DAYTONA BEACH®

June 2026
End of Month Reports
Social - eNewsletters - Blogs

Social Media Summary

Facebook - DaytonaBeach

	Jun 26	Jun 25	v. May 2026	v.June 2025
Published Posts	64	69		
Followers	822,396	592,280	+18,901	+230,116
Impressions - Organic	548,998	822,219	-36.2%	-33.2%
Impressions - Paid	19,852,763	16,931,572	-9.2%	17.3%
Engagements - Organic	27,957	33,931	-30.8%	-17.6%
Engagements - Paid	479,892	1,069,176	-25.9%	-55.1%
Engagement Rate Per Impression - Organic	5.1%	4.1%	8.5%	24.4%
Engagement Rate Per Impression - Paid	2.4%	6.3%	-20.0%	-61.9%

Instagram - DiscoverDaytonaBeach

	Jun 26	Jun 25	v. May 2026	v.June 2025
Published Posts	68	61		
Followers	38,753	31,522	+933	+7,231
Views - Organic	129,580	101,627	27.2%	27.5%
Views - Paid	5,324,028	2,581,515	220.5%	106.2%
Engagements - Organic	2,648	3,176	21.5%	-16.6%
Engagements - Paid	18,188	21,622	34.9%	-15.9%
Engagement Rate Per Impression - Organic	2.0%	3.1%	-4.8%	-35.5%
Engagement Rate Per Impression - Paid	0.3%	0.8%	-57.1%	-62.5%

Threads - DiscoverDaytonaBeach

	Jun 26	Jun 25	v. May 2026	v.June 2025
Published Posts	31	17		
Followers	5,160	4,558	+44	+602
Views	2,738	888	247.5%	208.3%
Engagements	323	16	546.0%	1918.8%

X - DaytonaBeachFun

	Jun 26	Jun 25	v. May 2026	v.June 2025
Published Posts	27	7		
Followers	11,716	11,794	-15	-78
Impressions	4,910	1,709	0.6%	187.3%
Engagements	191	97	-9.9%	96.9%
Engagement Rate Per Impression	3.9%	5.7%	-9.3%	-31.6%

TikTok - DiscoverDaytonaBeach

	Jun 26	Jun 25	v. May 2026	v.June 2025
Published Posts	12	7		
Followers	124,347	50,080	+1,493	+74,267
Impressions	5,357,203	179,699	2.9%	2881.2%
Engagements	26,040	7,340	-38.3%	254.8%
Engagement Rate Per Impression	0.5%	4.1%	-37.5%	-23.0%

YouTube - VisitDaytonaBeach

	Jun 26	Jun 25	v. May 2026	v.June 2025
Subscribers	1,111	1,041	+3	+70
Impressions	17,963	14,964	23.8%	20.0%
Video Views	500,353	59,771	3.0%	737.1%
New Viewers	8,445	28,364	-21.2%	-70.2%
Click-Thru Rate	3.5%	4.5%	-14.6%	-22.2%

Pinterest - DiscoverDaytonaBeach

	Jun 26	Jun 25	v. May 2026	v.June 2025
Audience	459	429	+15	+30

Facebook Top Posts

Daytona Beach Area C...
Mon 6/8/2026 2:24 pm EDT

🌊🌊🌊
📹 by **magicofthemice**: Happy World Oceans Day 🌊...

Engagements	1,832
Reactions	980
Comments	48
Shares	143
Post Link Clicks	1
Other Post Clicks	660

Daytona Beach Area C...
Mon 6/1/2026 6:58 am EDT

POV: Your June calendar just got a lot more fun. 🎉
...

Engagements	1,220
Reactions	241
Comments	18
Shares	64
Post Link Clicks	64
Other Post Clicks	833

Daytona Beach Area C...
Wed 6/3/2026 3:55 pm EDT

Wave Wednesday 🌊

Engagements	1,007
Reactions	362
Comments	21
Shares	27
Post Link Clicks	1
Other Post Clicks	596

Daytona Beach Area C...
Tue 6/30/2026 2:22 pm EDT

Hey Georgia! We're just a hop and a skip from ya. Come see what Daytona Beach has to offer.

