

DAYTONA BEACH®

November 2023
End of Month Reports
Social - eNewsletters - Blogs

Social Media Overview - November 2023

FACEBOOK: The CVB's Facebook page ended November with **252,717 total followers, gaining 2,128**. The page saw **254,170 engagements, up 224.8%**, and **10,949,631 impressions, up 169.6%**. The engagement rate (per impression) was **2.3%, up 20.5%**.

INSTAGRAM: The CVB's Instagram page gained **256 new followers** in November ending the month with **21,767 total followers**. Overall Instagram efforts generated **4,208,191 impressions, up 132.7%** and **3,190 engagements, up 22.9%**.

TWITTER: The Daytona Beach Twitter account ended November with **11,829 followers, up 11**. Twitter content generated **10,495 impressions, up 80.3%** and **287 engagements, up 47.2%**. The engagement rate (per impression) was **2.7%, down 18.4%**.

TIKTOK: The Daytona Beach TikTok account November with **1,972 followers, gaining 168**. TikTok content generated **10,300,536 video views, up 11285.6%**.

YOUTUBE: The Daytona Beach YouTube account ended November with **894 subscribers, gaining 4 subscribers**. YouTube content generated **10,632 impressions, down 19.1%**, **10,570 new viewers, up 287.8%** and the click-thru rate was **5.2%, up 18.2%**.

