

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

## Social Media Summary

### Facebook - DaytonaBeach

- Published Posts: 44
- Followers: 485,896 gained 36,896
- Organic Impressions: 952,728 up 104.4%
- Paid Impressions: 19,411,082 up 38.2%
- Organic Engagements: 26,923 up 130.1%
- Paid Engagements: 843,831 up 77.9%
- Organic Engagement Rate Per Impression: 2.8% up 12.6%
- Paid Engagement Rate Per Impression: 4.3% up 28.8%
- Organic Post Link Clicks: 916 up 24.8%
- Paid Post Link Clicks: 607,791 up 125.0%

### Instagram - DiscoverDaytonaBeach

- Published Posts: 49
- Followers: 28,910 gained 995
- Organic Impressions: 1,742,431 up 0.9%
- Paid Impressions: 1,529,770 down 0.7%
- Organic Engagements: 3,665 up 28.6%
- Paid Engagements: 7,764 up 170.1%
- Organic Engagement Rate Per Impression: 0.2% up 27.5%
- Paid Engagement Rate Per Impression: 0.5% up 172.1%

### X - DaytonaBeachFun

- Published Posts: 11
- Followers: 11,829 lost 15
- Impressions: 2,381 up 12.5%
- Engagements: 85 up 193.1%
- Engagement Rate Per Impression: 3.6% up 160.6%
- Post Link Clicks: 8 up 166.7%

### TikTok - DiscoverDaytonaBeach

- Published Posts: 14
- Followers: 41,698 gained 4,305
- Video Views: 1,020,332 down 63.7%
- Engagements: 8,719 down 51.5%
- Engagement Rate Per Impression: 0.9% up 33.4%

### YouTube - VisitDaytonaBeach

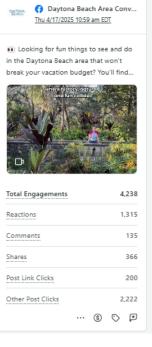
- Subscribers: 1,026 gained 9
- Impressions: 22,440 up 17.9%
- Video Views: 61,110 down 30.9%
- New Viewers: 36,363 down 33.2%
- Click-Thru Rate: 2.8% down 22.2%

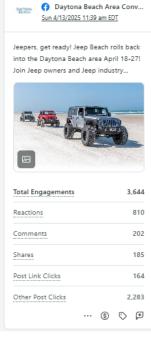


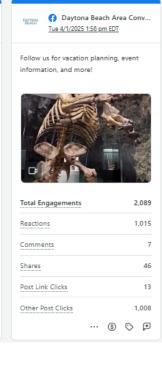
### **Facebook Top Posts**



Oaytona Beach Area Conv...