Engagements	890
Reactions	34
Comments	2
Shares	2
Post Link Clicks	4
Other Post Clicks	848

Daytona Beach Area C...
Thu 6/11/2026 1:03 pm EDT

🎶 Your summer soundtrack is waiting at the Daytona Beach Bandshell!
...

Engagements	838
Reactions	248
Comments	8
Shares	55
Post Link Clicks	23
Other Post Clicks	504

Facebook Top Viewed Videos

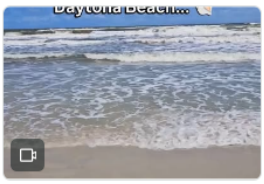
Daytona Beach Area C...
Tue 6/30/2026 2:22 pm EDT

Hey Georgia! We're just a hop and a skip from ya. Come see what Daytona Beach has to offer.

Video Views	62,446

Daytona Beach Area C...
Mon 6/8/2026 2:24 pm EDT

🌊🌊🌊
📹 by **magicofthemice**: Happy World Oceans Day 🌊...



Video Views	18,155

Daytona Beach Area C...
Mon 6/1/2026 6:58 am EDT

POV: Your June calendar just got a lot more fun. 🎉
...

Video Views	12,808

Daytona Beach Area C...
Tue 6/30/2026 2:00 pm EDT

Hey Georgia! We're just a hop and a skip from ya. Come see what Daytona Beach has to offer.

Video Views	8,753

Daytona Beach Area C...
Wed 6/3/2026 3:55 pm EDT

Wave Wednesday 🌊

Video Views	6,996

Instagram Top Posts

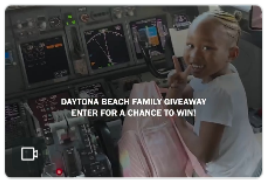
discoverdaytonabeach
Mon 6/1/2026 9:29 am EDT

POV: Your June calendar just got a lot more fun. 🎉
...

Engagements	222
Likes	105
Comments	6
Shares	76
Saves	35

discoverdaytonabeach
Tue 6/9/2026 10:09 am EDT

📸 by **@accessatl**: WIN THIS DAYTONA BEACH GETAWAY!
...



Engagements	167
Likes	85
Comments	49
Shares	26
Saves	7

discoverdaytonabeach
Wed 6/3/2026 4:06 pm EDT

Wave Wednesday 🌊

#lovedaytonabeach🏄

Engagements	158
Likes	141
Comments	2
Shares	10
Saves	5

discoverdaytonabeach
Mon 6/1/2026 2:26 am EDT

😍 Too cute! We love! 🐶 🐾
#LoveDaytonaBeach
📸 by **@angelaah**.xo: Hang 8 Dog Surfin...

Engagements	143
Likes	109
Comments	3
Shares	28
Saves	3

discoverdaytonabeach
Tue 6/2/2026 5:14 pm EDT

🎨 🍋 🎶 First Friday plans? We've got you covered!
Head to Downtown Daytona Beach on...

Engagements	117
Likes	88
Comments	3
Shares	20
Saves	6

Instagram Top Viewed Videos

discoverdaytonabeach
Mon 6/1/2026 9:29 am EDT

POV: Your June calendar just got a lot more fun. 🎉
...

Reels Video Views	4,207

discoverdaytonabeach
Mon 6/1/2026 2:26 am EDT

😍 Too cute! We love! 🐶 🐾
#LoveDaytonaBeach
📸 by **@angelaah**.xo: Hang 8 Dog Surfin...

Reels Video Views	2,643

discoverdaytonabeach
Fri 6/5/2026 4:40 pm EDT

ONE DAYTONA is kid-friendly and mom-approved! 🙌
#LoveDaytonaBeach...

Reels Video Views	2,623

discoverdaytonabeach
Wed 6/3/2026 4:06 pm EDT

Wave Wednesday 🌊

#lovedaytonabeach🏄

Reels Video Views	2,581

discoverdaytonabeach
Mon 6/1/2026 2:20 pm EDT

The Art of Dining has arrived at Blue Flame. Bon appétit! 😋
#LoveDaytonaBeach...