Facebook Summary

Organic Impressions
248,402 ↗ 9.5%

Organic Engagement Rate (per Impression)
4.4% ↘ 55.2%

Organic Post Link Clicks
2,214 ↘ 88.1%

Organic Engagements
11,006 ↘ 51%

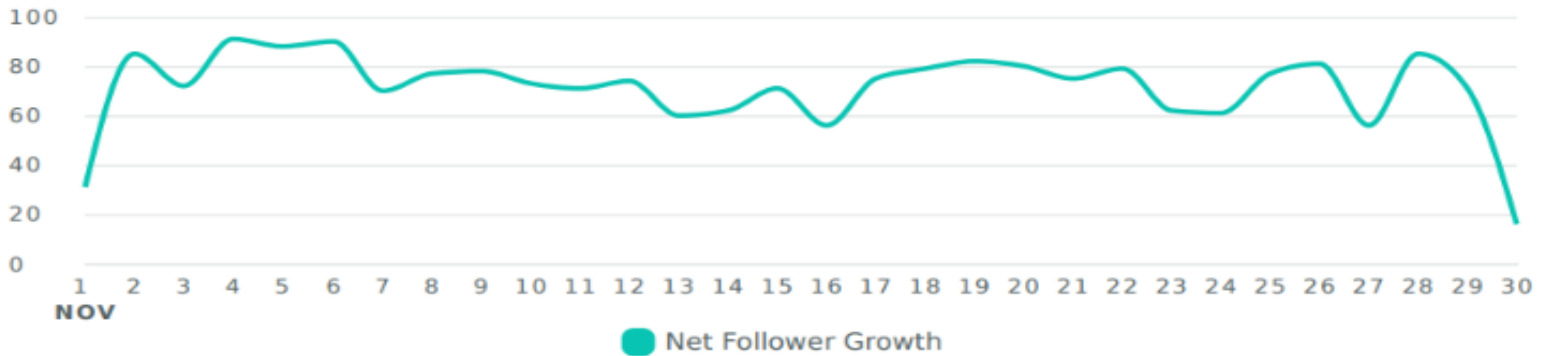
Paid Impressions
10,691,344 ↗ 179%

Paid Engagement Rate (per Impression)
1.9% ↗ 438.7%

Paid Post Link Clicks
161,027 ↗ 1,222.7%

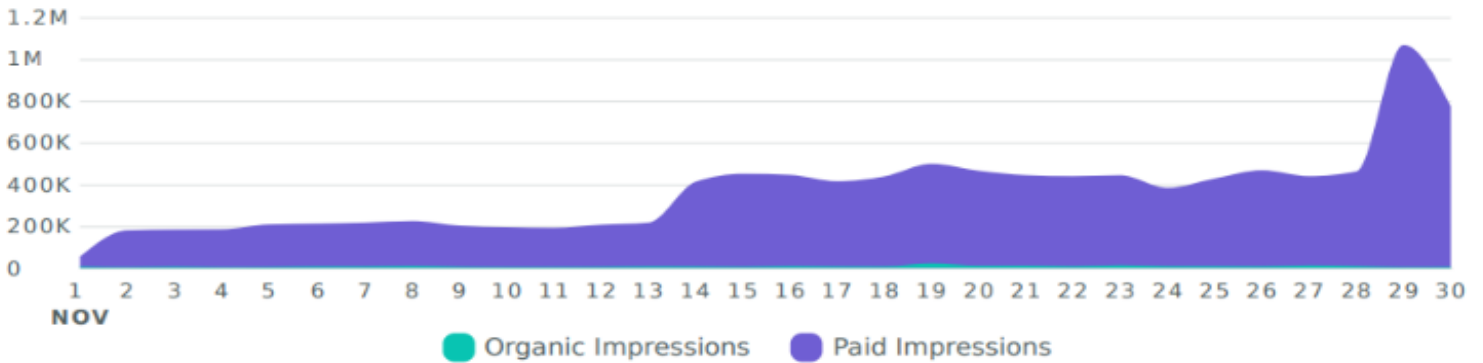
Paid Engagements
201,597 ↗ 1,402.7%

Audience Growth



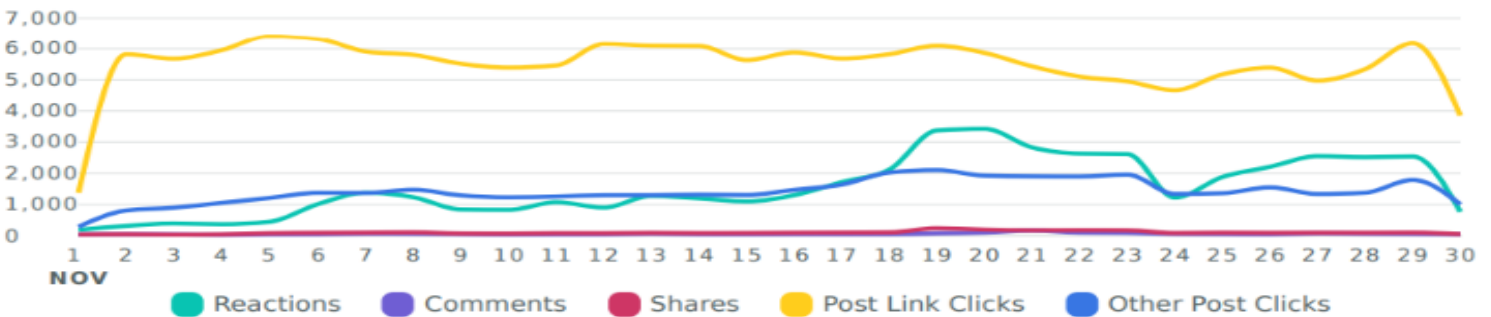
Audience Metrics	Totals	% Change
Followers	252,717	↗ 15.3%
Net Follower Growth	2,128	↗ 1,888.2%
Fans	245,305	↗ 11.1%
Net Page Likes	2,057	↗ 4,276.6%
Organic Page Likes	236	↗ 31.1%
Paid Page Likes	1,983	↗ —
Page Unlikes	162	↗ 21.8%

Facebook Impressions



Impression Metrics	Organic	Paid	Totals	% Change
Impressions	248,402 ↗ 9.5%	10,691,344 ↗ 179%	10,949,631	↗ 169.6%
Average Daily Impressions per Page	8,280.07 ↗ 9.5%	356,378.13 ↗ 179%	364,987.7	↗ 169.6%
Average Daily Reach per Page	6,429.07 ↗ 26%	332,195.03 ↗ 201.3%	331,944.73	↗ 188.1%

Facebook Engagement





Engagement Metrics	Organic	Paid	Totals	% Change
Total Engagements	11,006 ↘ 51%	201,597 ↗ 1,403%	254,170	↗ 224.8%
Reactions	7,756 ↗ 132%	37,926 ↗ 3,533%	45,682	↗ 1,263.6%
Comments	580 ↗ 121%	667 ↗ 554%	1,247	↗ 374.1%
Shares	456 ↗ 68%	1,977 ↗ 1,959%	2,433	↗ 797.8%
Post Link Clicks	2,214 ↘ 88%	161,027 ↗ 1,223%	163,241	↗ 779.3%
Other Post Clicks	N/A	N/A	41,567	↘ 25.5%

Facebook Top Posts

Review your top posts published during the selected time period, based on the post's lifetime performance.


Descending by Lifetime Engagements







Daytona Beach...
Sun 11/19/2023 5:51 a...

Classic car lovers! Start. Your. Engines! The 50th annual Daytona Turkey Run takes...




Total Engagements	15,043
Reactions	10,892
Comments	347
Shares	604
Post Link Clicks	119
Other Post Clicks	3,081






Daytona Beach...
Sat 11/25/2023 6:19 am...

 Bringing your four-legged bestie on your Daytona Beach vacay and need suggestions...

Where to Play, Stay a...



Total Engagements	5,309
Reactions	4,790
Comments	23
Shares	52
Post Link Clicks	162
Other Post Clicks	282





Daytona Beach...
Fri 11/17/2023 11:15 a...

 Celebrate the coastal lifestyle at the 14th annual Riverfest Seafood Festival at...

Riverfest Seafood Fes...



