



March 2026
End of Month Reports
Social - eNewsletters - Blogs

Social Media Summary

Facebook - DaytonaBeach				
	Mar 26	Mar 25	v. Feb 2026	v. March 2025
Published Posts	58	44		
Followers	761,517	480,502	+19,443	+281,015
Impressions - Organic	777,628	569,093	32.6%	36.6%
Impressions - Paid	25,974,991	12,695,990	2.1%	104.6%
Engagements - Organic	22,348	11,701	100.8%	91.0%
Engagements - Paid	933,400	474,196	33.6%	96.8%
Engagement Rate Per Impression - Organic	2.9%	2.1%	52.6%	38.1%
Engagement Rate Per Impression - Paid	3.6%	3.7%	33.3%	-2.7%
Instagram - DiscoverDaytonaBeach				
	Mar 26	Mar 25	v. Feb 2026	v. March 2025
Published Posts	88	31		
Followers	36,448	27,915	+1,231	+8,533
Views - Organic	88,472	82,481	51.4%	7.3%
Views - Paid	4,233,515	1,644,291	77.7%	157.5%
Engagements - Organic	2,230	2,885	24.5%	-22.7%
Engagements - Paid	25,462	2,879	63.6%	784.4%
Engagement Rate Per Impression - Organic	2.5%	3.5%	-19.4%	-28.6%
Engagement Rate Per Impression - Paid	0.6%	0.2%	-14.3%	200.0%
Threads - DiscoverDaytonaBeach				
	Mar 26	Mar 25	v. Feb 2026	v. March 2025
Published Posts	29	1	34	
Followers	5,048	4,328	+38	+720
Views	542	159	43.8%	240.9%
Engagements	17	1	-15.0%	1600.0%
X - DaytonaBeachFun				
	Mar 26	Mar 25	v. Feb 2026	v. March 2025
Published Posts	30	10		
Followers	11,752	11,844	+4	-92
Impressions	7,143	2,117	27.7%	237.4%
Engagements	308	29	79.1%	962.1%
Engagement Rate Per Impression	4.3%	1.4%	38.7%	207.1%
TikTok - DiscoverDaytonaBeach				
	Mar 26	Mar 25	v. Feb 2026	v. March 2025
Published Posts	13	11		
Followers	100,670	37,393	+9,114	+63,277
Impressions	7,557,941	2,807,278	50.4%	169.2%
Engagements	37,306	17,985	75.6%	107.4%
Engagement Rate Per Impression	0.5%	0.6%	25.0%	-23.0%
YouTube - VisitDaytonaBeach				
	Mar 26	Mar 25	v. Feb 2026	v. March 2025
Subscribers	1,100	1,017	+3	+83
Impressions	21,514	19,033	83.6%	13.0%
Video Views	467,566	88,450	6.8%	428.6%
New Viewers	41,749	54,450	708.9%	-23.3%
Click-Thru Rate	3.3%	3.6%	-21.4%	-8.3%
Pinterest - DiscoverDaytonaBeach				
	Mar 26	Mar 25	v. Feb 2026	v. March 2025
Audience	448	380	+3	+68

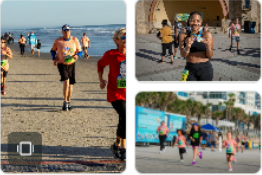




Facebook Top Posts

Post Title	Date	Engagements	Reactions	Comments	Shares	Post Link Clicks	Other Post Clicks
Hit pause on hibernation & hit play on Daytona Beach. Book your getaway today.	Sun 3/1/2026 11:37 am EST	4,338	14	14	0	1,576	2,734
These Seward Johnson life-sized sculptures are turning Ormond Beach into an outdoor gallery you have to see! Take ...	Tue 3/3/2026 4:00 pm EST	2,158	312	40	36	44	1,726
Rev up your weekend plans! 🚗🏁 The 36th Spring Daytona Turkey Run rolls into Daytona International Speedway...	Sat 3/21/2026 4:20 pm EDT	2,052	486	44	103	155	1,264
March is bringing the sunshine and good times to the Daytona Beach area!	Mon 3/2/2026 7:29 pm EST	1,850	1,015	15	120	—	—
Wave Wednesday 🌊	Wed 3/4/2026 9:01 am EST	1,136	518	39	36	—	543