Reels Video Views	2,131

X Top Posts

@DaytonaBeachFun
Tue 6/2/2026 3:58 pm EDT

First Friday plans? We've got you covered!
Head to Downtown Daytona Beach on...

Engagements	17
Likes	3
@Replies	0
Shares	1
Post Link Clicks	1
Other Post Clicks	2
Other Engagements	10

@DaytonaBeachFun
Tue 6/30/2026 9:26 am EDT

Happy Social Media Day!
From sunrise selfies to beach-day reels and foodie finds, thanks for making the...

Engagements	16
Likes	1
@Replies	5
Shares	2
Post Link Clicks	—
Other Post Clicks	2
Other Engagements	6

@DaytonaBeachFun
Thu 6/11/2026 4:55 pm EDT

Your summer soundtrack is waiting at the Daytona Beach Bandshell!
...

Engagements	14
Likes	4
@Replies	0
Shares	1
Post Link Clicks	5
Other Post Clicks	2
Other Engagements	2

@DaytonaBeachFun
Mon 6/8/2026 3:59 pm EDT

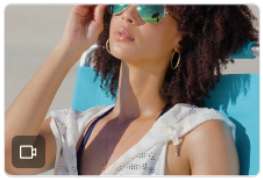
Nothing says summer in Daytona Beach quite like a night at the historic Jackie Robinson Ballpark! The Daytona...

Engagements	12
Likes	5
@Replies	0
Shares	1
Post Link Clicks	0
Other Post Clicks	2
Other Engagements	4

@DaytonaBeachFun
Sat 6/27/2026 9:49 am EDT

Sunshine looks good on you!

Celebrate National Sunglasses Day by...



Engagements	11
Likes	3
@Replies	5
Shares	0
Post Link Clicks	—
Other Post Clicks	3
Other Engagements	0

X Top Video Views

@DaytonaBeachFun
Tue 6/9/2026 8:09 pm EDT

Make time for a bit of retail therapy on your next visit to the Daytona Beach area.
...

Video Views	65

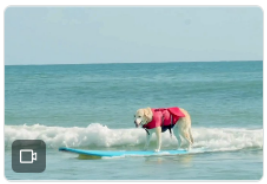
@DaytonaBeachFun
Thu 6/4/2026 5:57 pm EDT

Greetings from Daytona Beach...then and now.
...

Video Views	60

@DaytonaBeachFun
Fri 6/19/2026 8:02 pm EDT

If you missed the Hang 8 Dog Surfing Extravaganza held on May 31 in Daytona Beach, you missed a dog on good time! I...



Video Views	57

@DaytonaBeachFun
Fri 6/5/2026 7:45 pm EDT

Good times are par for the course at PopStroke Daytona Beach!
...

Video Views	57

@DaytonaBeachFun
Sat 6/13/2026 7:48 pm EDT

Art Imitates Life II, an exhibition of the amazingly lifelike Seward Johnson sculptures installed around Ormond...

Video Views	52

TikTok Top Posts

@discoverdaytonabeach
Mon 6/1/2026 2:12 am EDT

POV: Your June calendar just got a lot more fun. 🎉 The Daytona Beach area is packed with ways to kick off summer....

Engagements	153
Likes	139
Comments	4
Shares	10

@discoverdaytonabeach
Sun 6/7/2026 9:57 am EDT

🌞 Happy Sunday from sunny Daytona Beach! 🏖️ **#LoveDaytonaBeach #DaytonaBeach**

Engagements	133
Likes	125
Comments	3
Shares	5

@discoverdaytonabeach
Thu 6/4/2026 1:21 am EDT

💌 Greetings from Daytona Beach...then and now. From vintage postcard charm to the iconic landmarks we know and love...

Engagements	80
Likes	73
Comments	2
Shares	5

@discoverdaytonabeach
Sat 6/20/2026 9:32 am EDT

🛥️ Enjoy on the water adventures and sightseeing in the Daytona Beach area! From scenic cruises and dolphin sighting...

Engagements	54
Likes	52
Comments	2
Shares	0

@discoverdaytonabeach
Fri 6/5/2026 2:22 pm EDT

⛳ Good times are par for the course at PopStroke Daytona Beach! From sinking putts to savoring delicious bites, this is...

