



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

| Daytona Beach Area Conv... Tue 3/25/2025 10:52 am EDT | Daytona Beach Area Conv... Wed 3/19/2025 10:47 am EDT | Daytona Beach Area Conv... Sat 3/15/2025 3:43 pm EDT | Daytona Beach Area Conv... Fri 3/7/2025 12:25 pm EST | Daytona Beach Area Conv... Wed 3/12/2025 2:43 pm EDT |
|--|---|---|--|---|
| <p>You are cordially invited to join us as we celebrate the wedding of Shelly and Sheldon, the beloved turtle mascots of...</p>  | <p>Spring is coming! We. Can't. Wait! #LoveDaytonaBeach #LoveFL</p>  | <p>The Daytona Beach area is home to several beachfront parks that offer endless oceanfront fun with the...</p>  | <p>Another beautiful beach day! 🌞 #LoveDaytonaBeach</p>  | <p>Live from Bahama House! Wave Wednesday 🌊</p>  |
| Total Engagements 3,133 | Total Engagements 2,756 | Total Engagements 1,806 | Total Engagements 1,515 | Total Engagements 1,504 |
| Reactions 406 | Reactions 2,445 | Reactions 353 | Reactions 516 | Reactions 611 |
| Comments 31 | Comments 87 | Comments 0 | Comments 46 | Comments 42 |
| Shares 42 | Shares 203 | Shares 16 | Shares 47 | Shares 50 |
| Post Link Clicks 263 | Post Link Clicks — | Post Link Clicks 18 | Post Link Clicks 1 | Post Link Clicks — |
| Other Post Clicks 2,391 | Other Post Clicks 21 | Other Post Clicks 1,419 | Other Post Clicks 905 | Other Post Clicks 801 |
| ... \$ 🗑️ 🗑️ | ... \$ 🗑️ 🗑️ | Boosted ... \$ 🗑️ 🗑️ | ... \$ 🗑️ 🗑️ | ... \$ 🗑️ 🗑️ |











Facebook Top Viewed Videos

| Daytona Beach Area Conv... Sat 3/15/2025 3:43 pm EDT | Daytona Beach Area Conv... Fri 3/7/2025 12:25 pm EST | Daytona Beach Area Conv... Wed 3/12/2025 2:43 pm EDT | Daytona Beach Area Conv... Wed 3/19/2025 10:47 am EDT | Daytona Beach Area Conv... Wed 3/26/2025 12:50 pm EDT |
|--|---|---|---|--|
| <p>The Daytona Beach area is home to several beachfront parks that offer endless oceanfront fun with the...</p>  | <p>Another beautiful beach day! 🌞 #LoveDaytonaBeach</p>  | <p>Live from Bahama House! Wave Wednesday 🌊</p>  | <p>Spring is coming! We. Can't. Wait! #LoveDaytonaBeach #LoveFL</p>  | <p>Live from The Shores! It's #WaveWednesday 🌊 #LoveDaytonaBeach #LoveFL</p>  |
| Video Views 16,632 | Video Views 13,224 | Video Views 11,995 | Video Views 11,876 | Video Views 7,019 |
| Boosted ... \$ 🗑️ 🗑️ | ... \$ 🗑️ 🗑️ | ... \$ 🗑️ 🗑️ | ... \$ 🗑️ 🗑️ | ... \$ 🗑️ 🗑️ |

Instagram Top Posts

| | | | | |
|--|---|---|---|--|
| <p> discoverdaytonabeach Tue 3/18/2025 4:01 pm EDT</p> <p>Yes! 🌞 🍷 by @flydab_ 🌴 🌊 Drive on, play on, dine on — and create magical memories along the iconic...</p>  <p>Total Engagements 240</p> <p>Likes 220</p> <p>Comments 1</p> <p>Shares 17</p> <p>Saves 2</p> <p>... 🗨️ 💬</p> | <p> discoverdaytonabeach Wed 3/19/2025 5:10 pm EDT</p> <p>Live from Hard Rock Hotel Daytona Beach! Happy #WaveWednesday 🌊 #LoveDaytonaBeach 🌴</p>  <p>Total Engagements 238</p> <p>Likes 209</p> <p>Comments 6</p> <p>Shares 16</p> <p>Saves 7</p> <p>... 🗨️ 💬</p> | <p> discoverdaytonabeach Wed 3/5/2025 3:45 pm EST</p> <p>🌞 Spring is coming! We. Can't. Wait! #LoveDaytonaBeach 🌴 #LoveFL</p>  <p>Total Engagements 228</p> <p>Likes 188</p> <p>Comments 5</p> <p>Shares 31</p> <p>Saves 4</p> <p>... 🗨️ 💬</p> | <p> discoverdaytonabeach Wed 3/26/2025 12:38 pm EDT</p> <p>Live from The Shores! Wave Wednesday 🌊 #lovedaytonabeach 🌴</p>  <p>Total Engagements 200</p> <p>Likes 172</p> <p>Comments 6</p> <p>Shares 18</p> <p>Saves 4</p> <p>... 🗨️ 💬</p> | <p> discoverdaytonabeach Wed 3/12/2025 2:36 pm EDT</p> <p>Live from Bahama House! Wave Wednesday 🌊 #lovedaytonabeach 🌴</p>  <p>Total Engagements 174</p> <p>Likes 154</p> <p>Comments 5</p> <p>Shares 12</p> <p>Saves 3</p> <p>... 🗨️ 💬</p> |
|--|---|---|---|--|