Total Engagements	4,878
Reactions	2,608
Comments	19
Shares	102
Post Link Clicks	779
Other Post Clicks	1,370

Instagram Performance Summary

Organic Impressions

2,145,936 ↗ 18.7%

Organic Engagement Rate (per Impression)

0.1% ↘ 59.3%

Organic Engagements

1,885 ↘ 51.7%

Profile Actions

58 ↗ 65.7%

Paid Impressions

2,045,405 ↗ 16.6%

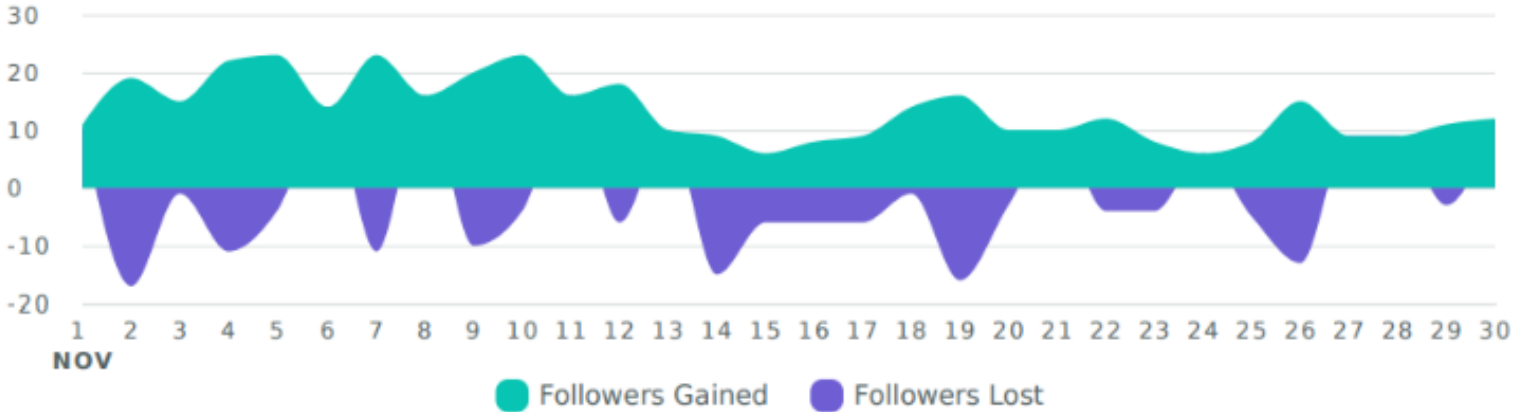
Paid Engagement Rate (per Impression)