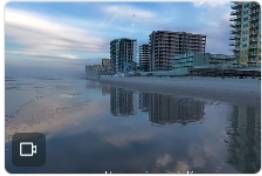



Facebook Top Viewed Videos

Post Title	Date	Views
March is bringing the sunshine and good times to the Daytona Beach area!	Mon 3/2/2026 7:29 pm EST	99,438
Rev up your weekend plans! 🚗🏁 The 36th Spring Daytona Turkey Run rolls into Daytona International Speedway...	Sat 3/21/2026 4:20 pm EDT	96,787
Hit pause on hibernation & hit play on Daytona Beach. Book your getaway today.	Sun 3/1/2026 11:37 am EST	82,639
These Seward Johnson life-sized sculptures are turning Ormond Beach into an outdoor gallery you have to see! Take ...	Tue 3/3/2026 4:00 pm EST	49,957
Lace up and hit the sand! The Easter Beach Run returns to Daytona Beach with scenic 2-mile & 4-mile races plus kids...	Thu 3/26/2026 10:10 am EDT	37,027




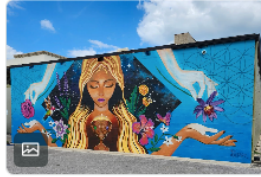

Instagram Top Posts

Post	Engagements	Likes	Comments	Shares	Saves
<p>discoverdaytonabeach Thu 3/26/2026 10:10 am EDT</p> <p>Lace up and hit the sand! The Easter Beach Run returns to Daytona Beach with scenic 2-mile & 4-mile races plus kids...</p> 	243	47	3	192	1
<p>discoverdaytonabeach Fri 3/6/2026 9:32 am EST</p> <p>by @mi22ionjku: Evening Therapy</p> 	203	151	3	34	15
<p>discoverdaytonabeach Mon 3/2/2026 4:20 pm EST</p> <p>March is bringing the sunshine and good times to the Daytona Beach area!</p> 	174	110	2	42	20
<p>discoverdaytonabeach Mon 3/16/2026 9:40 am EDT</p> <p>Looks delicious! 🍷 by @couplefoodies386: New Italian gem in Daytona! IT 🍷 ...</p> 	99	60	5	27	7
<p>discoverdaytonabeach Wed 3/18/2026 4:13 pm EDT</p> <p>Wave Wednesday 🌊 #lovedaytonabeach 🌊</p> 	95	83	4	8	0






Instagram Top Viewed Videos

Video	Reels Video Views
<p>discoverdaytonabeach Mon 3/2/2026 4:20 pm EST</p> <p>March is bringing the sunshine and good times to the Daytona Beach area!</p> 	4,202
<p>discoverdaytonabeach Fri 3/6/2026 9:32 am EST</p> <p>by @mi22ionjku: Evening Therapy</p> 	2,263
<p>discoverdaytonabeach Mon 3/16/2026 9:40 am EDT</p> <p>Looks delicious! 🍷 by @couplefoodies386: New Italian gem in Daytona! IT 🍷 ...</p> 	1,604
<p>discoverdaytonabeach Tue 3/10/2026 9:16 pm EDT</p> <p>You've gotta have art! 🎨 Mark your calendar for these upcoming springtime art festivals...</p> 	1,594
<p>discoverdaytonabeach Sun 3/8/2026 6:36 pm EDT</p> <p>This is your sign to trade screen time for shoreline time in the Daytona Beach area. 🌊 ...</p> 	1,522