Instagram Top Viewed Videos

| | | | | |
|---|--|---|--|---|
| <p> discoverdaytonabeach Wed 3/19/2025 5:10 pm EDT</p> <p>Live from Hard Rock Hotel Daytona Beach! Happy #WaveWednesday 🌊 #LoveDaytonaBeach 🌴</p>  <p>Video Views 3,473</p> <p>... 🗨️ 💬</p> | <p> discoverdaytonabeach Wed 3/5/2025 3:45 pm EST</p> <p>🌞 Spring is coming! We. Can't. Wait! #LoveDaytonaBeach 🌴 #LoveFL</p>  <p>Video Views 2,831</p> <p>... 🗨️ 💬</p> | <p> discoverdaytonabeach Sat 3/8/2025 2:14 pm EST</p> <p>🐬 The Daytona Beach area offers several opportunities to see dolphins and manatees in their natural habitats. Read...</p>  <p>Video Views 2,655</p> <p>... 🗨️ 💬</p> | <p> discoverdaytonabeach Sat 3/22/2025 6:10 pm EDT</p> <p>🔥 Make your Daytona Beach vacay even more memorable with a beach campfire experience! Learn more...</p>  <p>Video Views 2,506</p> <p>... 🗨️ 💬</p> | <p> discoverdaytonabeach Wed 3/12/2025 2:36 pm EDT</p> <p>Live from Bahama House! Wave Wednesday 🌊 #lovedaytonabeach 🌴</p>  <p>Video Views 2,310</p> <p>... 🗨️ 💬</p> |
|---|--|---|--|---|

Top X Posts

@DaytonaBeachFun
Sun 3/9/2025 11:21 am EDT

Find out what's new to see, do and experience in the Daytona Beach area. Sign up for our free eNewsletter today...

Total Engagements 9

Likes 3

@Replies 0

Reposts 0

Post Link Clicks 1

Other Post Clicks 5

Other Engagements 0

@DaytonaBeachFun
Fri 3/7/2025 10:05 am EST

Are you ready for a spring-tastic beach getaway? Check out these deals being offered by Daytona Beach...

Total Engagements 7

Likes 2

@Replies 0

Reposts 0

Post Link Clicks 1

Other Post Clicks 4

Other Engagements 0

@DaytonaBeachFun
Mon 3/10/2025 11:00 am EDT

Love live, original music? Then you won't want to miss the Chords on the Coast Songwriters Festival on March 15 ...

Total Engagements 6

Likes 3

@Replies 0

Reposts 1

Post Link Clicks 0

Other Post Clicks 2

Other Engagements 0

@DaytonaBeachFun
Sun 3/23/2025 11:30 am EDT

The Fifth Annual Daytona Jazz Weekend at ONE DAYTONA takes place March 27-30 featuring your favorite star...

Total Engagements 4

Likes 1

@Replies 0

Reposts 1

Post Link Clicks 1

Other Post Clicks 1

Other Engagements 0

@DaytonaBeachFun
Thu 3/6/2025 12:10 pm EST

The fun doesn't end when the sun goes down in Daytona Beach! Read this blog for ideas on evening and night tim...

Total Engagements 3

Likes 1

@Replies 0


Reposts 0

Post Link Clicks 0

Other Post Clicks 2


Other Engagements 0

X Top Viewed Videos




@DaytonaBeachFun

Thu 3/6/2025 12:10 pm EST




The fun doesn't end when the sun goes down in Daytona Beach! Read this blog for ideas on evening and night tim...