0.1% ↗ 376.2%

Paid Engagements

1,305 ↗ 455.3%

Instagram Audience Growth



Audience Metrics

Totals

% Change

Followers

21,767

↗ **12.8%**

Net Follower Growth

256

↗ **108.1%**

Followers Gained

402

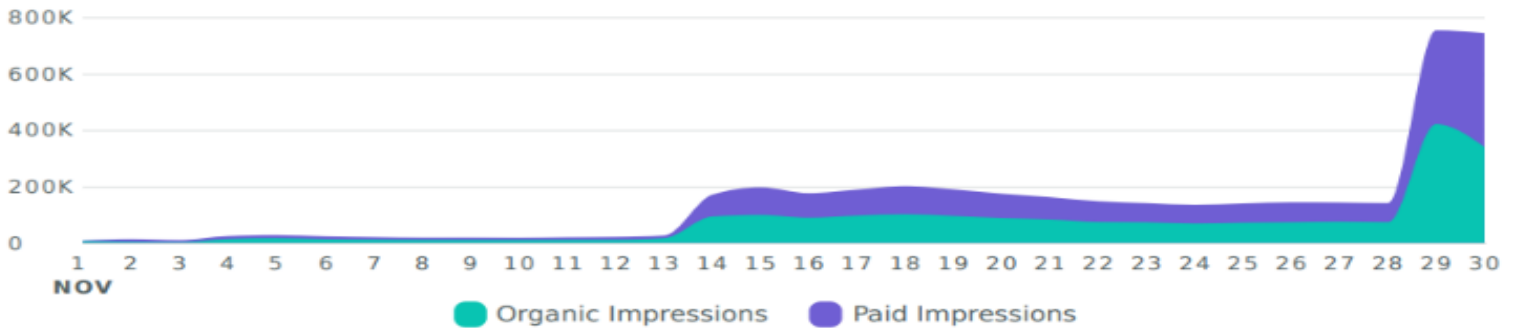
↗ 27.6%

Followers Lost

146

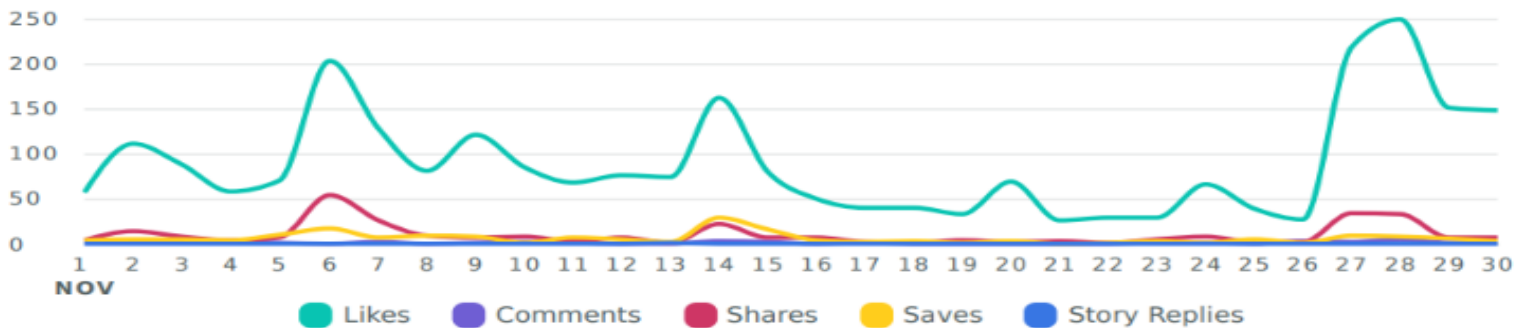
↘ 24%

Instagram Impressions



Impression Metrics	Organic	Paid	Totals	% Change
Impressions	2,145,936 ↗ 18.7%	2,045,405 ↗ 16.6%	4,208,191	↗ 132.7%
Average Daily Impressions per Profile	71,531.2 ↗ 18.7%	68,180.17 ↗ 16.6%	140,273.03	↗ 132.7%
Average Daily Reach per Profile	N/A	N/A	68,738.93	↗ 27.9%

Instagram Engagement





Impression Metrics	Organic	Paid	Totals	% Change
Engagements	1,885 ↘ 51.7%	1,305 ↗ 455.3%	3,190	↘ 18.2%
Likes	1,507 ↘ 56%	1,169 ↗ 515.3%	2,676	↘ 21.8%
Comments	19 ↘ 73.6%	16 ↗ 700%	35	↘ 51.4%
Shares	251 ↘ 6.3%	48 ↗ 140%	299	↗ 11.6%
Saves	107 ↘ 21.9%	72 ↗ 213%	179	↗ 30.7%
Story Replies	1 → 0%	N/A	1	→ 0%

Instagram Top Posts


Review your top posts, stories, and reels published during the selected time period, based on the post, story, or reel's lifetime performance.

Descending by Lifetime Engagements




discoverdayto...
Mon 11/27/2023 10:00 a...

Classic auto enthusiasts from around the world were in town over the holiday weekend fo...



Total Engagements

451

Likes

373

Comments


5


Shares


67


Saves

6




discoverdayto...
Mon 11/13/2023 7:51 a...

It's true! You'll ❤️ Max Beach Resort and all its amenities!
 by...



Total Engagements

220

Likes

173

Comments

1

Shares

19

Saves

27




discoverdayto...
Sun 11/5/2023 5:52 am...

Opa! It's almost time for the 46th Annual Greek Festival at St. Demetrios Greek Orthod...



Total Engagements

200

Likes

142

Comments

0

Shares

51

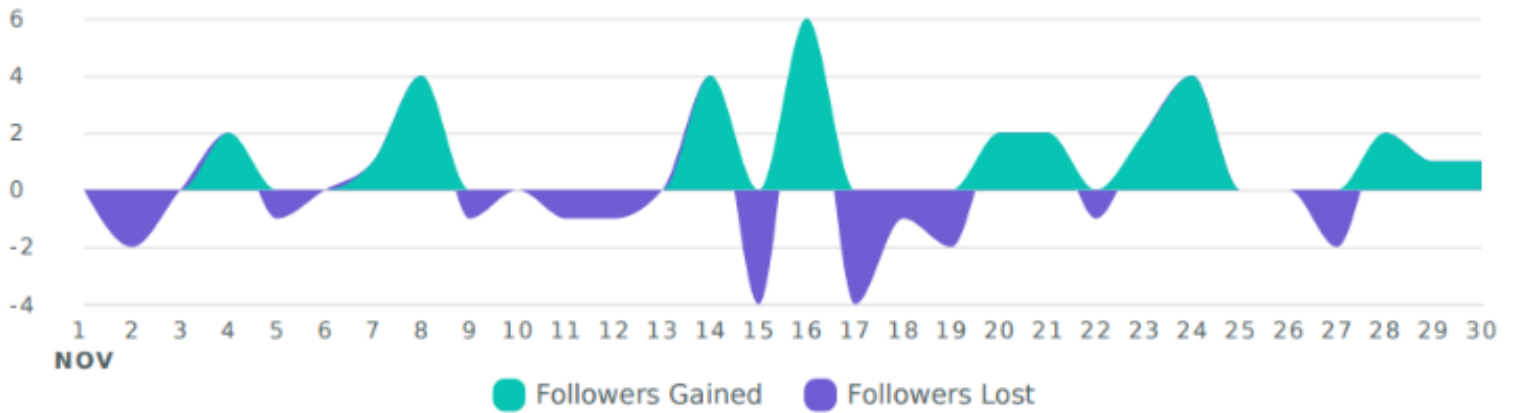
Saves

7

Twitter Performance Summary.

