

# March 2025 End of Month Reports Social - eNewsletters - Blogs

### Social Media Summary

### Facebook - DaytonaBeach

- Published Posts: 43
- Followers: 449,003 gained 21,534
- Organic Impressions: 466,068 down 10.4%
- Paid Impressions: 14,045,090 down 32.2%
- Organic Engagements: 11,701 up 73.7%
- Paid Engagements: 474,196 down 42.3%
- Organic Engagement Rate Per Impression: 2.5% up 93.8%
- Paid Engagement Rate Per Impression: 3.4% down 14.9%
- Organic Post Link Clicks: 734 up 32.7%
- Paid Post Link Clicks: 270,119 down 49.7%

### Instagram - DiscoverDaytonaBeach

- Published Posts: 31
- Followers: 27,915 gained 517
- Organic Impressions: 104,024 up 40.9%
- Paid Impressions: 1,541,151 down 40.9%
- Organic Engagements: 2,848 down 32.0%
- Paid Engagements: 2,875 down 34.0%
- Organic Engagement Rate Per Impression: 2.7% up 15.0%
- Paid Engagement Rate Per Impression: 0.2% up 11.7%

### X - DaytonaBeachFun

- Published Posts: 10
- Followers: 11,844 gained 7
- Impressions: 2,117 up 1.3%
- Engagements: 29 down 58.6%
- Engagement Rate Per Impression: 1.4% down 59.1%
- Post Link Clicks: 3 down 85.7%

### TikTok - DiscoverDaytonaBeach

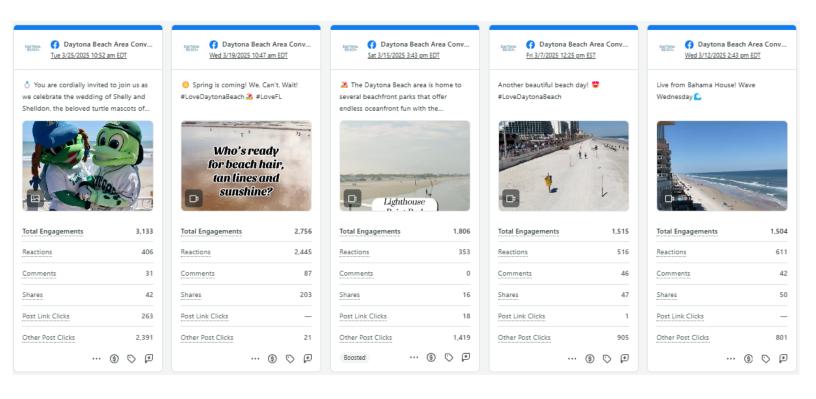
- Published Posts: 11
- Followers: 37,393 gained 5,894
- Video Views: 2,807,278 up 365.7%
- Engagements: 17,985 up 3.9%
- Engagement Rate Per Impression: 0.6% down 77.7%

### YouTube - VisitDaytonaBeach

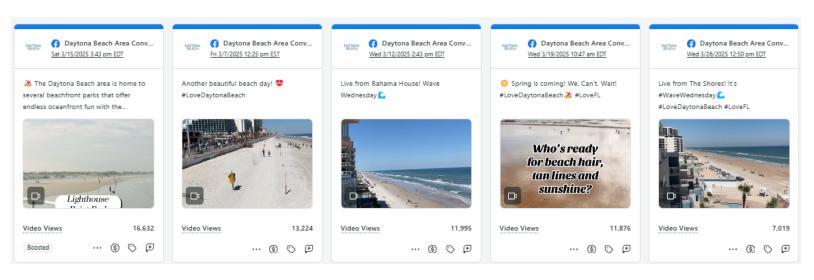
- Subscribers: 1,017 gained 4
- Impressions: 19,033 up 46.9%
- Video Views: 88,450 up 15.2%
- New Viewers: 54,450 up 11.7%
- Click-Thru Rate: 3.6% down 5.3%