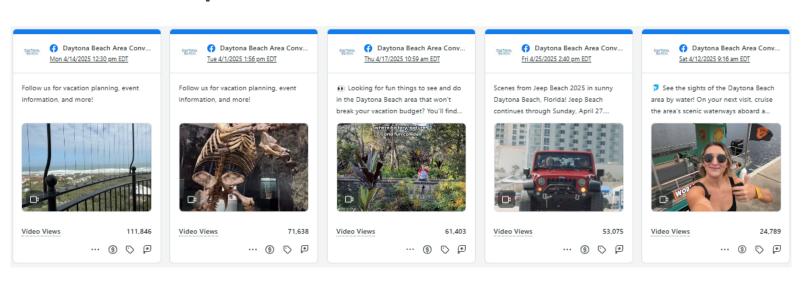






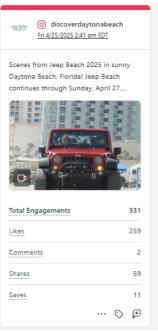


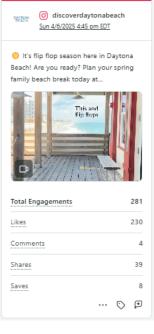
### **Facebook Top Viewed Videos**

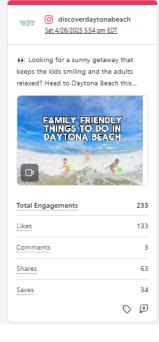


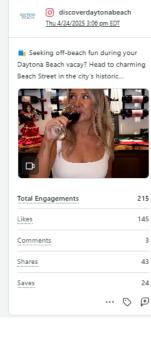


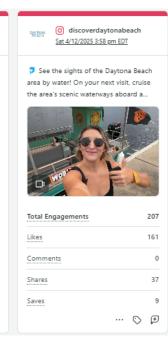
# **Instagram Top Posts**



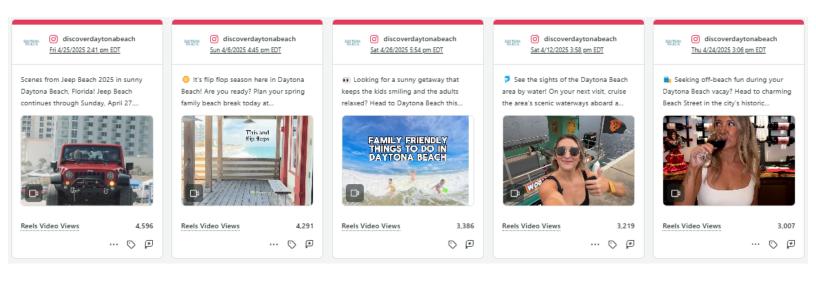








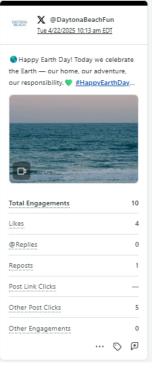
# **Instagram Top Viewed Videos**

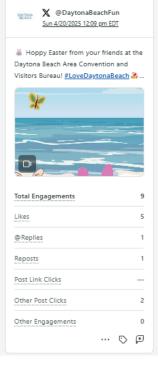


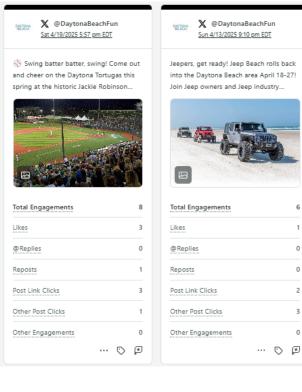


### **Top X Posts**





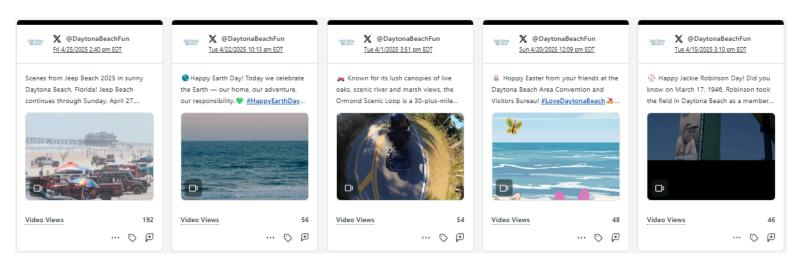




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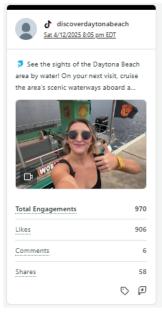
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### X Top Viewed Videos