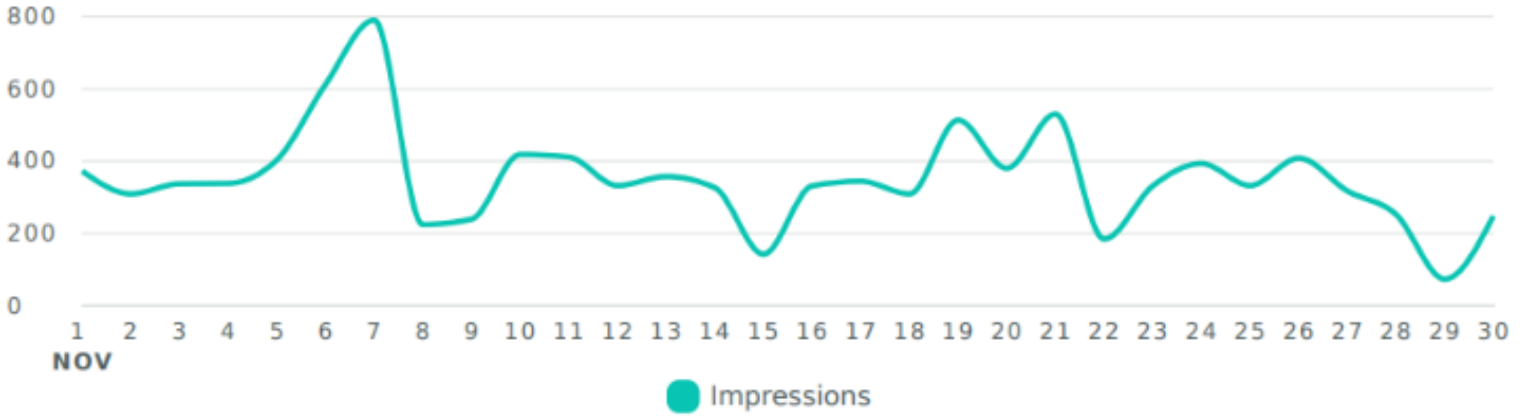
Impressions 10,495 ↗80.3%	Engagements 287 ↗47.2%	Post Link Clicks 59 ↗13.5%
Engagement Rate (per Impression) 2.7% ↘18.4%		

Twitter Audience Growth



Audience Metrics	Totals	% Change
Followers	11,829	↘0.6%
Net Follower Growth	11	↗155%
Followers Gained	31	↘3.1%
Followers Lost	20	↘61.5%
Following	4,503	↘1.7%

Twitter Impressions



Impression Metrics

Impressions

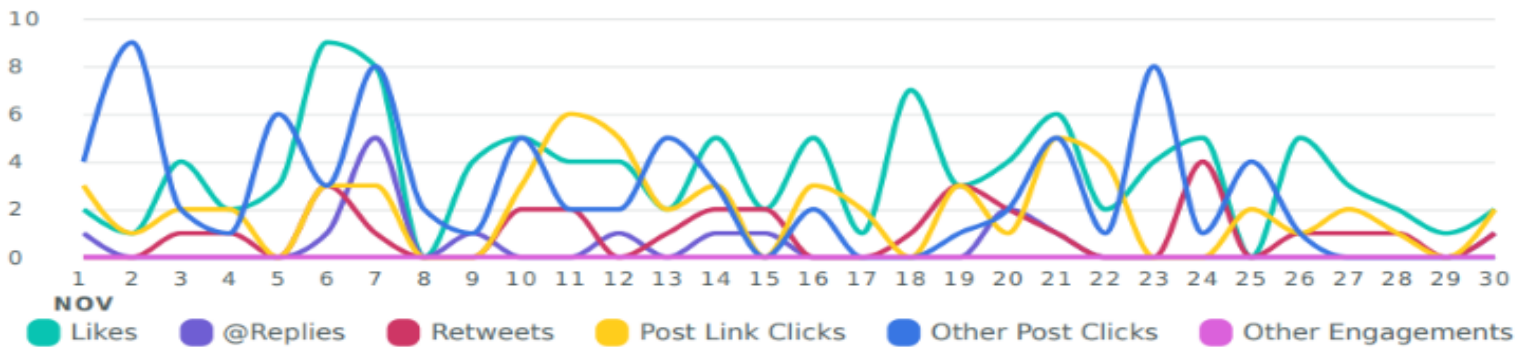
Totals

10,495

% Change

↗ 80.3%

Twitter Engagement



Engagement Metrics

Total Engagements

Totals

287

% Change

↗ **47.2%**

Likes

105

↗ 45.8%

@Replies

15

↗ 1,400%

Retweets

30

↗ 200%

Post Link Clicks

59

↗ 13.5%

Other Post Clicks

78

↗ 30%

Other Engagements



0

→ 0%


Top Twitter Posts

Review your top posts published during the selected time period, based on the post's lifetime performance.