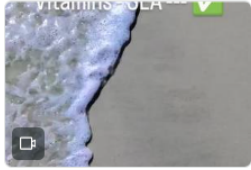



X Top Posts

<p>@DaytonaBeachFun Mon 3/16/2026 5:25 pm EDT</p> <p>🔥🔥 On March 21-25, get ready for high-energy hoops at the Ocean Center in Daytona Beach! The 2026 College...</p>  <p>Engagements 27</p> <p>Likes 1</p> <p>@Replies 0</p> <p>Reposts 1</p> <p>Post Link Clicks 8</p> <p>Other Post Clicks 13</p> <p>Other Engagements 4</p>	<p>@DaytonaBeachFun Tue 3/10/2026 11:27 am EDT</p> <p>The Daytona Beach Boardwalk & Pier is pure coastal fun! The iconic Daytona Beach attraction is now up for Best...</p>  <p>Engagements 26</p> <p>Likes 6</p> <p>@Replies 0</p> <p>Reposts 1</p> <p>Post Link Clicks 2</p> <p>Other Post Clicks 1</p> <p>Other Engagements 16</p>	<p>@DaytonaBeachFun Sat 3/7/2026 3:06 pm EST</p> <p>🔥 The NEW Daytona Beach Destination Guide is hot off the press just in time for spring and summer travel planning! View...</p>  <p>Engagements 19</p> <p>Likes 5</p> <p>@Replies 0</p> <p>Reposts 1</p> <p>Post Link Clicks 5</p> <p>Other Post Clicks 5</p> <p>Other Engagements 3</p>	<p>@DaytonaBeachFun Mon 3/23/2026 5:49 pm EDT</p> <p>🎨 NEW MURAL DROP! 🎨 The Daytona Beach Mural Trail continues to grow. Check out the stunning art...</p>  <p>Engagements 17</p> <p>Likes 4</p> <p>@Replies 0</p> <p>Reposts 2</p> <p>Post Link Clicks 5</p> <p>Other Post Clicks 4</p> <p>Other Engagements 2</p>	<p>@DaytonaBeachFun Tue 3/3/2026 3:13 pm EST</p> <p>🗿 These Seward Johnson life-sized sculptures are turning Ormond Beach into an outdoor gallery you have to see! Take ...</p>  <p>Engagements 17</p> <p>Likes 4</p> <p>@Replies 0</p> <p>Reposts 1</p> <p>Post Link Clicks 0</p> <p>Other Post Clicks 2</p> <p>Other Engagements 10</p>
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X Top Video Views

<p>@DaytonaBeachFun Mon 3/30/2026 5:29 pm EDT</p> <p>🌊 Need a reason to head to Daytona Beach for a getaway? We've got plenty! 🌊 23 miles of world-famous beaches...</p>  <p>Video Views 55</p>	<p>@DaytonaBeachFun Sun 3/8/2026 2:17 pm EDT</p> <p>🌊 This is your sign to trade screen time for shoreline time in the Daytona Beach area. 🌊 ...</p>  <p>Video Views 54</p>	<p>@DaytonaBeachFun Mon 3/2/2026 4:49 pm EST</p> <p>🌞 March is bringing the sunshine and good times to the Daytona Beach area! For a full listing of festivals and events...</p>  <p>Video Views 45</p>	<p>@DaytonaBeachFun Fri 3/20/2026 1:06 pm EDT</p> <p>🌸 Hello, spring! The season of sunshine, festivals and nonstop fun has arrived in Daytona Beach. From live music and art...</p>  <p>Video Views 38</p>	<p>@DaytonaBeachFun Tue 3/10/2026 1:50 pm EDT</p> <p>🎨 You've gotta have art! 🎨 Mark your calendar for these upcoming springtime art festivals:...</p>  <p>Video Views 37</p>
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TikTok Top Posts