Engagements	46
Likes	43
Comments	1
Shares	2

TikTok Top Viewed Videos

@discoverdaytonabeach
Thu 6/4/2026 1:21 am EDT

💌 Greetings from Daytona Beach...then and now. From vintage postcard charm to the iconic landmarks we know and love...

Video Views	1,020
Follow Video Views	84
For You Video Views	490
Hashtag Video Views	—
Business Account Video Views	175
Others Video Views	241
Search Video Views	27
Sound Video Views	0
Unspecified Video Views	3

@discoverdaytonabeach
Mon 6/1/2026 2:12 am EDT

POV: Your June calendar just got a lot more fun. 🎉 The Daytona Beach area is packed with ways to kick off summer....

Video Views	990
Follow Video Views	22
For You Video Views	691
Hashtag Video Views	—
Business Account Video Views	209
Others Video Views	11
Search Video Views	54
Sound Video Views	0
Unspecified Video Views	3

@discoverdaytonabeach
Sun 6/7/2026 9:57 am EDT

🌞 Happy Sunday from sunny Daytona Beach! 🏖️ **#LoveDaytonaBeach #DaytonaBeach**

Video Views	756
Follow Video Views	85
For You Video Views	461
Hashtag Video Views	—
Business Account Video Views	171
Others Video Views	21
Search Video Views	15
Sound Video Views	0
Unspecified Video Views	3

@discoverdaytonabeach
Fri 6/5/2026 2:22 pm EDT

⛳ Good times are par for the course at PopStroke Daytona Beach! From sinking putts to savoring delicious bites, this is...

Video Views	550
Follow Video Views	53
For You Video Views	222
Hashtag Video Views	—
Business Account Video Views	174
Others Video Views	19
Search Video Views	78
Sound Video Views	0
Unspecified Video Views	4

@discoverdaytonabeach
Sat 6/20/2026 9:32 am EDT

🛥️ Enjoy on the water adventures and sightseeing in the Daytona Beach area! From scenic cruises and dolphin sighting...

Video Views	520
Follow Video Views	108
For You Video Views	292
Hashtag Video Views	—
Business Account Video Views	99
Others Video Views	8
Search Video Views	9
Sound Video Views	0
Unspecified Video Views	4

Top 20 Blogs

Blog	Sessions	Users	New Users	Average Engagement Time Per Session	Key Events
/blog/post/celebrate-the-fourth-of-july-in-daytona-beach-fireworks-beach-america-250-festivities	892	763	640	197.468496	143
/blog/post/where-to-see-manatees-and-dolphins-in-daytona-beach	623	562	514	210.817912	79
/blog/post/fun-free-things-to-do-in-daytona-beach	308	270	217	250.8911153	76
/blog/post/endless-fun-awaits-with-these-rainy-day-activities-in-the-daytona-beach-area	251	241	217	104.7248891	48
/blog/post/on-the-hunt-in-daytona-beach-shells-seaweed-sea-glass-more	204	180	140	990.5547518	15
/blog/post/5-hot-reasons-to-visit-daytona-beach-on-july-4th-weekend	202	187	155	178.7161121	37
/blog/post/where-to-play-stay-and-eat-with-pets-in-daytona-beach	194	173	155	135.7579518	57
/blog/post/buc-ees-in-daytona-beach-more-than-a-gas-station-its-an-experience	180	169	164	147.9253587	8
/blog/post/6-cool-ways-to-spoil-dad-on-fathers-day-in-daytona-beach	171	163	139	161.5940027	61
/blog/post/find-great-shopping-and-dining-at-daytona-beachs-tanger-outlets-and-tomoka-town-center	167	153	141	158.8053078	21
/blog/post/fishing-spots-in-daytona-beach-every-angler-should-know-about	161	141	122	221.8437937	22
/blog/post/ride-a-horse-on-the-beach-equestrian-adventures-of-florida	149	136	120	168.4214073	15
/blog/post/big-events-for-the-daytona-beach-area	130	124	107	171.920141	20
/blog/post/beach-bars-with-live-music-in-daytona-beach	127	113	88	305.6125062	55
/blog/post/14-daytona-beach-eateries-that-shine-for-breakfastbrunch	124	112	83	141.2019057	34
/blog/post/daytona-beachs-famous-natives-and-noteworthy-visitors	121	112	97	103.807305	6
/blog/post/5-things-to-know-about-going-to-a-daytona-tortugas-game-at-jackie-robinson-ballpark	100	87	74	93.17173102	4
/blog/post/the-ins-and-outs-of-surf-fishing-in-daytona-beach	90	77	61	131.4057998	4
/blog/post/kid-friendly-activities-to-enjoy-in-daytona-beach	73	65	56	142.7068258	19
/blog/post/myth-or-fact-hear-the-haunted-story-of-the-fairchild-oak	69	57	51	165.7111422	3