Descending by Lifetime Engagements



@DaytonaBeac...
 Sun 11/19/2023 1:51 p...


Classic car lovers! Start. Your Engines! The 50th annual Daytona Turkey Run takes...



Total Engagements	23
Likes	7
@Replies	1
Retweets	5
Post Link Clicks	3
Other Post Clicks	7
Other Engagements	0



@DaytonaBeac...
 Mon 11/6/2023 9:32 pm ...

🐶 Woof! Have you heard the word? The Daytona Beach area has a new dog-friendly...



Total Engagements	23
Likes	7
@Replies	2
Retweets	2
Post Link Clicks	0
Other Post Clicks	12
Other Engagements	0



@DaytonaBeac...
 Sun 11/5/2023 1:52 pm ...

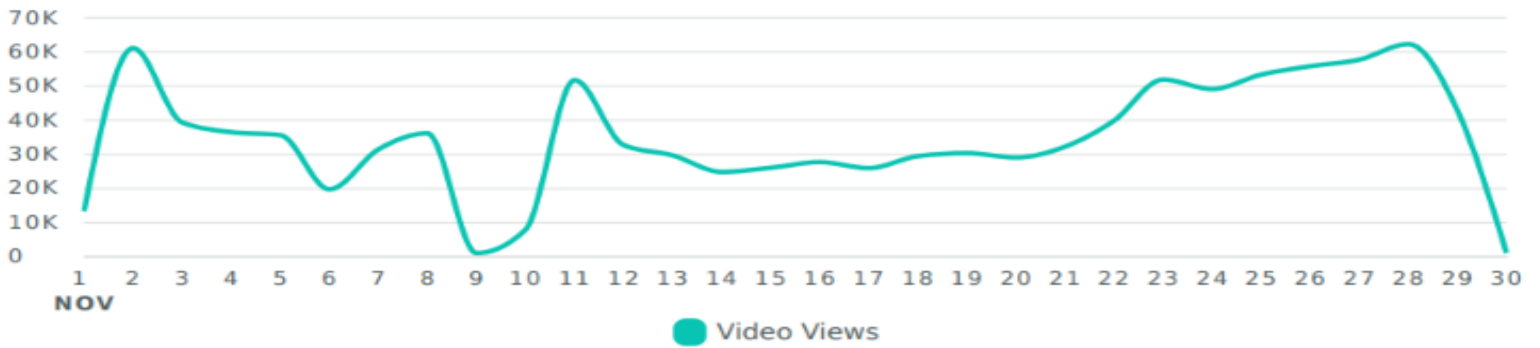
Opa! It's almost time for the 46th Annual Greek Festival at St. Demetrios Greek Orthod...



Total Engagements	18
Likes	5
@Replies	1
Retweets	0
Post Link Clicks	0
Other Post Clicks	12
Other Engagements	0