## **Facebook Top Posts**

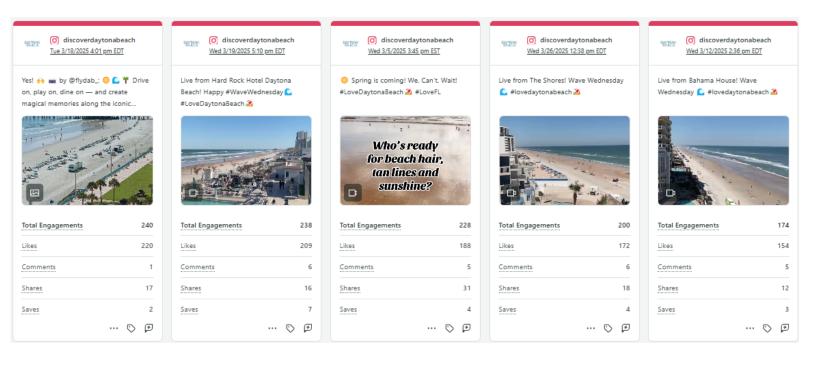


### **Facebook Top Viewed Videos**

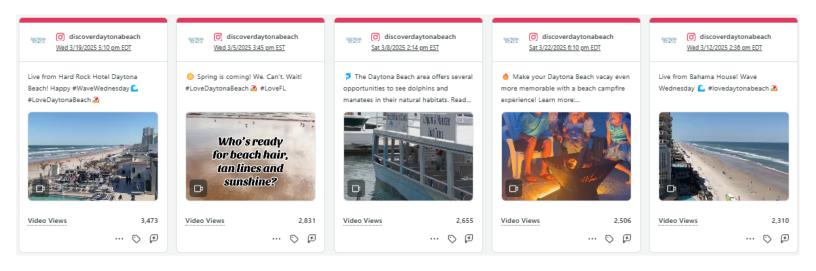




# **Instagram Top Posts**

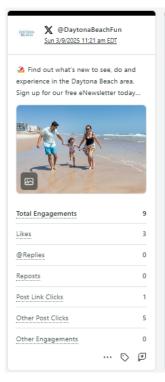


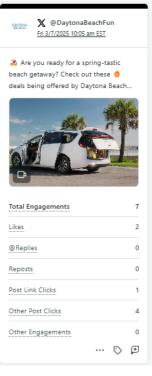
# **Instagram Top Viewed Videos**

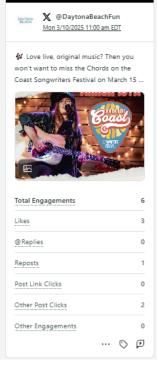




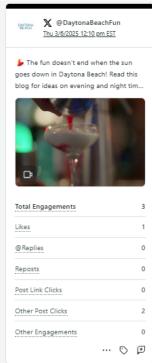
### **Top X Posts**



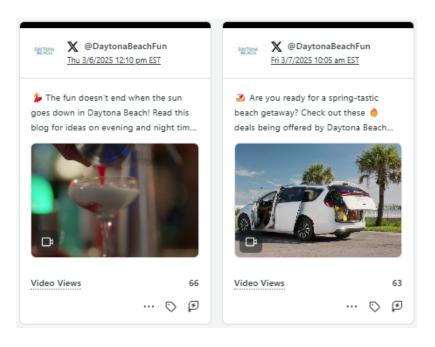






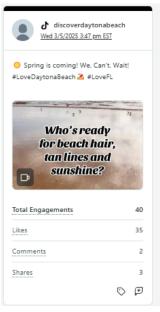


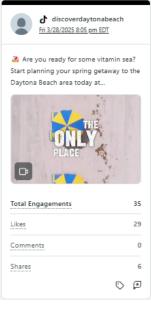
### X Top Viewed Videos

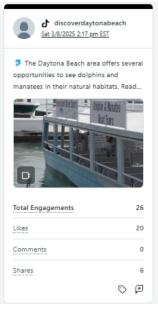




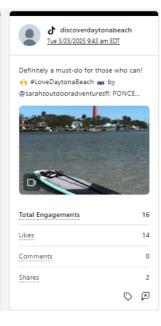
# **Top TikTok Posts**











12

451

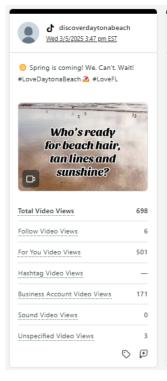
35

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### **TikTok Top Viewed Videos**