Video Views

66




@DaytonaBeachFun

Fri 3/7/2025 10:05 am EST



Are you ready for a spring-tastic beach getaway? Check out these deals being offered by Daytona Beach...



Video Views

63

Top TikTok Posts

| | | | | |
|--|--|--|---|---|
| <p>discoverdaytonabeach Wed 3/5/2025 3:47 pm EST</p> <p>Spring is coming! We. Can't. Wait! #LoveDaytonaBeach 🌴 #LoveFL</p> <p>Who's ready for beach hair, tan lines and sunshine?</p> <p>Total Engagements: 40</p> <p>Likes: 35</p> <p>Comments: 2</p> <p>Shares: 3</p> | <p>discoverdaytonabeach Fri 3/28/2025 8:05 pm EDT</p> <p>Are you ready for some vitamin sea? Start planning your spring getaway to the Daytona Beach area today at...</p> <p>THE ONLY PLACE</p> <p>Total Engagements: 35</p> <p>Likes: 29</p> <p>Comments: 0</p> <p>Shares: 6</p> | <p>discoverdaytonabeach Sat 3/8/2025 2:17 pm EST</p> <p>The Daytona Beach area offers several opportunities to see dolphins and manatees in their natural habitats. Read...</p> <p>Dolphin & Manatee Boat Tours</p> <p>Total Engagements: 26</p> <p>Likes: 20</p> <p>Comments: 0</p> <p>Shares: 6</p> | <p>discoverdaytonabeach Mon 3/31/2025 3:19 pm EDT</p> <p>Andy Romano Beachfront Park is a great place to spend a beach day! The four-acre park offers easy beach access...</p> <p>ORMOND BEACH</p> <p>Total Engagements: 18</p> <p>Likes: 15</p> <p>Comments: 0</p> <p>Shares: 3</p> | <p>discoverdaytonabeach Tue 3/25/2025 9:43 am EDT</p> <p>Definitely a must-do for those who can! 🌴 #LoveDaytonaBeach 🇺🇸 by @sarahsoutdooradventuresfl: PONCE...</p> <p>PONCE</p> <p>Total Engagements: 16</p> <p>Likes: 14</p> <p>Comments: 0</p> <p>Shares: 2</p> |
|--|--|--|---|---|

TikTok Top Viewed Videos

| | | | | |
|--|---|---|---|--|
| <p>discoverdaytonabeach Wed 3/5/2025 3:47 pm EST</p> <p>Spring is coming! We. Can't. Wait! #LoveDaytonaBeach 🌴 #LoveFL</p> <p>Who's ready for beach hair, tan lines and sunshine?</p> <p>Total Video Views: 698</p> <p>Follow Video Views: 6</p> <p>For You Video Views: 501</p> <p>Hashtag Video Views: —</p> <p>Business Account Video Views: 171</p> <p>Sound Video Views: 0</p> <p>Unspecified Video Views: 3</p> | <p>discoverdaytonabeach Sat 3/15/2025 5:33 pm EDT</p> <p>The Daytona Beach area is home to several beachfront parks that offer endless oceanfront fun with the...</p> <p>Lighthouse Beach</p> <p>Total Video Views: 674</p> <p>Follow Video Views: 20</p> <p>For You Video Views: 324</p> <p>Hashtag Video Views: —</p> <p>Business Account Video Views: 107</p> <p>Sound Video Views: 0</p> <p>Unspecified Video Views: 2</p> | <p>discoverdaytonabeach Sat 3/8/2025 2:17 pm EST</p> <p>The Daytona Beach area offers several opportunities to see dolphins and manatees in their natural habitats. Read...</p> <p>Dolphin & Manatee Boat Tours</p> <p>Total Video Views: 596</p> <p>Follow Video Views: 16</p> <p>For You Video Views: 357</p> <p>Hashtag Video Views: —</p> <p>Business Account Video Views: 167</p> <p>Sound Video Views: 0</p> <p>Unspecified Video Views: 1</p> | <p>discoverdaytonabeach Tue 3/25/2025 9:43 am EDT</p> <p>Definitely a must-do for those who can! 🌴 #LoveDaytonaBeach 🇺🇸 by @sarahsoutdooradventuresfl: PONCE...</p> <p>PONCE</p> <p>Total Video Views: 568</p> <p>Follow Video Views: 17</p> <p>For You Video Views: 393</p> <p>Hashtag Video Views: —</p> <p>Business Account Video Views: 61</p> <p>Sound Video Views: 0</p> <p>Unspecified Video Views: 2</p> | <p>discoverdaytonabeach Fri 3/28/2025 8:05 pm EDT</p> <p>Are you ready for some vitamin sea? Start planning your spring getaway to the Daytona Beach area today at...</p> <p>THE ONLY PLACE</p> <p>Total Video Views: 565</p> <p>Follow Video Views: 12</p> <p>For You Video Views: 451</p> <p>Hashtag Video Views: —</p> <p>Business Account Video Views: 35</p> <p>Sound Video Views: 0</p> <p>Unspecified Video Views: 2</p> |
|--|---|---|---|--|