<p>@ @discoverdaytonabeach Sun 3/1/2026 1:20 pm EST</p> <p>Love Daytona Beach? Become a fan and join our community today!</p>  <table border="1"> <tr><td>Engagements</td><td>5,035</td></tr> <tr><td>Likes</td><td>4,866</td></tr> <tr><td>Comments</td><td>15</td></tr> <tr><td>Shares</td><td>154</td></tr> </table>	Engagements	5,035	Likes	4,866	Comments	15	Shares	154	<p>@ @discoverdaytonabeach Mon 3/23/2026 12:07 pm EDT</p> <p>Yes! 🍷 by @soma_momoftwins: Best Beach @discoverdaytonabeach #daytonabeach #springbreak...</p>  <table border="1"> <tr><td>Engagements</td><td>1,153</td></tr> <tr><td>Likes</td><td>1,140</td></tr> <tr><td>Comments</td><td>2</td></tr> <tr><td>Shares</td><td>11</td></tr> </table>	Engagements	1,153	Likes	1,140	Comments	2	Shares	11	<p>@ @discoverdaytonabeach Mon 3/2/2026 7:11 pm EST</p> <p>March is bringing the sunshine and good times to the Daytona Beach area! From waterfront festivals and live music to food...</p>  <table border="1"> <tr><td>Engagements</td><td>278</td></tr> <tr><td>Likes</td><td>261</td></tr> <tr><td>Comments</td><td>1</td></tr> <tr><td>Shares</td><td>16</td></tr> </table>	Engagements	278	Likes	261	Comments	1	Shares	16	<p>@ @discoverdaytonabeach Sun 3/8/2026 2:55 pm EDT</p> <p>This is your sign to trade screen time for shoreline time in the Daytona Beach area. 🌊 Press play, take a deep...</p>  <table border="1"> <tr><td>Engagements</td><td>266</td></tr> <tr><td>Likes</td><td>252</td></tr> <tr><td>Comments</td><td>2</td></tr> <tr><td>Shares</td><td>12</td></tr> </table>	Engagements	266	Likes	252	Comments	2	Shares	12	<p>@ @discoverdaytonabeach Mon 3/16/2026 9:39 am EDT</p> <p>Looks delicious! 🍷 by @couplefoodies386: New Italian gem in Daytona! 🍷 We checked out Tiano's...</p>  <table border="1"> <tr><td>Engagements</td><td>105</td></tr> <tr><td>Likes</td><td>64</td></tr> <tr><td>Comments</td><td>3</td></tr> <tr><td>Shares</td><td>38</td></tr> </table>	Engagements	105	Likes	64	Comments	3	Shares	38
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






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	714	455	528	165.133682	124
/blog/post/fun-free-things-to-do-in-daytona-beach	607	502	426	253.1745186	123
/blog/post/big-events-for-the-daytona-beach-area	510	423	414	187.396001	99
/blog/post/myth-or-fact-hear-the-haunted-story-of-the-fairchild-oak	343	324	321	167.8502617	41
/blog/post/spring-family-vacation-in-daytona-beach-ultimate-travel-guide	321	256	238	215.1328065	55
/blog/post/endless-fun-awaits-with-these-rainy-day-activities-in-the-daytona-beach-area	243	200	159	180.5243576	82
/blog/post/buc-ees-in-daytona-beach-more-than-a-gas-station-its-an-experience	230	167	204	84.94126543	4
/blog/post/ride-a-horse-on-the-beach-equestrian-adventures-of-florida	193	158	151	116.5190493	32
/blog/post/on-the-hunt-in-daytona-beach-shells-seaweed-sea-glass-more	188	149	122	118.8114288	15
/blog/post/beach-bars-with-live-music-in-daytona-beach	182	153	103	256.3640457	119
/blog/post/fishing-spots-in-daytona-beach-every-angler-should-know-about	164	125	116	189.7217138	23
/blog/post/attention-art-lovers-cant-miss-upcoming-exhibitions-in-daytona-beach	150	108	107	175.1674253	33
/blog/post/14-daytona-beach-eateries-that-shine-for-breakfastbrunch	141	114	98	200.3134675	63
/blog/post/10-local-coffee-shops-for-that-anytime-stop	132	51	112	74.70324354	10
/blog/post/6-great-rides-you-can-enjoy-on-your-motorcycle	126	99	82	187.8312429	15
/blog/post/find-great-shopping-and-dining-at-daytona-beachs-tanger-outlets-and-tomoka-to	124	100	101	164.0677537	15
/blog/post/where-to-play-stay-and-eat-with-pets-in-daytona-beach	122	88	81	144.5279479	34
/blog/post/kid-friendly-activities-to-enjoy-in-daytona-beach	116	91	90	252.2842527	52
/blog/post/hidden-gems-to-explore-in-the-daytona-beach-area	98	91	73	203.7839676	25
/blog/post/plan-the-perfect-beach-getaway-when-traveling-with-teenagers	89	66	65	259.7892204	42



eNewsletter

<p>Total Sends</p> <p>657,052</p> <p>-5.1%</p>	<p>Open Rate</p> <p>4.3%</p> <p>9.8%</p>	<p>Click Rate</p> <p>.54%</p> <p>88.5%</p>	<p>Unsubscribe Rate</p> <p>.11%</p> <p>-8.3%</p>
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YouTube - Top 10 Video Analytics

