ Have you visited the Motorsports Hall of Fame? 🏎️ by @motorsportshof: We are keeping an eye on Tropical Storm Helene...</p>  <p>Video Views 2,813</p>	<p> discoverdaytonabeach Fri 9/20/2024 12:10 pm EDT</p> <p>🌟🌟🌟 by @hrhdaytonabeach: Fall into the rhythm of the season! 🌟🌟 #HRHDaytonaBeach... #HardRockHotel...</p>  <p>Video Views 2,744</p>	<p> discoverdaytonabeach Fri 9/27/2024 11:39 am EDT</p> <p>🏪 After a bit of beach time, indulge yourself with an afternoon of shopping designer brands at affordable prices at...</p>  <p>Video Views 1,985</p>
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Top X Posts

Post Content	Total Engagements
<p>@DaytonaBeachFun Sun 9/8/2024 4:33 pm EDT</p> <p>★ Meet the stars from your fave '90s TV shows and films at '90s Con Florida at the Daytona Beach Ocean Center o...</p> 	<p>13</p> <p>Likes: 2 @Replies: 0 Reposts: 0 Post Link Clicks: 5 Other Post Clicks: 6 Other Engagements: 0</p>
<p>@DaytonaBeachFun Thu 9/5/2024 11:01 am EDT</p> <p>🍴 It's Fall Fine Dining Days in Daytona Beach! Through October 13, you can enjoy an elevated food experience at...</p> 	<p>12</p> <p>Likes: 1 @Replies: 0 Reposts: 0 Post Link Clicks: 4 Other Post Clicks: 7 Other Engagements: 0</p>
<p>@DaytonaBeachFun Thu 9/5/2024 9:15 am EDT</p> <p>🎨 Meet artists and art lovers for an evening of stimulating art appreciation and fun during the First Friday Art Wa...</p> 	<p>11</p> <p>Likes: 8 @Replies: 0 Reposts: 1 Post Link Clicks: 2 Other Post Clicks: 0 Other Engagements: 0</p>
<p>@DaytonaBeachFun Tue 9/3/2024 11:03 am EDT</p> <p>🍴 Fall Fine Dining Days is here! Enjoy an elevated fine dining experience at these participating Daytona Beach ar...</p> 	<p>11</p> <p>Likes: 1 @Replies: 0 Reposts: 1 Post Link Clicks: 8 Other Post Clicks: 1 Other Engagements: 0</p>
<p>@DaytonaBeachFun Tue 9/3/2024 4:22 pm EDT</p> <p>@KidBilly77 Hi BillyNstr, Try Sea Spirit - seaspiritfishing.com/shark-experien...</p>	<p>10</p> <p>Likes: 8 @Replies: 0 Reposts: 0 Post Link Clicks: 2 Other Post Clicks: 0 Other Engagements: 0</p>


X Top Viewed Videos

Video Content	Video Views
<p>@DaytonaBeachFun Thu 9/5/2024 11:01 am EDT</p> <p>🍴 It's Fall Fine Dining Days in Daytona Beach! Through October 13, you can enjoy an elevated food experience at these...</p> 	<p>28</p>
<p>@DaytonaBeachFun Mon 9/30/2024 12:55 pm EDT</p> <p>📺 Want the latest on what's new to see, do and experience in the Daytona Beach area? Sign up for our eNewsletter and st...</p> 	<p>—</p>
<p>@DaytonaBeachFun Sun 9/29/2024 4:52 pm EDT</p> <p>🎵 Music lovers and theater goers will find an abundance of live entertainment options in the Daytona Beach area - from concerts to Broadway classics and beyond! Learn more: https://t.me/4dReV9k</p>	<p>—</p>
<p>@DaytonaBeachFun Sat 9/28/2024 10:00 am EDT</p> <p>📍 Sip, shop and stroll the Riverfront Market located along the scenic Riverfront Esplanade in downtown Daytona Beach...</p> 	<p>—</p>
<p>@DaytonaBeachFun Thu 9/26/2024 11:22 am EDT</p> <p>🎭 Come out and get your laugh on as comedian Steve Treviño brings his Good Life Tour to the Peabody Auditorium stag...</p> 	<p>—</p>

Top TikTok Posts

discoverdaytonabeach
Fri 9/27/2024 11:38 am EDT


After a bit of beach time, indulge yourself with an afternoon of shopping designer brands at affordable prices a...



Total Engagements	15
Likes	14
Comments	0
Shares	1

discoverdaytonabeach
Mon 9/23/2024 2:33 pm EDT


Exploring the shops and galleries along Beach Street in historic downtown Daytona Beach is a great...



Total Engagements	12
Likes	11
Comments	0
Shares	1

discoverdaytonabeach
Thu 9/5/2024 11:01 am EDT


It's Fall Fine Dining Days in Daytona Beach! Through October 13, you can enjoy an elevated food experience at...



Total Engagements	10
Likes	9
Comments	0
Shares	1

discoverdaytonabeach
Mon 9/9/2024 2:32 pm EDT

Hey, golfers! It's time to plan your fall/winter golf getaway to the Daytona Beach area. Read this blog to learn...




Total Engagements	4
Likes	3
Comments	1
Shares	0

TikTok Top Viewed Videos

discoverdaytonabeach
Fri 9/27/2024 11:38 am EDT


After a bit of beach time, indulge yourself with an afternoon of shopping designer brands at affordable prices at...