eNewsletter Performance Overview

| | | | |
|-------------|-----------|------------|------------------|
| Total Sends | Open Rate | Click Rate | Unsubscribe Rate |
| 741,546 | 5.1% | .72% | .19% |
| 251.8% | -25.0% | -14.3% | -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 ↓ | Impressions click-through rate | Views ↗ | Average view duration | Watch time (hours) |
|--|--|---------------|--------------------------------------|--------------|--------------------------|-----------------------|
| Duration | Publish date | | | | | |
| <input type="checkbox"/> Total | | 19,033 | 3.6% | 88,450 | 0:24 | 601.4 |
| <input type="checkbox"/>  0:31 | Daytona Beach Kids Arrival | 2,013 | 1.9% | 57 0.1% | 0:18 | 0.3 0.1% |
| <input type="checkbox"/>  0:16 | Daytona Beach Surf Lesson 15 | 1,137 | 0.5% | 14 0.0% | 0:14 | 0.1 0.0% |
| <input type="checkbox"/>  1:14 | Daytona Beach Motorcycle Rallies | 648 | 0.2% | 448 0.5% | 0:52 | 6.5 1.1% |
| <input type="checkbox"/>  5:00 | Live at 2025 Spring Daytona Turkey Run | 456 | 11.4% | 66 0.1% | 0:36 | 0.7 0.1% |
| <input type="checkbox"/>  0:16 | 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% |
| <input type="checkbox"/>  1:34 | Oceanfront and Riverfront Dining in Daytona Beach, Flo... | 376 | 4.5% | 26 0.0% | 0:48 | 0.4 0.1% |
| <input type="checkbox"/>  0:31 | Daytona Beach 10,000 Steps | 370 | 1.9% | 15 0.0% | 0:19 | 0.1 0.0% |
| <input type="checkbox"/>  2:01 | Landshark Bar & Grill - Dine in Paradise in Daytona Bea... | 344 | 6.4% | 26 0.0% | 1:31 | 0.7 0.1% |
| <input type="checkbox"/>  2:01 | ONE DAYTONA - the Newest Entertainment Complex in... | 338 | 5.0% | 112 0.1% | 1:16 | 2.4 0.4% |
| <input type="checkbox"/>  0:16 | 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 ↕ | Finishes ↕ |
|---|---------|---------------|------------------------------|------------|
| <input type="checkbox"/> Report Total | 84,366 | 334,576 | 225,864 | 59,796 |
| <input checked="" type="checkbox"/>  Daytona Beach Nightlife Oct 16, 2024 | 39,393 | 147,844 | 0 | 28,408 |
| <input checked="" type="checkbox"/>  The Arrival - Daytona Beach (:15) Oct 16, 2024 | 38,922 | 154,649 | 0 | 27,798 |
| <input checked="" type="checkbox"/>  First Surf Lesson - Daytona Beach Oct 16, 2024 | 4,822 | 18,324 | 0 | 2,894 |
| <input checked="" type="checkbox"/>  Main Street Pier and Sunglow Pier in D... Nov 14, 2019 | 1,050 | 8,922 | 0 | 594 |
| <input checked="" type="checkbox"/>  Eco Adventures in Daytona Beach, Flo... Jan 13, 2020 | 66 | 909 | 0 | 28 |
| <input type="checkbox"/>  Discover Daytona Beach: History and ... Nov 8, 2019 | 21 | 600 | 0 | 10 |
| <input type="checkbox"/>  The Ultimate Daytona Beach Trail Gui... Feb 18, 2021 | 16 | 31 | 0 | 11 |
| <input type="checkbox"/>  Bike Week 2025 Jan 29, 2025 | 14 | 25 | 1 | 11 |
| <input type="checkbox"/>  Southeast Museum Of Photography in... Jan 6, 2020 | 13 | 378 | 0 | 6 |
| <input type="checkbox"/>  2024 Coke Zero Sugar 400 Aug 14, 2024 | 12 | 415 | 0 | 10 |