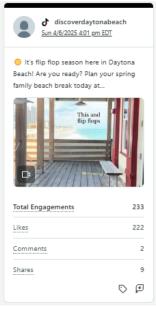




### **Top TikTok Posts**







discoverdaytonabeach

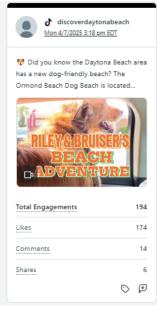
89

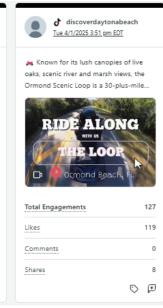
55,751

179

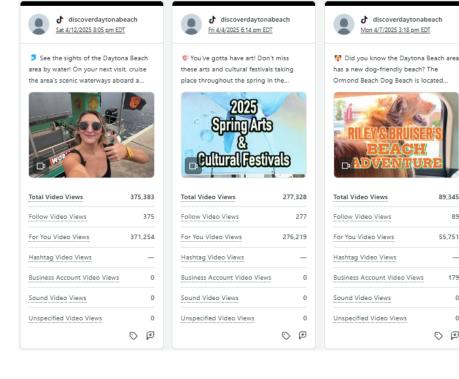
0

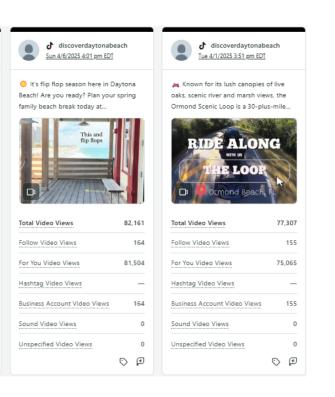
Mon 4/7/2025 3:18 pm EDT





# **TikTok Top Viewed Videos**









### **eNewsletter Performance Overview**

Total Sends

404,151 -45.5% Open Rate

4.7% -7.8% Click Rate

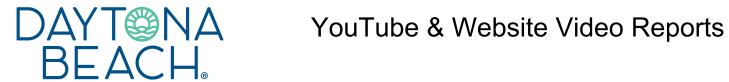
.55% -23.6% Unsubscribe Rate

.18%

-5.3%

### **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	408	363	334	40.39215686	19
/blog/post/where-to-see-manatees-and-dolphins-in-daytona-beach	377	329	250	78.72413793	144
/blog/post/on-the-hunt-in-daytona-beach-shells-seaweed-sea-glass-more	287	244	185	54.96864111	18
/blog/post/ride-a-horse-on-the-beach-equestrian-adventures-of-florida	194	164	137	41.18041237	19
/blog/post/fishing-spots-in-daytona-beach-every-angler-should-know-about	178	139	116	63.18539326	31
/blog/post/attention-art-lovers-cant-miss-upcoming-exhibitions-in-daytona-beach	176	150	115	54.8125	34
/blog/post/fun-free-things-to-do-in-daytona-beach	168	129	103	84.35714286	33
/blog/post/find-great-shopping-and-dining-at-daytona-beachs-tanger-outlets-and-tomoka-town-center	160	142	125	31.55625	20
/blog/post/5-things-to-know-about-going-to-a-daytona-tortugas-game-at-jackie-robinson-ballpark	146	127	104	49.8630137	5
/blog/post/big-events-for-the-daytona-beach-area	145	131	114	75.27586207	21
/blog/post/the-ins-and-outs-of-surf-fishing-in-daytona-beach	118	104	86	92.07627119	11
/blog/post/top-6-places-to-watch-the-sunrise-in-daytona-beach	110	103	85	46.05454545	7
/blog/post/myth-or-fact-hear-the-haunted-story-of-the-fairchild-oak	109	102	92	50.76146789	6
/blog/post/14-daytona-beach-eateries-that-shine-for-breakfastbrunch	102	88	60	84.58823529	44
/blog/post/beach-bars-with-live-music-in-daytona-beach	100	82	55	91.56	55
/blog/post/this-mothers-day-treat-mom-to-fun-in-the-sun-in-daytona-beach	90	86	72	47.86666667	21
/blog/post/5-hot-reasons-to-visit-daytona-beach-on-july-4th-weekend	86	73	64	70.58139535	15
/blog/post/bring-the-heat-how-to-have-a-cookout-in-daytona-beach	79	60	49	40.32911392	1
/blog/post/places-to-putt-around-in-daytona-beach	79	69	61	57.21518987	18
/blog/post/quirky-hidden-gems-in-daytona-beach	76	69	55	82.80263158	9



# YouTube - Top 10 Video Analytics

ontent uration Publi	sh date	Impressions	Impressions click-through rate	Views	Average view duration	Watch time (hours) ↓	
Total		22,440	2.8%	61,110	0:22	380.4	
0:16	Are you ready for the best family beach vacation? Noth	155	1.3%	28,575 46.8%	0:15	119.5 31.49	
0:31	Bike Daytona Beach	20	0%	8,270 13.5%	0:52	118.1 31.19	
0:16	ooking for things to do in Daytona Beach, FL? You'd b	450	1.8%	17,420 28.5%	0:15	<b>72.9</b> 19.29	
0:31	Find things to do with kids in Daytona Beach, the best	124	4.0%	2,300 3.8%	0:30	19.3 5.1	
84 0:31	0000 steps a day with a view at Daytona Beach FL.	102	0%	1,606 2.6%	0:30	13.4 3.5	
0:39	/irtual Drive on Daytona Beach	22	0%	537 0.9%	0:29	4.3 1.1	
27:03	Ride The Loop, Ormond Beach, Florida	4,891	0.7%	57 0.1%	2:46	2.6 0.79	
2:01	ONE DAYTONA - the Newest Entertainment Complex in	279	4.7%	91 0.2%	1:18	2.0 0.59	
1:14	Unlimited Fun in Daytona Beach, Florida	15	6.7%	92 0.2%	0:57	1.5 0.49	
- / 2-01	Mary McLeod Bethune Home - Step into a Remarkable	117	12.0%	66 0.1%	1:16	1.4 0.4	

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

	Name		Views ↓	Impressions ÷	Third-party impressions $\hat{\ }$	Unique impressions ÷	Unique viewers \$	Total time watched $\hat{\ }$
	Report Total		255,891	2,189,264	304,077	296,624	30,691	481:03:29
<b>2</b>		The Arrival - Daytona Beach (:15) Oct 16, 2024	87,433	739,551	0	108,885	13,550	167:48:40
<b></b>	1	First Surf Lesson - Daytona Beach Oct 16, 2024	86,016	731,201	0	105,881	12,395	154:52:40
<b>2</b>	BEA!	Daytona Beach Nightlife Oct 16, 2024	81,325	706,185	0	108,269	12,143	145:35:10
<b></b>		Main Street Pier and Sunglow Pier Nov 14, 2019	999	8,107	0	1,492	313	11:39:03
<b></b>		Eco Adventures in Daytona Beach, Jan 13, 2020	43	579	0	110	17	00:32:24
	DAYTONA	2024 Coke Zero Sugar 400 Aug 14, 2024	11	493	0	91	5	00:03:25
		Daytona Beach _ Arrival 15 Mar 7, 2025	11	17	0	8	4	00:02:22
		Discover Daytona Beach: History Nov 8, 2019	10	474	0	104	6	00:02:30
		World-Class Golf in Daytona Beac Mar 17, 2025	8	15	0	6	4	00:01:32
		The Ultimate Daytona Beach Trail Feb 18, 2021	6	12	0	10	5	00:04:21