Total Video Views	825
Follow Video Views	18
For You Video Views	742
Hashtag Video Views	0
Business Account Video Views	1
Sound Video Views	0
Unspecified Video Views	6

discoverdaytonabeach
Thu 9/5/2024 11:01 am EDT


It's Fall Fine Dining Days in Daytona Beach! Through October 13, you can enjoy an elevated food experience at these...



Total Video Views	749
Follow Video Views	32
For You Video Views	551
Hashtag Video Views	0
Business Account Video Views	0
Sound Video Views	0
Unspecified Video Views	28

discoverdaytonabeach
Mon 9/9/2024 2:32 pm EDT


Hey, golfers! It's time to plan your fall/winter golf getaway to the Daytona Beach area. Read this blog to learn more...



Total Video Views	479
Follow Video Views	43
For You Video Views	270
Hashtag Video Views	0
Business Account Video Views	2
Sound Video Views	0
Unspecified Video Views	17











discoverdaytonabeach
Mon 9/23/2024 2:33 pm EDT

Exploring the shops and galleries along Beach Street in historic downtown Daytona Beach is a great way to spend the day!...



Total Video Views	370
Follow Video Views	32
For You Video Views	208
Hashtag Video Views	0
Business Account Video Views	1
Sound Video Views	0
Unspecified Video Views	20

YouTube - Top 10 Video Analytics

Content	Impressions ↓	Impressions click-through rate	Views	Average view duration	Watch time (hours)
<input type="checkbox"/> Total	14,080	3.8%	46,048	0:19	247.2
<input type="checkbox"/>  Beach Street, Downtown Daytona Beach	1,007	2.5%	35 0.1%	0:35	0.3 0.1%
<input type="checkbox"/>  Oceanfront and Riverfront Dining in Daytona Beach, Flo...	532	5.3%	46 0.1%	1:14	1.0 0.4%
<input type="checkbox"/>  2024 Coke Zero Sugar 400	531	1.5%	10 0.0%	0:16	0.0 0.0%
<input type="checkbox"/>  Daytona Beach Bandshell Free Summer Concerts	470	3.8%	39 0.1%	0:35	0.4 0.2%
<input type="checkbox"/>  Daytona Beach Nightlife	400	4.3%	33,559 72.9%	0:15	140.2 56.7%
<input type="checkbox"/>  Things to See & Do in Daytona Beach	342	6.1%	92 0.2%	0:24	0.6 0.3%
<input type="checkbox"/>  The Arrival - Daytona Beach	333	1.8%	2,743 6.0%	0:29	22.7 9.2%
<input type="checkbox"/>  Unique Shopping Districts in Daytona Beach, Florida	277	3.6%	35 0.1%	0:57	0.6 0.2%
<input type="checkbox"/>  Daytona Beach Parasail - A Birds' Eye View of Daytona ...	270	2.2%	9 0.0%	1:12	0.2 0.1%
<input type="checkbox"/>  ONE DAYTONA - the Newest Entertainment Complex in...	246	4.9%	78 0.2%	1:24	1.8 0.7%

eNewsletter Performance Overview

 Total sends 341,520 ↑ 182%	 Open rate 5.0% ↓ 38%	 Click rate 0.61% ↓ 46%	 Unsubscribe rate 0.21% ↓ 6.5%
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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	1416	1314	1252	32.2980226	49
/blog/post/23-daytona-beach-area-fishing-charter-captains-recognized-among-worlds	1062	957	953	30.26741996	26
/blog/post/fun-fall-festivals-to-hit-in-daytona-beach	879	843	781	23.16723549	67
/blog/post/fun-free-things-to-do-in-daytona-beach	580	482	405	69.7	111
/blog/post/endless-fun-awaits-with-these-rainy-day-activities-in-the-daytona-beach-ε	434	391	304	67.4516129	149
/blog/post/get-away-to-a-long-labor-day-weekend-in-daytona-beach	317	285	213	0.482649842	3
/blog/post/where-to-see-manatees-and-dolphins-in-daytona-beach	307	275	210	65.20846906	73
/blog/post/beach-bars-with-live-music-in-daytona-beach	244	207	151	95.86065574	133
/blog/post/on-the-hunt-in-daytona-beach-shells-seaweed-sea-glass-more	240	206	167	44.92083333	14
/blog/post/great-reasons-to-visit-daytona-beach-in-the-fall	222	207	185	58.57657658	38
/blog/post/14-daytona-beach-eateries-that-shine-for-breakfastbrunch	188	167	130	79.29255319	63
/blog/post/fishing-spots-in-daytona-beach-every-angler-should-know-about	182	159	130	65.98901099	38
/blog/post/ways-to-celebrate-christmas-in-daytona-beach	177	159	139	68.68926554	29
/blog/post/cant-beat-brunch-spots-in-daytona-beach	171	148	125	42.30409357	18
/blog/post/everything-you-need-to-know-about-biketoberfest	166	155	127	70.51807229	31
/blog/post/visitors-can-discover-delicious-dishes-at-these-ormond-beach-area-restau	163	156	151	59.71779141	8
/blog/post/9-great-things-to-do-when-visiting-ponce-inlet	138	130	111	83.65942029	40
/blog/post/five-things-to-do-in-daytona-beach-during-biketoberfest	136	127	98	38.65441176	8
/blog/post/new-years-eve-parties-where-you-can-ring-in-new-year-with-style	133	113	98	64.91729323	27
/blog/post/pack-the-popcorn-its-time-for-movies-on-the-halifax-at-the-casements	126	90	75	15.70634921	10