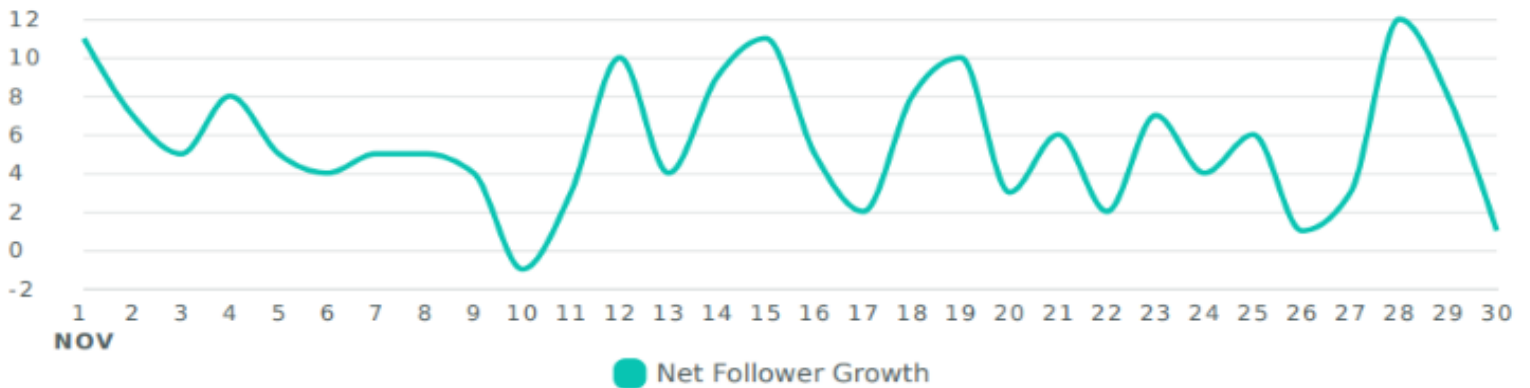
TikTok Performance Summary

<p>Published Posts</p> <p>7 ↗250%</p>	<p>Video Views</p> <p>1,030,053 ↗11,285.6%</p>	<p>Engagements</p> <p>1,813 ↗561.7%</p>
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Video Metrics	Totals	% Change
Video Views	1,030,053	↗11,285.6%

TikTok Audience Growth





Audience Metrics	Totals	% Change
Followers	1,972	↗532.1%
Net Follower Growth	168	↗88.8%

Top TikTok Posts

Review your top posts published during the selected time period, based on the post's lifetime performance.

Descending by Lifetime Engagements

D  **discoverdayto...**
Mon 11/27/2023 6:00 p...




Total Engagements 126


Likes 119

Comments 2

Shares 5

D  **discoverdayto...**
Mon 11/13/2023 3:51 p...

It's true! You'll ❤️ Max Beach Resort and all its amenities!
📷 by...




Total Engagements 24


Likes 21

Comments 1

Shares 2

D  **discoverdayto...**
Thu 11/30/2023 5:50 p...

🍹 Happy #ThirstyThursday!
Enjoy this tasty holiday drink recipe courtesy of The Max...



Total Engagements 10

Likes 8

Comments 1

Shares 1

eNewsletter Performance Overview



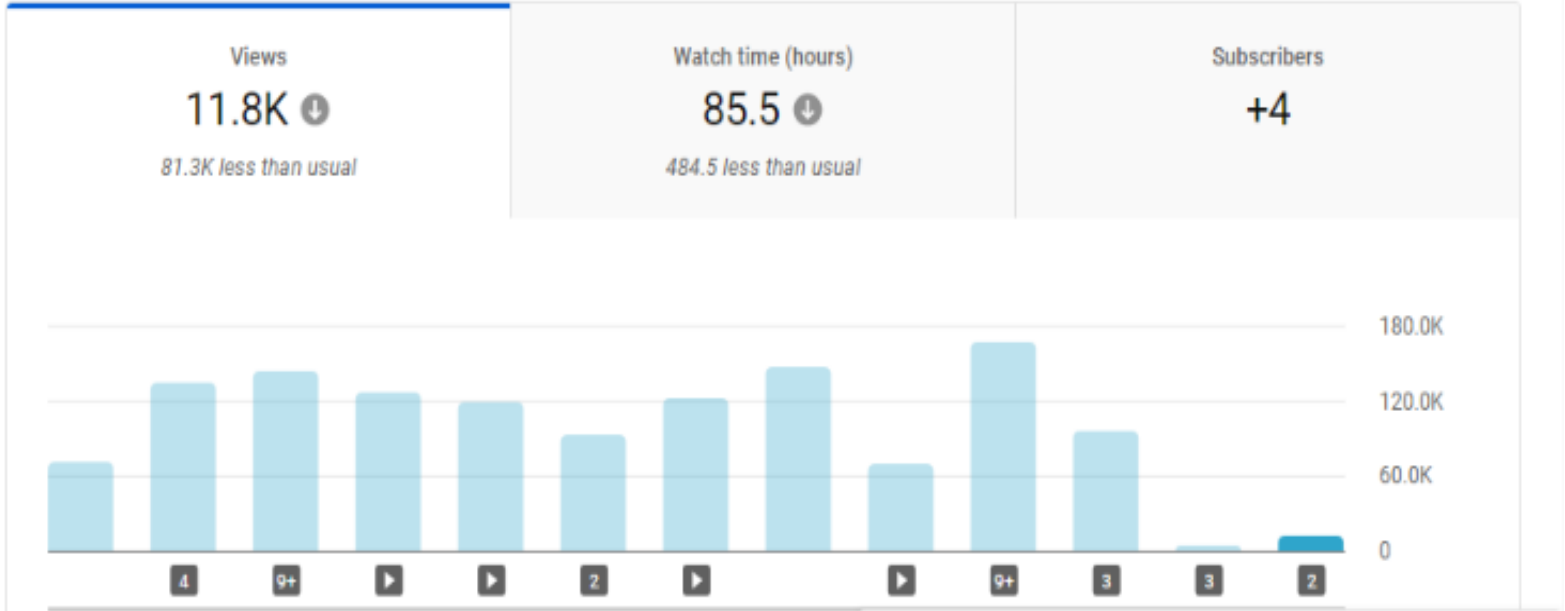
eNewsletters Sent

Email	Click rate	Recipients	Open rate	Unsubscribe rate
Harley-Davidson Dream Giveaway Ebla... <small>Sent on Nov. 10, 2023</small>	1.1%	32,297	29%	0.30%
DaytonaBeach-23-11-01-OctoberHotelD... <small>Sent on Nov. 1, 2023</small>	0.89%	23,257	28%	0.32%
DaytonaBeach-11-15-23-Spend the Hol... <small>Sent on Nov. 15, 2023</small>	0.74%	208,253	29%	0.27%