discoverdaytonabeach

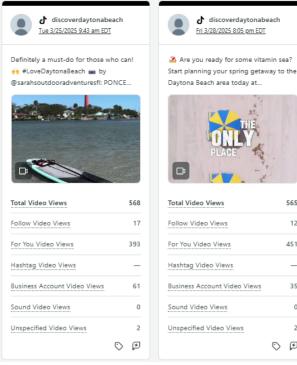
Sat 3/15/2025 5:33 pm EDT

The Daytona Beach area is home to

several beachfront parks that offer



discoverdaytonabeach







### **eNewsletter Performance Overview**

Total Sends

741,546 251.8% Open Rate

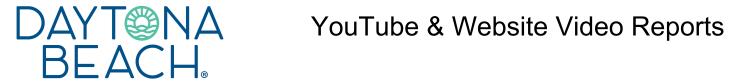
5.1% -25.0% Click Rate

.72% -14.3% Unsubscribe Rate

.19% -58.0%

### **Top 20 Blogs**

Blog	Sessions	Users	New Users	Average Engagement Time Per Session	Key Events
/blog/post/where-to-see-manatees-and-dolphins-in-daytona-beach	592	524	408	85.43243243	248
/blog/post/buc-ees-in-daytona-beach-more-than-a-gas-station-its-an-experience	412	365	341	54	19
/blog/post/on-the-hunt-in-daytona-beach-shells-seaweed-sea-glass-more	327	290	232	54.90825688	15
/blog/post/6-great-rides-you-can-enjoy-on-your-motorcycle	325	254	187	76.78769231	31
/blog/post/big-events-for-the-daytona-beach-area	308	287	243	64.79220779	41
/blog/post/5-things-to-know-about-going-to-a-daytona-tortugas-game-at-jackie-robinson-ba	293	281	267	21.20136519	5
/blog/post/fun-free-things-to-do-in-daytona-beach	243	209	164	91.60493827	49
/blog/post/find-great-shopping-and-dining-at-daytona-beachs-tanger-outlets-and-tomoka-to	173	159	146	49.66473988	32
/blog/post/ride-a-horse-on-the-beach-equestrian-adventures-of-florida	165	141	112	49.58181818	20
/blog/post/fishing-spots-in-daytona-beach-every-angler-should-know-about	149	135	104	88.81208054	40
/blog/post/myth-or-fact-hear-the-haunted-story-of-the-fairchild-oak	142	116	105	58.74647887	0
/blog/post/14-daytona-beach-eateries-that-shine-for-breakfastbrunch	141	124	97	73.21985816	55
/blog/post/the-ins-and-outs-of-surf-fishing-in-daytona-beach	136	110	92	90.32352941	8
/blog/post/places-to-putt-around-in-daytona-beach	135	107	67	76.19259259	46
/blog/post/beach-bars-with-live-music-in-daytona-beach	117	101	72	90.15384615	56
/blog/post/birds-turtles-manatees-discover-abundant-wildlife-in-daytona-beach	116	102	78	70.59482759	28
/blog/post/biking-trails-and-where-to-access-them-in-daytona-beach	111	101	84	86.61261261	15
/blog/post/attention-art-lovers-cant-miss-upcoming-exhibitions-in-daytona-beach	105	90	68	41.48571429	17
/blog/post/endless-fun-awaits-with-these-rainy-day-activities-in-the-daytona-beach-area	97	88	62	75.84536082	44
/blog/post/plan-the-perfect-beach-getaway-when-traveling-with-teenagers	96	91	75	77.98958333	47



# YouTube - Top 10 Video Analytics

Content	)	Impressions click-through		Average view	Watch time	
Duration Publish date	Impressions $\psi$	rate	Views ▲	duration	(hours)	
☐ Total	19,033	3.6%	88,450	0:24	601.4	
Daytona Beach Kids Arrival	2,013	1.9%	57 0.1%	0:18	0.3 0.1%	
Daytona Beach   Surf Lesson 15	1,137	0.5%	14 0.0%	0:14	0.1 0.0%	
Daytona Beach Motorcycle Rallies	648	0.2%	448 0.5%	0:52	6.5 1.1%	
Live at 2025 Spring Daytona Turkey Run	456	11.4%	66 0.1%	0:36	0.7 0.1%	
Looking for things to do in Daytona Beach, FL? You'd b	392	1.3%	20,590 23.3%	0:15	86.0 14.3%	
Oceanfront and Riverfront Dining in Daytona Beach, Flo	376	4.5%	26 0.0%	0:48	0.4 0.1%	
Daytona Beach   10,000 Steps	370	1.9%	15 0.0%	0:19	0.1 0.0%	
Landshark Bar & Grill - Dine in Paradise in Daytona Bea	344	6.4%	26 0.0%	1:31	0.7 0.1%	
ONE DAYTONA - the Newest Entertainment Complex in	338	5.0%	112 0.1%	1:16	2.4 0.4%	
Daytona Beach   Nightlife 15	338	1.2%	10 0.0%	0:13	0.0 0.0%	

# **Videos on DaytonaBeach.com - Top 10 Video Analytics**

	Name		Views ↓	Impressions ‡	Third-party impressions \$\frac{1}{2}\$	Finishes 0
	Report Total		84,366	334,576	225,864	59,796
	BEAR	Daytona Beach Nightlife Oct 16, 2024	39,393	147,844	0	28,408
	1914	The Arrival - Daytona Beach (:15) Oct 16, 2024	38,922	154,649	0	27,798
2	1	First Surf Lesson - Daytona Beach Oct 16, 2024	4,822	18,324	0	2,894
<b>2</b>		Main Street Pier and Sunglow Pier in D Nov 14, 2019	1,050	8,922	0	594
<b>2</b>		Eco Adventures in Daytona Beach, Flo Jan 13, 2020	66	909	0	28
		Discover Daytona Beach: History and Nov 8, 2019	21	600	0	10
	<b>*</b>	The Ultimate Daytona Beach Trail Gui Feb 18, 2021	16	31	0	11
	1	Bike Week 2025 Jan 29, 2025	14	25	1	11
		Southeast Museum Of Photography in Jan 6, 2020	13	378	0	6
0	DAYTONA	2024 Coke Zero Sugar 400 Aug 14, 2024	12	415	0	10