Content		New viewers ↓	Impressions	Impressions click-through rate	Views	Average view duration	Watch time (hours)
Duration	Publish date						
<input type="checkbox"/>	Total	41,749	21,514	3.3%	467,566	0:18	1,902.7
<input type="checkbox"/>	 Daytona Beach Nightlife	11,531	322	2.8%	143,704 30.7%	0:15	576.9 30.3%
<input type="checkbox"/>	 Are you ready for the best family beach vacation? Noth...	11,237	102	2.0%	142,868 30.6%	0:15	573.4 30.1%
<input type="checkbox"/>	 Daytona Beach Surf Lesson 15	10,486	36	0%	135,991 29.1%	0:15	544.2 28.6%
<input type="checkbox"/>	 Daytona Beach Kids Arrival	3,417	51	3.9%	15,371 3.3%	0:30	64.4 3.4%
<input type="checkbox"/>	 From surfing lessons, white sand beaches, find many f...	3,300	69	0%	15,237 3.3%	0:30	63.0 3.3%
<input type="checkbox"/>	 30 COISAS INCRÍVEIS para Fazer em DAYTONA BEAC...	569	129	3.9%	655 0.1%	0:20	3.7 0.2%
<input type="checkbox"/>	 Daytona Beach, FL: Your Next Family Road Trip Destina...	316	38	0%	348 0.1%	0:29	2.8 0.2%
<input type="checkbox"/>	 Unlimited Fun in Daytona Beach, Florida	93	20	0%	102 0.0%	0:49	1.4 0.1%
<input type="checkbox"/>	 Daytona Beach Ale Trail	77	63	3.2%	88 0.0%	0:55	1.3 0.1%
<input type="checkbox"/>	 ONE DAYTONA - the Newest Entertainment Complex in...	65	282	3.9%	80 0.0%	1:23	1.9 0.1%

Videos on DaytonaBeach.com - Top 10 Video Analytics

Video	Views ↓	Impressions ↕	Third-party impressions ↕	Unique impressions ↕	Unique viewers ↕	Total time watched ↕	Avg. time watched ↕
<input type="checkbox"/> Total	2,146	29,543	349,729	3,035	568	14:23:37	00:00:24
<input checked="" type="checkbox"/>  Main Street Pier and Sunglow P... Uploaded Nov 14, 2019	786	6,968	0	1,303	362	08:25:37	00:00:38
<input checked="" type="checkbox"/>  Daytona Beach Nightlife Uploaded Oct 16, 2024	715	803	0	74	85	02:40:24	00:00:13
<input checked="" type="checkbox"/>  The Arrival - Daytona Beach (.15) Uploaded Oct 16, 2024	423	490	0	53	56	01:35:53	00:00:13
<input checked="" type="checkbox"/>  First Surf Lesson - Daytona Bea... Uploaded Oct 16, 2024	59	107	0	13	17	00:11:39	00:00:11
<input checked="" type="checkbox"/>  Discover Daytona Beach: Histo... Uploaded Nov 8, 2019	44	1,208	0	229	28	00:16:46	00:00:22
<input type="checkbox"/>  Eco Adventures in Daytona Be... Uploaded Jan 13, 2020	44	1,127	0	186	25	00:30:39	00:00:41
<input type="checkbox"/>  Southeast Museum Of Photogr... Uploaded Jan 6, 2020	23	1,019	0	194	17	00:08:54	00:00:23
<input type="checkbox"/>  The Ultimate Daytona Beach Tr... Uploaded Feb 18, 2021	11	19	0	15	10	00:08:36	00:00:46
<input type="checkbox"/>  Sports in Daytona Beach Uploaded Jan 22, 2026	5	7	445	1	1	00:05:56	00:01:11
<input type="checkbox"/>  Oceanfront and Riverfront Dini... Uploaded Oct 30, 2019	4	126	0	30	3	00:03:04	00:00:46