Top 20 Blogs

Landing page	Sessions	Users	New users	Average engagement time per session	Conversions
/blog/post/ways-to-celebrate-christmas-in-daytona-beach	4902	4208	3802	47.27254182	616
/blog/post/buc-ees-in-daytona-beach-more-than-a-gas-station-its-an-experienc	1774	1636	1545	37.43968433	64
/blog/post/dont-wait-start-planning-your-thanksgiving-in-daytona-beach	809	742	583	80.6118665	208
/blog/post/fun-free-things-to-do-in-daytona-beach	531	460	351	90.40112994	126
/blog/post/where-to-see-manatees-and-dolphins-in-daytona-beach	504	438	336	90.27380952	199
/blog/post/ways-to-spend-a-winter-vacation-in-daytona-beach	291	266	241	83.48453608	107
/blog/post/new-years-eve-parties-where-you-can-ring-in-new-year-with-style	270	247	204	69.70740741	55
/blog/post/endless-fun-awaits-with-these-rainy-day-activities-in-the-daytona-b	239	223	172	85.9539749	97
/blog/post/on-the-hunt-in-daytona-beach-shells-seaweed-sea-glass-more	233	209	177	64.01287554	20
/blog/post/cant-beat-brunch-spots-in-daytona-beach	220	198	159	51.80454545	55
/blog/post/ride-a-horse-on-the-beach-equestrian-adventures-of-florida	196	181	144	54.47959184	20
/blog/post/where-to-play-stay-and-eat-with-pets-in-daytona-beach	188	172	161	43.80851064	27
/blog/post/biking-trails-and-where-to-access-them-in-daytona-beach	185	143	119	88.47027027	30
/blog/post/find-great-shopping-and-dining-at-daytona-beachs-tanger-outlets-a	183	170	151	41.09836066	31
/blog/post/beach-bars-with-live-music-in-daytona-beach	179	152	116	78.69273743	83
/blog/post/14-daytona-beach-eateries-that-shine-for-breakfastbrunch	175	163	133	90.57142857	64
/blog/post/places-to-putt-around-in-daytona-beach	149	117	99	45.97315436	33
/blog/post/fishing-spots-in-daytona-beach-every-angler-should-know-about	143	131	105	89.37762238	24
/blog/post/dont-miss-the-daytona-beach-christmas-boat-parade	129	117	97	38.18604651	14
/blog/post/quirky-hidden-gems-in-daytona-beach	129	116	90	122.627907	30

YouTube Channel Analytics



Top 10 Video Analytics

Content	Impressions	Impressions click-through rate	Views ↓	Average view duration	Watch time (hours)
<input type="checkbox"/> Total	10,632	5.2%	11,726	0:26	85.5
<input type="checkbox"/> Daytona Beach Nightlife	363	0.8%	7,546 64.4%	0:15	31.6 37.0%
<input type="checkbox"/> First Surf Lesson - Daytona Beach	55	5.5%	484 4.1%	0:30	4.1 4.8%
<input type="checkbox"/> The Arrival - Daytona Beach	55	3.6%	380 3.2%	0:30	3.2 3.8%
<input type="checkbox"/> Virtual Drive on Daytona Beach	33	6.1%	375 3.2%	0:28	3.0 3.5%
<input type="checkbox"/> Stetson Mansion Christmas Spectacular, Perfect Back...	60	0%	323 2.8%	0:56	5.0 5.9%
<input type="checkbox"/> 10,000 Steps - Daytona Beach	30	0%	315 2.7%	0:30	2.7 3.1%
<input type="checkbox"/> Oceanfront and Riverfront Dining in Daytona Beach, Flo...	803	5.4%	228 1.9%	1:07	4.3 5.0%
<input type="checkbox"/> ONE DAYTONA - the Newest Entertainment Complex in...	379	8.2%	122 1.0%	1:29	3.0 3.6%
<input type="checkbox"/> Daytona Beach Ale Trail	60	10.0%	118 1.0%	0:50	1.6 1.9%
<input type="checkbox"/> Unlimited Fun in Daytona Beach, Florida	52	3.9%	102 0.9%	0:54	1.5 1.8%