eNewsletter

Total Sends	Open Rate	Click Rate	Unsubscribe Rate
1,043,977	3.9%	.25%	.14%
153.2%	-11.4%	-46.2%	39.1%

DAYTONA BEACH®

YouTube - Top 10 Video Analytics

Content	Duration	Publish date	New viewers	Impressions	Impressions click-through rate	Views	Average view duration	Watch time (hours)
Total			**8,445**	**17,963**	**3.5%**	**500,353**	**0:21**	**2,502.3**
Are you ready for the best family beach vacation? ...	0:16		2,711	48	4.2%	151,635 30.3%	0:15	625.3 25.0%
She'll Never Forget Her First Wave 🏄‍♀️🌊 #Shorts ...	0:16		1,875	38	2.6%	122,408 24.5%	0:15	505.8 20.2%
Daytona Beach Nightlife	0:16		1,814	186	5.9%	118,312 23.7%	0:15	488.8 19.5%
From surfing lessons, white sand beaches, find ma...	0:31		418	53	5.7%	51,784 10.4%	0:29	421.9 16.9%
The Ultimate Florida Family Road Trip Destination: ...	0:31		355	21	14.3%	52,091 10.4%	0:29	424.1 17.0%
Daytona Beach, FL: Your Next Family Road Trip De...	0:39		300	73	2.7%	365 0.1%	0:27	2.7 0.1%
Fish, Dine & Explore! Daytona Beach's Iconic Main ...	1:01		66	109	8.3%	87 0.0%	0:48	1.2 0.1%
Unlimited Fun in Daytona Beach, Florida	1:14		56	9	0%	71 0.0%	0:58	1.1 0.1%
ONE DAYTONA - the Newest Entertainment Compl...	2:01		47	240	5.8%	61 0.0%	1:25	1.5 0.1%
Mary McLeod Bethune Home - Step into a Remark...	2:01		46	140	7.1%	62 0.0%	1:20	1.4 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
Total	839	29,693	109,628	6,036	791	08:41:10	00:00:37
Main Street Pier and Sunglow P... (01:00) Uploaded Nov 14, 2019	726	7,760	0	1,278	704	07:54:18	00:00:39
Discover Daytona Beach: Histo... (00:58) Uploaded Nov 8, 2019	27	808	0	143	27	00:11:01	00:00:24
Southeast Museum Of Photogr... (01:01) Uploaded Jan 6, 2020	22	605	0	108	21	00:07:01	00:00:19
2024 Coke Zero Sugar 400 (00:30) Uploaded Aug 14, 2024	15	1,156	0	262	15	00:03:18	00:00:13
Eco Adventures in Daytona Be... (01:38) Uploaded Jan 13, 2020	14	1,170	0	144	14	00:07:11	00:00:30
Sports in Daytona Beach (01:30) Uploaded Jan 22, 2026	8	8	2,165	3	7	00:03:48	00:00:28
The Ultimate Daytona Beach Tr... (01:00) Uploaded Feb 18, 2021	6	9	0	7	6	00:05:16	00:00:52
Famous for More Than You Thin... (00:25) Uploaded Oct 7, 2025	6	6	0	3	5	00:01:59	00:00:19
Oceanfront and Riverfront Dini... (01:33) Uploaded Oct 30, 2019	4	101	0	18	4	00:02:48	00:00:42